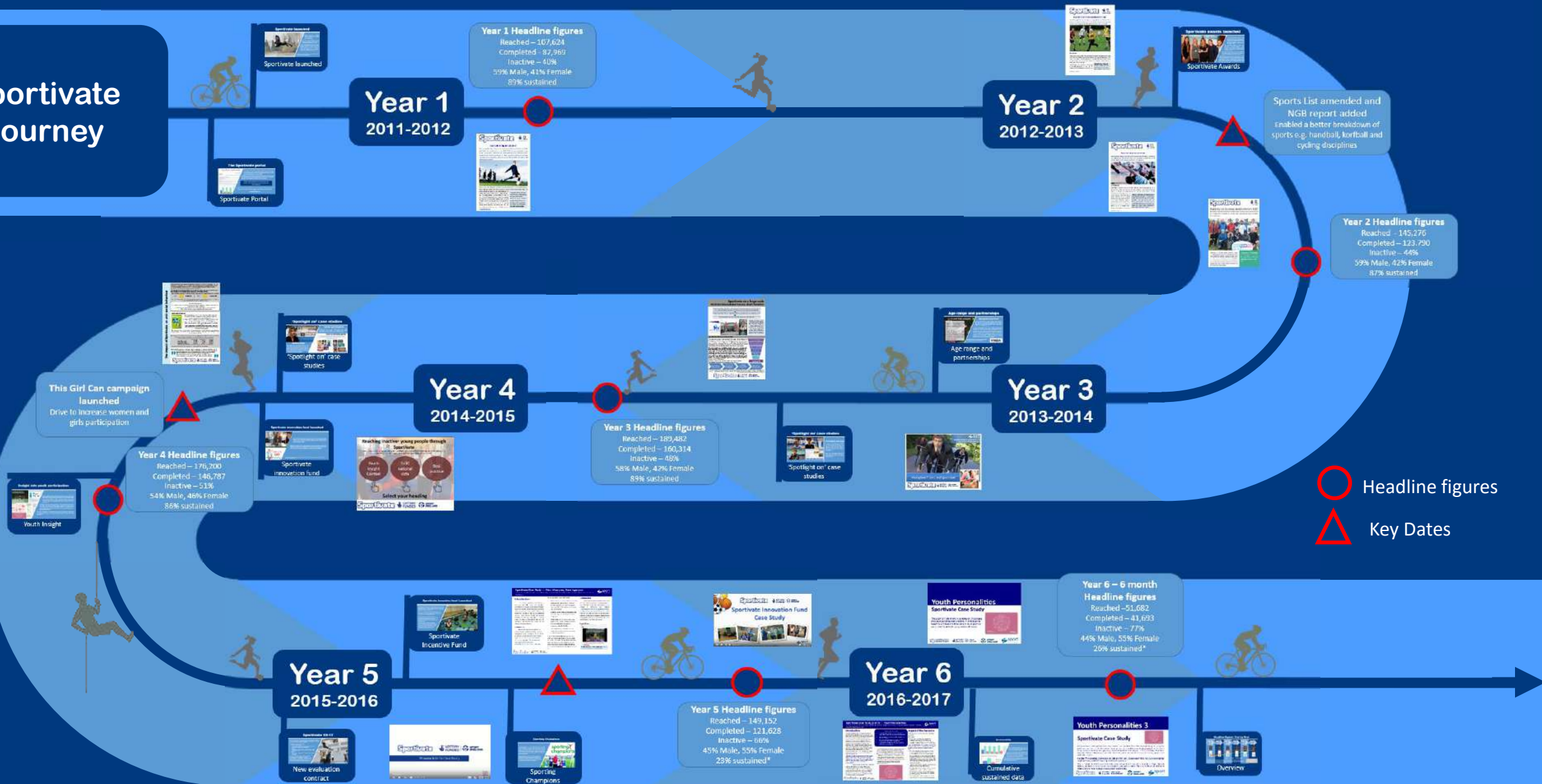


Sportivate Journey





Sportivate launched



Sportivate Portal

Year 1

2011-2012

Year 1 Headline figures

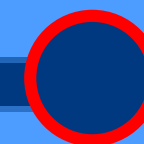
Reached – 107,624

Completed - 87,969

Inactive – 40%

59% Male, 41% Female

89% sustained



