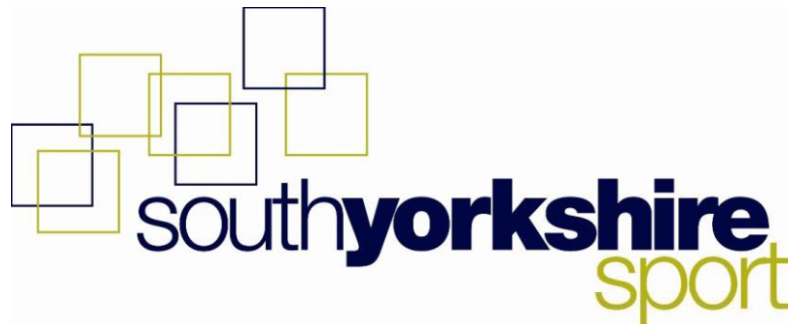


# Sportivate Year Two Insight Report

## South Yorkshire Sport

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August 2013



Developed by the Insight Team at **Sport Structures Ltd**

[www.sportstructures.com](http://www.sportstructures.com)

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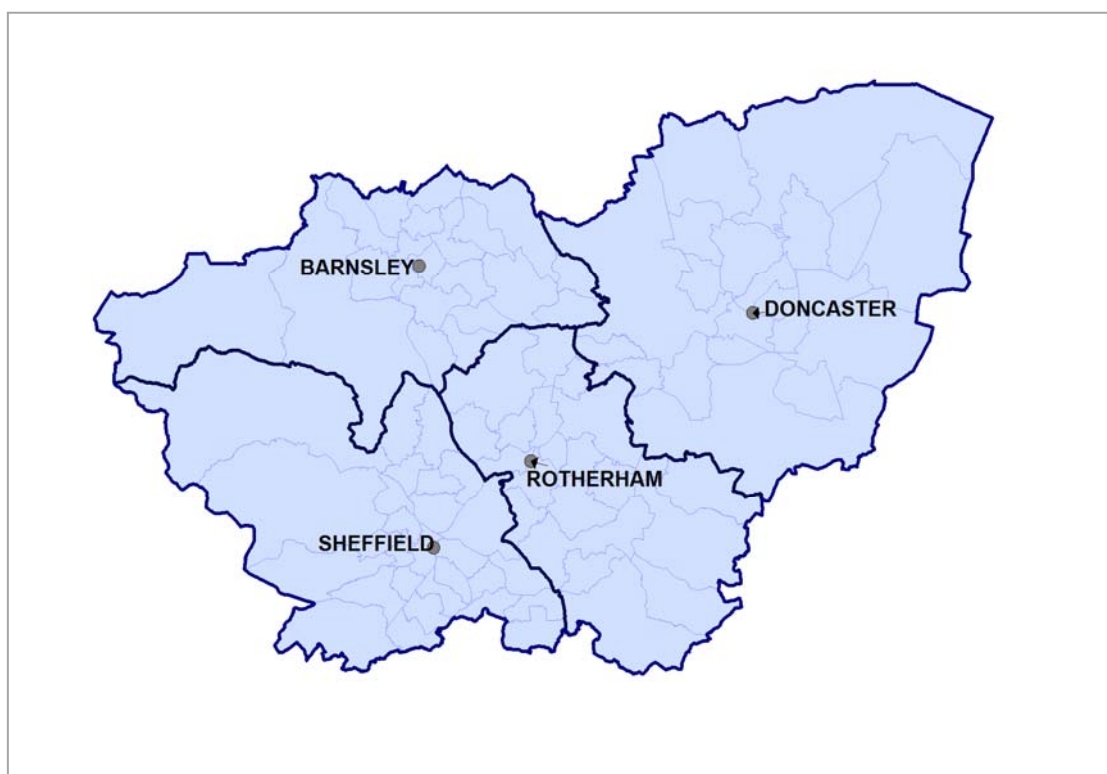
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## 1 Introduction

- 1.1 The Sport England Sportivate programme has been independently evaluated by an impact study team from Sport Structures. The team produces an annual report each summer, as well as an interim six monthly report. The reports inform Sport England, at a national level, the progress against targets and help to measure the success of Sportivate. This report provides focussed insight for South Yorkshire Sport (SYS) on the year two Sportivate results and compares these results against the year one results. It is hoped that the analysis will inform future decision making and programme implementation for year three and into year four.
- 1.2 The data used within this report has been collected via the Sportivate online portal. All data submitted has been reviewed and approved by County Sports Partnership (CSP) programme leads. Both project information and participant demographics have been gathered for analysis. This report is based on statistics drawn from the system on 26 April 2013 – the deadline for CSPs to upload data for year two. Since this date, some CSPs have continued to enter data but this has not been analysed.
- 1.3 To further investigate the most deprived areas within the South Yorkshire Sport, we have added local area maps of the four urban areas, located within South Yorkshire; Sheffield, Barnsley, Doncaster and Rotherham, to provide added insight into the effect of Sportivate on the areas of high population and deprivation.

**Figure 1 South Yorkshire Sport geographical area**



## 2 Overview of partnership performance

2.1 South Yorkshire Sport has had a successful year of implementing Sportivate. Based on the figures taken from the Sportivate portal, in line with the Sportivate Year Two 2012 – 2013 Annual Report, the partnership engaged over 3,800 young people in the programme and reached 144.4% of their retain target for year two. Sheffield local authority contributed most to the retain target with 69.6%, followed by Doncaster (35.4%).

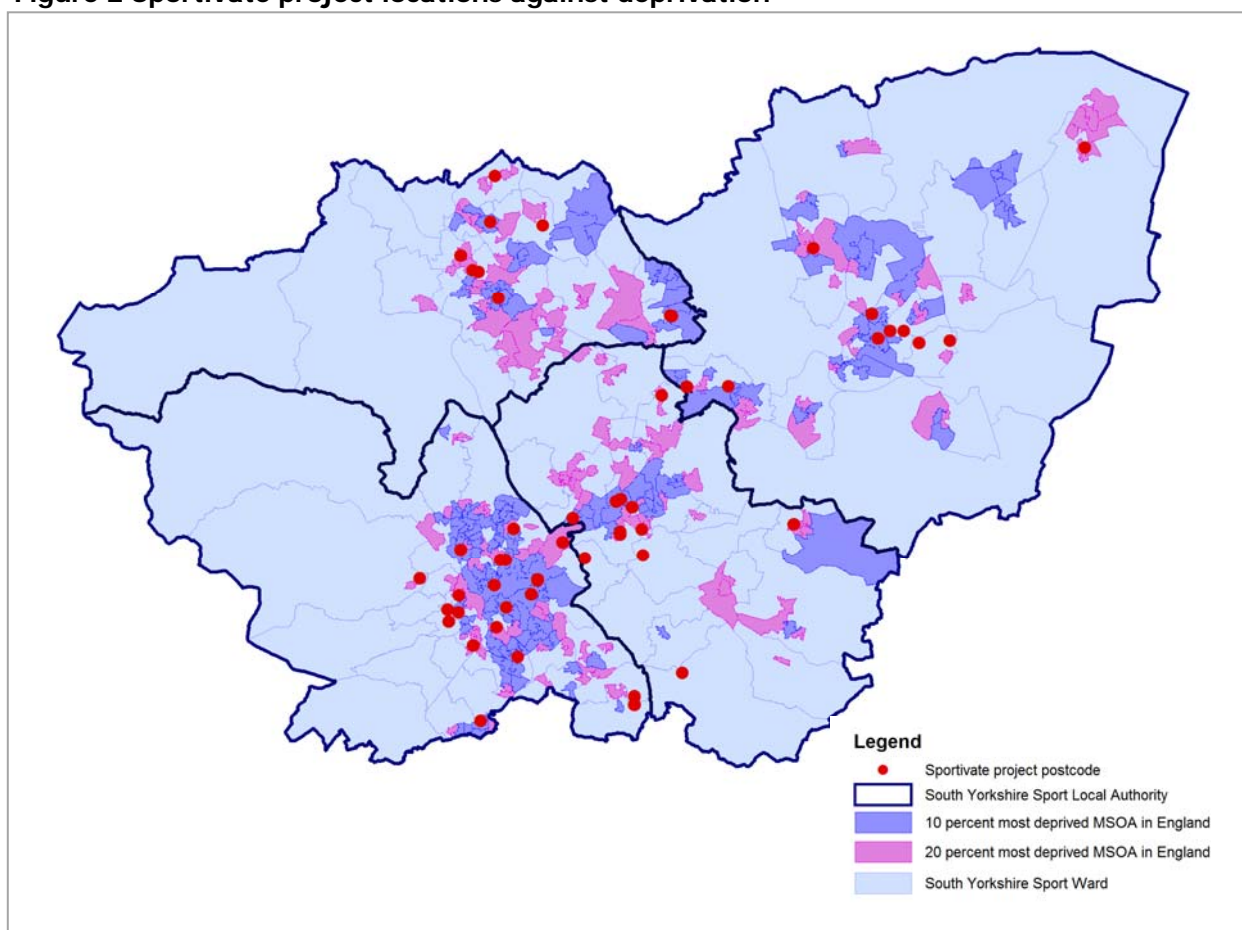
**Table 1 Progress against targets**

	KPI engage actual	KPI throughput actual	Year 2 target retain	KPI retain actual	% year 2 retain target	% retained vs. engaged
National	138,111	807,794	80,235	118,106	147.2	85.5
Yorkshire and Humberside	13,913	88,098	8,770	12,666	144.4	91.0
South Yorkshire Sport	3,802	24,059	2,259	3,536	156.5	93.0
Sheffield	1677	N/A	1572	N/A	69.6	93.7
Doncaster	835	N/A	799	N/A	35.4	95.7
Barnsley	647	N/A	583	N/A	25.8	90.1
Rotherham	602	N/A	542	N/A	24.0	90.0
Multi-Borough/City/District/UA	41	N/A	40	N/A	1.8	97.6

### 3 Sportivate projects

- 3.1 A project is defined as a series of coaching sessions in a chosen sport lasting no less than six sessions and a maximum of eight. Sessions should be structured to take place weekly to increase the likelihood of behavioural change, however it is acknowledged that in some cases, sessions may occur over a shorter time period. At the end of a project young people should be supported into a suitable exit route so that their participation is sustained. In total 210 projects were completed and approved in SYS.
- 3.2 Figure 2 illustrates the location of the projects within SYS against levels of deprivation in mid level super output areas. There were clusters of projects around the main urban areas, with many taking place within deprived areas. The area north east of Doncaster, around Hatfield and Thorne, has some areas of deprivation that are less well catered for through Sportivate.

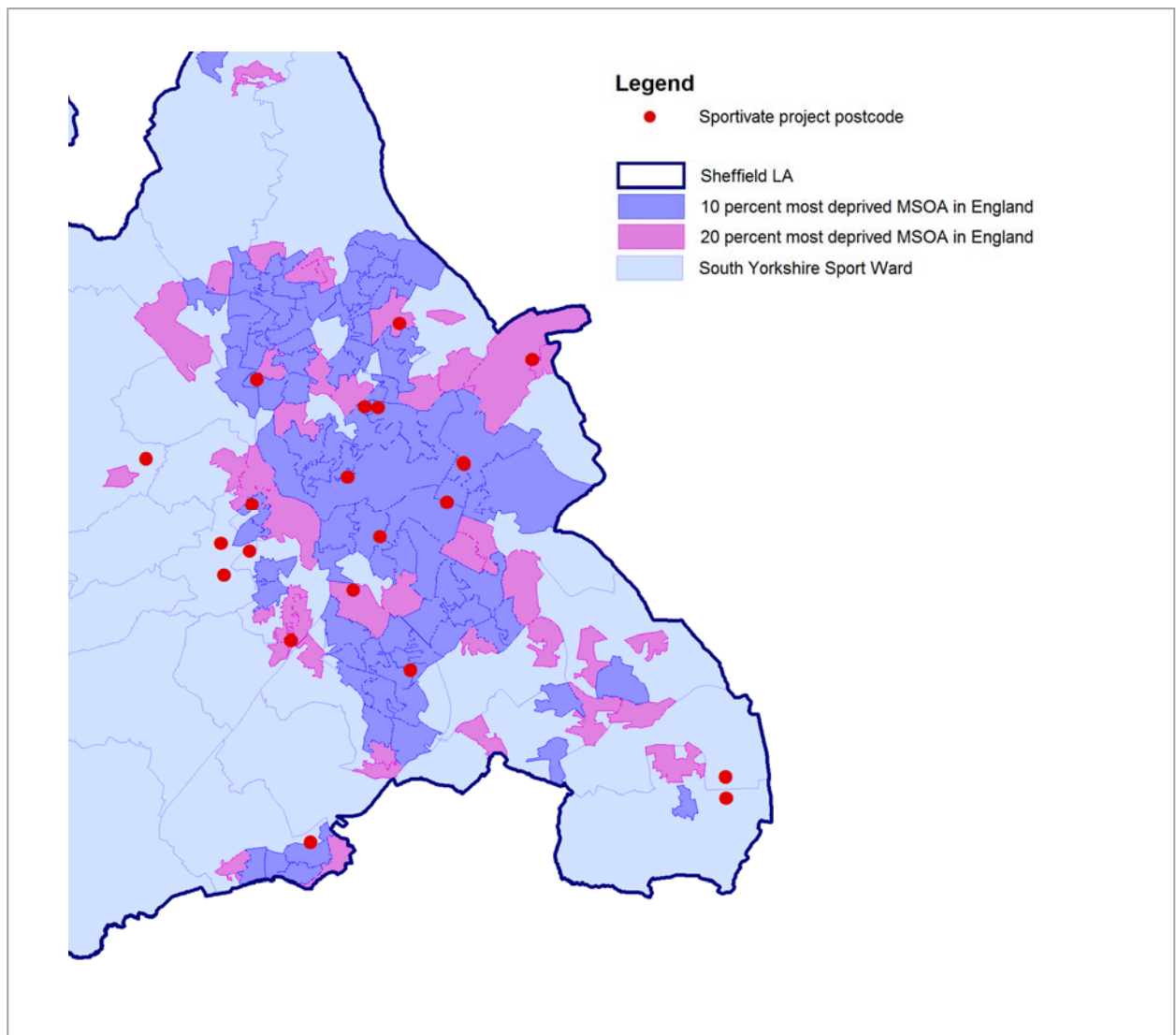
**Figure 2 Sportivate project locations against deprivation**



Based on 204 valid Sportivate project postcodes

3.3 Figures 3, 4, 5 and 6 below, provide a more detailed view of the four urban areas and where the Sportivate projects took place.

