

# Sportivate Programme Evaluation Year Six

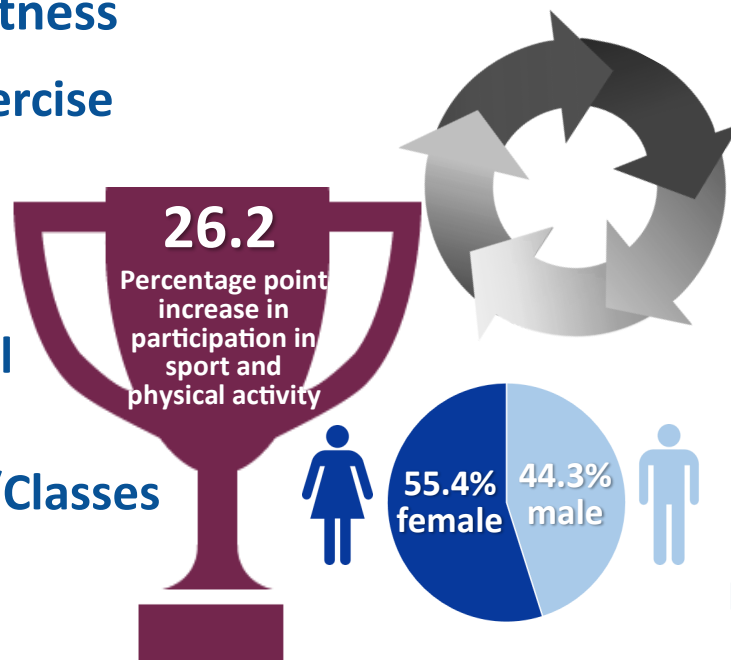
Six month evaluation: April 2016—September 2016

## Top 10 Most Participated Sports

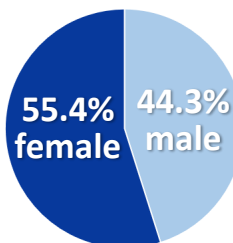
- Multi-Sport
- Football
- Gym & Fitness
- Dance Exercise
- Cricket
- Boxing
- Basketball
- Tennis
- Aerobics/Classes
- Golf

50.2%  
participants  
doing more  
sport 9 months  
after Sportivate\*

Reached  
participants  
**51,682**



Inactive  
participants  
**25,855**



Completed  
participants  
**41,693**



**682,808**

Total number of participants who  
have completed a Sportivate  
project (2011—2016)



\*compared to pre-Sportivate



## Sportivate Programme Evaluation Year six

Six Month Evaluation:  
April 2016 - September 2016

October 2016

**Sportivate**



# Overview

The first six months of year six have followed in the successful footsteps of year five, ensuring that the performance measures, introduced for years five and six of the programme, are continuing to be met. The first six months of year six shows the CSPs have further developed their delivery methods in line with the targets of sustaining activity three months after Sportivate activity, participants completing a minimum of all but one of their coaching sessions, and the proportion of reached participants who were inactive pre-Sportivate. These measures are ensuring that the programme has a greater impact on the overall goal of sustaining young people in sport and physical activity and achieving a change in behaviour.

Table 1 provides an overall picture of the programme and shows the performance measures introduced for the 2015-2016 delivery. This table clearly shows how successful Sportivate has been since the start of the programme in 2011 with 682,808 young people aged 11-25 completing a Sportivate project.

During the first six months of year six (April - September 2016) 41,693 young people completed a

Sportivate project, which means the programme has achieved 42.5% of the annual target for year six and exceeded the six month target of 33,409 by 24.0%.

The sustain target continues to be exceeded, and during this period, there has been a 26.2 percentage point increase in the number of young people reporting that they were still taking part in sport and physical activity three months after their Sportivate coaching sessions ended (years five and six tracking survey results combined). This compares to a 23.2 percentage point

increase at the end of year five (year five survey results only) and 20.8 percentage point increase this time last year (year five, six month results only). The year six figures have been combined with the year five figures to give us greater confidence in the results from the tracking survey and are used to performance measure CSPs. Not only is there a greater percentage point increase after the first six months of year six, but we can also be much more confident in the accuracy of the result when compared to the year five figure.

