



Year One Report

1.0 Introduction

The Sport Unlimited (SU) programme is an integral part of the Government’s PE and Sport Strategy for Young People. Aiming to provide young people with five hours of sport and physical activity per week (‘Five Hour Offer’).

The Cornwall Sports Partnership’s (CSP) SU year one programme which started in September 2008 provided a range of sporting activities for young people from the ‘semi sporty population segment’ (those doing 3 to 4 hours of sport per week) to take part in sport out of school hours in term time.

Sport England allocated Cornwall Sports Partnership £81,800 (£16,000 – Capacity, £65,800 – Delivery) in year one of a three year programme to encourage and enable in excess of 1,728 ‘semi sporty’ young people (retention target) to increase their participation in sport and physical activity to five hours per week.

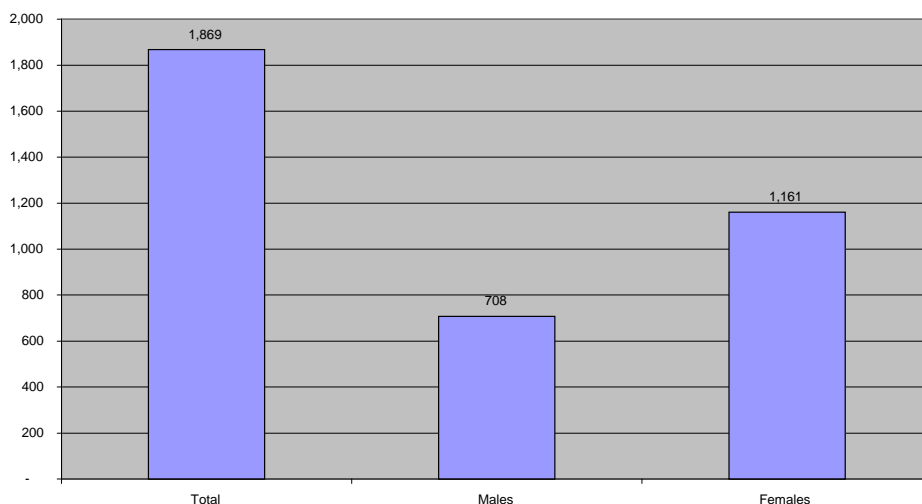
The year one programme operated from September 2008 to March 2009 with overall leadership and strategic co-ordination provided by the Cornwall Sports Partnership Core Team and projects selected through the Community Sports Networks (CSNs).

The SU programme targeted the age groups that evidence shows are more likely to drop out of sport and physical activity – those aged 10-12 (the transition from KS2 to KS3) and those aged 14-19. This short report will hopefully summarise the achievements and challenges we had during this period.

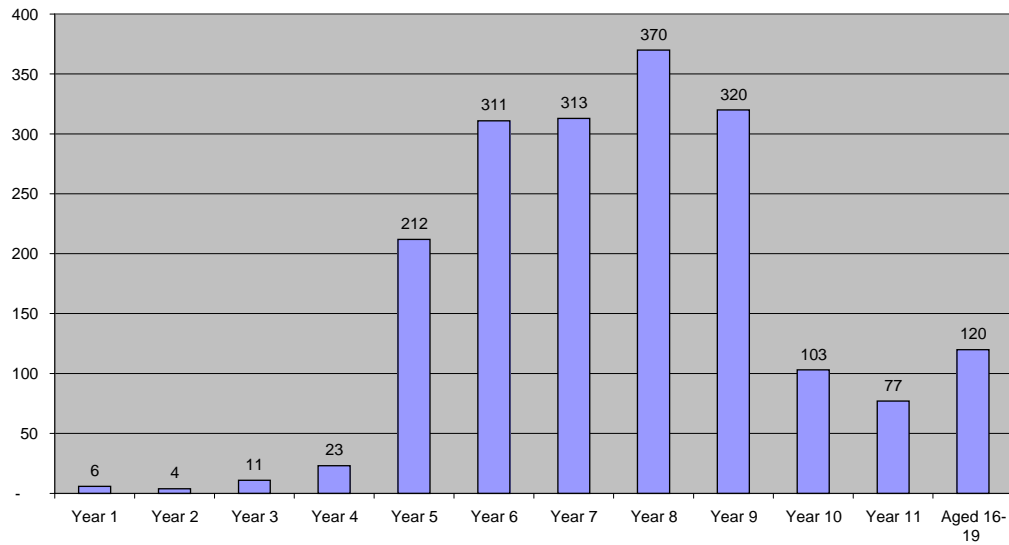
2.0 Participants

1,869 young people took part in SU activities delivered across Cornwall during year one. 1,597 of these were doing less than 5 hours of structured sport per week before they commenced on the SU programme and 62% of the total cohorts were female. This demonstrated that 85% of the targeted participants were ‘semi sporty’.