**Figure 3 Sportivate project locations against deprivation in Sheffield**



Based on 204 valid Sportivate project postcodes

Figure 4 Sportivate project locations against deprivation in Barnsley

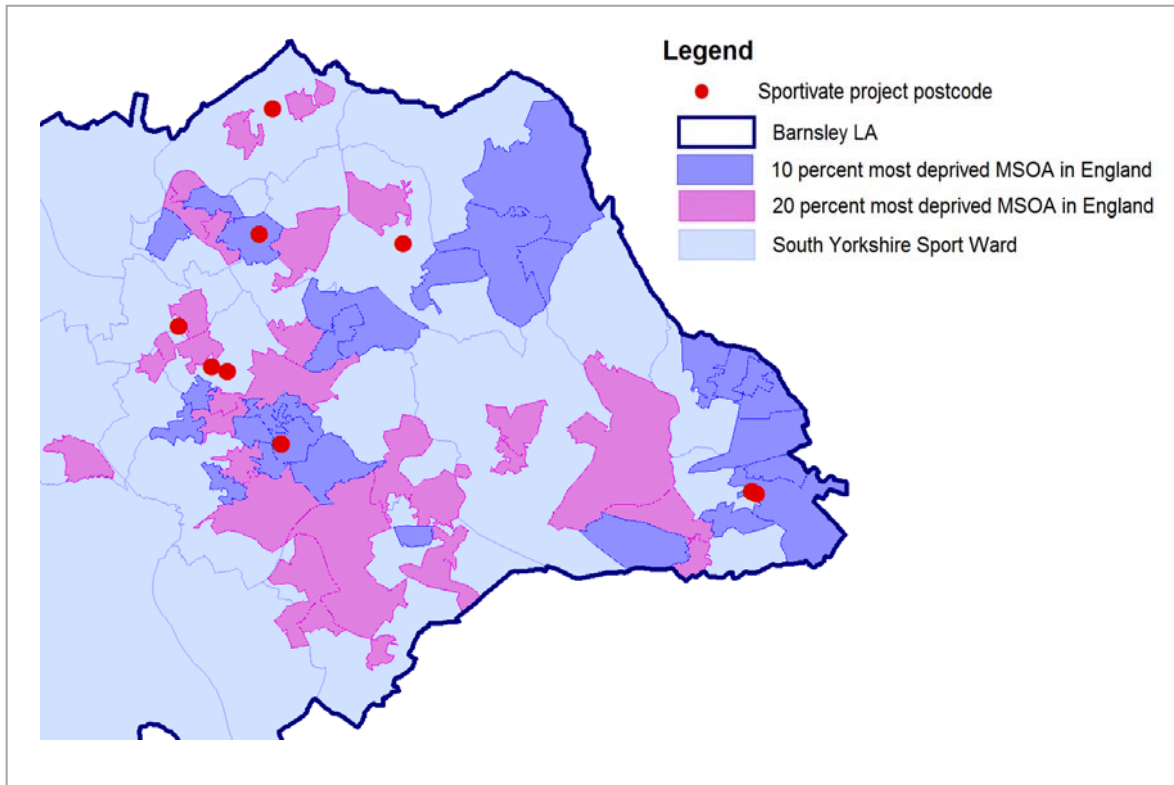
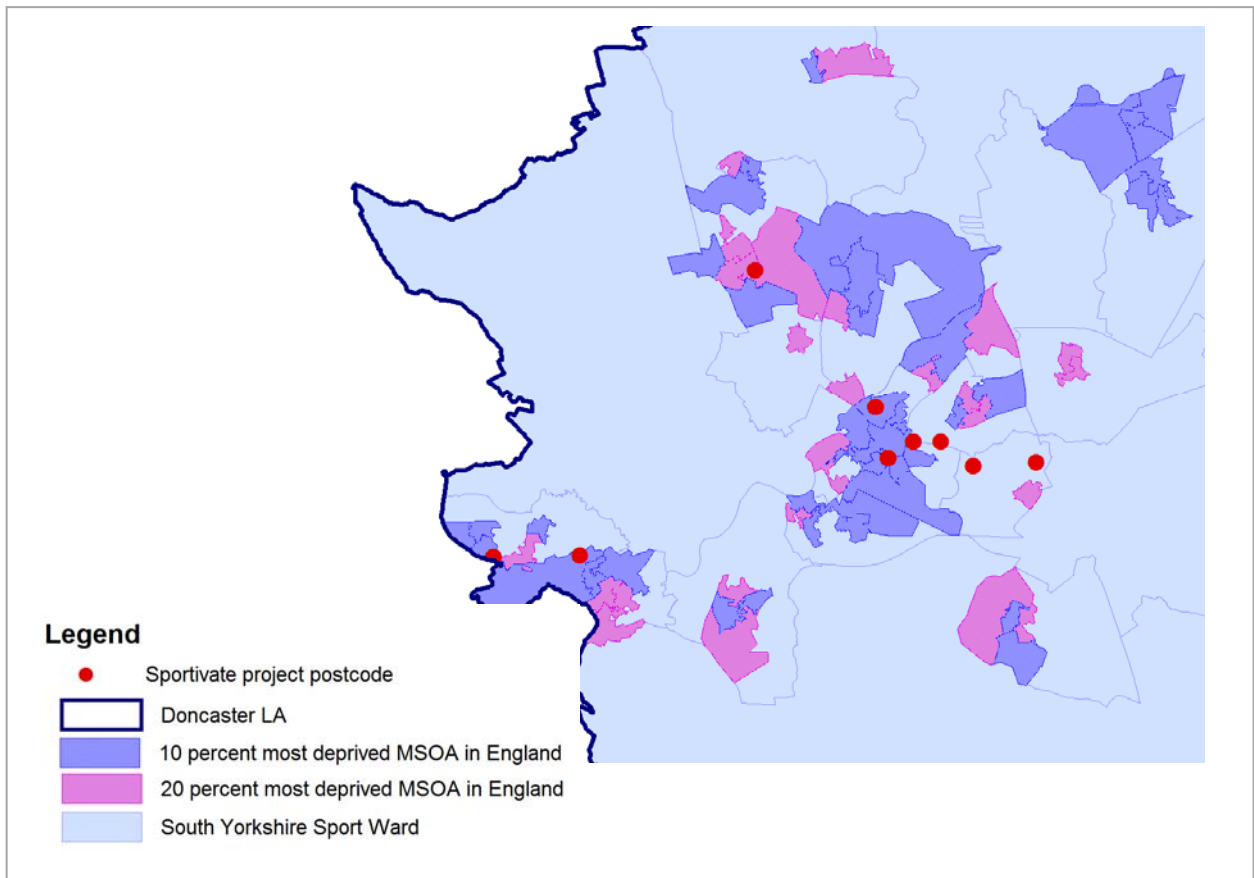
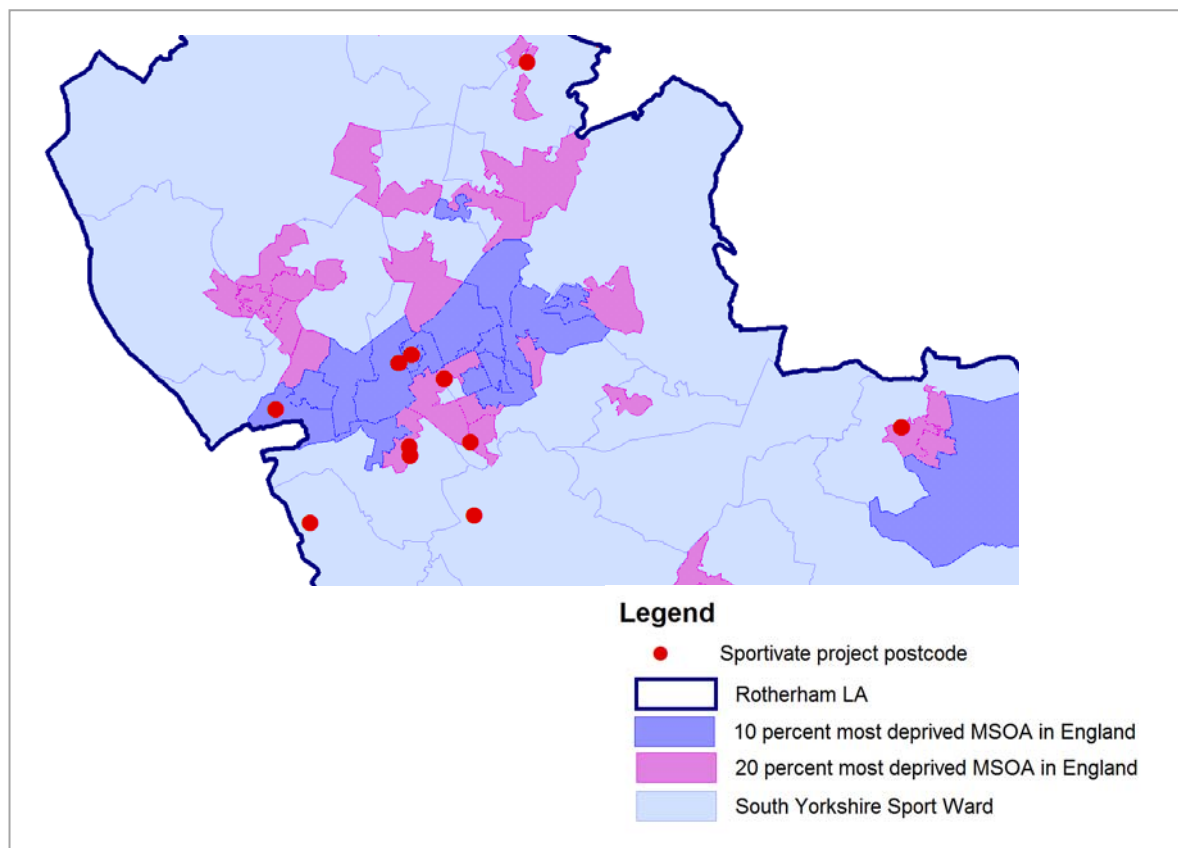


Figure 5 Sportivate project locations against deprivation in Doncaster





**Figure 6 Sportivate project locations against deprivation in Rotherham**



3.4 Providers and deliverers have been divided into 15 different types. These categories were defined by Sport England prior to the start of the Sportivate programme. The most common Provider in SYS, by a significant margin, was NGB staff (52.8%), followed by leisure centre staff (15.3%) and community sports organisations (10.4%).

**Table 2 Types of provider**

Provider type	Frequency	Percentage
College/HEI Staff	7	4.3
Comm. Sports Trust Staff	1	.6
Comm. Sports Organisation	17	10.4
Football In The Comm. Staff	11	6.7
LA Sports Dev. Staff	5	3.1
Leisure Centre Staff	25	15.3
NGB Staff	86	52.8
Private Organisation Staff	2	1.2
Sports Club Staff	9	5.5

\* SYS had none of the following providers: youth club staff, CSP staff, youth service staff, other, sport on the doorstep staff or mixture

3.5 The most common type of deliverer in SYS was also NGB staff, they delivered nearly half of all projects run (45.9%). There were a greater number of provider organisations than deliverer organisations, community sports trust and private organisations organised activity but did not deliver it.

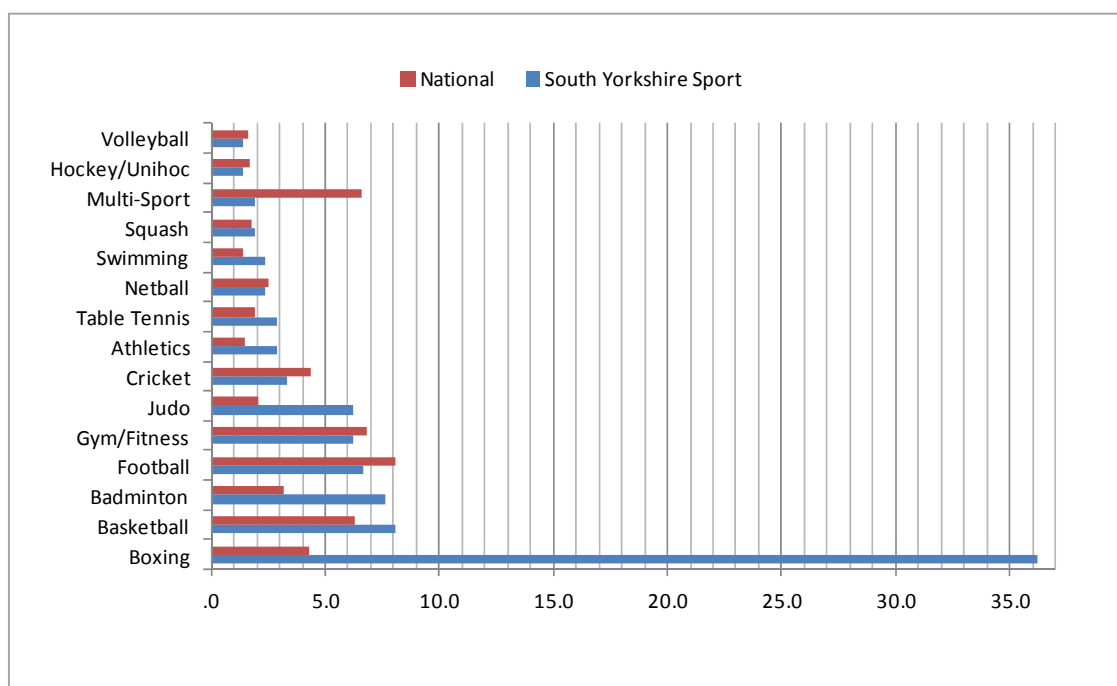
**Table 3 Types of Deliverer**

Deliverer type	Frequency	Percentage
College/HEI Staff	2	3.3
Comm. Sports Organisation	11	18.0
Football In The Comm. Staff	6	9.8
LA Sports Dev. Staff	1	1.6
Leisure Centre Staff	9	14.8
NGB Staff	28	45.9
Sports Club Staff	4	6.6

\* SYS had none of the following deliverers: comm.. sports trust staff, private organisation staff, youth club staff, CSP staff, youth service staff, other, sport on the doorstep staff or mixture

3.6 The top 15 sports delivered through projects in SYS were similar to those delivered nationally. However SYS did not deliver any dance, tennis, golf or rugby union projects, each of which appear in the national top fifteen. Eight of the top 15 sports delivered in SYS had a higher proportion of projects than the national average. See appendix A for the percentages for each sport. Boxing was the prominent sport delivered by far, with projects in this sport accounting for 36.2% of the total Sportivate delivery.

**Figure 7 Top 15 sports delivered in SYS by project**



3.7 Table 4 identifies which sports were best at retaining the young people that they engaged. Of the top five sports delivered (boxing, basketball, badminton, football, gym/fitness), boxing retained the most young people overall (n=1,561, 44.1%), followed by gym/fitness (n=529, 15.0%) and then judo (n=211, 6.0%). From the top 10 sports retaining young people, netball achieved the best results, retaining 100.0% of those that took part.

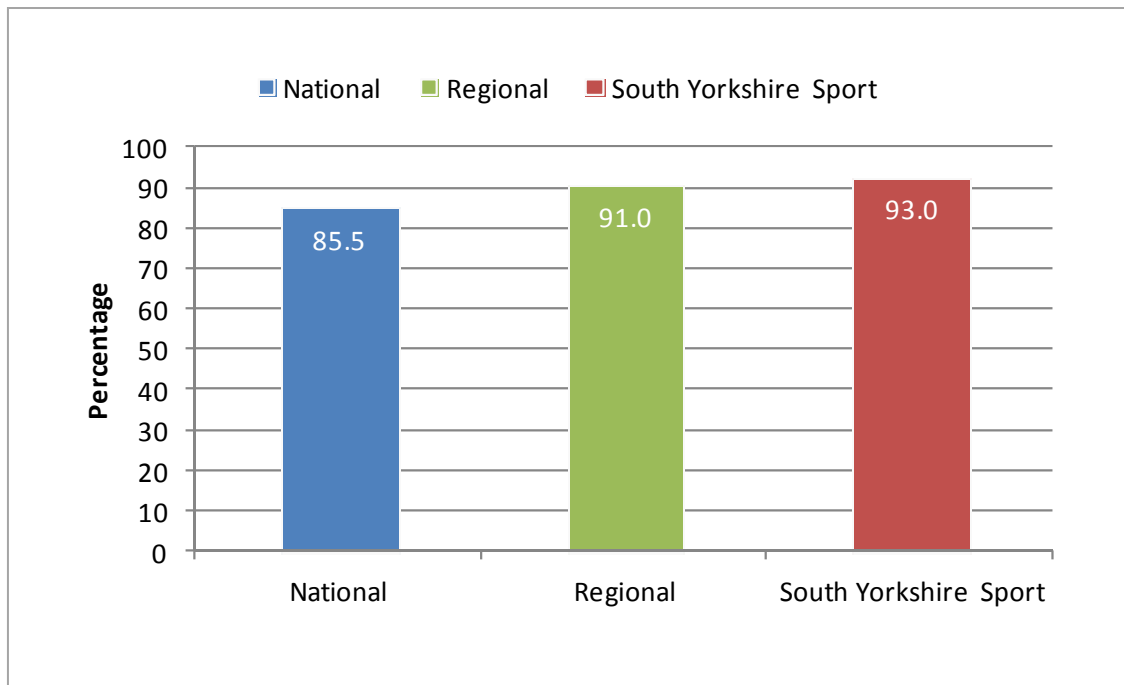
**Table 4 Top 10 projects by frequency of participants retained**

Sport	Engaged	Retained	% retained and engaged
Boxing	1617	1561	96.5
Gym/Fitness	588	529	90.0
Judo	223	211	94.6
Football	231	166	71.9
Badminton	176	171	97.2
Basketball	148	139	93.9
Cricket	103	100	97.1
Table Tennis	78	74	94.9
Multi-Sport	70	56	80.0
Netball	69	69	100.0