**Table 1: Review of national targets incorporating new performance measures**

Year	KPI Sustain Measure (percentage point change)	Completed Target	KPI completed actual	% year 1-6 Completed target	Inactive Target	KPI Inactive actual	% year 1-6 Inactive target
Yrs 1-3 unallocated participants*	N/A	N/A	627	N/A	N/A	N/A	N/A
2011 – 2012	N/A	60,373	87,969	145.7	N/A	N/A	N/A
2012 – 2013	N/A	80,235	123,790	154.3	N/A	N/A	N/A
2013 – 2014	N/A	97,791	160,314	163.9	N/A	N/A	N/A
2014 – 2015	N/A	100,644	146,787	145.8	N/A	N/A	N/A
2015 – 2016	23.2	97,928	121,628	124.2	39,171	64,719	165.2
2016 – 2017 Six month	26.2	98,167	41,693	42.5	39,267	25,855	65.8
2011 – 2017	24.4	535,138	682,808	127.59	78,438	90,574	115.5

\* unallocated participants from years 1–3 previously unreported impacting upon the cumulative total and included as of April 2016

The proportion of inactive participants reached through Sportivate continues to increase. CSPs have already achieved 65.8% of the inactive target for the year. Alongside this, the completed participants target has not been exceeded to the same extent as we have previously seen, this suggests that CSPs are working hard to target the young people who will benefit most from taking part in Sportivate.

The demographic profile continues to move in the right direction showing that Sportivate is achieving its goal of reaching those

who are least likely to take part in sport and physical activity. 55.4% (n=23,100) of participants were female, the highest proportion recorded to date. 27.7% (n=11,533) were from BME communities, again the highest proportion to date. The proportion of young people stating they have a disability remains consistent with year five (10.9% in year six compared to 10.3% in year five).

The only focus demographic group to have seen a slight decrease during this period is the 19-25 year old cohort. This has decreased

slightly since year five (30.5%) to 27.9% in the first half of year six.

The Sportivate Innovation Fund continues to provide additional funding for projects that can demonstrate their ability to deliver using innovative delivery methods or untested recruitment techniques.. Over the last six months, 747 young people have completed an Innovation Fund project. At this stage, we are unable to make any meaningful comments based on the responses of those taking part in an Innovation Fund project in the tracking survey due to insufficient responses.

Table 2 illustrates the achievements against target at a regional level. CSPs were set a sustain target of 5%, which was measured regionally and applied at a county level. All regions are currently exceeding the sustain target, some by a greater percentage than others. In the end of year five report, it was recommended that CSPs should continue to work hard on the sustain target, both in terms of survey responses and ensuring sustainable exit routes for their Sportivate projects. Judging by the great success seen on this target at the end of year five, and in line with the recommendation in the year five annual evaluation, CSPs should be striving to achieve even greater sustain rates, exceeding their year five results.

CSPs have reported significant progress over recent months in attracting inactive participants, using the Sport England Youth Insights pack as well as the six youth personalities to engage partners and to support their recruitment of participants. As in year five, CSPs have identified that they have continued to make important new partnerships with non traditional partners this year that are helping them to achieve against the performance measures.