Number of participants in the Cornwall SU programme - Year One



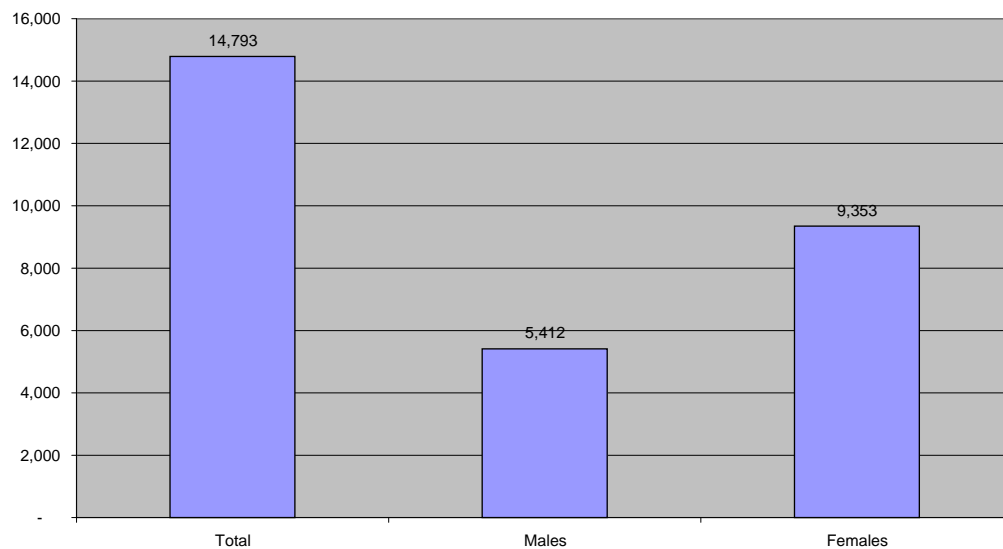
Age range of participants in the Cornwall SU programme - Year One



### 3.0 Throughput

Throughput is the number of participants multiplied by the number of sessions they attended. During year one of the SU programme 14,793 places were taken up by the SU participants.

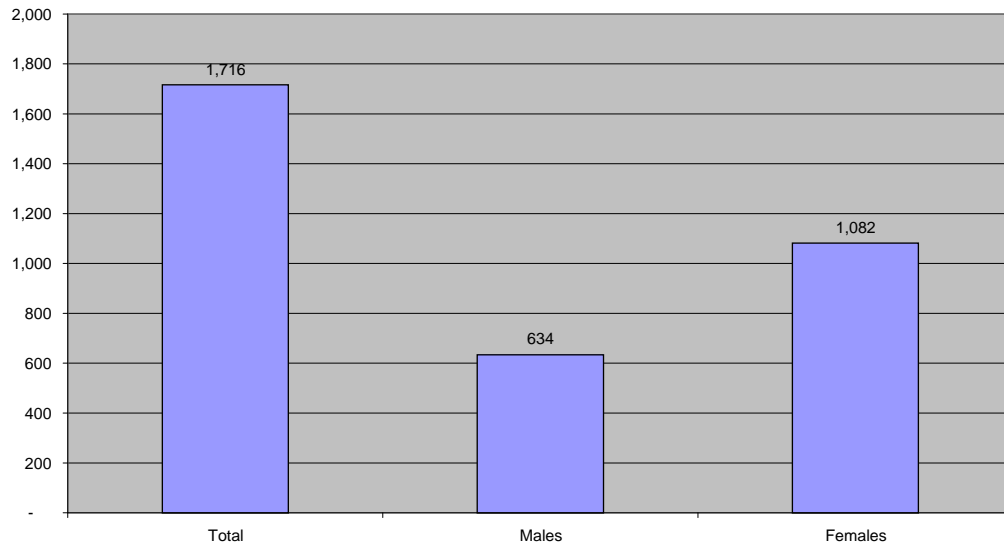
Number of places taken up by SU participants - Year One (Throughput)