#### 4 Sportivate participants

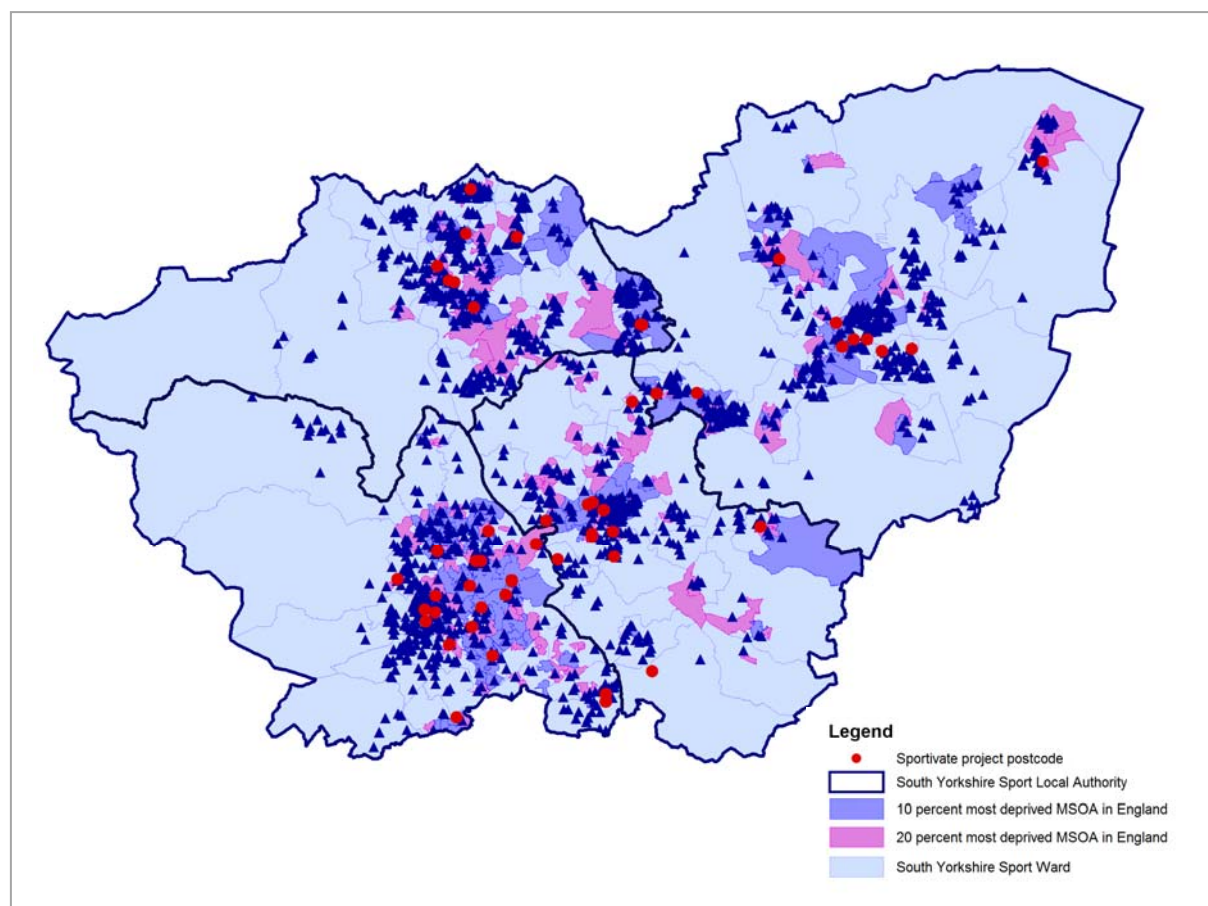
4.1 The Sportivate data portal allows the number of unique participants to be accurately determined. SYS had a higher proportion (93.0%) of retained participants than Yorkshire and Humberside (91.0%) and nationally (85.5%).

**Figure 8 Level of retained participants in SYS**



4.2 Participants were well distributed across SYS. There were concentrations, as expected, around the projects. Some areas of higher deprivation appeared to have fewer participants taking part. Figure 9 shows where Sportivate projects took place and where participants came from to attend Sportivate sessions. The areas in the South Eastern corner of Rother and a small area north of Doncaster, in the Bentley and Arksey district, that are both in the 10% most deprived areas, have attracted few participants and have no projects running.

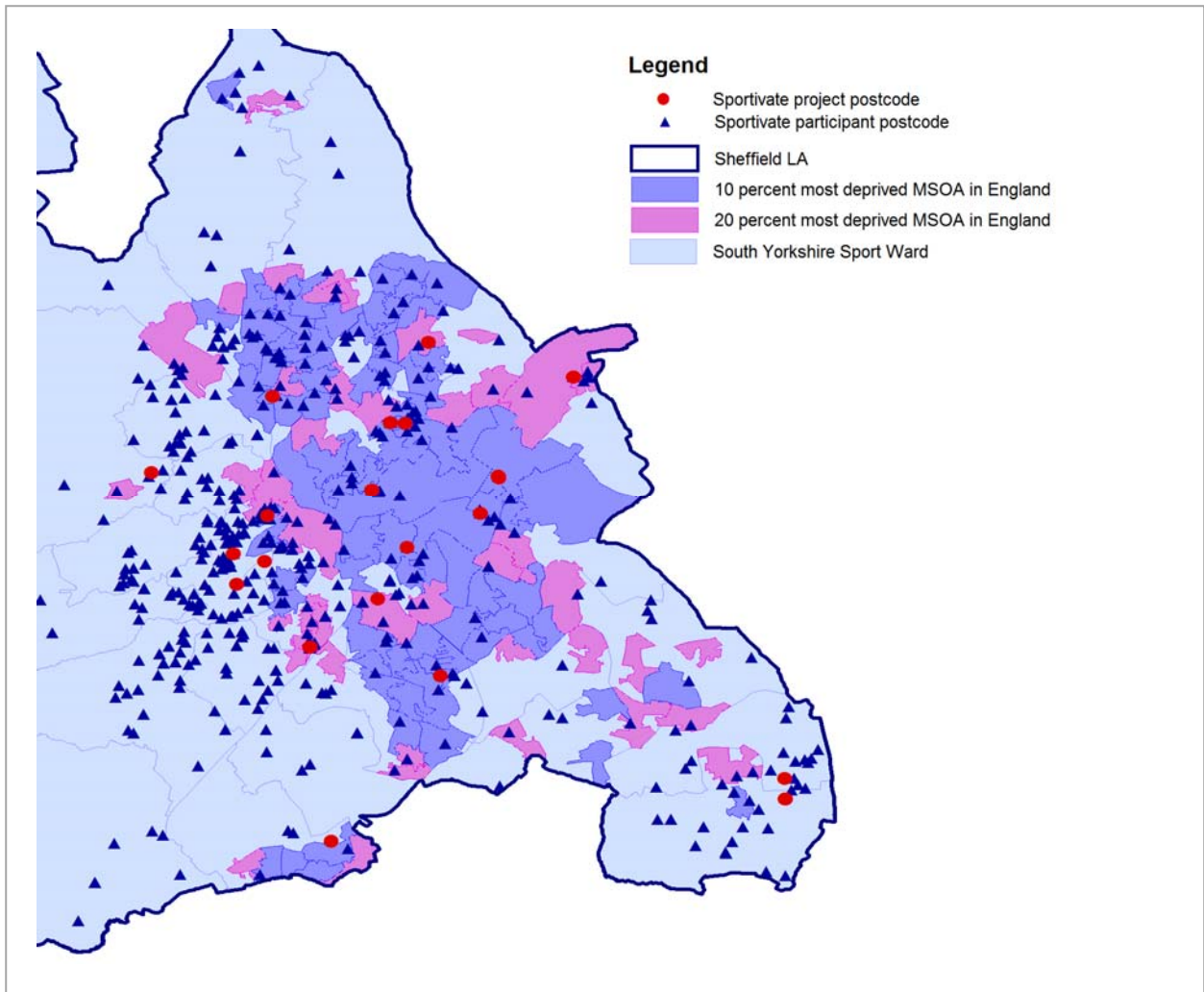
**Figure 9 Sportivate project and participant locations against deprivation**



Based on 204 valid Sportivate project postcodes and 3,655 Sportivate participant postcodes

4.3 Figures 10, 11, 12 and 13 below, show the location of Sportivate projects as well as showing where participants came from within Sheffield, Barnsley, Doncaster and Rotherham.

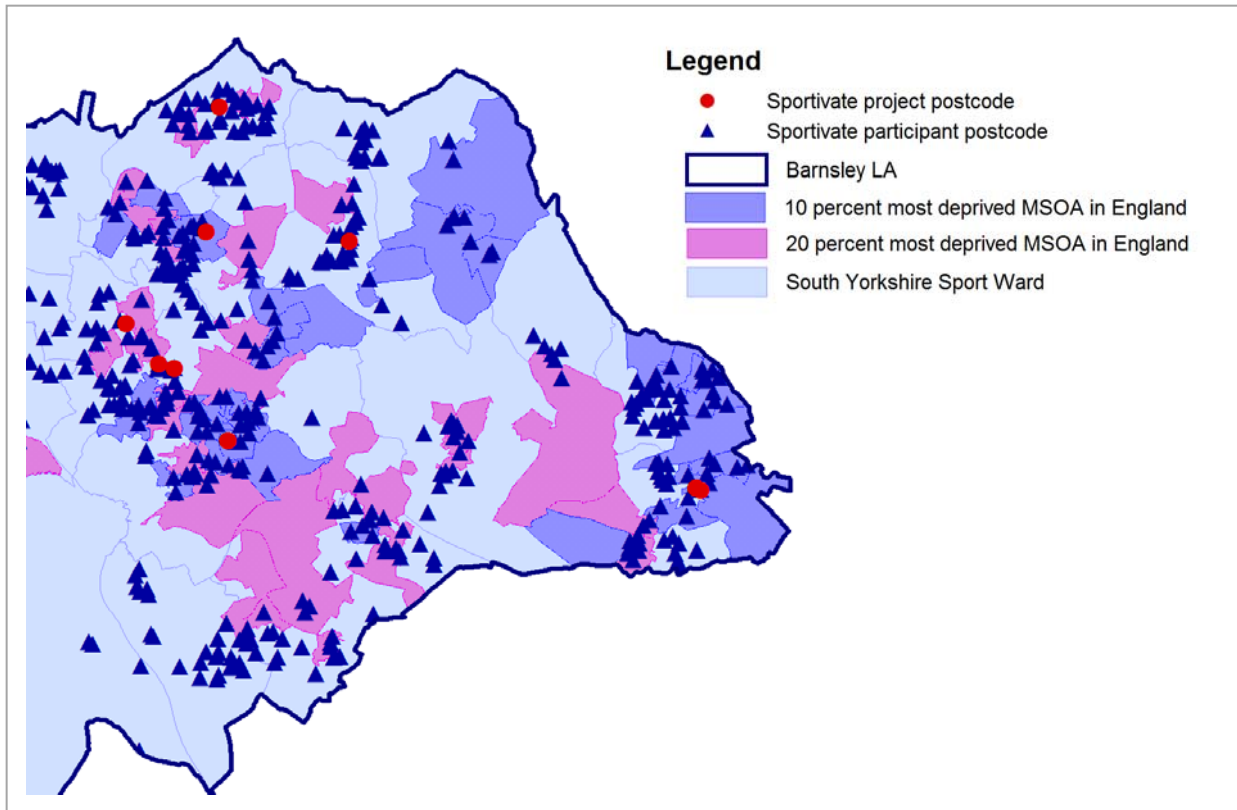
**Figure 10 Sportivate project and participant locations against deprivation in Sheffield**



Based on 204 valid Sportivate project postcodes

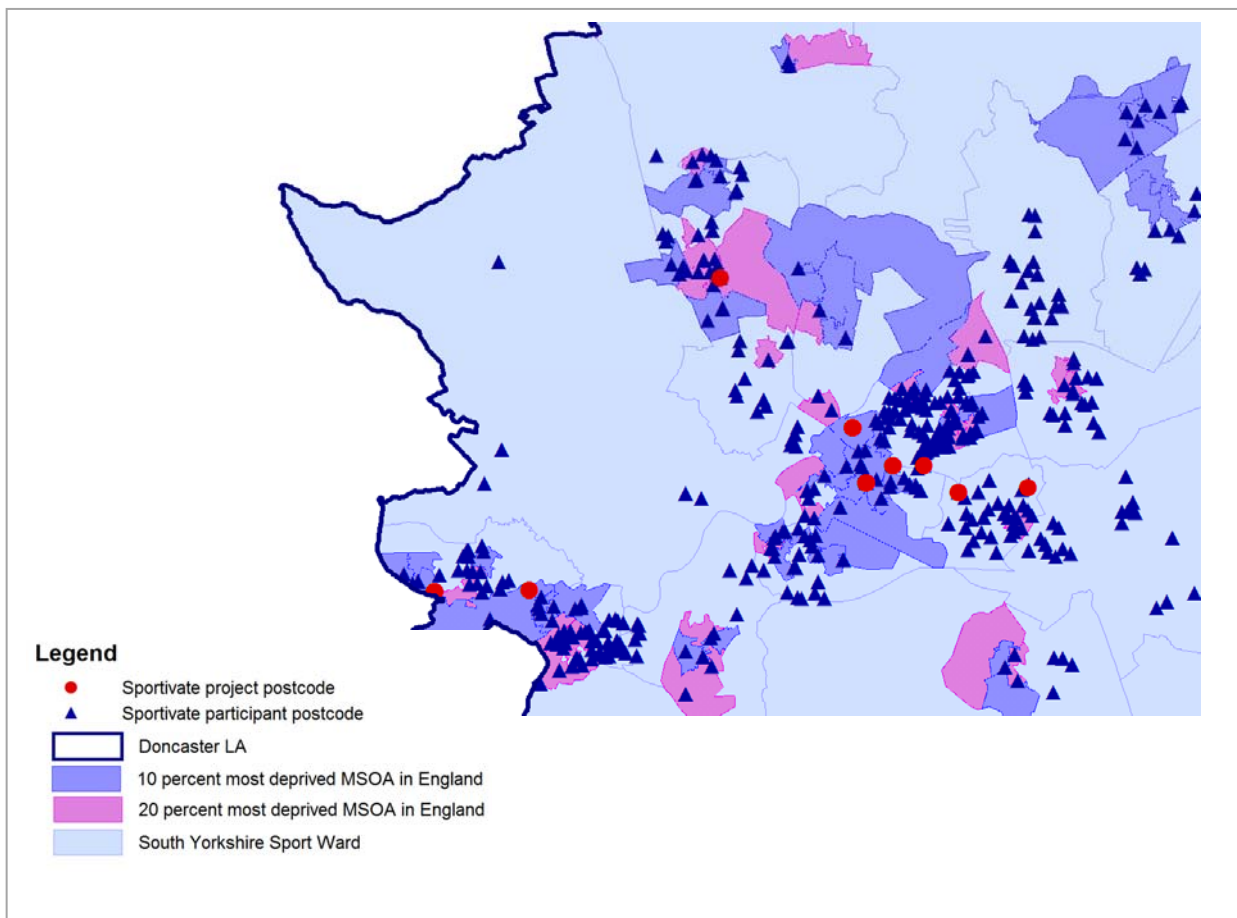
4.4 Many of the participants taking place in Sheffield came from just outside the areas of deprivation, to the west of the city, from the Walkley, Netherthorpe, Sharrow, Nether Edge and Bloomhill wards. Barnsley saw participants attending from around the city, although there were few participants from the Cudworth, Darfield and Hemsworth wards, as well as few from the south of the city, Worsbrough. Doncaster attracted most participants from the Conisbrough and Denaby and Mexborough wards in the South West corner of the city. There were also a large number of attendances from Town Moor, Wheatley and Bessacar and Cantley. In Rotherham, participants came from Sitwell and Rother Valley predominantly, as well as from Boston Castle, although to a lesser extent from the latter ward.

