



Year Two 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 two programme, which started in April 2009, 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.

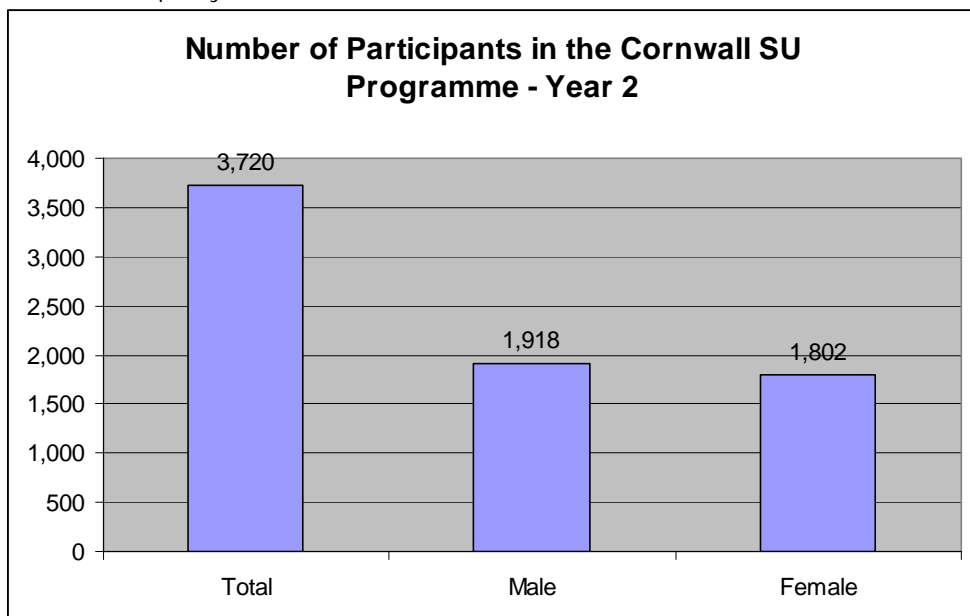
Sport England allocated Cornwall Sports Partnership £102,800 (£16,400 – Capacity, £86,400 – Delivery) in year two of a three year programme to encourage and enable in excess of 2,964 ‘semi sporty’ young people (retention target) to increase their participation in sport and physical activity to five hours per week.

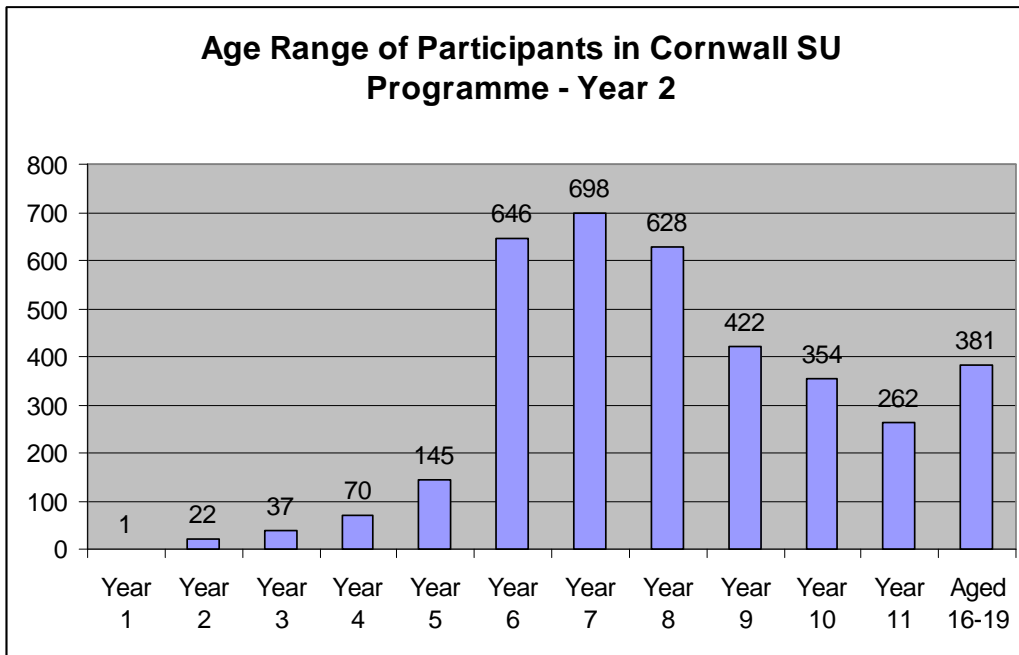
The year two programme operated from April 2009 to March 2010; with overall leadership and strategic co-ordination provided by the Cornwall Sports Partnership Core Team, and projects selected through the Community Sports Networks (CSNs).

