

**Sport Unlimited  
Sustainability Tracking Individual Report Spring 2010  
Cornwall Sports Partnership**

## **Introduction**

This report outlines research into sustainability tracking and young people's intentions in terms of their continuation of sport/exercise after participating in Sport Unlimited activity sessions, for Cornwall Sports Partnership. The following short report analyses the responses from young people that engaged in the before & after survey during the 2010 spring term of the Sport Unlimited programme.

## **Sustainability**

It is difficult to assess how many young people are being signposted into clubs through just one method of evaluation. Therefore a combined methodology using the following has been developed and put into practice nationally over the spring term:

- Before & after surveys to measure attitudes towards participation
- Exit polls to measure 'intentions'
- Follow up sustainability 'tracking' one term later (using online exit surveys and follow up research with coaches and deliverers)

Evidence generated through these methods of data collection suggests that many young people are being inspired to continue with activity either informally or through a club environment as a result of Sport Unlimited. There is substantial good practice from the spring term (6th term) of delivery which showcases how sustainability is an integral part of this project. Early national findings from the spring term 'exit polls' found that over 80% (out of approximately 450 respondents) had been inspired by Sport Unlimited, and 70% intended to continue taking part in sport.

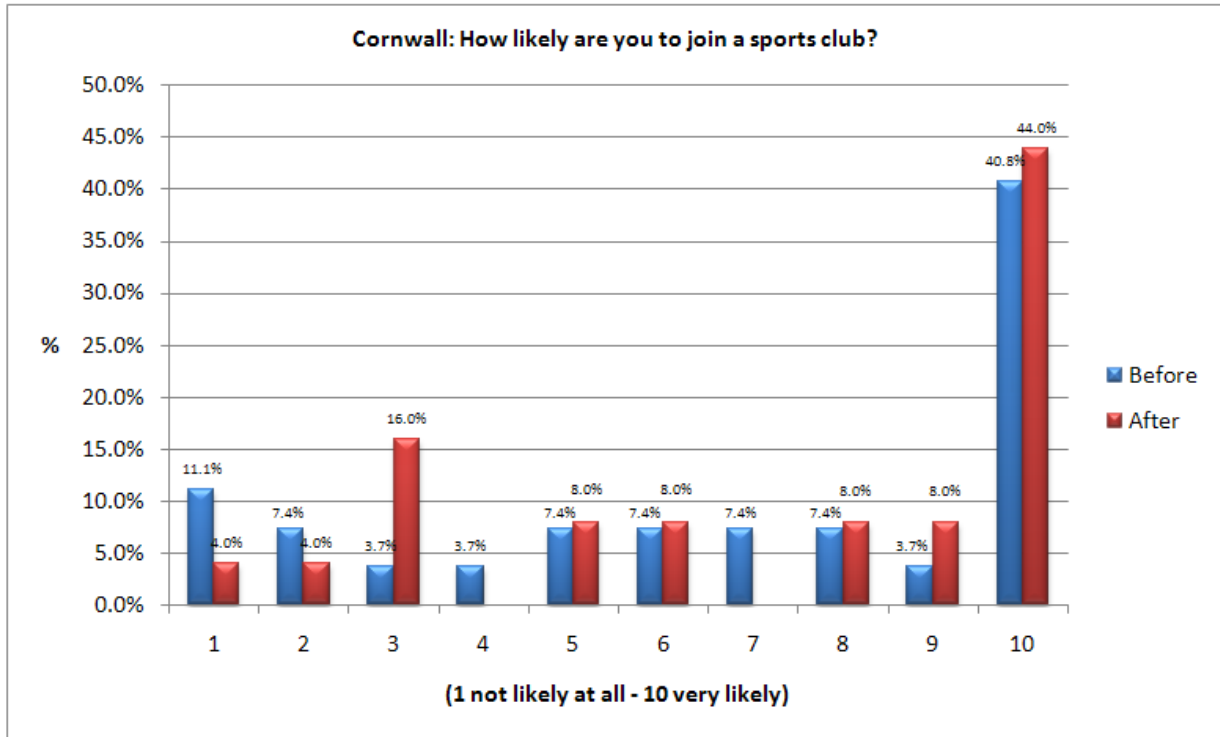
Two CSPs were engaged in the 'before & after' surveys (**Cornwall** and South London). The surveys were completed at or close to the start of the activity, with the second part completed at / towards the end of the 10 weeks (retained & distributed by the coach). This enables us to track changes in attitudes to participation and club membership, whilst obtaining feedback on communication and how sessions could be improved. Results show how perceptions have changed and the number of young people planning to continue participating. The survey provides the opportunity to assess the sustainability of participation habits, and optional longer term tracking could be built in.