**Figure 11 Sportivate project and participant locations against deprivation in Barnsley**



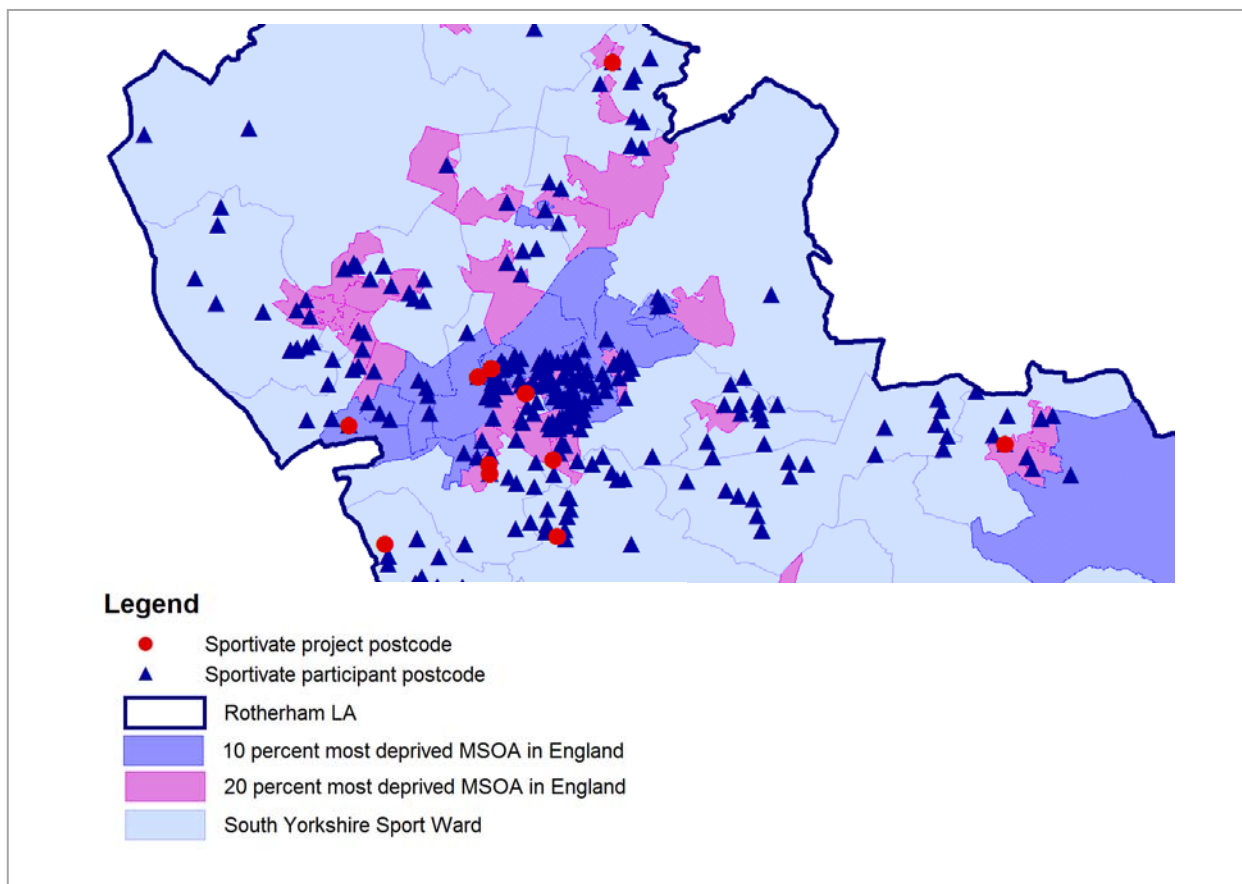
Based on 204 valid Sportivate project postcodes

**Figure 12 Sportivate project and participant locations against deprivation in Doncaster**



Based on 204 valid Sportivate project postcodes

**Figure 13 Sportivate project and participant locations against deprivation in Rotherham**



Based on 204 valid Sportivate project postcodes

**Table 5 Sportivate projects and participants by deprivation areas**

	Total (n) Frequency	Not Classified as Deprived		Ranked between 10% to 20% most deprived		Ranked within 10% most deprived areas	
		N	%	N	%	N	%
South Yorkshire <b>projects postcodes</b> count	205	37	18.0	33	16.1	135	65.8%
South Yorkshire sport Sportivate <b>engaged</b> <b>participants postcodes</b>	3,674	1,347	36.7	827	22.5	1,500	40.8
South Yorkshire Sport Sportivate <b>retained</b> <b>participants postcodes</b>	3,373	1,199	35.5	780	23.1	1,394	41.3

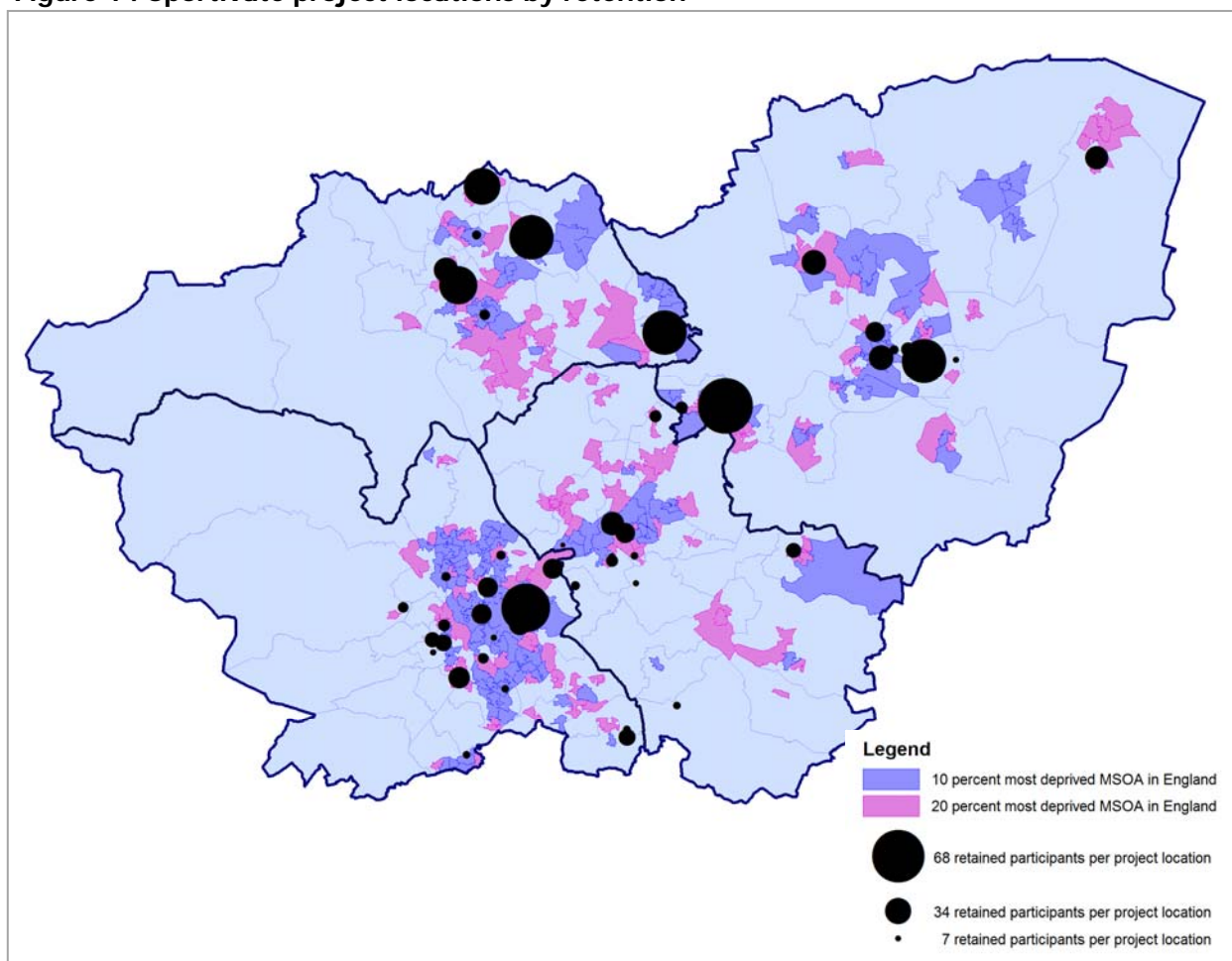
4.6 Table 5 details the numbers and percentages of projects that took place in deprived and non deprived areas, and also the areas where the participants came from to attend projects. In total, 81.9% of projects took place in deprived areas; however, only 63.3% of participants that lived in deprived areas were engaged in a project.



4.7 From table 5, the difference in retention rates between deprived and non deprived areas can also be calculated. Amongst participants from areas of lower deprivation, the retention rate is 89.0%, amongst participants from the 10% most deprived areas, the retention rate is 92.9% and the highest retention rate of 94.3% was amongst young people from the 10-20% most deprived areas. So participants from deprived areas are more likely to be retained in Sportivate than participants from non deprived areas.

4.8 We also used the tracking survey to understand whether young people from deprived communities were more or less likely to be sustained in sport once a Sportivate project ended. Although this data produced some interesting findings, it should be noted that the sample size for this data was only 29 people, so whilst it can be considered, it should be used with caution. We found that 20.7% of young people were sustained from non deprived areas, whilst 79.3% of young people from areas of deprivation were sustained post project.

**Figure 14 Sportivate project locations by retention**

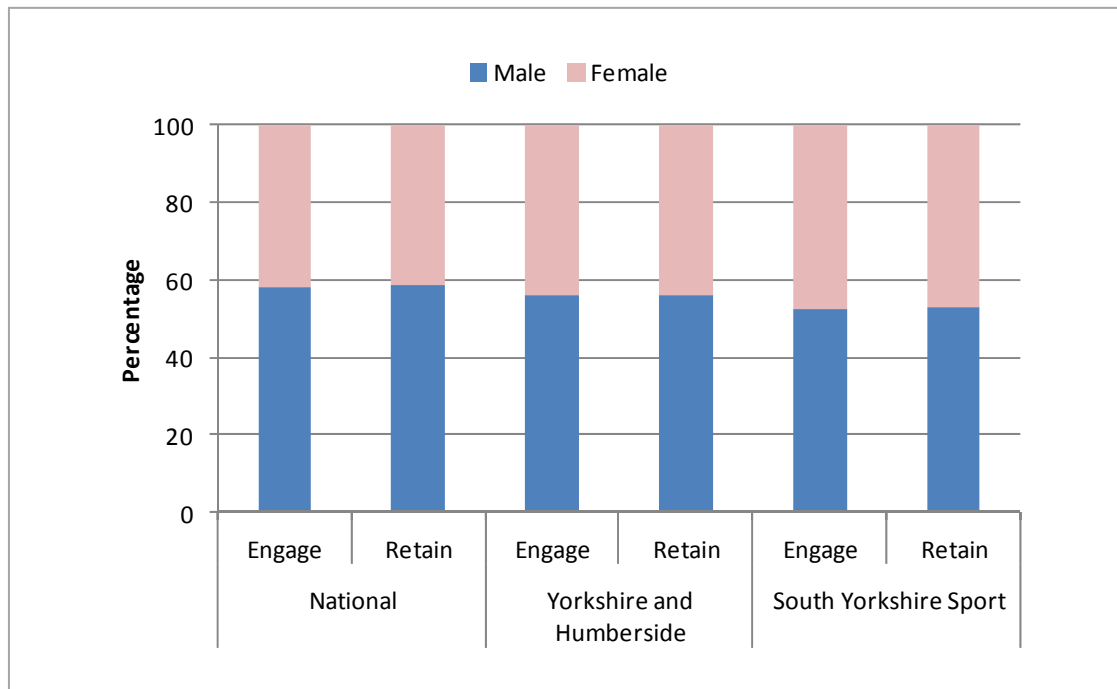


Based on 204 valid Sportivate project postcodes

4.9 Figure 14 shows which projects were most successful at retaining young people. There is a fairly even geographical spread of the projects that successfully retained large numbers of young people.

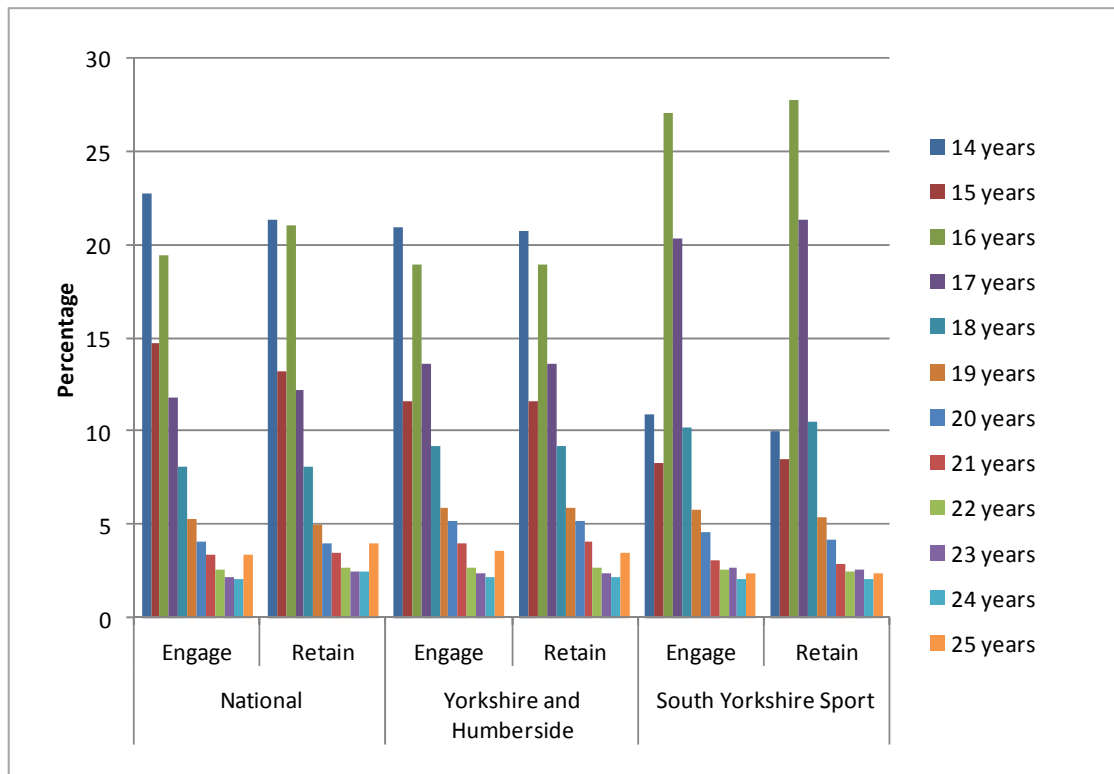
4.10 Sportivate is aimed at both male and female participants. SYS had a more even representation of both males (52.2%) and females (47.8%) than both the national trend for males (58.3%) and females (41.7%) and the regional trend (males 56.1%, females 44.0%).

**Figure 15 Sportivate participants gender breakdown for engage and retain**



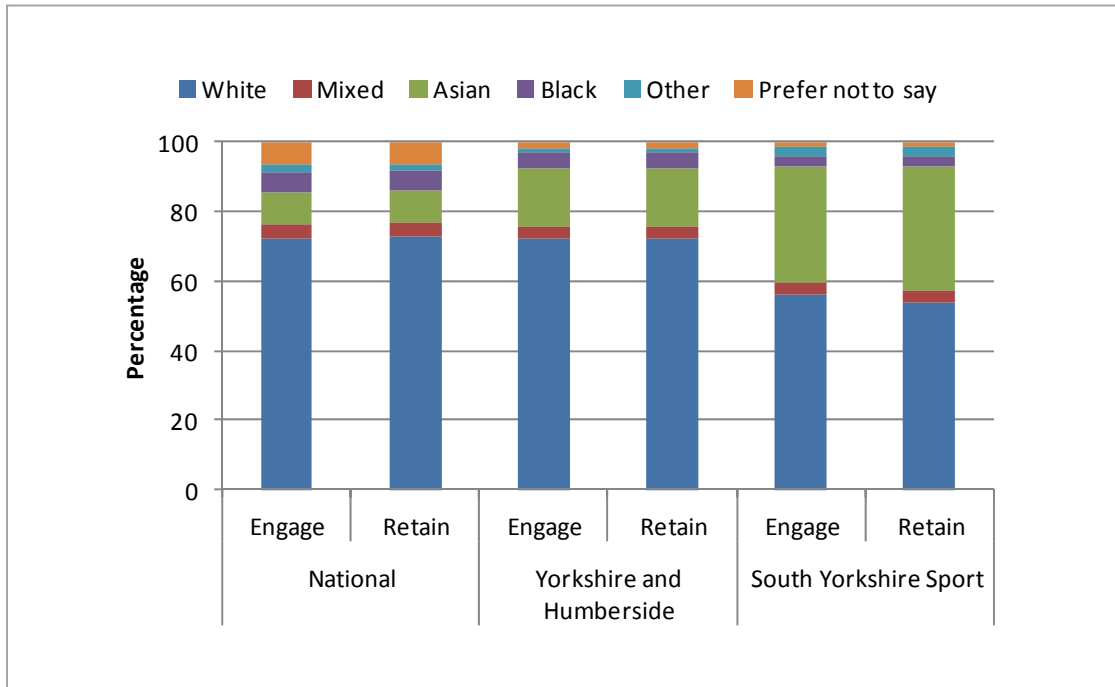
4.10 SYS broadly represented the national and regional trend across the age groups of engaged and retained participants. There were the same amounts of young people aged 19-25 taking part in SYS (23.1%) as at a national level (23.1%), regionally there were slightly more engaged (25.8%). SYS engaged less 14-16 years old (46.3%), than both Yorkshire and Humberside (51.4%) and England (56.9%). However, had a significantly higher proportion of 16 year olds alone (27.0%, compared to 19.2% nationally and 18.9% regionally).