**Table 2 National and regional progress against new performance targets COMPLETED PROJECTS (year 6—6 months)**

	KPI Sustain Measure year 6*	Cumulative Y5 & Y6 Sustain Measure	KPI completed actual	Year 6 target completed	% year 6 completed target	KPI Inactive actual	Year 6 target Inactive	% year 6 Inactive target
<b>National</b>	<b>26.2</b>	<b>24.5</b>	<b>41,693</b>	<b>98,167</b>	<b>42.5</b>	<b>25,855</b>	<b>39,267</b>	<b>65.8</b>
East	22.2	17.0	3,791	10,277	36.9	2,547	4,111	62.0
East Midlands	-7.1	14.3	3,226	7,591	42.5	1,802	3,037	59.3
London	20.0	10.9	7,660	15,651	48.9	4,669	6,260	74.6
North East*	0.0	17.3	1,910	4,915	38.9	1,173	1,966	59.7
North West	31.4	35.2	4,961	13,015	38.1	3,174	5,207	61.0
South East	48.7	20.3	7,026	14,493	48.5	4,393	5,797	75.8
South West	30.0	29.5	3,433	10,064	34.1	1,967	4,026	48.9
West Midlands	0.0	18.4	3,356	10,568	31.8	1,742	4,226	41.2
Yorkshire & Humberside	25.0	42.2	6,330	11,593	54.6	4,388	4,637	94.6

\* indicates low tracking survey returns and therefore a low confidence level at a regional level.

# Sustain Target

The sustain measure is the headline performance measure for Sportivate. Figure 1 illustrates that more participants identify themselves as consistently active three months after Sportivate than at registration. The target was to increase the proportion of participants that identify themselves as consistently active by 5%, this has been exceeded with a percentage point change of 26.2.

Since the start of year five, alongside the three month tracking survey, participant responses are now tracked and measured six, nine and twelve months after Sportivate coaching sessions. In total, 2,022 surveys (1,289 three month, 485 six month, 223 nine month and 25 twelve

## Sustainability survey (responses at 3 months)

42.7% (n=550) of participants stated the reason they took part in Sportivate was because they were generally interested in doing sport.

41% (n=528) took part because the sessions were free or affordable.

60.4% (n=778) of participants are generally doing more sport in their own time; as they were this time last year.

52.9% (n=641) stated that they are doing more sport because of Sportivate.

Figure 1: Sustainability Chart



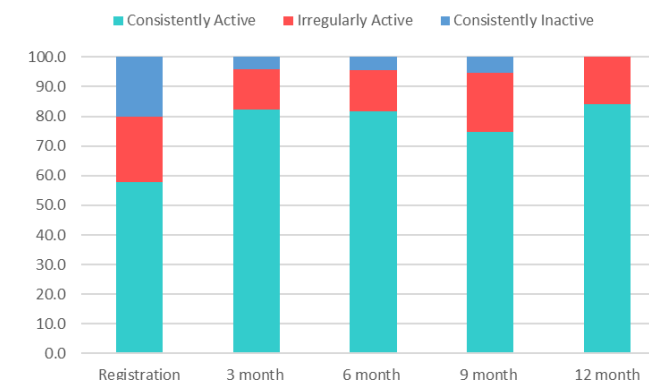
month) have been received to enable a view of the long term measurement of participation post-Sportivate.

Responses from the six, nine and twelve month sustainability surveys are starting to give longitudinal insight into participants long term behaviour change as a result of taking part in Sportivate. There are currently a sufficient number of responses from the six and nine month surveys to have confidence in the responses. Six months after completing a Sportivate coached session, 57.7% (n=280) of participants felt that they are doing more sport or physical activity than they were before taking part in Sportivate, this compares to 50.2% (n=112) at 9 months after completion. Although these figures are both lower than that of three months (60.4%, n=778) this is evidence that Sportivate is having a positive influence on sustained participation on over half of the young people that take part.

Over 50% of the young people at three, six and nine months attribute their increase in sport and physical activity to Sportivate (52.9% at 3 month, 54.8% at 6 months and 54.8% at 9 months). In fact, more people attribute their increased participation to Sportivate six and nine months after taking part than three months post.

Figure 2 shows that participants activity levels increase significantly post Sportivate, compared to at registration. Those who identify themselves as consistently active increased by 24.4 percentage points at three months, 23.9 percentage points at six months and 17.1 percentage points at nine months. The twelve month returns show that this then increases again, to 26.2 percentage points, but the sample is too small at this stage to have confidence in this data.

