**Sportivate Programme Evaluation Year Six**
April 2016—March 2017

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

**Top 10 Most Participated Sports**

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

**Reached participants**

- 146,977

**Inactive participants**

- 78,172

**Completed participants**

- 119,374

**Percentage point increase in participation in sport and physical activity**

- 26.7%

**Female**

- 56.6%

**Male**

- 43.1%

**Total number of participants who have completed a Sportivate project (2011—2017)**

- 760,489

**54.0% participants doing more sport 9 months after Sportivate**

**Consistently Inactive**

- 23.6%

**Irregularly Active**

- 30.6%

**Consistently Active**

- 45.8%

*compared to pre-Sportivate
Overview

Year six has been another successful year. The success of Sportivate is measured by three performance measures, the headline sustain measure, completed participants and inactive participants.

CSPs have delivered exceptionally well against the sustain target, despite many of them stating that collecting sustain data and getting survey responses, is one of the main challenges that they face. Comparing the survey responses given at registration and at the three month survey, 26.7% of young people have demonstrated a positive behaviour change and therefore have been sustained in Sportivate. This figure means that the sustain target of 5% has been exceeded by 21.7 percentage points. This compares to 23.2% of young people sustained at the end of year five.

The year five and six sustain figures have been combined to give greater confidence in the results received in the three, six and nine month surveys. The completed participants target has been exceeded each year since the start of the programme. This year, however, the target has been exceeded by the smallest amount since the start of the programme (exceeded by 21.6%). This suggests that, in year six, CSPs concentrated on the quality not quantity of projects delivered more than ever before.

When analysing the data relating to the target demographic groups, it is unsurprising that the quantity of projects has decreased, as targeting inactive and harder to engage participants requires significantly more time and effort and does not yield the same volume of participants as more open programmes that may not reach young people most ‘in need’.

The proportions of female, BME and disabled participants are the highest recorded so far (56.6% female, 26.2% BME, 10.7% disability). The figures above also reflect the increase in inactive participants completing Sportivate, as females, those with a disability and some segments of the BME group are less likely to be active than the general population.

Table 1: Review of national targets incorporating new performance measures

<table>
<thead>
<tr>
<th>Year</th>
<th>KPI Sustain Measure (percentage point change)</th>
<th>Completed Target</th>
<th>KPI completed actual</th>
<th>% year 1-6 Completed target</th>
<th>Inactive Target</th>
<th>KPI Inactive actual</th>
<th>% year 1-6 Inactive target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yrs 1-3 unallocated participants*</td>
<td>N/A</td>
<td>N/A</td>
<td>627</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2011 – 2012</td>
<td>N/A</td>
<td>60,373</td>
<td>87,969</td>
<td>145.7</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2012 – 2013</td>
<td>N/A</td>
<td>80,235</td>
<td>123,790</td>
<td>154.3</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2013 – 2014</td>
<td>N/A</td>
<td>97,791</td>
<td>160,314</td>
<td>163.9</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2014 – 2015</td>
<td>N/A</td>
<td>100,644</td>
<td>146,787</td>
<td>145.8</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2015 – 2016</td>
<td>24.2</td>
<td>97,928</td>
<td>121,628</td>
<td>124.2</td>
<td>39,171</td>
<td>64,719</td>
<td>165.2</td>
</tr>
<tr>
<td>2016 – 2017</td>
<td>32</td>
<td>98,167</td>
<td>119,374</td>
<td>121.6</td>
<td>39,266</td>
<td>78,172</td>
<td>199.1</td>
</tr>
<tr>
<td>2011 – 2017</td>
<td>26.7</td>
<td>535,138</td>
<td>760,489</td>
<td>142.1</td>
<td>78,437</td>
<td>142,891</td>
<td>182.2</td>
</tr>
</tbody>
</table>

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

1 Based on agreed Sportivate reporting confidence levels of: excellent 0-2% good, 2-5%, acceptable 5-10%
population. The proportion of 19-25 year olds has decreased since year five (-2.8 percentage points), but maintains an increase since year one (+8.3 percentage points). Figure 1 shows how each of the four key underrepresented groups have engaged with Sportivate throughout the six years.

Inactive participants have been targeted well in year six with many CSPS identifying that they had seen significant success with this group. Reportedly, success has been achieved, predominantly, through working with new partners, as well as supporting providers and deliverers to plan more effectively using youth insight.