**Figure 16 Sportivate participants age breakdown for engage and retain**



4.11 SYS had a higher number of participants (42.7%) from black and ethnic communities compared to the national (21.2%) and regional levels (26.4%). This is an incredibly high proportion of BME communities and exceeds the ratios defined by national statistics that identify that 12%<sup>1</sup> of SYS's population come from BME communities. Retention levels were quite consistent across the different communities.

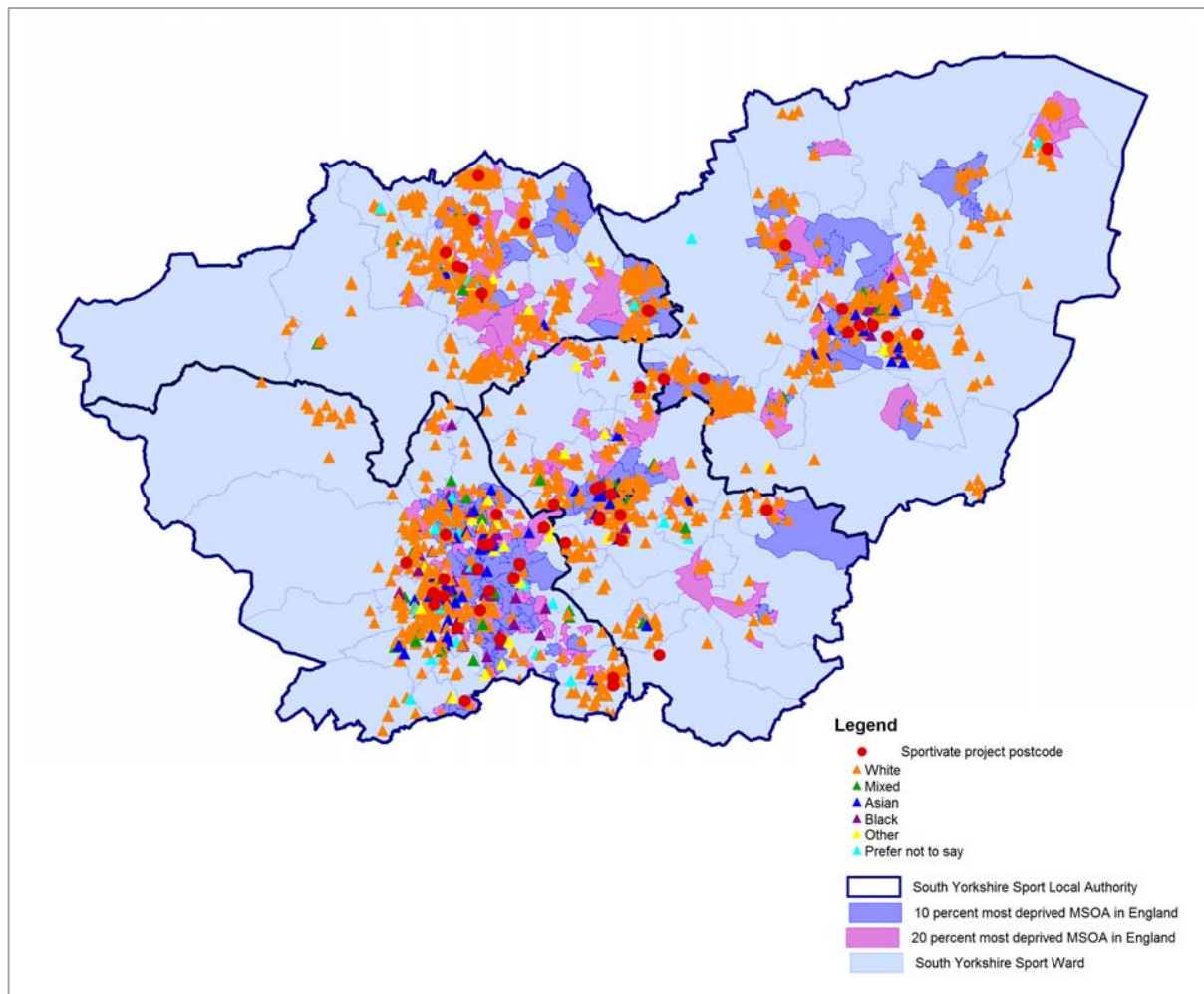
**Figure 17 Sportivate participants ethnicity breakdown for engage and retained**



<sup>1</sup> 2011 census, ethnic groups in local authorities in England and Wales

4.12 Figure 18 shows where the young people from BME communities came from within SYS. Those from BME communities tended to come from the areas of greatest deprivation.

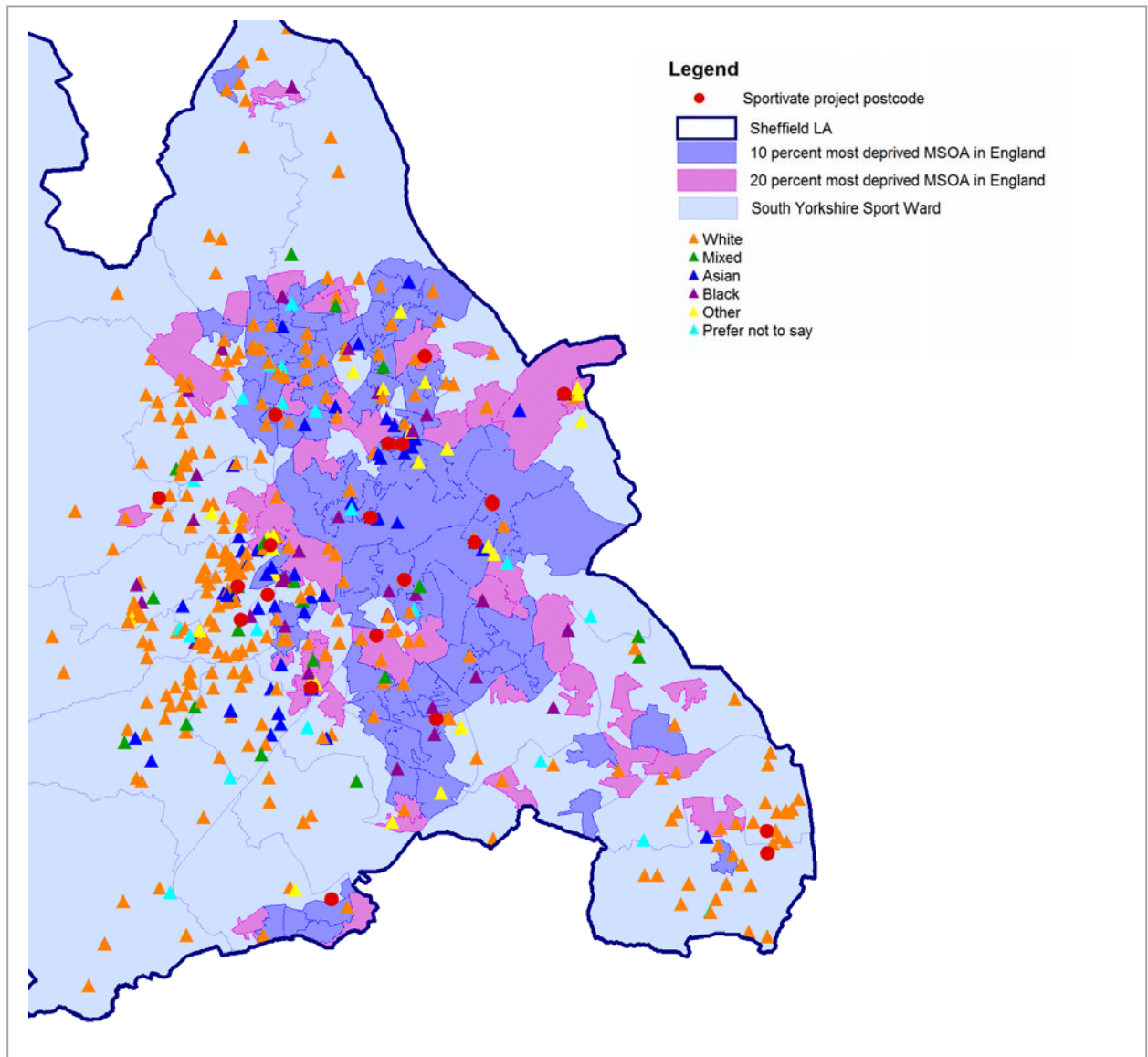
**Figure 18 Sportivate project and participant locations against deprivation and Ethnicity**



Based on 204 valid Sportivate project postcodes and 3,655 Sportivate participant postcodes

4.13 The most diverse ethnic populations are located in Sheffield. The more detailed map below of Sheffield provides a greater insight into the breakdown of populations.

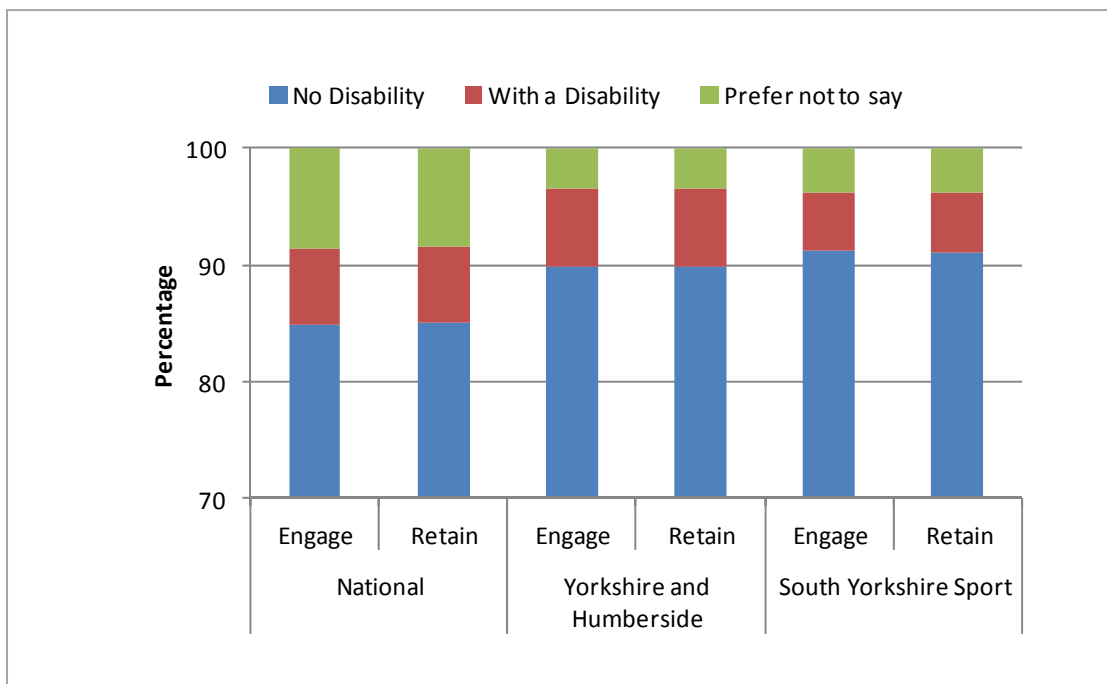
**Figure 19 Sportivate project locations, participant against deprivation and ethnicity in Sheffield**



Based on 204 valid Sportivate project postcodes

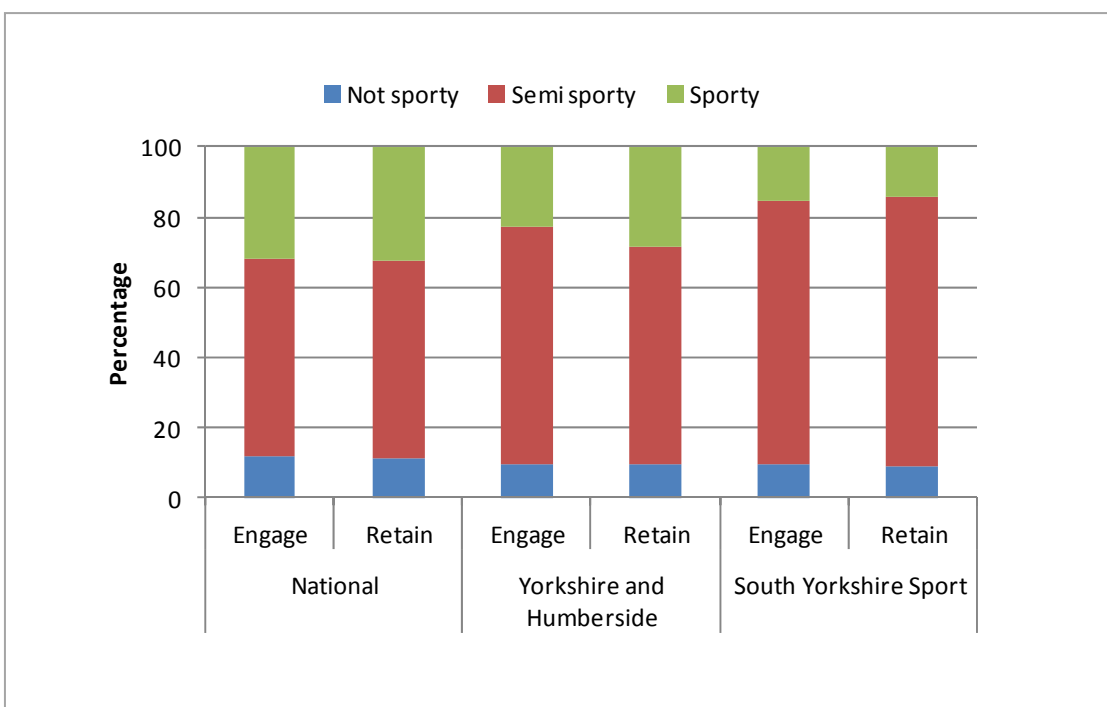
4.14 SYS engaged fewer participants with a disability (5.1%) than the national (6.5%) and regional (6.8%) averages, as shown in figure 20.

**Figure 20 Sportivate participant’s disability breakdown for engage and retain**



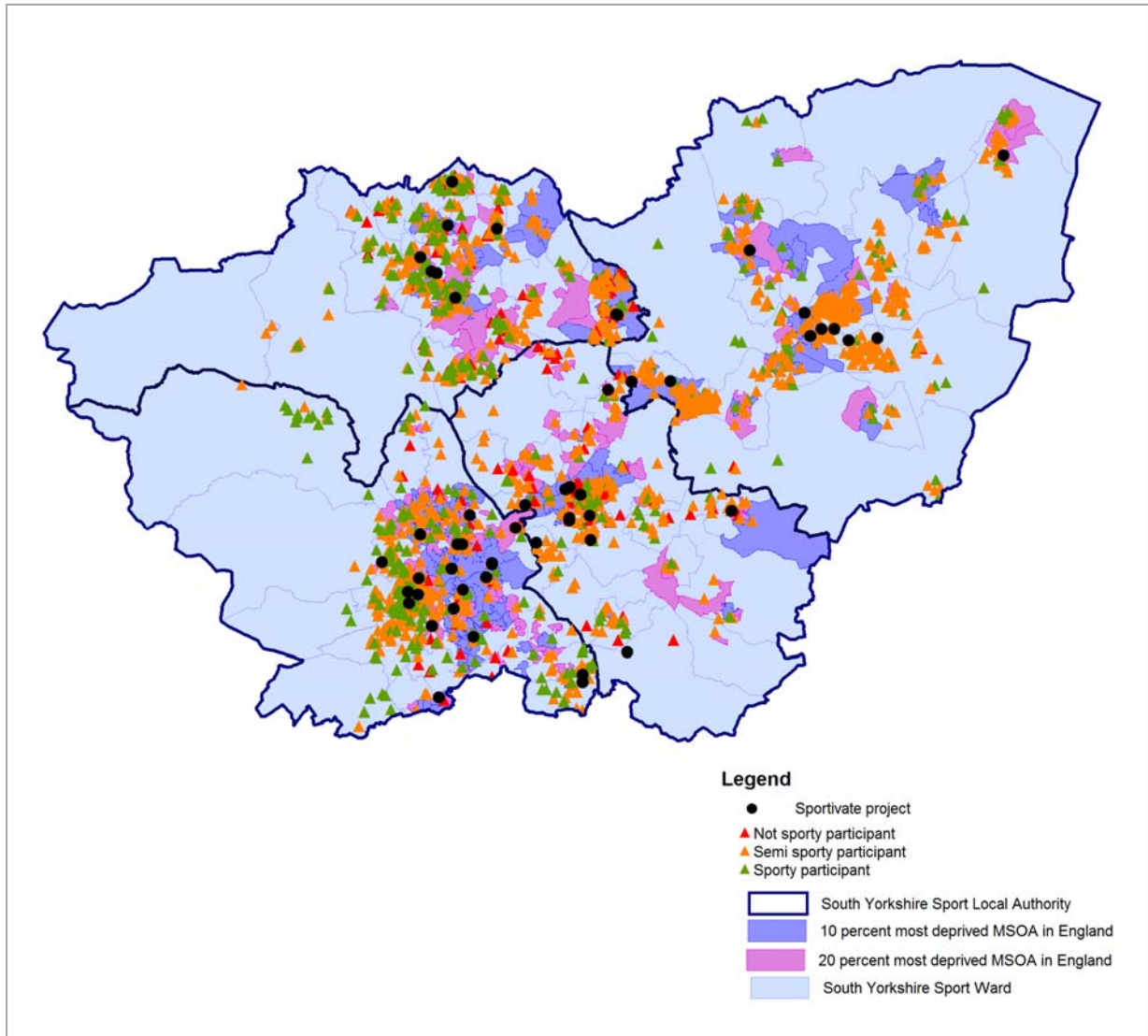
4.15 Sportivate is aimed at 14 to 25 year olds who may not seek out sporting opportunities themselves, would not prioritise doing sport in their own time or those who are doing sport for a very limited amount of time. These participants are defined as 'semi sporty'. SYS engaged a higher number of 'semi sporty' participants (75.0%) compared to the national (56.1%) and regional (68.1%) averages.