Sportivate launched



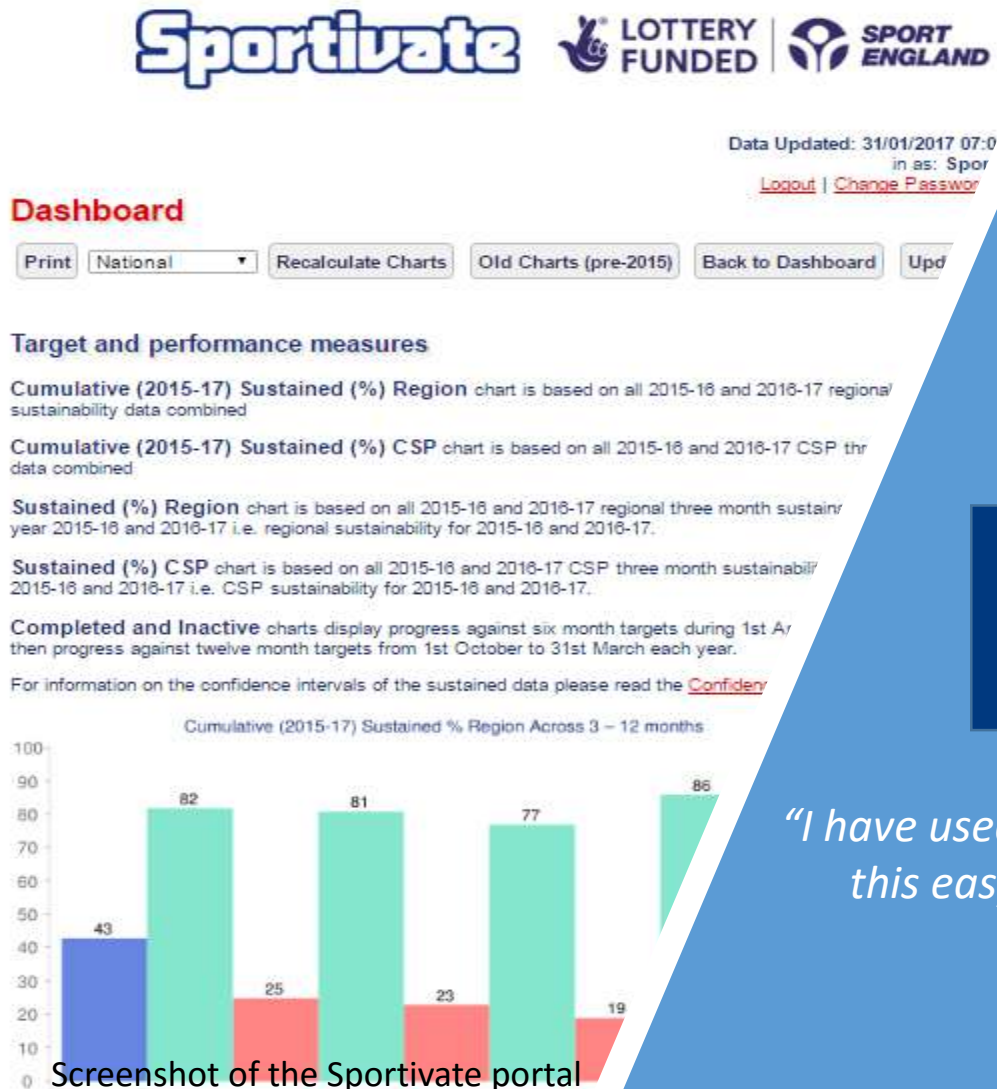
Sportivate has been an Olympic Legacy programme to encourage inactive 14-25 year olds to become more regularly active.

Due to its success, a further 2 years of funding were added (2015-2017) after the initial investment period of 2011-2015.