Nationally, 78,172 of reached participants are inactive, which equates to 79.6% of the completed target being inactive. The target of 40% was exceeded by a considerable margin. Targeting inactive participants is particularly important with Sport England’s expressed focus on inactivity in the ‘Towards An Active Nation’ strategy. As explained in the strategy, there are greater health benefits to be gained by getting inactive people active, as opposed to getting already active people, more active. The learning gained from delivery to this group within Sportivate will be very valuable to successful delivery to inactive groups in the coming years.

The sustain target is measured by region. This is due to the required number of survey responses, to ensure confidence, being too large to achieve at a CSP level. All but one of the regions achieved a sustain figure of at least 5% for year six alone. The North West achieved the highest sustain figure and equally has seen one of the highest confidence intervals. All regions achieved the sustain target as this is based on the combined year five and six data.

Table 2 National and regional sustain measure for completed participants

<table>
<thead>
<tr>
<th></th>
<th>Sustain Measure year 6*</th>
<th>Cumulative Y5 &amp; Y6 Sustain Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>32.00</td>
<td>26.70</td>
</tr>
<tr>
<td>East</td>
<td>30.91</td>
<td>20.65</td>
</tr>
<tr>
<td>East Midlands</td>
<td>9.68</td>
<td>15.65</td>
</tr>
<tr>
<td>London</td>
<td>35.94</td>
<td>19.62</td>
</tr>
<tr>
<td>North East</td>
<td>32.26</td>
<td>22.12</td>
</tr>
<tr>
<td>North West</td>
<td>33.93</td>
<td>35.14</td>
</tr>
<tr>
<td>South East</td>
<td>44.83</td>
<td>26.14</td>
</tr>
<tr>
<td>South West</td>
<td>30.61</td>
<td>29.73</td>
</tr>
<tr>
<td>West Midlands</td>
<td>-6.90</td>
<td>14.17</td>
</tr>
<tr>
<td>Yorkshire &amp; Humberside</td>
<td>31.91</td>
<td>41.01</td>
</tr>
</tbody>
</table>

There were 25 Sportivate innovation fund projects. Projects saw 3,269 completed participants, 63.4% of which were female. This demonstrates that innovation funding was used to target female participants to a greater extent than within Sportivate on the whole (56.6%). 56.8% of innovation fund participants were inactive, a higher proportion than of the overall Sportivate population (53.2%). CSPs reported considerable success working with new providers and deliverers. They also identified that getting providers and deliverers to use the evaluation tools effectively continues to be a challenge of Sportivate. A further challenge was a difficulty in encouraging delivery to target demographics.

Figure 1 percentage point increase in underrepresented demographics year 1-6
Sustain Target

The sustain measure is the headline performance measure for Sportivate and is cumulative data for years five and six. Figure 2 illustrates that more participants identify themselves as consistently active three months after Sportivate than at registration. The aim was to achieve a 5% increase, this target was exceeded considerably with the programme achieving an actual increase of 26.7%. An increase of 3.5 percentage points since this time last year.

Since the beginning of year five, participants have also been tracked six, nine and twelve months after taking part in Sportivate. This enables long term tracking of participants and provides insight into the impact of Sportivate on changing behaviour. In the last two years, 2,722 survey responses have been received. 1,654 of these were completed after three months, 692 after six months, 346 after nine months and 30 after twelve months since the point of completing a Sportivate project.

As well as from the three month survey, there is sufficient data from the six and nine month surveys to have confidence in the data. Six months after taking part in Sportivate, 87.7% of participants were still taking part in sport. 58.2% of those participants stated that they were doing more sport than at the same time in the previous year and 57.9% of those stated that they are doing more sport because of Sportivate. After nine months, 86.7% of participants were still taking part in sport, 54.0% stated that they were doing more sport than the previous year and 56.4% attributed that to Sportivate.

Figure 2: Sustainability Chart

This shows that nine months after the end of a Sportivate project, over 50% of participants are doing more sport than the previous year and 50% of those still participating attribute that back to their Sportivate experience.

Figure 3 shows the difference in consistently active participants at registration and at three, six, nine and twelve months after taking part in Sportivate. Those that identified themselves as consistently active increased from 55.1% at registration to 81.8% at three months, an increase of 26.7 percentage points. The proportion decreased slightly at six months (80.9%) and again at nine months (76.6%), however these figures still show a considerable increase against the figure at registration. There are not enough twelve month responses to be confident in the data, however, early indications suggest a maintained increase in the proportion of young people who are consistently active.

Sustainability survey (responses at 3 months)

44.6% (n=738) of participants stated the reason they took part in Sportivate was because they were generally interested in doing sport.

42% (n=695) took part because the sessions were free or affordable.