Figure 2: National Tracking Survey at 3, 6, 9 and 12 months



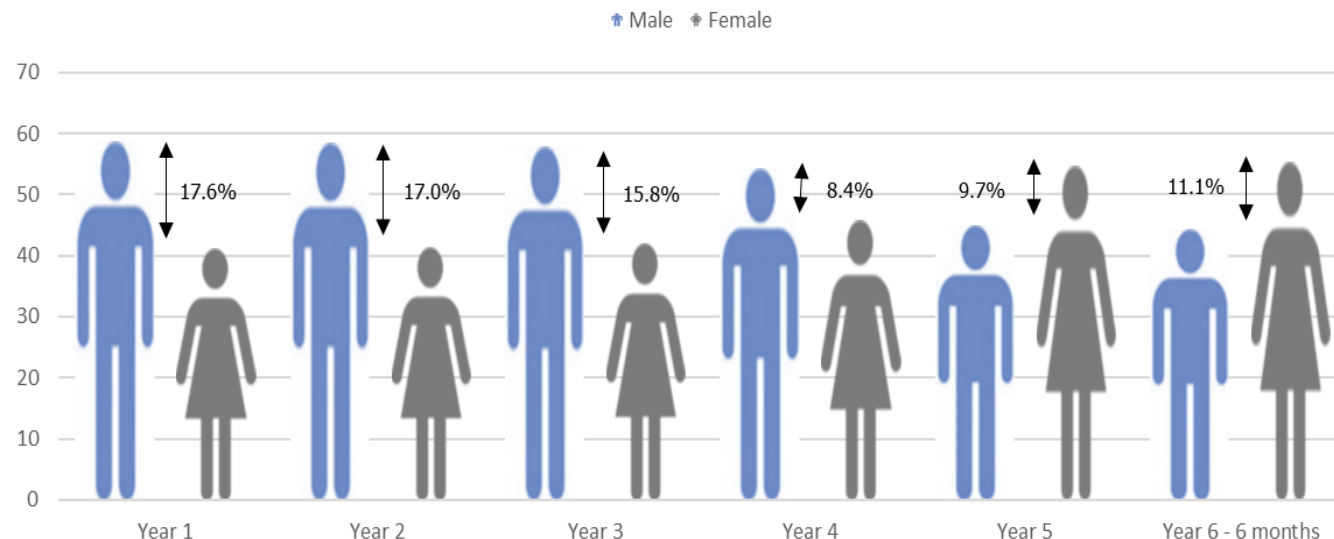
## Completed Target

The first half of year six has seen 41,693 participants complete a Sportivate project which means that, so far, 42.4% of the annual target has been achieved.

As shown in figure 3, Sportivate continues the trend established in year five of delivering to more female participants (55.4%, n=23,100) than male (44.3%, n=18,479). 0.1% were transgender and 0.2% preferred not to say. Addressing gender inequalities has been a focus of the programme since year four and this reporting period shows the greatest delivery to females yet, with 11.1% more females taking part in Sportivate than males. Female participation is higher than this time last year (+2.1%), we also saw the figure continue to rise from October 2015 to April 2016 by a further 1.5%.

**Table 3 Increases in participation based on completed participants by demographic group**

Target Demographic group	Year 6 - 6 month % increase since year 1	Year 6 - 6 month % increase since year 5
Females	+13.9	+0.6
BME	+8.9	+1.9
Disability	+5.0	+0.6
19-25 year olds	+5.6	-2.6



**Figure 3 Gender gap in completed participants by year**

We see this matching national trends, with the Active People Survey results from June 2016 showing an increase in female participation in sport.

68.2% of participants are white (n=28,443), 27.7% from BME backgrounds (n=11,533), and 4.1% (1,717) prefer not to say. There has been a significant increase in the proportion of BME participants since year one (+8.9%) and this has continued to increase since the end of year five.