The Sportivate programme evolved in a number of ways since it began, such as a decrease in the minimum age to 11 years old and a measurement change to focus on behaviour change after Sportivate. The most significant changes are outlined in this case study.

A final year of investment has also been added for 2017-2018 with a focus on inactivity.

The Sportivate portal



The Sportivate portal has been a bespoke system that was launched at the start of the programme to capture all data relating to Sportivate. A number of versions of the portal were created to ensure that it has always been fit for purpose for the data that needed to be collected.

The portal has enabled data capture of every participant who has come through the Sportivate programme, a great achievement for a national sport development programme. It also enables live tracking for CSP project managers.

848,282 unique participants across 63,556 projects, with 396,652 sessions entered onto the portal throughout the 6 years of Sportivate.

"I have used the Sportivate portal for over 3 years, our Sportivate providers have found this easy to use and the new charts provide a useful overview for CSP Sportivate Leads."

Jacqueline Galvin, Leap

Year 2 2012-2013



Sports List amended and
NGB report added
Enabled a better breakdown of
sports e.g. handball, korfball and
cycling disciplines



Year 2 Headline figures

Reached - 145,276
Completed – 123,790
Inactive – 44%
59% Male, 42% Female
87% sustained

Sportivate awards launched



Image courtesy of Sport England

The Annual Sportivate awards were launched in 2012. The national awards took place each year at the Houses of Parliament. The national awards were distributed alongside similar awards for Satellite Clubs.

The Sportivate project of the year celebrated providers/deliverers who, through their projects, inspired young people to change their sporting behaviour and become active.

The Sportivate participant of the year celebrated the positive impact that Sportivate has made to individual young people across the country.

Emily Mullis, previous Sportivate award winner said: "Thanks to Sportivate I have now not only learned how to climb but am also in a position to give back and help others learn the ropes. I want to build on this and next year I am looking forward to volunteering at the 2016 Tees Valley School Games."



Age range and
partnerships

Year 3

2013-2014

Year 3 Headline figures

Reached – 189,482
Completed – 160,314
Inactive – 48%
58% Male, 42% Female
89% sustained

'Spotlight on' case studies



'Spotlight on' case
studies



Age range and partnerships

11-13 year olds included

In 2013, the minimum age for Sportivate dropped to 11 years old, enabling 11,12 and 13 year olds to participate in Sportivate for the first time. The age range was adjusted to aid the transition from school to community sport.

Although, the change meant a wider audience for Sportivate, the period immediately following the change, saw a decrease in the proportion of 19-25 year olds engaged in favour of the 'easier to find' 11-13 year olds. This was rectified by the end of year 4, when the proportion of 19-25 year olds increased again.

Sport England Image Library

Recognised partners

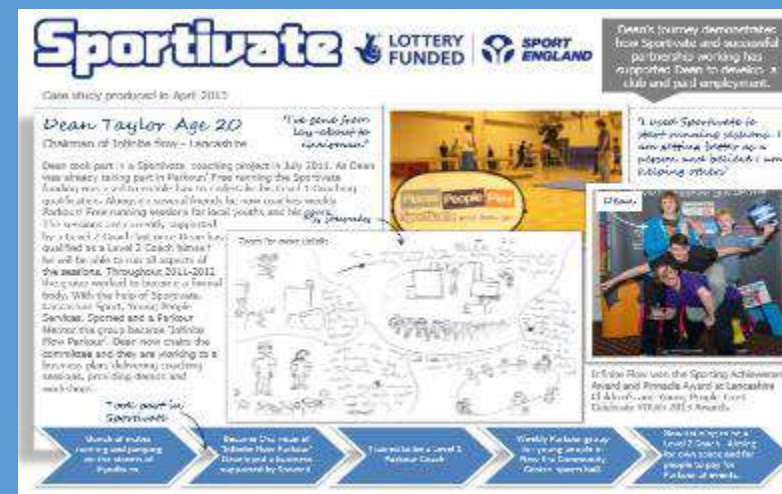
Year 3 saw the inclusion of recognised partners within Sportivate. The Sportivate team brokered partnerships with national organisations to help facilitate local relationships to target projects at inactive young people. e.g. YMCA

"The free running project has been a great example of what can be achieved with investment in young people, developing the skills that they want to develop. We have trained up young people and now via Sportivate, these young people are able to gain valuable employment experience and engage other young people in sport. Peer engagement is a very successful way of engaging young people and it's been a pleasure to see young people progress through the coaching, supporting other young people and developing themselves. Without Sportivate funding this would not have been possible."