61.3% (n=1,014) of participants are generally doing more sport in their own time; compared to this time last year.

52.3% (n=824) stated that they are doing more sport because of Sportivate.

Figure 3: National Tracking Survey at 3, 6, 9 and 12 months
Sustain/behaviour change data years one-six (2011-2017)

**At Registration**
- **Gender**
  - Male: 12% inactive, 88% active
  - Female: 19% inactive, 81% active
  - +17% change
- **Ethnicity**
  - White: 14% inactive, 86% active
  - BME: 19% inactive, 81% active
  - +19% change

**At Survey**
- **Gender**
  - Male: 33% inactive, 67% active
  - Female: 15% inactive, 85% active
  - +18% change
- **Ethnicity**
  - White: 30% inactive, 70% active
  - BME: 20% inactive, 80% active
  - +16% change

**Disability**
- Disabled: 25% inactive, 75% active
- Not Disabled: 17% inactive, 83% active
  - +22% change
- +17% change
The Sustain/behaviour change data years one-six (2011-2017) shows data from 11,036 young people who completed the three month survey between April 2011 and March 2017. Throughout the six years of the Sportivate programme, 18% more young people reported that they were active three months after Sportivate than reported that they were active at registration.

 Behaviour change was most prominent amongst disabled participants and participants who lived in the top 10% most deprived areas. Non-disabled participants showed a 17% positive behaviour change, 5% lower than disabled participants. The percentage of participants that demonstrated a positive behaviour change decreased as the level of deprivation decreased. Those who lived in the top 10% most deprived areas showed a 22% positive behaviour change, this decreased to +16% for those who lived in the 20% least deprived areas.

 Behaviour change was most likely to take place amongst the oldest age groups, with 22-25 year olds showing a 20% positive behaviour change. The lowest behaviour change was amongst 14-16 year olds, with 16% more young people reporting that they were active three months after Sportivate than reported they were active at registration.

 Participants from a BME background demonstrated a greater behaviour change (+19%) than white participants (+16%). Similarly, female participants demonstrated a greater behaviour change (+19%) compared to male participants (+17%).

The percentage of participants that demonstrated a positive behaviour change decreased as the level of deprivation decreased. Those who lived in the top 10% most deprived areas showed a 22% positive behaviour change, this decreased to +16% for those who lived in the 20% least deprived areas.

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Completed Target

119,374 young people completed a Sportivate project in year six, exceeding the annual completed target of 98,167 by 21.6%.

Over the last two years, CSPs have been challenged to increase their delivery to a small number of target demographic groups that can be seen in table 3.

Year six has been another hugely successful year of targeting female participants, 56.6% of completed participants were female (n=67,575). This is an increase of 1.8 percentage points since year five and a significant increase of 15.4 percentage points since year one. After such a large increase in the number of female participants taking part between years four and five, to increase that again from year five to six should be considered a great achievement. 43.1% of participants were male, 0.1% transgender and 0.2% preferred not to say.

Whilst females were more prevalent within every age group, there were some considerable differences between the gender bias of participants of different ages, for example, at 18 years old, only 49.9% of participants were female (49.6% male, 0.5% preferred not to say), whereas amongst 25 year olds, 65.6% were female (34.2% male and 0.2% preferred not to say).

69.1% of participants were white (n=82,439) and 26.2% were from BME backgrounds (n=31,273), 4.7% preferred not to say (n=5,662). The proportion of BME participants increased by 0.4 percentage points since year five and by a total of 7.4 percentage points since year one.

10.7% of participants had a disability (n=12,800) and 6.2% preferred not to say (n=7,348). There has been a 0.4% increase in the proportion of participants with a disability since year five and a 4.8% increase since year one.

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

<table>
<thead>
<tr>
<th>Target Demographic group</th>
<th>Year 6 % increase since year 1</th>
<th>Year 6 % increase since year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Females</td>
<td>+15.4</td>
<td>+1.8</td>
</tr>
<tr>
<td>BME</td>
<td>+7.4</td>
<td>+0.4</td>
</tr>
<tr>
<td>Disability</td>
<td>+4.8</td>
<td>+0.4</td>
</tr>
<tr>
<td>19-25 year olds</td>
<td>+5.4</td>
<td>-2.8</td>
</tr>
</tbody>
</table>

Figure 4 Gender gap in completed participants by year

Figure 5 Age profile of completed participants (Year 6)
one. 41.8% of disabled participants were female, 57.4% were male (0.1% trans, 0.7% preferred not to say) and 75.3% of disabled participants were white. These statistics show that amongst disabled participants, females and those from BME backgrounds were less well represented than amongst the population as a whole. 33% of disabled participants were aged 19-25, however, a comparable proportion to that of the overall Sportivate population.