10.9% of completed participants stated that they have a disability. Population statistics indicate that approximately 4.5% of 16-24 year olds have a disability, so Sportivate is targeting a greater proportion of

participants with a disability than average. Disabled participants, like the other key demographics, have also been targeted with increasing effect over the last 6 years, with a proportional increase of 5.0% since year one and 0.6% since the end of year five.

**Figure 4 Age profile of completed participants (year 6, 6 month)**



Along with these target demographic groups, 19-25 year olds have been a key focus of Sportivate. This reporting period shows the first decrease in the proportion of 19-25 year olds taking part since year four. In year five, 30.5% (n=37,055) of participants were aged 19-25. This proportion has now decreased to 27.9% (n=11,619). Although, it should be noted that this is still a 2.3 percentage point increase on year four.

So far in year six, 28% of males were aged 19-25 compared to 27.7% of females, this is a shift since year five, when 29.2% of males and 31.1% females were aged 19-25. It is important that the older age groups remain a key focus for the rest of year six, as the current provision is not attracting a balance across the ages. It is also

important to note that local demographics should be considered in planning.

The popularity of the top three sports remains the same as in year five. Multi sport continues to be the most participated in sport (15.7%, n=6,533), with football (7.2%, n=2,997) and gym<sup>1</sup> (5.9%, n=2,461) in second and third. Unsurprisingly, with the increase in female participation numbers, the sports have altered over the years. This reporting period sees dance<sup>2</sup> in the top 5 sports for the first time (4.7%, n=1,979), although it should be noted that 1.9% (n=348) of those participants were male, so it was not an entirely female activity.

Figures 5 and 6 consider the differences in activities participated in by active and inactive

participants at registration. Multi sport is the most participated sport across the board, however a greater proportion of inactive people take part in multi sport than active participants. Dance<sup>2</sup> features in the top 10 list of sports for inactive males but not for active males, suggesting dance may be an effective activity for engaging inactive men and boys.

Amongst disabled participants, multi sport, cricket and football are popular sports as well (12.8% n=580, 6.8% n=310 and 5.9% n=267 respectively). Dance<sup>2</sup> also features highly (4.5%, n=202). There are also some non-traditional sports in the top 10 sports for disabled participants, such as ice skating (3.7%) and sailing/yachting (3.5%).

Figure 5 Top 10 sports by reached inactive participants

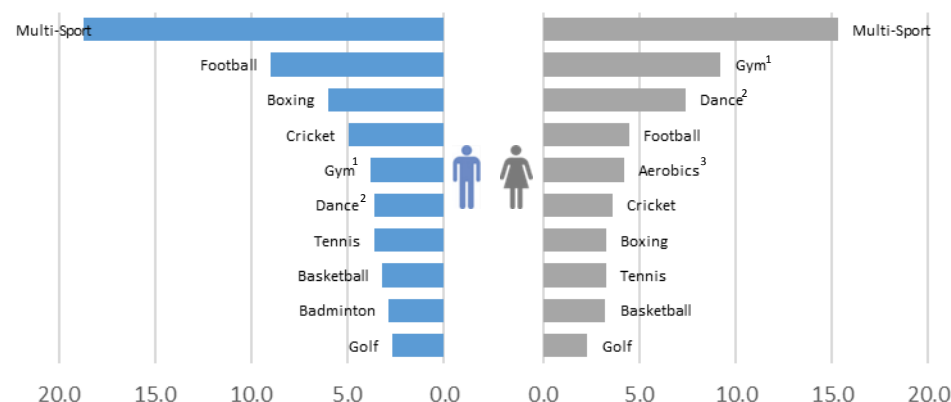
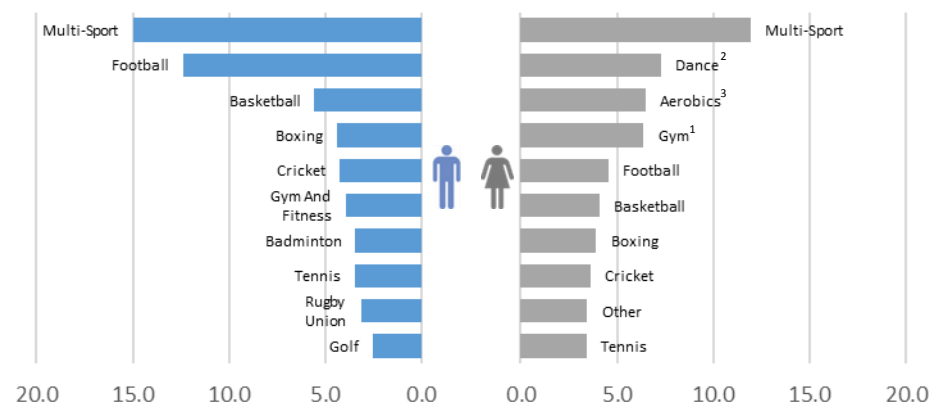