John Simmonds, free running coaching volunteer,
delivering for YMCA North Staffordshire



'Spotlight on' case studies



Participant journeys

In 2013 3 case studies were released focussing on Sportivate participants. These case studies focussed on what the participants wanted from their Sportivate experience and how the project they took part in encouraged them to develop a sporting habit.

Insight from young people about their sporting experiences, like the feedback on these videos, has been used to inform Sportivate delivery.

Year 4

2014-2015

This Girl Can campaign launched

Drive to increase women and girls participation



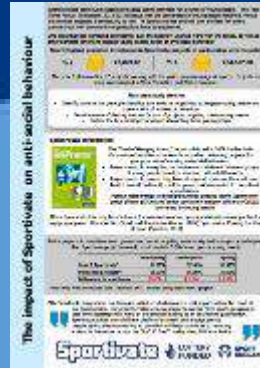
Year 4 Headline figures

Reached – 176,200
Completed – 146,787
Inactive – 51%
54% Male, 46% Female
86% sustained

Insight into youth participation



Youth Insight



'Spotlight on' case studies



'Spotlight on' case studies

Sportivate innovation fund launched



Sportivate innovation fund



Insight into youth participation



Sizing the market: young people's attitudes and beh



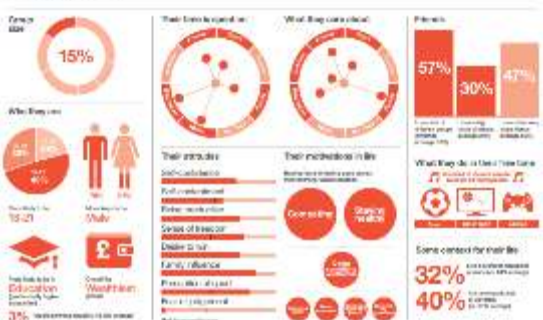
We have learned:

- Around 15% of young people are positive about taking part, but **not involve their social group**. Projects in higher education have some experience and need to make a delivery to make it easier to take part.
- A very audience is **looking for something that we're not** functional benefits of participating but less concerned that it's a sport.
- A proportion of **already uninterested young people are still** passively in response to the norms of their peer group. They do

100% satisfied from Active people survey and Active Life week on 20th

A closer look: life

Amidst our challenges



Thoughtful Improvers

Mature / Non-competitive / Self-development



Thoughtful Improvers
and independent
the cinema or at
home they'll
reading or enj
mean sitting
they like to

This group of yo
lot about how r
feel, and tend
than others. T
goals are in
developing is
their my reflect
physica
feel all
they r
only
to f



The Sport England Youth Insight Pack was released in August 2014. The information in this pack had a large influence on Sportivate delivery with deliverers being challenged to think to a greater extent about young peoples attitudes to sport and how to ensure projects are suitable for inactive young people both in the way they are marketed and delivered.

Following on from the Youth Insight Pack, a further piece entitled 'Under the Skin' took a closer look at youth personalities, with the aim to help providers and deliverers understand the attitudes, behaviours and preferences of young people. This is a perfect starting point when designing programmes to get young people active.

CSPs were encouraged to run workshops for providers and deliverers to disseminate the information and to advise them what they would be looking for in their applications.

‘Spotlight on’ case studies



Adding Value

The adding value case study focussed on what CSPs were spending Sportivate money on to deliver ‘above and beyond’. CSPs made links to other funding streams to maximise the impact as well as using Sportivate funding in innovative ways to maximise sustained participation.

Female participation

The second of the 3 case studies focussing on female participation used additional data collected from female Sportivate participants about their sustained participation.