## **Headline figures from spring term attitudes towards participation data for Cornwall Sports Partnership:**

The data overleaf is taken from 27 'before & after' surveys completed by participants during the spring term.

Figure 1.1: How likely are you to join a club?

The data shows that quite a high proportion of participants hold aspirations of joining a club (at least 40% (11) overall). This figure increased to 44% (12) after the young people had completed the 'after' section. This highlights that the sport unlimited sessions have had a positive impact on young peoples decision to continue participating in activities.



Participants are also asked whether they WILL carry on participating. These findings are encouraging (see figure 1.2). Despite a drop of 25.9% (7) to 14.8% (4) in young people wishing to continue the activity after participating in the sessions, 70.4% (19) of the sample stated they might continue with the activity. This presents a fantastic opportunity to exploit the 'maybe' crowd through the use of advertisement and incentives to ensure these young people maintain an involvement in sport and exercise.

Figure 1.2: Will young people continue to do the activity?

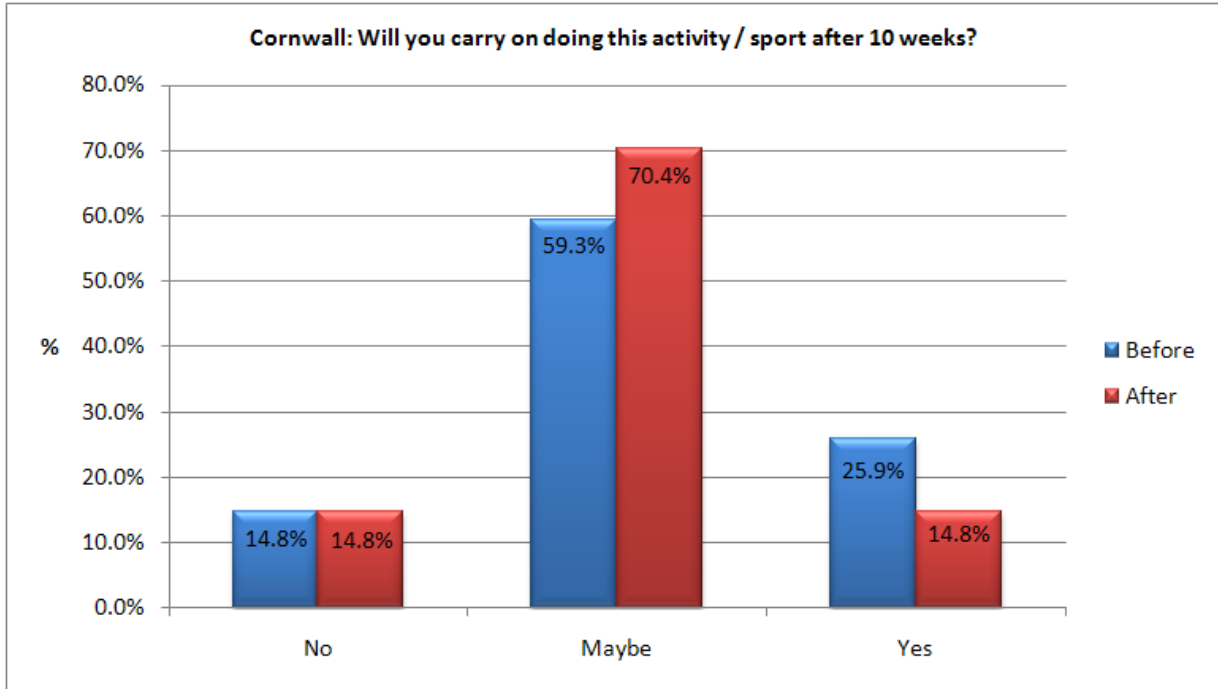


Figure 1.3: How important is taking part in sport?