Figure 6 Top 10 sports by reached active participants



<sup>1</sup>Gym - Gym and Fitness. <sup>2</sup>Dance - Dance Exercise / Zumba. <sup>3</sup>Aerobics - Aerobics / Fitness Classes / Boxercise,

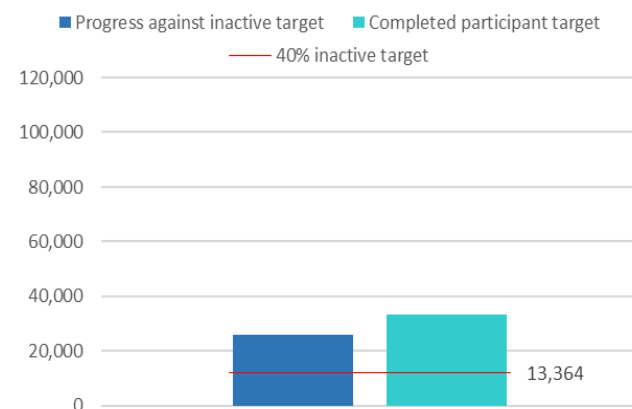


# Inactive Target

The programme continues to achieve highly in targeting inactive participants, with 25,855 participants stating that they were inactive at the point of registration. The inactive measure reviews this figure as a proportion of the completed target and requires that at least 40% (n=13,364) of completed participants target must be inactive. In this case, 77.4% were inactive, considerably exceeding the 40% target. Figure 7 shows the progress of this target.

Table 4 shows that 51.1% of completed participants were inactive prior to taking part in Sportivate. This figure continues to rise; +29% from year four to year five and +7.1% from the end of year five to present.

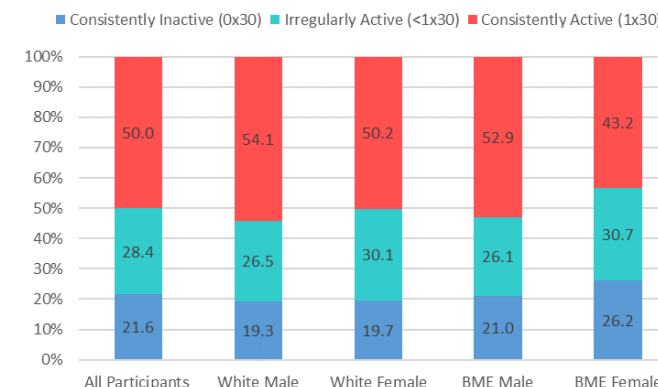
Figure 7 Inactive reached participants against inactive target



Two CSPs identified, in their qualitative feedback, that with deliverers now concentrating on inactive people and sustainability, a number of projects have delivered to a higher proportion of 11-13 year olds than in recent years. Whilst only reported by two CSPs, if the same instance has been faced by other CSPs, we could use this feedback as a possible explanation as to why there is a decreased proportion of 19-25 year olds during this period.