19-25 year olds are the final target group, 35.5% participants were aged 19-25 (n=27,102), this group has decreased slightly since year five (-2.8 percentage points) but has seen an overall increase of +5.4 percentage points since year one.

In year six, the most participated in sports, across all participants, were multi sport (14.4%, n=17,233) followed by gym and fitness (7.4%, n=8,837) and football (7.0%, n=8,302). Amongst male participants, the same pattern was followed, however amongst female participants, football was the fifth most participated in sport, with dance exercise/Zumba and aerobics/fitness classes/boxercise being more prevalent (7.6%, n=5,116 and 5.5%, n=3,703 respectively).

Amongst disabled participants, multi sport and football were also the most participated in sports (15.1%, n=1,929 and 7.1% n=905 respectively). Tennis and kayaking were the only sports that featured in the top ten for disabled participants that didn’t feature in the top ten for all participants.

Active and inactive participants were also likely to participate in slightly different sports or participate in different ways, this can be seen in figures 6 and 7. Inactive female participants were more likely to take part in gym and fitness (10.4%) and dance exercise (8.7%) than their active counterparts (7.5% & 7.4% respectively) and were considerably more likely to do yoga (3.3%). Inactive male participants were less likely to take part in football (9.8% compared to 11.9%) and more likely to take part in boxing (5.2% compared to 4.4%) or dance/exercise (2.4% compared to 1.3%) than their active peers.
Inactive Target

Sportivate continues to exceed expectations in targeting inactive participants. 78,172 participants were inactive (79.6% of completed target), exceeding the target of 40% by 39.6%. This can be seen in figure 8.

Targeting inactives has been a considerable area of focus for CSPs, all recognising the importance of targeting this group. Some examples of work to achieve an impact in this area are; female only projects or targeting staff in childcare settings.

Figure 9 shows that females are more likely to be inactive pre-Sportivate than males (59.1% inactive participant are female, 40.4% male) and BME males are more likely to be inactive than white males (50.9% compared to 49.4%). BME females are the most likely to be inactive prior to taking part in Sportivate (59.3% inactive).

Table 4 shows that in year six, there were a greater proportion of completed participants who were inactive (consistently inactive and irregularly active) than in year five (+4.0 and +6.4 percentage points respectively). It also shows that significantly fewer active participants were recruited into Sportivate than in year five (-10.4 percentage points).

As a proportion of the completed target, 79.6% of reached participants were inactive. Of all participants reached by Sportivate, over half (53.3%) were inactive at the point of registration.

Table 4 Comparison completed participants pre activity level between year 5 and year 6

<table>
<thead>
<tr>
<th>Activity Level</th>
<th>Definition</th>
<th>Year 5 %</th>
<th>Year 6 %</th>
<th>Percentage point change from y5 to y6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistently Inactive</td>
<td>No sport in the previous 28 days</td>
<td>19.6</td>
<td>23.6</td>
<td>+4.0</td>
</tr>
<tr>
<td>Irregularly Active</td>
<td>30 mins of sport on one to three days in the previous 28 days</td>
<td>24.2</td>
<td>30.6</td>
<td>+6.4</td>
</tr>
<tr>
<td>Consistently Active</td>
<td>30 mins of sport on at least four days in the previous 28 days</td>
<td>56.2</td>
<td>45.8</td>
<td>-10.4</td>
</tr>
</tbody>
</table>

Spotlight on inactive participants:

- Inactive participants are most likely to be female (59.0%)
- 11-13 year olds are the least likely to be inactive, (46.6%) 17-18 year olds are the most likely to be inactive (57.6% inactive)
- 59.9% of Asian participants are inactive
- 64.7% of disabled participants are inactive
Delivery Mechanism

Year six of Sportivate saw CSPs deliver their Sportivate programmes with more focus than ever before. All CSPs achieved an overall ‘green’ RAG rating, with forty CSPs achieving their completed participants target and forty-two achieving their inactive target. All forty-four CSPs achieved a green rating for the sustainability target.