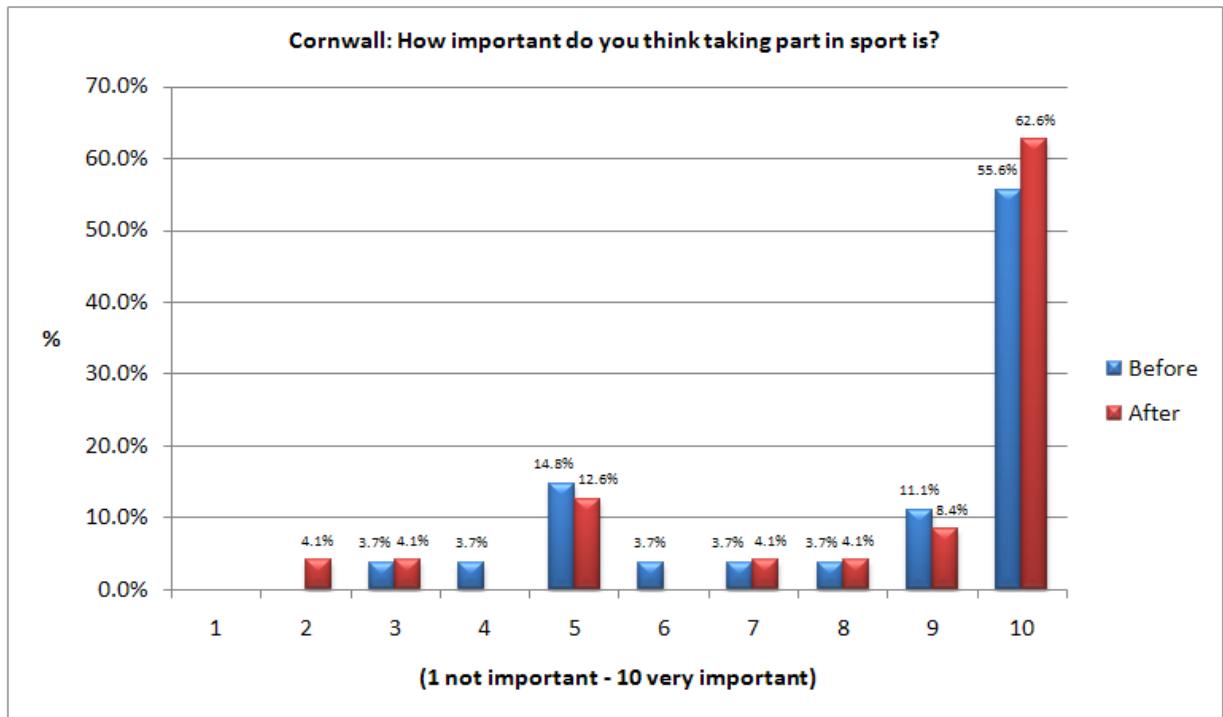




Figure 1.3 shows that even before the activity sessions had taken place, over 55% (15) of the respondents rated taking part in sport as 'very important'. The sessions have had a positive impact, with 62.5% (17) of the young people rating taking part in sport as 'very important' at the end of the 10 week period.

In addition to the sustainability 'tracking' and 'intentions' research there are a whole host of examples of good practice which showcase some of the valuable programmes that Sport Unlimited has helped to fund and deliver. There is an array of success stories evident in terms of young people carrying on with the activity once their Sport Unlimited sessions come to an end. It is apparent that projects continue to aspire to and achieve sustainability and this is down to the dedication, enthusiasm and commitment of CSPs, deliverers and coaches in ensuring successful programmes are offered to young people. One project in particular is 'Teenspiration'. It was a scheme designed to encourage semi sporty teenagers aged 11-16 to enjoy exercise and dance, showing them the different alternatives available. It also introduces them to some activities they may never have done before, or maybe thought themselves capable of doing. The thought behind the programme is that exercise should be fun and something different. The scheme transferred from classes into a club the kids from all the Teenspiration classes could attend. The young people involved also went on to compete in the Penryn Street Dance Competition in July 2009.

Despite a small sample size, results are showing a positive indication of the successful sustainability of Sport Unlimited programmes in Cornwall and this data is contributing to creating a national picture of success of the programme.

The bank of evidence to assess the sustainability of Sport Unlimited will continue to grow and results will be reported on a termly basis throughout year 3. SIRC would like to give a huge 'thank you' to Cornwall Sports Partnership for supporting this work.