Team vs individual sports

Not only are there fewer team sports to take part in than individual sports, but the profile of the role models in individual sports is significantly higher than the profile of those taking part in team sports.

This means that inspiring and encouraging young women and girls to take part in team sports is even harder than for individual sports and activities



Images were found using a Google Image search

Sportivate innovation fund launched



The Sportivate innovation fund, launched in 2014, was designed to support inventive and cutting-edge Sportivate projects in their approach. These projects focussed on innovative ways to engage children and young people in sport and physical activity.

Sportivate innovation fund projects targeted hard-to-reach groups and met wider objectives alongside those of Sportivate. The introduction of them was where the greatest impact was made on targeting under-represented demographics



The 'Give it a Go' programme (GIAG) was created by Active Dorset County Sports Partnership in conjunction with the Arts University Bournemouth (AUB)

Year 5 2015-2016

Sportivate incentive fund Launched



Sportivate
Incentive Fund



Sportivate 15-17



New evaluation
contract



Sporting Champions



Sporting
Champions

Year 5 Headline figures

Reached – 149,152
Completed – 121,628
Inactive – 66%
45% Male, 55% Female
23% sustained*

Sportivate 15-17

In 2014, it was announced that Sportivate would receive an additional 2 years of investment, securing the programme until April 2017. With the new contract came a number of evolutions.

3 performance measures were used

- Sustain – headline target
Focussing the attention of the programme on creating a behavioural change in sports participation.
- Complete
Continuing to capture young people attending weekly coaching sessions
- Inactive
CSPs were challenged to reach more inactive participants

A 6, 9 and 12 month tracking survey was added to the 3 month survey, allowing for an ongoing understanding of sustainability. The results have shown that participants are being sustained 6, 9 and 12 months after completing a Sportivate project.