Figure 8 shows that females are more likely to be inactive pre-Sportivate than males and BME males are more likely to be inactive than white males. BME females are the most likely to be inactive prior to taking part in Sportivate (56.9% inactive).

Figure 8 Pre-Sportivate activity level of BME / gender demographics



## Spotlight on inactive participants:

- Inactive participants are most likely to be female (53.7%)
- 11-13 year olds are the least likely to be inactive, (44.7%) 19-21 year olds are the most likely to be inactive (55.8% inactive)
- 58.8% of Asian participants are inactive
- 63.9% of disabled participants are inactive

Table 4 Comparison completed participants pre activity level between year 4 and year 5

Activity Level	Definition	Year 5	Year 6 - 6 months		Percentage point change from year 5 to year 6 - 6 months
		%	N	%	
Consistently Inactive (0x30)	No sport in the previous 28 days	19.6%	8,664	20.8%	+1.2%
Irregularly Active (>0x30)	30 mins of sport on 1-3 days in the previous 28 days	24.2%	12,653	30.3%	+6.1%
Consistently Active (1x30)	30 mins of sport on at least 4 days in the previous 28 days	56.2%	20,376	48.9%	-7.3%

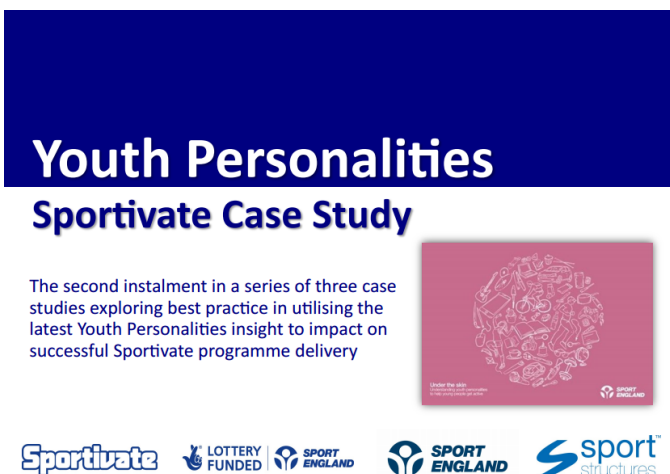
# Delivery Mechanism

This section of the report explores how the County Sports Partnerships and project deliverers are achieving the performance measures.

All CSPs are currently on track with the sustain target, and this looks set to continue to the end of the year. The majority of CSPs are achieving against their targets at the six month stage, and some may have profiled more delivery for the second part of the year. Three CSPs have already achieved their end of year six inactive target.

The qualitative feedback from CSPs suggests that they are continuing to see a lot of success within their delivery.

Figure 9 Youth Personalities case study part 2



Many reported successful new relationships with non-traditional new partners, which is having an impact on their delivery. They also reported significant success using the youth personalities to engage partners and help with planning. Recommendations on how best to use the insight can be found in the youth personalities case study part 2.

There are of course, also, a few challenges they face. Deliverers using the evaluation tools effectively continues to be a problem for some CSPs, which impacts upon their ability to effectively performance manage the programme utilising accurate and timely data being entered onto the

## Most prevalent challenges faced by CSP:

- Deliverers not using evaluation tools correctly (n=9)
- Attracting inactive people and target demographics (n=6)
- Difficulty getting email addresses or young people to respond to survey (n=6)
- Providers/deliverers overestimating target figures or not delivering as planned (n=5)
- Difficulty getting deliverers to understand or meet new measures (n=4)
- Changes in staffing/structure/capacity at CSP (n=4)

## Most prevalent success factors highlighted by CSP:

- ✓ New partners targeting priority groups and inactive participants (n = 15).
- ✓ Use of youth insight to engage partners and inform planning (n=9)
- ✓ Engaging inactive participants (n=8)
- ✓ Successful female specific engagement programmes (n = 7).
- ✓ Successful, high quality, well attended disability projects (n=3)
- ✓ Effective marketing, often using social media and use of campaigns such as This Girl Can (n=3)
- ✓ Better communication with providers/deliverers (n=3)

portal. Fewer CSPs identified problems with providers and deliverers understanding the new measures than six months ago, which suggests that the time they have spent advising and training their local partners on the new measures has been time well spent.