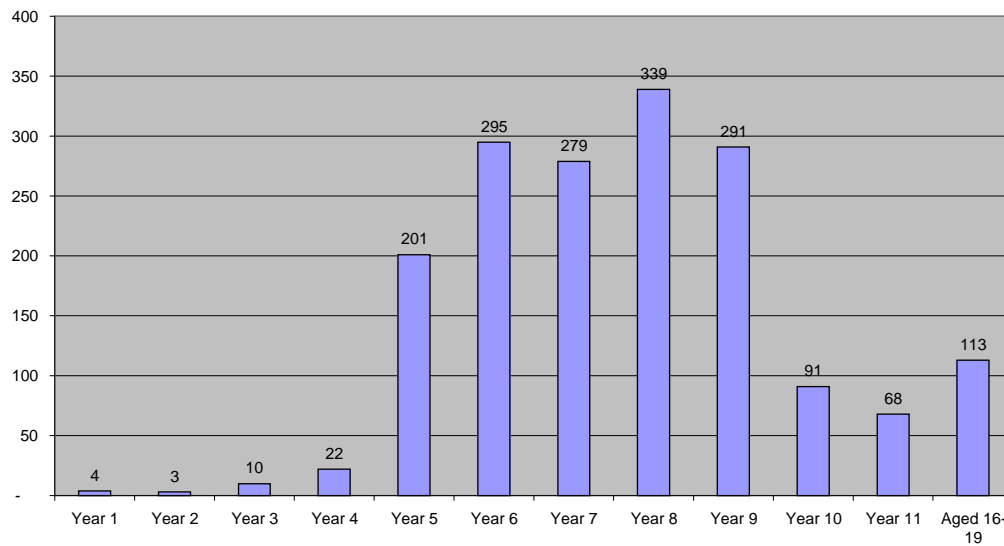
### 4.0 Retention

The year one SU programme in Cornwall retained **1,716** young people. This meant that 1,716 young people attended over 60% of the available sessions and have been integrated into community sport. This equates to a 92% retention rate.

**Number of young people retained in the Cornwall SU programme - Year One**

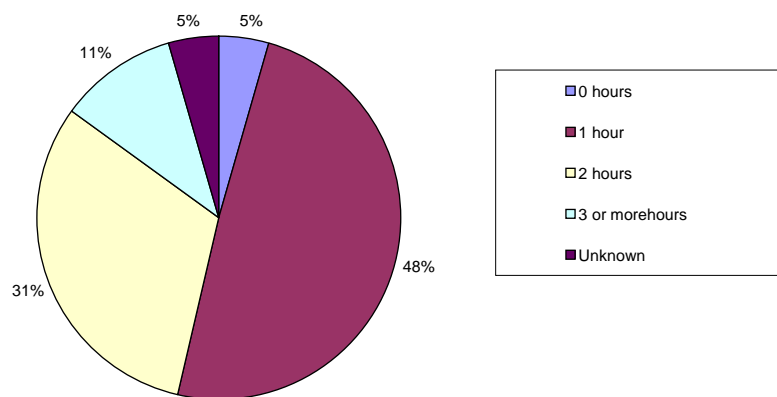


**Age range of participants retained on the Cornwall SU programme - Year One**



Of the 1,716 retained young people 84% were from a 'semi sporty' background.

**Amount of community sport per week by the retained participants before they commenced on the SU programme – Year One**





01/04/2009	Staff Costs	£7,866.00
01/04/2009	Mileage Claim	£321.00
01/04/2009	Room hire	£241.00
01/04/2009	Staff Costs (Job Evaluation/Back Pay)	£3,000.00
	<b>Total (Budget £16,000.00)</b>	<b>£15,567.25</b>

## 6.2 Delivery

No.	Name of Project	Budget	Actual	Underspend
1	Teen Fit	£4,194.00	£4,095.93	£98.07
2	Wheeled Sports*	£3,200.00	£2,619.10	£580.90
3	Mini Squash	£1,162.00	£1,098.78	£63.22
4	Growing Leaders*	£3,075.00	£270.00	£2,805.00
5	Carrick Dance	£5,310.25	£5,310.25	£0.00
6	Rock on Roseland*	£5,653.00	£5,116.72	£536.28
7	StreetGames	£3,000.00	£3,000.00	£0.00
8	Penwith College	£2,500.00	£2,284.06	£215.94
9	Dance	£3,335.00	£3,335.00	£0.00
10	MultiSkill & Disability	£2,820.00	£0.00	£2,820.00
11	Swimming	£600.00	£600.00	£0.00
12	Paddle Sports	£5,750.00	£5,750.00	£0.00
13	Bike North Cornwall*	£4,000.00	£0.00	£4,000.00
14	Swimming	£3,200.00	£0.00	£3,200.00
15	Extreme Dance	£3,250.00	£3,250.00	£0.00
16	Kayaking	£6,080.00	£6,080.00	£0.00
17	Bike Kerrier	£4,200.00	£4,200.00	£0.00
18	Caradon Cycle	£2,800.00	£2,800.00	£0.00
19	Aerobics	£1,500.00	£1,500.00	£0.00
20	Ultimate	£0.00	£1,000.00	-£1,000.00
21	Newquay Cricket	£0.00	£360.00	-£360.00
22	Cornwall Netball	£0.00	£1,500.00	-£1,500.00
23	CSP Marketing	£0.00	£2,000.00	-£2,000.00
	<b>Totals</b>	<b>£65,629.25</b>	<b>£56,169.84</b>	<b>£9,630.16</b>
	Budget from SE	£65,800.00		

These finances are correct up to May 15<sup>th</sup> 2009 but invoices and further expenditure is expected from 4 projects listed above as identified by the \*. Final finances for the year one delivery programme will be released after all funds are claimed.