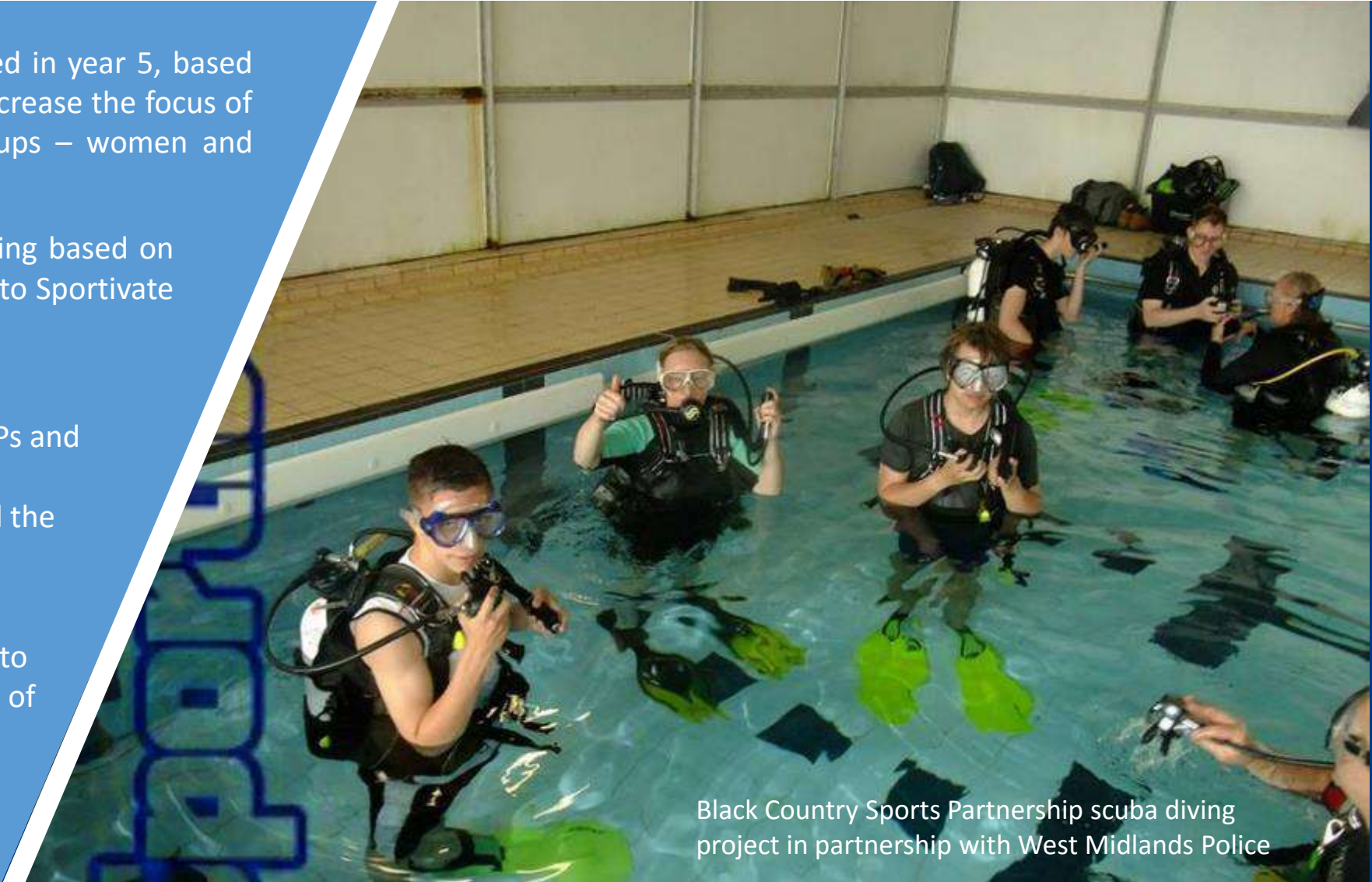
Sportivate incentive fund Launched

The Sportivate incentive fund was launched in year 5, based on data from year 4. The fund aimed to increase the focus of Sportivate onto 2 under-represented groups – women and girls and those aged 19-25 years.

CSPs were rewarded with additional funding based on the number of participants they attracted to Sportivate who fell into the 2 demographic groups.

As with all other areas of Sportivate that developed throughout the programme, CSPs and their providers and deliverers rose to the challenge of targeting women and girls and the older age groups.

The percentage of completed participants that were female grew from 46% in year 4 to 55% in year 5. Additionally, the percentage of completed participants aged 19-25 grew from 26% in year 4 to 31% in year 5.



Black Country Sports Partnership scuba diving project in partnership with West Midlands Police

Sporting Champions

Sporting Champions was a Sport England initiative that brought world-class athletes face-to-face with young people and young adults to inspire and motivate them to take up and continue playing sport. Sporting Champions was aligned to Sportivate and CSPs were able to use the knowledge, expertise and experiences of elite sports people to inspire young people to stay sustained in sport after Sportivate.

Sporting champions visited over 7,000 young people at Sportivate sessions since the programme started in 2011. The Sporting Champions programme was proven to raise the enjoyment, motivation and inspiration of 87.7% of the young people that completed the evaluation.

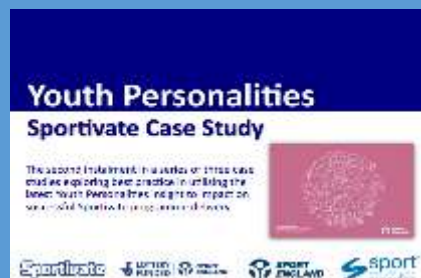


Cars Estate, North Solihull



Year 6

2016-2017

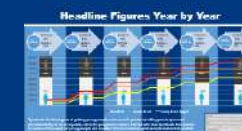


Year 6 – 6 month Headline figures

Reached – 51,682
Completed – 41,693
Inactive – 77%
44% Male, 55% Female
26% sustained*