**Figure 21 Levels of sporting activity by engage and retain**



4.16 There were no significant differences in the 'sportiness' of participants when looking at the engage and retain data. Figure 22 shows that the 'sporty' participants were more likely to come from the less deprived areas of SYS, rather than the inner city areas.

**Figure 22 Map to show Sportivate project locations and participants activity level**

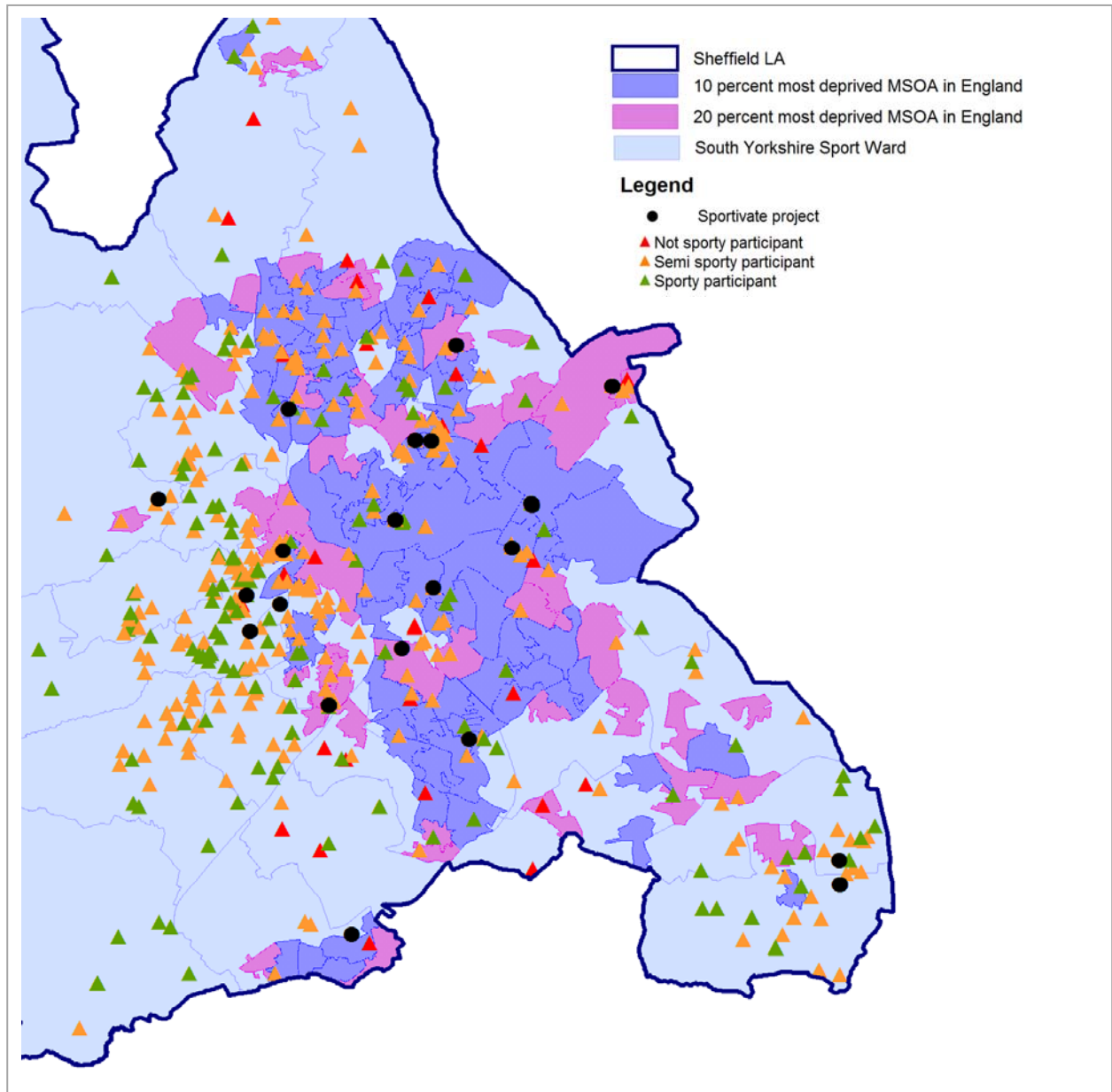


Based on 204 valid Sportivate project postcodes, and 3655 Sportivate participant postcodes



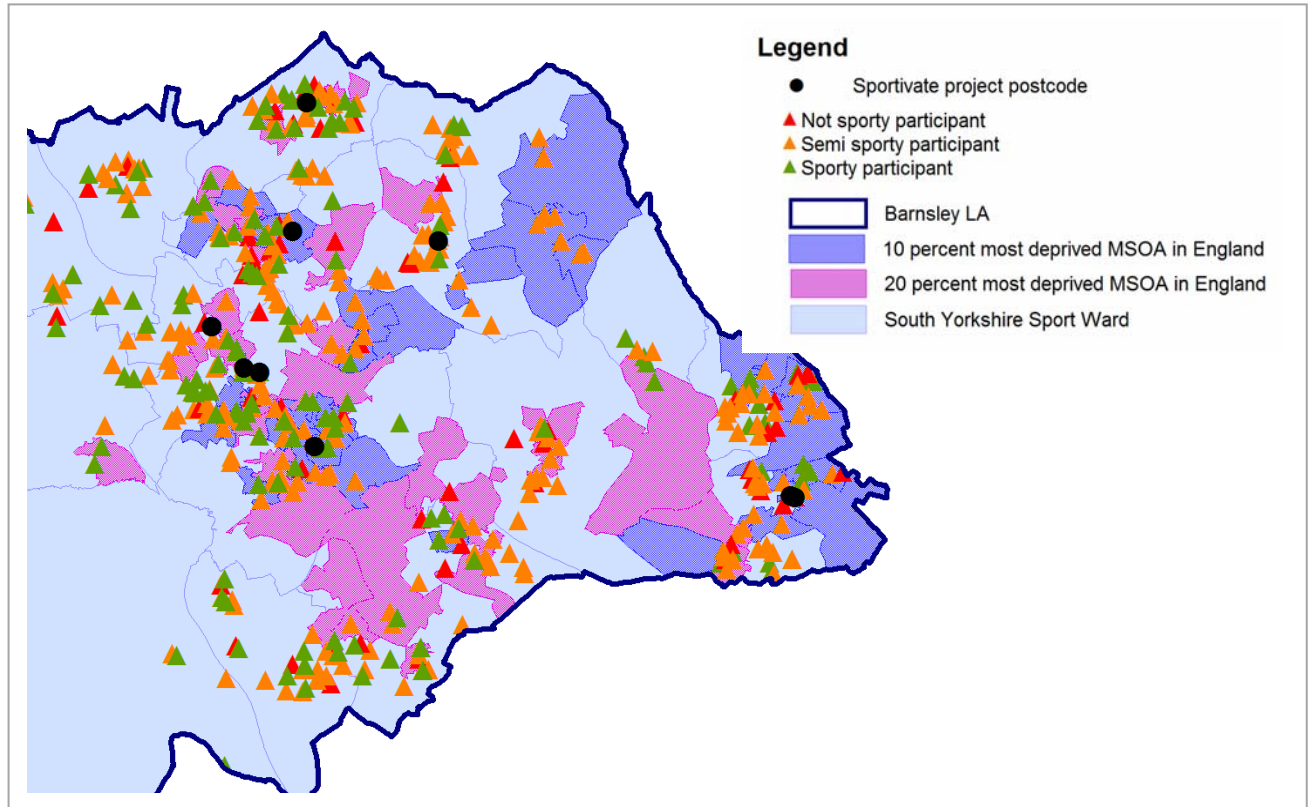
4.17 Figures 23, 24, 25 and 26 show where the sporty, semi sporty and not sporty participants came from in the urban areas. There are a higher number of sporty participants attracted in Sheffield than in the other urban areas, and many of those are coming from the Broomhill and Nether Edge wards. Barnsley had a prevalence of sporty participants across the city, whilst Doncaster attracted the most semi sporty participants proportionally. Rotherham attracted many semi sporty participants from Sitwell and Wickersley.

**Figure 23 Sportivate project, participant location against deprivation with activity level in Sheffield**



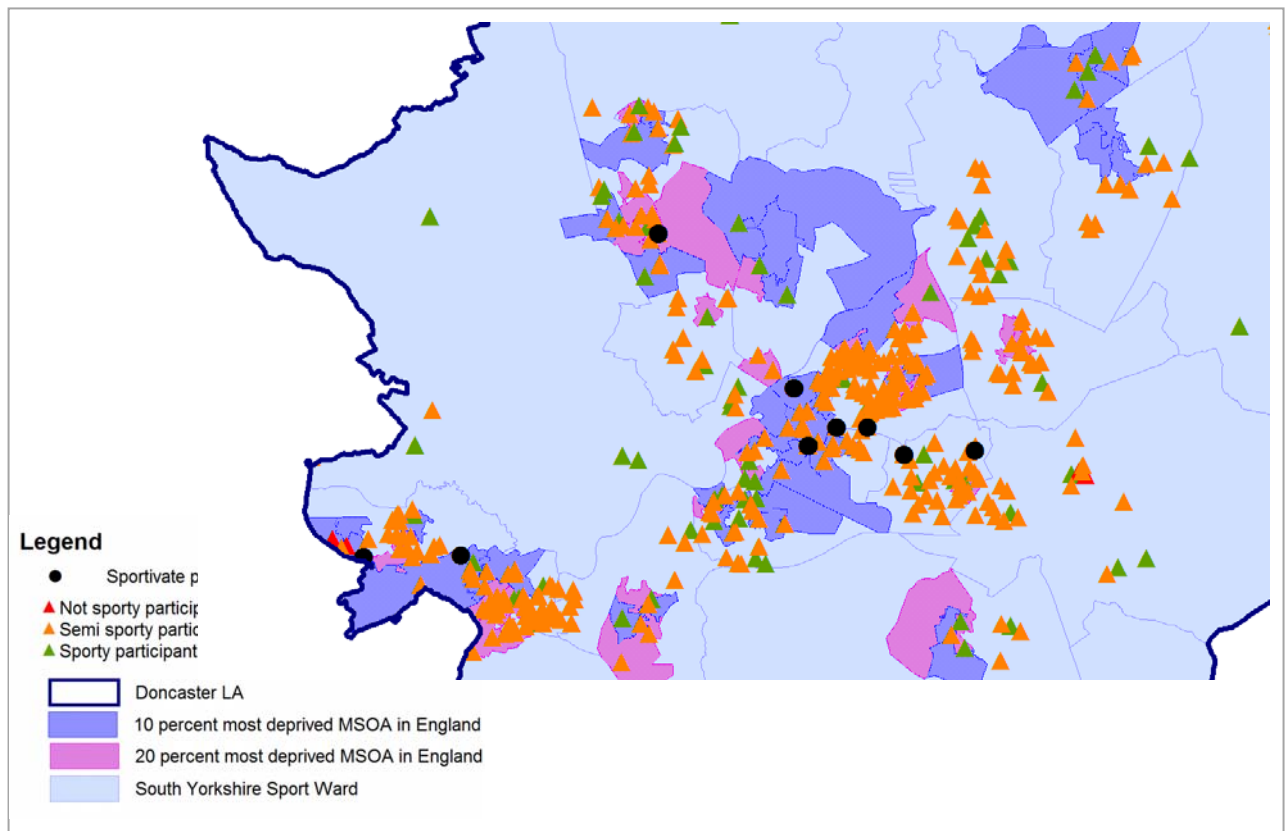
Based on 204 valid Sportivate project postcodes

**Figure 24 Sportivate project, participant location against deprivation with activity level in Barnsley**



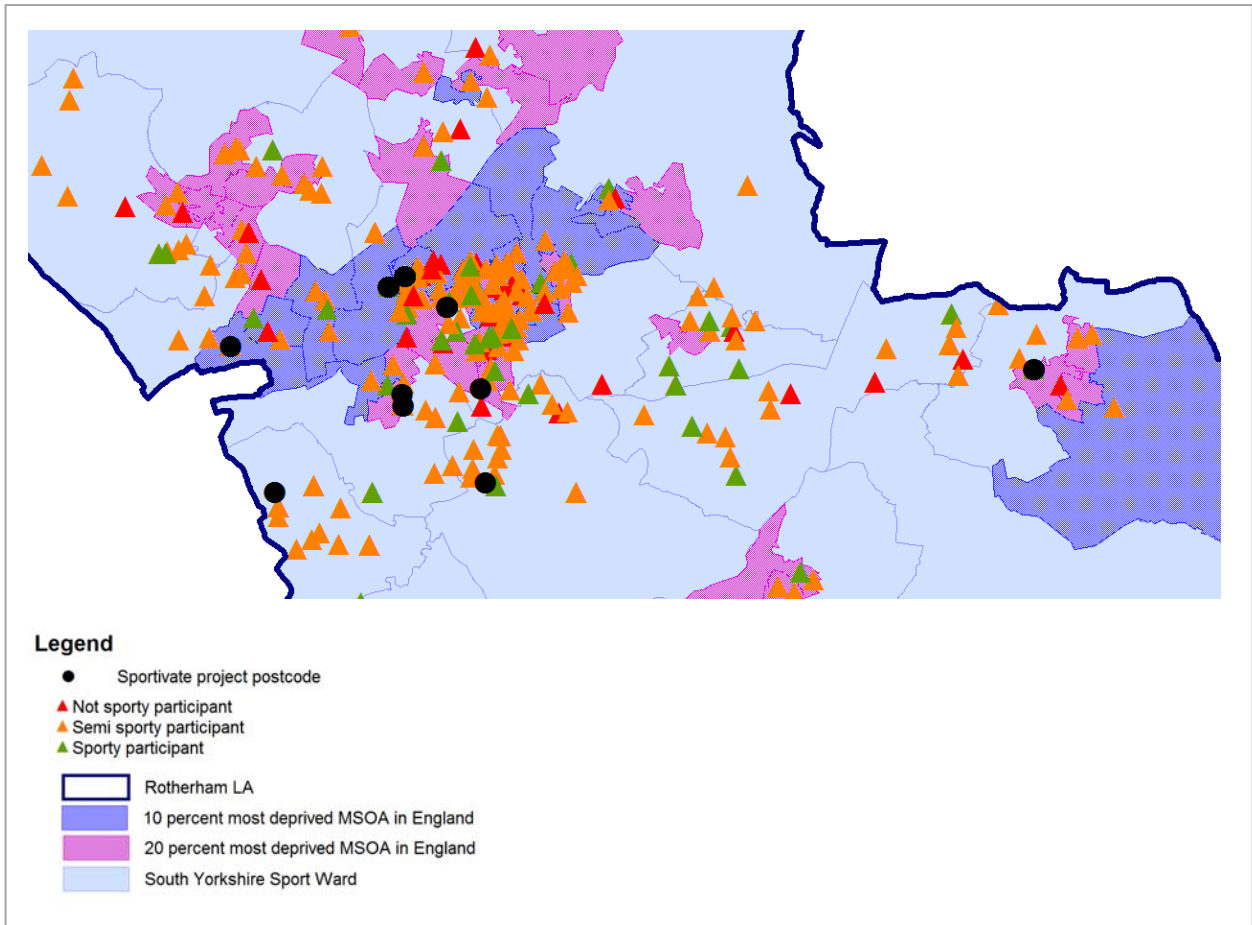
Based on 204 valid Sportivate project postcodes