## 7.0 Summary/Findings

Following the tight timescales to plan and deliver year one we have delivered a successful programme with **1716** young people being retained, **12** short of our target set by Sport England but with an amazing **92%** retention rate which highlights the appropriateness for the target audience and the high quality of the activities and deliverers used.

Highlighted below are some key findings from year one:

- Only 1,716 young people retained out of an estimated 3,103, 12 under our SE target
- Retention targets set by activity providers need to be more realistic
- Communication needs to improve with individual providers as to progress of projects
- Retention rate very high (92%) but need to concentrate further resource on attracting more participants to each project

## 8.0 Recommendations

The retention target for year one was 1,728, year two is 2,964 and year three 2,964 which is a three year retention total of 7,656 young people. If we are going to achieve this the following recommendations are made under the relevant sub headings:

### 8.1 Participation

- Further research into what type of activities 'semi sporty' young people want (Survey Monkey/Connexions) to increase number of participants
- Develop a user friendly marketing tool kit for all providers
- Identify large projects that are potential easy hits to deliver SU activity
- Look at alternative ways to communicate and promote activity for 'semi sporty' young people
- Develop further partnerships to help deliver outcomes eg. Extended Services, Youth Service etc...
- To work closer with FE establishments to deliver targeted projects for 16 to 19 year olds

### 8.2 Retention

- Develop the possibility of a reward scheme to either improve retention rates or attract 'semi sporty' to activities
- Establish a method and provide evidence for calculating retention rates so they are realistic

### 8.3 Quality Assurance

- Improve communications with Sports Industry Research Centre to help develop programme
- Develop the idea of a county wide project (competition/festival) to be established through SU and sustained for future years (legacy)
- Produce a qualitative survey on current activities to help develop future provision for 'semi sporty' young people
- Share best practice from successful projects through video diaries and case studies ensuring every successful project completes a case study, see appendix A
- Improve communications with each project provider with an established contact, clear responsibilities, agreed targets and critical dates for submitting information against release of funding
- Develop SU section on our website to be interactive and to promote SU programme
- Develop a method to measure how many young people go on to be sustained or excel within sport and identify projects to pilot this
- Develop links with Cornwall Children's Trust and their Children's plan

**Project:** Teenspiration  
**Start date:** 16 September 2008  
**Completion date:** 6 April 2009  
**Location:** Rural Cornish villages  
**SSP:** Poltair  
**Provider:** Petra Rowden-Harvey

## Background:

Teenspiration is designed to encourage semi sporty teenagers 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 – and therefore providing a massive confidence boost when they realise that they can!

The thought behind the Teenspiration programme is that exercise should be fun and something different.

## Aims & Objectives:

Teenspiration was an 8 week fitness programme; each week with a different type of fitness class but the main emphasis was fun.

The class was also designed so that the teenagers could input ideas, making the class their own, with a performance at the end of each session.

The aim of these sessions was to keep the attainment level above 60% which the provider achieved, and more.



## Main achievements:

High levels of retention (90% plus)

Competing at the Penryn Street Dance competition

Nominated for Junior Club of the Year

Petra's proudest moment was watching the kids perform their dance routine at the opening of the 2009 Restormel Sport Awards



## Main Partners Involved:

Active Lifestyles Officer  
from Restormel Borough  
Council

**James Clarke**

Sport Unlimited Officer  
from Cornwall Sports  
Partnership

**Tim Marrion**

## Challenges overcome to reach the project's achievements:

Facility availability  
Competing with other successful clubs in the area  
Attracting 'semi sporty' teenagers!

## What is still to be achieved?

We are in the process of changing from classes into a club the kids from all the Teenspiration classes along with their parents are forming a committee. We are competing in the Penryn Street Dance Competition in July and the kids are telling me they are going to win, which is making them more determined to compete in something.



## What key factors for good practice & advice can you share with other projects?

Making the young people responsible for their own learning encourages ownership of project and retention.

The main factor is 'fun' - if the kids don't like it, don't do it again.

Also, get the kids to provide feedback at the end of each session

And, also encourage the kids to 'peer-teach'.

## Headline Figures and Statistics:

162 semi sporty teenage participants

1,054 throughput

148 attending over 60% of the sessions, including  
138 teenage girls who had not stepped into a  
leisure centre since they learnt to swim!

## Key contact details:

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