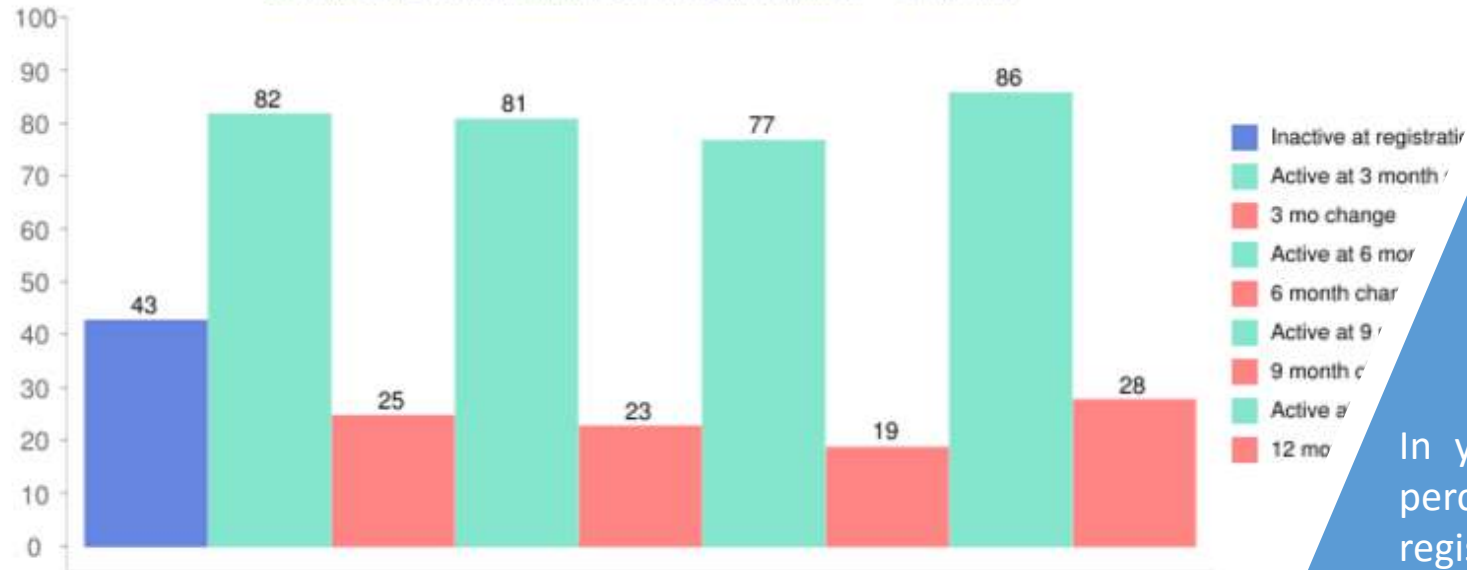
Cumulative
sustained data



Overview

Sustainability

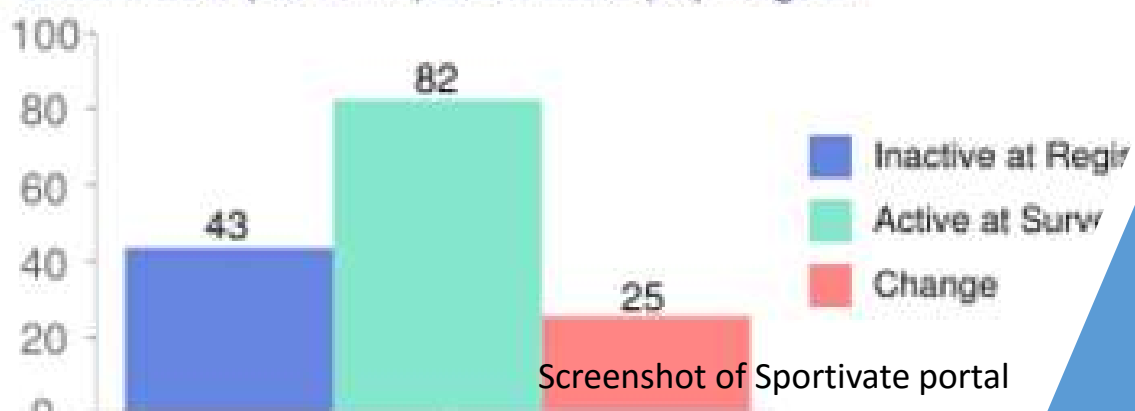
Cumulative (2015-17) Sustained % Region Across 3 – 12 months



The sustainability target evolved for year 5 and 6. In years 1 to 4, the sustained figure showed the percentage of participants still reporting that they took part in activity 3 months after sportivate.