**Figure 25 Sportivate project, participant location against deprivation with activity level in Doncaster**



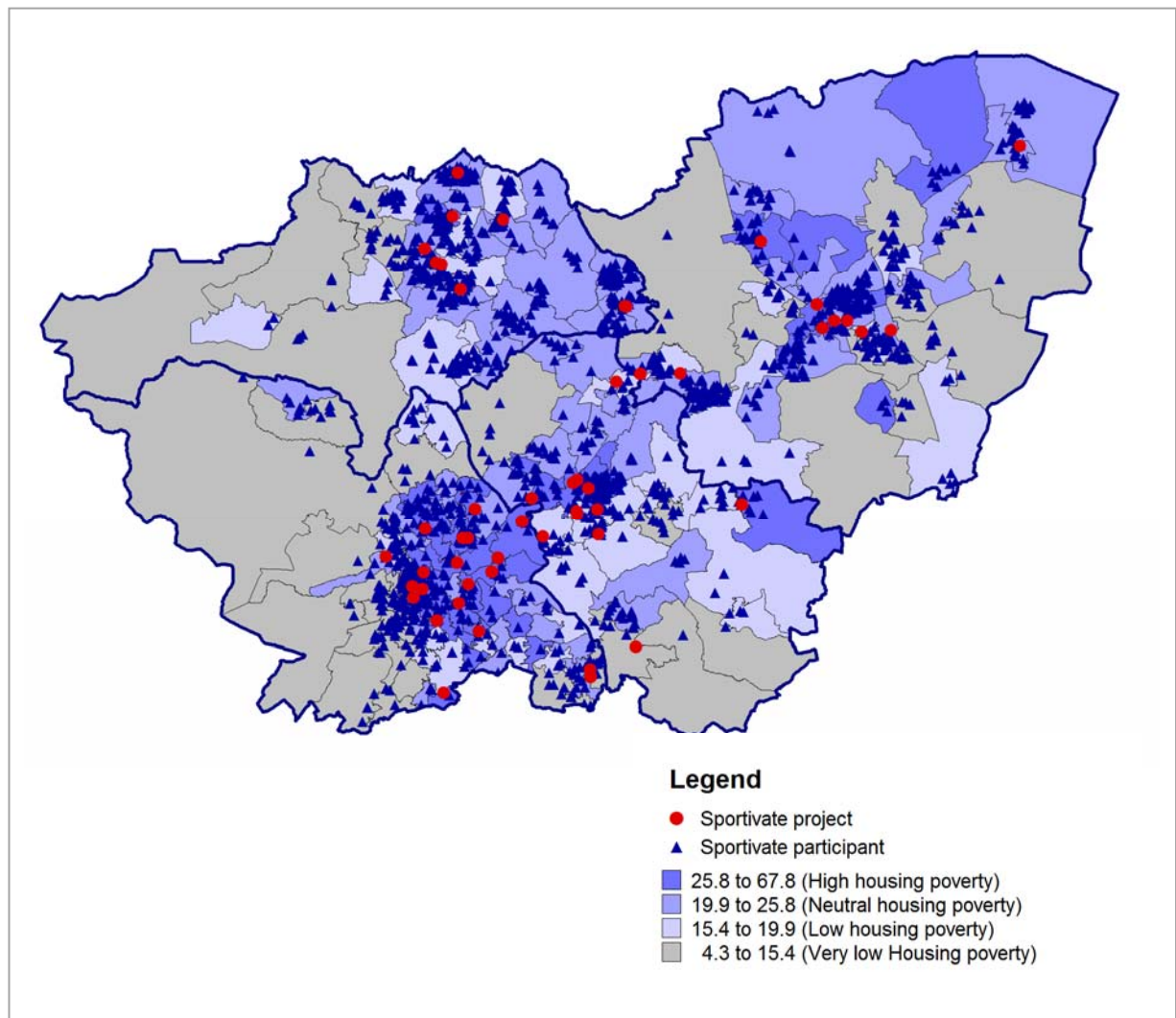
Based on 204 valid Sportivate project postcodes

**Figure 26 Sportivate project, participant location against deprivation with activity level in Rotherham**



Based on 204 valid Sportivate project postcodes

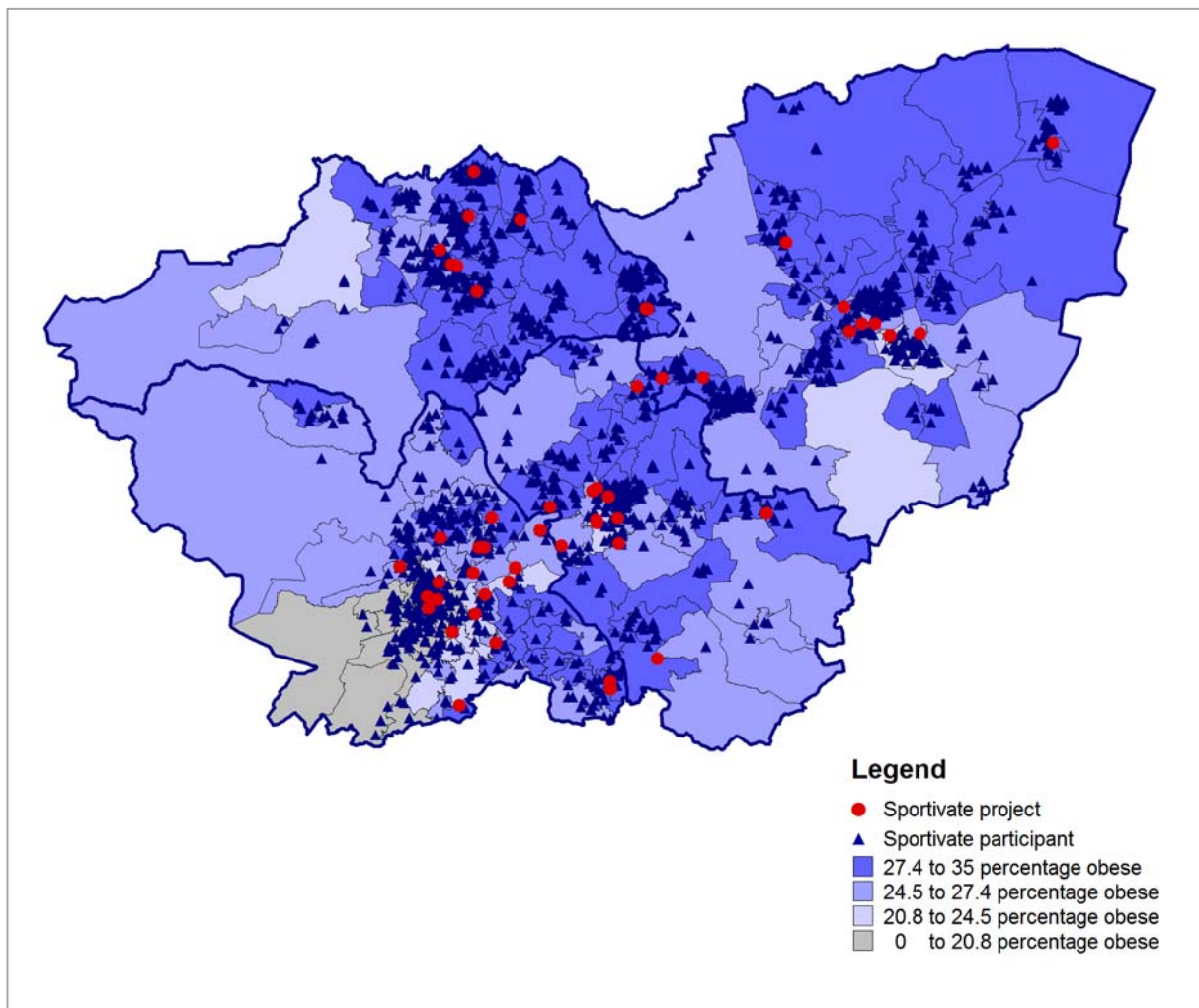
Figure 27 Map to show households in poverty and Sportivate projects and participants



Based on 204 valid Sportivate project postcodes and 3,655 Sportivate participants postcodes

4.18 Figure 27 shows the percentage of households below 60% of the median income, after housing costs. For SYS, a large proportion of MSOAs have high housing poverty. Many projects were concentrated in the areas where household poverty is most prevalent, but there were also projects within neutral housing poverty areas.

**Figure 28** Map to show obesity levels in adults, Sportivate projects and participant locations<sup>2</sup>



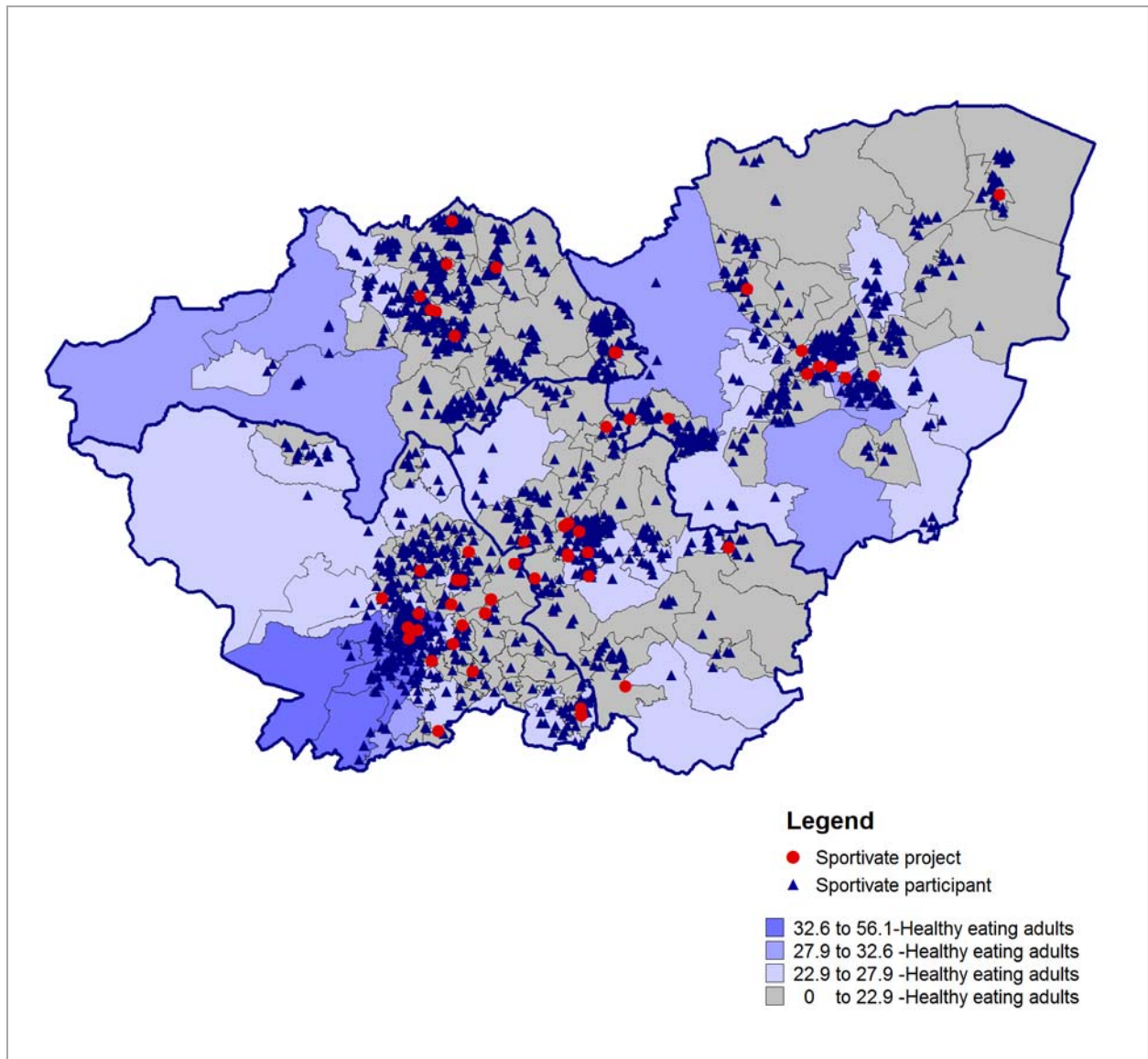
Based on 204 valid Sportivate project postcodes and 3,655 Sportivate participants postcodes

4.19 Figure 28 shows obesity levels by MSOA, this graph shows the level of the obesity problem as there is only one area within South Yorkshire Sport that has low levels of obesity and that is Hallam in Sheffield. Barnsley, particularly in the urban areas and Doncaster are the most affected Local Authority areas. Sportivate projects generally took place in the areas of highest obesity levels.

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<sup>2</sup> Department of health, EMPHO, (2011). Small area indicators for joint strategic needs assessment.

Figure 29 Map to show healthy eating adults with Sportivate projects<sup>3</sup>

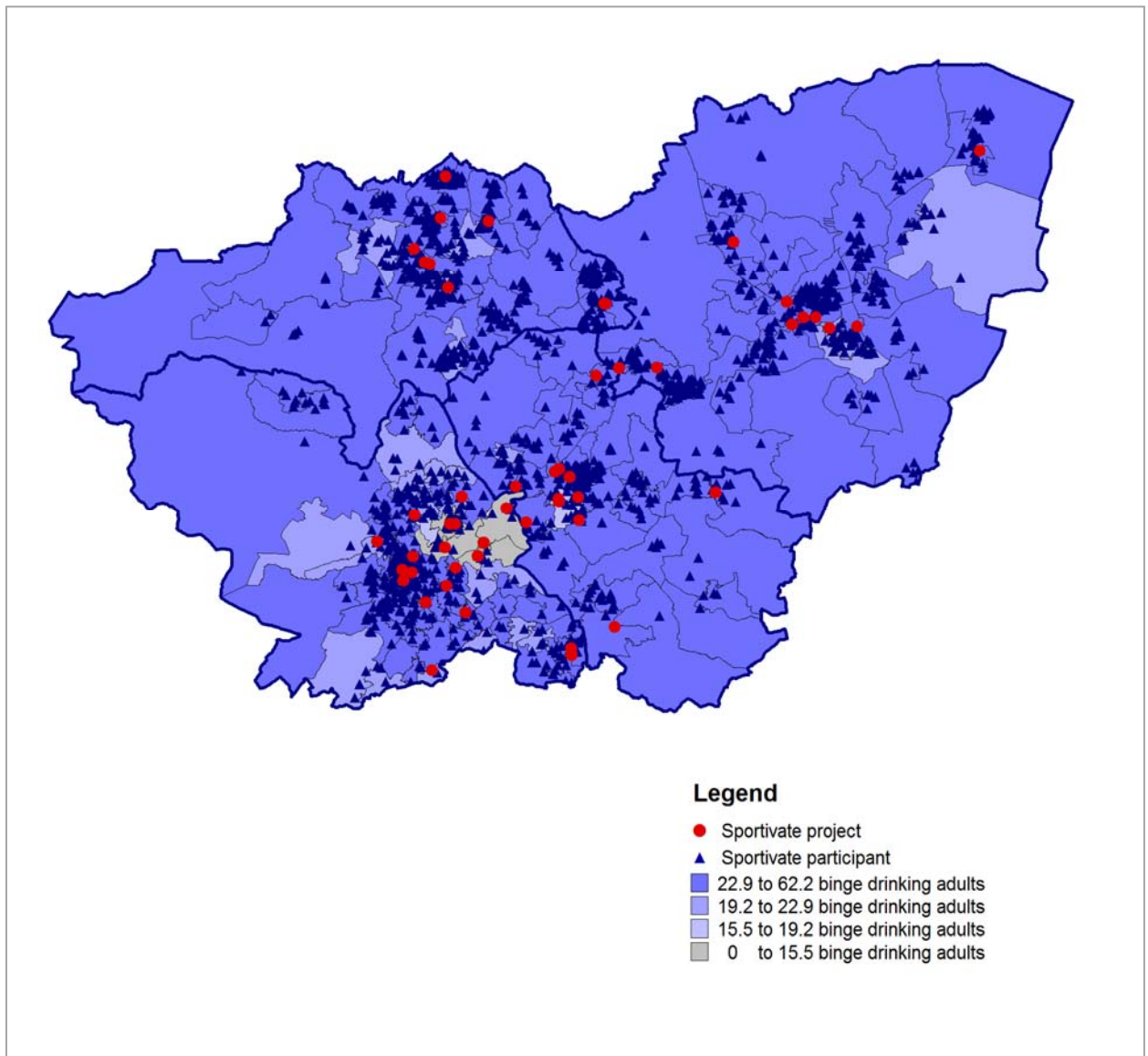


Based on 204 valid Sportivate postcodes and 3,665 Sportivate participants postcodes

4.20 Figure 29 reflects the reverse of the obesity map in figure 28, as expected the areas that have the healthiest eating habits have the lowest obesity levels.