Securing the email addresses and buy in to ensure high quality sustainability data also continues to be a challenge. Providers and deliverers do not always see the importance of the evaluation element of the programme.



# Summary

This year of Sportivate has started successfully and looks set to see the most successful delivery to date. All three of the key performance indicators have been, not just met, but far exceeded once again.

The numbers in each of the underrepresented demographic groups continues to be high. Thus showing the range of delivery remains despite the change of targets and therefore slight change of focus. The only group who have not seen a proportional increase in numbers this year is the 19-25 year old group (-2.6 percentage points since year five).

For the first time, we are starting to generate some data from the six, nine and twelve month sustainability surveys which begins to indicate the impact of the programme longer term and how it is effecting a change in habitual behaviour. Whilst it is still early days for the longitudinal tracking study, we can see that Sportivate is

Through the remainder of the Sportivate programme, and over the coming years, the learning must be used to build a sustainable model that contributes to the Government's five key outcomes for sport: physical well-being, mental well-being, individual development, social and community development and economic development.



continuing to have an impact up to a year after a participant takes part in a project. Participants are still taking part in sport and physical activity and over 50% attribute that to Sportivate (52.9% at 3 month, 54.8% at 6 months and 54.8% at 9 months).

Following the recommendations made in the end of year five report surrounding the use of insight, the youth personalities case study series showcases the successes and challenges with using this insight to impact Sportivate. The challenge continues to be how best to use insight to drive long term sustainability.

## Recommendations

### Focus on sustainability

The Sportivate programme continues to challenge CSPs to deliver in two fundamental ways:

1. a high quality targeted programme that is meeting the sport and physical activity needs of the local community.
2. a programme that puts sustainability at the forefront of all planning, ensuring that projects can continue to provide sport and physical activity opportunities for young people once the funding ends.

Over the next six months, the focus for Sportivate leads should be ensuring sustainability and on capturing sustainability data. CSPs should work with providers and deliverers to ensure correct contact details are being collected and that young people know about the survey and the importance of completing it. The tracking survey is the greatest opportunity that the industry has seen to understand the ability of a short term sports participation programme to change behaviour over a period of time, but in order to have a clear picture, a large volume of data is needed.

## Planning for the future

With six months to go until the end of year six, it is vital that CSPs use the time over the next six months to look to the future and plan their approach for continuing to provide high quality sporting experiences, that target underrepresented groups in their local area.

A significant amount of time has been invested in working with and training up providers and deliverers to set up, recruit to and manage sustainable sports programmes. Providers and deliverers should realise their potential to deliver sessions in the same way, not necessarily, with funding from Sportivate. CSPs could plan 'sustainable sports projects' workshops, using all of the learning from Sportivate

and all the local project examples to support sport and activity providers to understand how to set up sustainable projects, with or without additional funding.

## Demographic balance

Ensuring a demographic balance across Sportivate that reflects the general population has always been a challenge, one that has largely been met. The prevalence of women and girls, disabled young people and those from BME communities is now greater within Sportivate than national statistics identify within the population as a whole. Significant inroads have also been made into increasing the proportion of 19-25 year olds taking part. This year, the proportion of 19-25 year olds dropped slightly, reversing the trend of the last few years of an increase in these older age groups.

For the next six months of delivery, CSPs should ensure that they are continuing to deliver to all the underrepresented groups. The majority of CSPs are on track to achieve or exceed their inactive and sustainability targets, and therefore there is no need to identify 'quick wins' of inactive participants. As one of the hardest demographics to target, time and money should be invested into ensuring that 19-25 year olds are benefitting from all that Sportivate has to offer.