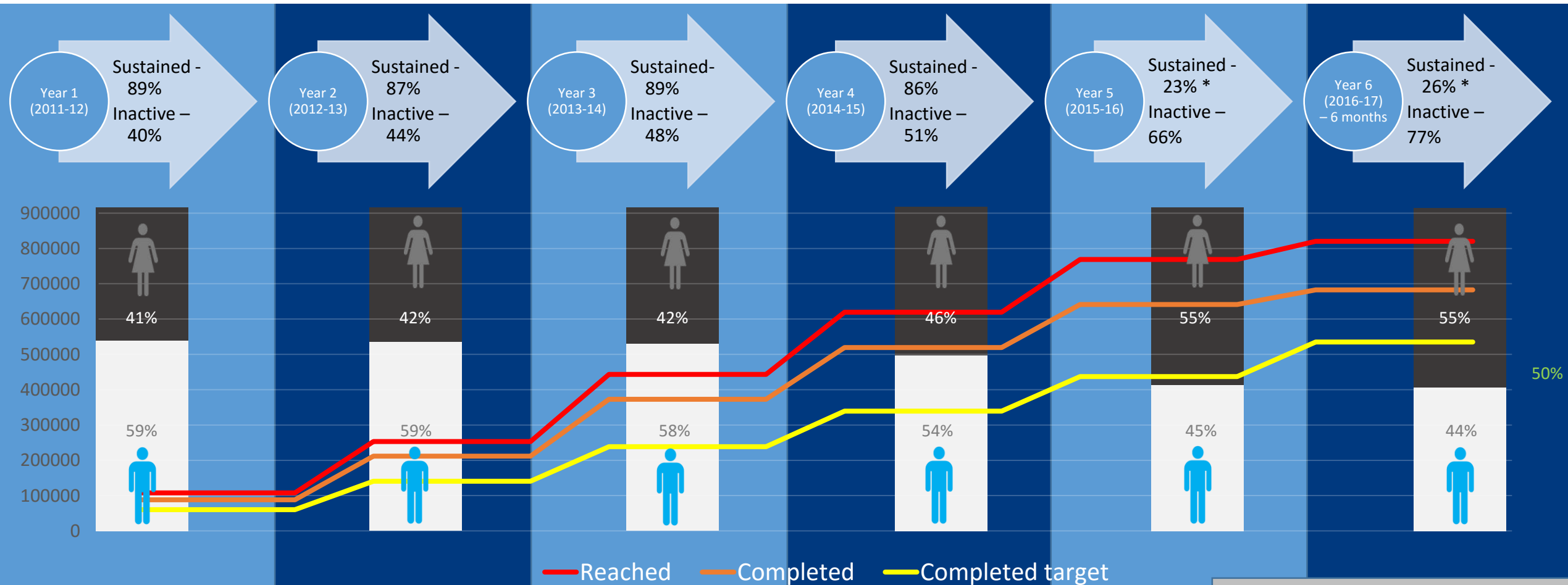
In years 5 and 6, the headline sustain target showed the percentage of participants who moved from being inactive at registration, to active 3 months after taking part. This provided a much more realistic understanding of the effect Sportivate has had on changing sporting behaviour.

Cumulative (2015-17) Sustained (%) Region



The sustainability data has been combined for years 5 and 6 to give good confidence in the results. In year 5 23% of participants changed behaviour from inactive to active (sample size of 1,121) and this was 26% in Year 6 (sample size of 458).

Headline Figures Year by Year



‘Sportivate has been great at getting young people, who weren’t previously taking part in sport and physical activity, to do so regularly. Since the programme started it is fantastic that Sportivate has reached hundreds of thousands of young people and enabled them to continue sport and physical activity in their local communities.’ Jeremy Lemarchand, Sport England

*method of measuring sustained participants evolved in year 5 and 6 by comparing the percentage inactive at registration with the percentage active at sustainability survey