<sup>3</sup> Department of health, EMPHO, (2011). Small area indicators for joint strategic needs assessment.

Figure 30 Percentage of binge drinking adults by Sportivate projects and participants<sup>4</sup>



Based on 204 Sportivate project postcodes and 3,655 participant postcodes

4.21 Figure 30 shows the number of binge drinking adults. Within South Yorkshire Sport, the areas least affected by binge drinking are the inner city areas in Sheffield and Barnsley as well as parts of South Wortley in Sheffield and Finningley in Doncaster.

<sup>4</sup> Department of health, EMPHO, (2011). Small area indicators for joint strategic needs assessment.

## 5 Summary of key findings

5.1 This year two review of Sportivate data provides detailed customer insight which can be used to inform targeted marketing approaches. The key findings for South Yorkshire Sport are:

- South Yorkshire Sport achieved good results in year two of the Sportivate programme. Over 2,000 young people were retained and 144.4% of the target was achieved. 210 projects were delivered. The overall retention rate in South Yorkshire Sport was 93.0%, 7.5% higher than the national average.
- The projects across the South Yorkshire Sport area didn't have a great geographical spread, with few projects delivered in the rural areas. However, the high population areas around the cities, which are perhaps where the most need is, were well catered for with many projects delivered in each main urban area. There were a couple of areas of deprivation that have attracted less young people in Rother, in Maltby, in Doncaster, in Bentley and in some parts of the city centre of Sheffield, in the Burngreave, Castle and Park wards.
- The urban area maps enable a more detailed view of the four areas with the highest population and deprivation in the CSP area.
- In Sheffield, many of the participants came from just outside the areas of highest deprivation, mostly to the west of the city centre (from Walkley, Netherthorpe, Sharrow, Nether Edge and Broomhill), these were also the areas that the participants were more likely to be sporty before coming into the programme, came from. Whilst there were many projects delivered in the deprived, city centre areas of the city, many participants were coming from outside the city to attend, and as such, an area for development is to engage more people from the deprived inner city areas.
- Barnsley had a quite even spread of people across the city, although there were few projects and few participants attending from the Cudworth, Darfield and Hemsworth wards in the east of the city. Dearne N and Dearne S had a particular concentration of young people engaged in Sportivate activities. There was however, in Barnsley, a greater presence of sporty participants, an area for development is communication and screening to ensure those coming in to Sportivate programmes are semi sporty.
- Doncaster engaged most young people from the Conisbrough and Denaby and Mexborough wards in the south west corner of the city, as well as from Town Moor, Wheatley and Bessacar and Cantley. Bentley saw the fewest people



engaged. The most semi sporty participants, proportionally, were engaged in Doncaster.

- In Rotherham, participants predominantly attended Sportivate sessions from Sitwell and Rother Valley, as well as from Boson Castle. Sitwell was also the area that attracted the most semi sporty participants. The areas of deprivation in Bentley are the least well addressed in Rotherham and more Sportivate activity could be targeted in this area.
- NGB staff delivered over half the projects in SYS showing good relationships between the CSP and local NGB staff. Leisure Centre staff were the second most prevalent deliverer in year two.
- Boxing accounted for over a third of all projects, and it had, not only incredibly high engage figures, but also high retention rates (96.5%). Boxing is a typical activity seen delivered in areas of high deprivation, which may explain why it was delivered with such prevalence, because so many of the projects took place in areas of deprivation in South Yorkshire Sport. After boxing, the next 5 top sports were all delivered in fairly equal amounts – basketball, badminton, football, Gym/fit and judo.
- Having looked at the Sportivate projects and participants, and compared the figures for areas of deprivation compared to areas of no deprivation, it is apparent that the young people that came from areas of deprivation were retained and sustained more successfully using Sportivate. In the deprived areas, there was a 5% greater chance of being retained in a Sportivate programme than if someone attended from a non deprived area. From the small sample size, it was apparent that young people were also more likely to be sustained after the Sportivate project if they came from a deprived area. Having said that though, most of the projects took place in deprived areas in South Yorkshire Sport (81.9%), however only 63.3% of young people came from deprived areas, so although once they attended, they were more likely to continue attending, there is still some work to do to ensure projects taking place in deprived areas do attract young people from the areas immediately around the location of the project.
- SYS attracted very equal numbers of male and female participants, which is especially positive as so many projects were delivered in boxing, not a sport that traditionally attracts females.
- There were significantly more 16 year olds attracted by SYS than the national figure and it is 16, 17 and 18 year olds that represent the largest proportion of

participants (59.6%). SYS echoes the national trend for 20-25 year olds, with relatively few engaged in projects.

- The number of BME participants attracted to Sportivate is incredibly high proportionally, when compared to the demographics of the South Yorkshire Sport area. This may be a specific focus for South Yorkshire Sport, however this demographic is well over serviced.
- SYS engaged significantly less disabled young people than the national figure; this may be an area of focus for the future.
- SYS and the providers and deliverers that it works in partnership with have been very good at attracting semi sporty participants. There were 18.9% more semi sporty young people attracted, relatively, than the national figure. This shows that SYS are attracting the right type of participants to Sportivate. Most of the sporty participants attending came from the less populated areas of Barnsley and Sheffield.
- The areas with the most households in poverty broadly reflect the areas of deprivation, and as such, Sportivate is tackling those areas well.
- The obesity and healthy eating maps reflect some areas that could be tackled still, particularly the north east of the Doncaster local authority area. Binge drinking is fairly prevalent across all of SYS, so there are no areas that are being tackled specifically by Sportivate.

## 6 Year one to year two comparison

6.1 SYS has made good progress with the implementation of Sportivate across year one and year two, with many of the key changes demonstrating a successfully evolving programme, moving in the right direction. The table below shows that 156.5% has been achieved of the year two target, this is a +13.8% increase on the year one target. The engage vs. retain figure has also changed from year one to year two, increasing by 5.5%.

**Table 6 Progress against targets**

Breakdown	Year	Engage	Retain	Retain Target	% Engage and retain	Percentage of target	%change year 1 to year 2
National	2011-2012	98,987	80,870	60,373	81.7	134	13.2
	2012-2013	138,111	118,106	80,870	85.5	147.2	
Yorkshire and Humberside	2011-2012	9,336	8,225	6,637	88.1	123.9	20.5
	2012-2013	13,913	12,666	8,770	91.0	144.4	
South Yorkshire Sport	2011-2012	2,734	2,419	1,695	88.5	142.7	13.8
	2012-2013	3,802	2,536	2,259	93.0	156.5	

6.2 NGB staff saw the biggest increase in Sportivate activity provision from year one to year two (+81). In year two, there were significantly less projects from 'Sports clubs staff'<sup>5</sup>, leisure centre staff also increased by +19.

**Table 7 Providers and deliverers for year 1 and year 2**

Deliverer/Provider type <sup>6</sup>	Frequency Year 1	Frequency Year 2	Change +/-
College/HEI Staff	6	9	3
Comm. Sports Trust Staff	2	1	-1
Comm. Sports Organisation	44	28	-16
Football In The Comm. Staff	25	17	-8
LA Sports Dev. Staff	3	6	3
Leisure Centre Staff	15	34	19
Mixture	4	0	-4
NGB Staff	33	114	81
Private Organisation Staff	10	0	-10
Sports Club Staff	85	13	-72

<sup>5</sup> Over 150 fields were empty in year 2 due to it not be a compulsory field

<sup>6</sup> Note that Deliverer/provider type is not a compulsory field so year on year comparison may not be exact

- 6.3 Boxing is the significant change in the sports delivered from year one to year two, increasing by approximately 30%. Fencing attracted a large number of participants in year one but did not feature at all in the top 15 sports for year two. Hockey also featured relatively highly in year one, but not at all in year two.
- 6.4 Projects and participants were distributed with a fairly even geographical spread across South Yorkshire Sport in year two as in year one. The main difference in delivery between the two years was in Rotherham, with fewer projects delivered and fewer young people engaged in this local authority area, particularly in the Silverton, Swinton and Wath districts.
- 6.5 There was a slightly wider spread of projects in year one, although not of participants, with more delivery concentrated in the urban areas rather than the rural areas. As the numbers produced in the this report highlight a balanced programme that is achieving target, the reduced spread of projects was most likely due to more targeted work by SYS and its partners.
- 6.6 Tackling some of the areas of deprivation in Rother and Doncaster has not developed significantly from year one to year two, and as highlighted in the year two analysis, these may be areas for further projects in the future.

## 7 Participant demographics

7.1 The following table shows the percentage change from year one to year two, it shows which demographic inequalities have been addressed and what areas may need further targeted work.

**Table 8 Participant demographics for year one and year two**

Demographics		Year 1 engaged	Year 1 retained	Year 2 engaged	Year 2 retained	% change year 1 to year 2 retained
Gender	Male	63.5	64.9	52.2	52.8	-12.2
	Female	36.5	35.1	47.8	47.2	12.2
Age	14	29.7	30.3	10.9	10.0	-20.3
	15	16.8	17.1	8.3	8.5	-8.6
	16	14.4	14.5	27.0	27.8	13.3
	17	10.5	10.1	20.4	21.3	11.2
	18	8.0	8.5	10.2	10.5	1.9
	19	5.1	5.0	5.8	5.4	.4
	20	2.9	3.0	4.6	4.2	1.2
	21	3.6	3.5	3.0	2.9	-.6
	22	3.1	2.7	2.6	2.4	-.3
	23	2.3	2.2	2.6	2.5	.3
	24	1.3	1.1	2.0	2.1	.9
	25	2.3	1.9	2.4	2.4	.5
Activity Level	Not Sporty	24.2	24.0	9.5	9.0	-15.0
	Semi Sporty	46.7	46.5	75.0	76.5	30.0
	Sporty	29.1	29.5	15.5	14.5	-15.0
Ethnicity	White	80.2	80.2	56.1	54.0	-26.2
	Mixed	2.3	2.4	3.4	3.3	.9
	Asian	9.9	10.2	33.6	36.0	25.8
	Black	1.6	1.0	2.6	2.6	1.5
	Other	.6	.6	3.1	2.9	2.3
	Prefer not to say	5.3	5.6	1.2	1.2	-4.4
Disability	With a a disability	13.5	14.0	5.1	5.2	-8.8
	With	78.7	78.4	91.2	91.0	12.6
	Prefer not to say	7.8	7.6	3.8	3.8	-3.8

**Green**; high performance rating

**Red**; low performance rating

7.2 SYS has successfully narrowed the gap between male and female participants from year one to year two, increasing the number of female participants by over 12.2%. It shows good development that this has been achieved not just by adding traditionally 'female friendly' activities to the Sportivate offer.

7.3 There have been some big changes in the numbers of each age group attracted from year one to year two. There have been fairly large decreases in the numbers of 14

and 15 year olds from year one to year two, and fairly large increases in the number of 16 and 17 year olds. It may be that boxing, as the most delivered activity, appeals slightly more to the older teenagers, or that this age group became a focus for SYS in year two.

- 7.4 The 30% increase in the amount of semi sporty participants is a great achievement. To achieve this; there must be a good relationship between SYS and the providers and deliverers which will ensure good development of Sportivate in the remaining years.
- 7.5 South Yorkshire Sport has successfully increased the number of BME participants, targeting Asian populations specifically. This could be as a result of the change in sports, with Boxing and basketball more likely to attract Asian participants than Gym/fitness and fencing. There has also been an increase in the number of disabled participants attracted. Although overall, the figure for year two is still relatively low, there were a lot more disabled young participants taking part in year two than in year one.

## Appendix A Data breakdown

**Table 9 Participants engaged and retained**

		National		Regional		SYS	
		N=	%	N=	%	N=	%
<b>ENGAGED</b>							
q5.Gender	Male	80564	58.3	7813	56.0	2015	52.2
	Females	57547	41.7	6142	44.0	1842	47.8
q6.Age	14 years	30872	22.4	2917	20.9	422	10.9
	15 years	19974	14.5	1616	11.6	320	8.3
	16 years	26531	19.2	2639	18.9	1043	27.0
	17 years	16512	12.0	1897	13.6	785	20.4
	18 years	11422	8.3	1285	9.2	395	10.2
	19 years	7469	5.4	818	5.9	224	5.8
	20 years	5783	4.2	716	5.1	178	4.6
	21 years	4752	3.4	558	4.0	117	3.0
	22 years	3698	2.7	377	2.7	100	2.6
	23 years	3186	2.3	328	2.4	102	2.6
	24 years	2960	2.1	301	2.2	79	2.0
	25 years	4952	3.6	503	3.6	92	2.4
Q8.days	Not sporty	16240	11.8	1290	9.2	367	9.5
	Semi sporty	77463	56.1	9505	68.1	2892	75.0
	Sporty	44408	32.2	3160	22.6	598	15.5
Q9. Ethnicity	White	99916	72.3	10058	72.1	2163	56.1
	Mixed	5665	4.1	542	3.9	132	3.4
	Asian	13002	9.4	2311	16.6	1296	33.6
	Black	8012	5.8	617	4.4	101	2.6
	Other	2660	1.9	214	1.5	118	3.1
	Prefer not to say	8856	6.4	213	1.5	47	1.2
Q10.Disability	Without a disability	8912	6.5	12528	89.8	3516	91.2
	With a disability	117249	84.9	948	6.8	196	5.1
	Prefer not to say	11950	8.7	479	3.4	145	3.8
<b>RETAINED</b>							
q5.Gender	Male	69056	58.5	7533	56.1	1866	52.8
	Females	49050	41.5	5901	43.9	1670	47.2
q6.Age	14 years	26928	22.8	2789	20.8	355	10.0
	15 years	17348	14.7	1556	11.6	302	8.5
	16 years	22871	19.4	2538	18.9	982	27.8

	17 years	13994	11.8	1834	13.7	753	21.3
	18 years	9612	8.1	1241	9.2	370	10.5
	19 years	6222	5.3	795	5.9	191	5.4
	20 years	4890	4.1	701	5.2	148	4.2
	21 years	4021	3.4	548	4.1	101	2.9
	22 years	3088	2.6	357	2.7	86	2.4
	23 years	2649	2.2	316	2.4	90	2.5
	24 years	2481	2.1	286	2.1	73	2.1
	25 years	4002	3.4	473	3.5	85	2.4
Q8.days	Not sporty	13483	11.4	1245	9.3	317	9.0
	Semi sporty	66545	56.3	8337	62.1	2705	76.5
	Sporty	38078	32.2	3852	28.7	514	14.5
Q9. Ethnicity	White	86012	72.8	9684	72.1	1908	54.0
	Mixed	4764	4	517	3.8	117	3.3
	Asian	11074	9.4	2238	16.7	1273	36.0
	Black	6451	5.5	578	4.3	91	2.6
	Other	2163	1.8	212	1.6	104	2.9
	Prefer not to say	7642	6.5	205	1.5	43	1.2
Q10.Disability	Without a disability	7654	6.5	1207 7	89.9	3218	91.0
	With a disability	100415	85	893	6.6	183	5.2
	Prefer not to say	10037	8.5	464	3.5	135	3.8

**Table 10 Percentage of projects delivered for each sport**

Sport	SYS	National
Boxing	36.2	4.3
Basketball	8.1	6.3
Badminton	7.6	3.2
Football	6.7	8.1
Gym/Fitness	6.2	6.8
Judo	6.2	2.1
Cricket	3.3	4.4
Athletics	2.9	1.5
Table Tennis	2.9	1.9
Netball	2.4	2.5
Swimming	2.4	1.4
Squash	1.9	1.8
Multi-Sport	1.9	6.6
Hockey/Unihoc	1.4	1.7
Volleyball	1.4	1.6