Each year, CSPs have been asked to consider the key challenges and successes of delivering their Sportivate programme. The successes are similar to those seen throughout the last two years. Very apparent this year, was that new partners were continuing to come on board with

Most prevalent success factors highlighted by CSP:
- New and a range of deliverers/non-traditional partners (n=16)
- Engaging inactive participants (n=15)
- Successful female specific engagement programmes (n=12)
- Better communication with providers/deliverers (n=8)
- Prioritisation of themed/funding rounds (n=7)
- Use of youth insight to engage partners and inform planning (n=7)

Sportivate, even at this late stage, and that great partnerships were one of the fundamental keys to ensuring success. There has also been considerable success with engaging inactive participants, and many CSPs mentioned their work with inactive participants in some way.

Most prevalent challenges faced by CSP:
- Deliverers not using evaluation tools appropriately/accurately (n=10)
- Difficulty getting email addresses/sustain data (n=9)
- Difficulty getting young people from hard to reach groups to complete (female, inactive, older age groups, disabled) (n=7)
- Attracting inactives or target demographics (n=5)
- Difficulties in getting deliverers to understand or meet new criteria and measures (n=5)

The challenges that CSPs have faced this year remain consistent as well. Deliverers not using the evaluation tools accurately/appropriately continues to be a challenge, although one CSP mentioned that the app had been extremely useful and was making things quite a lot easier for their deliverers. Securing enough email addresses and getting survey responses to contribute towards the sustain target was also a considerable challenge. Two CSPs mentioned that the 2017-2018 changes to Sportivate funding had an impact, with uncertainty in budget and staff planning.

It was identified that CSP staff were required to spend more time with providers/deliverers to ensure that projects were well planned, of high quality and delivered as planned, however, this time was a worthwhile investment and got the results. A couple of CSPs used mentors within Sportivate to support their deliverers.

CSPs were supported this year with four case studies. Three of the case studies focussed on youth insight and the final case study summed up the Sportivate journey as a whole. Sport England’s Sportivate Team also produced a lessons learnt document’.

Figure 10 Sport England Sportivate lessons learnt
**Summary**

For 6 years, all CSPs have received Sportivate funding, and the success achieved through this period has been great. The programme has evolved significantly during this time and CSPs have adapted their ways of working to ensure they are breaking down barriers and targeting the hardest to engage participants through their planning and delivery.

It could be argued that the targets set around inactivity and sustainability could have been more challenging, as nearly all CSPs delivered against them, many exceeding them.

Sportivate is now entering its final phase, with 24 CSPs continuing to receive Sportivate funding from April 2017-March 2018. CSPs will be required to deliver against sustainability, completed and inactives targets, strengthened from years five and six.

**Conclusions**

Sportivate has been a hugely successful programme but there are also many lessons that can be learnt. To capture the most pertinent lessons, it is important to draw on the successes, as well as from the areas that haven’t delivered so well.

**Lessons learnt**

All CSPs will be finishing their delivery of the Sportivate programme over the coming year, whether accessing funding for another year or not. It is important that CSPs, providers and deliverers use the learning from Sportivate and apply it to different programmes and new ways of working. The highlights from the [Sport England Sportivate Lessons Learnt](#) document include:

- Consider using budget to target under-represented groups. Sportivate used an incentive fund to target women and girls and those aged 19-25. Many CSPs, in their qualitative reviews, also identified that they operated their own ‘themed rounds’ of funding at a local level which achieved
significant success in targeting key demographics. This focuses the minds of applicants and ensures the money is going to where it is most needed.

- Listen to what the young people are saying about what they want. Projects are more likely to be successful if they are what young people want. The youth insight pack provides considerable insight into young people and providers are becoming more used to using the tool to plan projects. This is especially true when it comes to sustainability, ensuring that young people are asked how they want to continue, in what activity and where, will lead to a much greater chance of sustained participation. Providing ‘baby steps’ following a project can help to achieve this transition e.g. reduced cost to start with, specific times, or maintaining contact with a specific activity leader.

- Link to national campaigns such as This Girl Can to raise the profile of the work. Many CSPs and providers and deliverers reported successful marketing campaigns that used This Girl Can. It reduces marketing investment required and achieves a much greater impact.

Considerations

There are the following considerations to bear in mind for the future, that have come about as a result of Sportivate.

- Data collection, no matter the process for collecting it, is a challenge, especially asking for contact details to maintain contact with people (to track sustainability). A significant piece of work is required to upskill activity deliverers to use online evaluation tools and this effort should be factored into all projects, as the value of good quality data is very high and provides much needed insight to support future work.

- The more specific the requirements for funding, the more time will be needed to support deliverers to achieve against the targets. Many deliverers need support using insight and planning tools and help to understand the nature of funding. Investing this time will ensure greater success in delivery. This is especially true the more ‘grassroots’ the organisation is. As this often signifies a reduced amount of time for administration and planning.