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 summarise the achievements and challenges we had during this period.

2.0 Participants

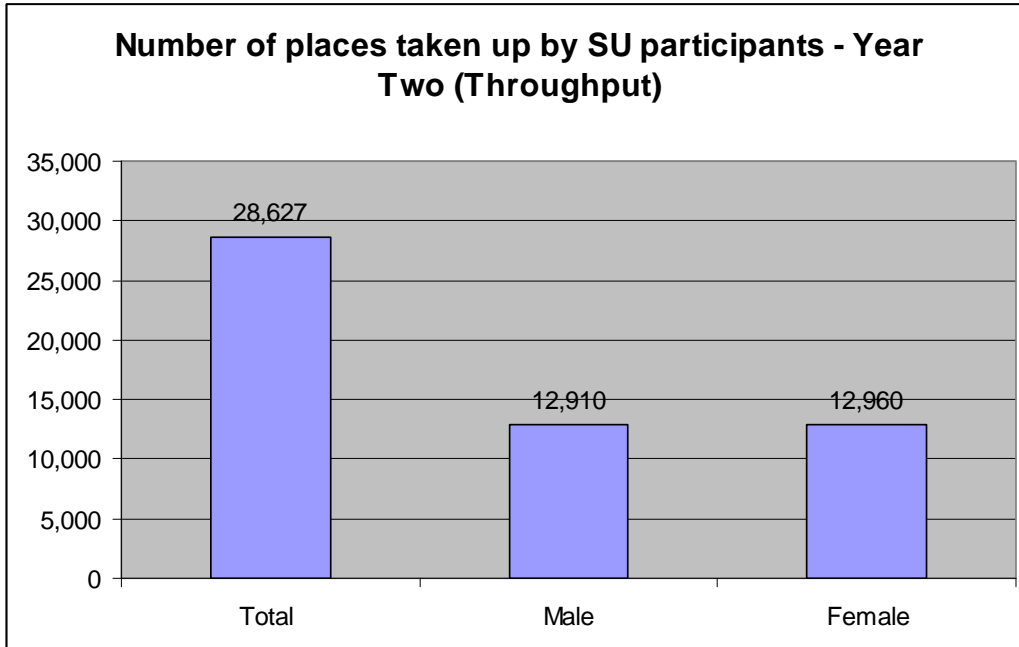
3,720 young people took part in SU activities delivered across Cornwall during year two. 3,001 of these were doing less than 5 hours of structured sport per week before they commenced on the SU programme and 48% of the total cohorts were female. This demonstrated that 81% of the targeted participants were ‘semi sporty’.





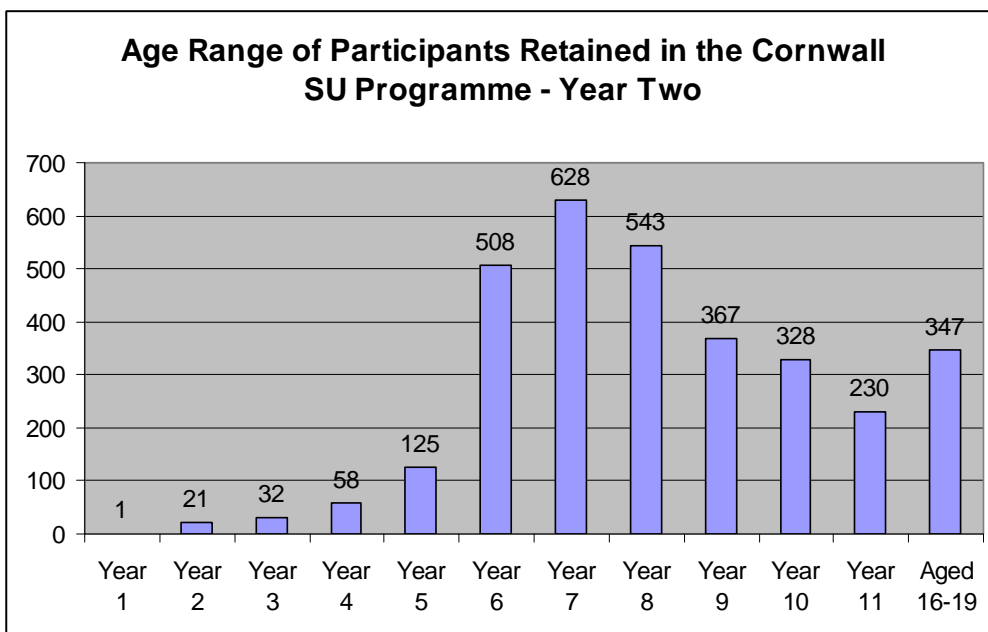
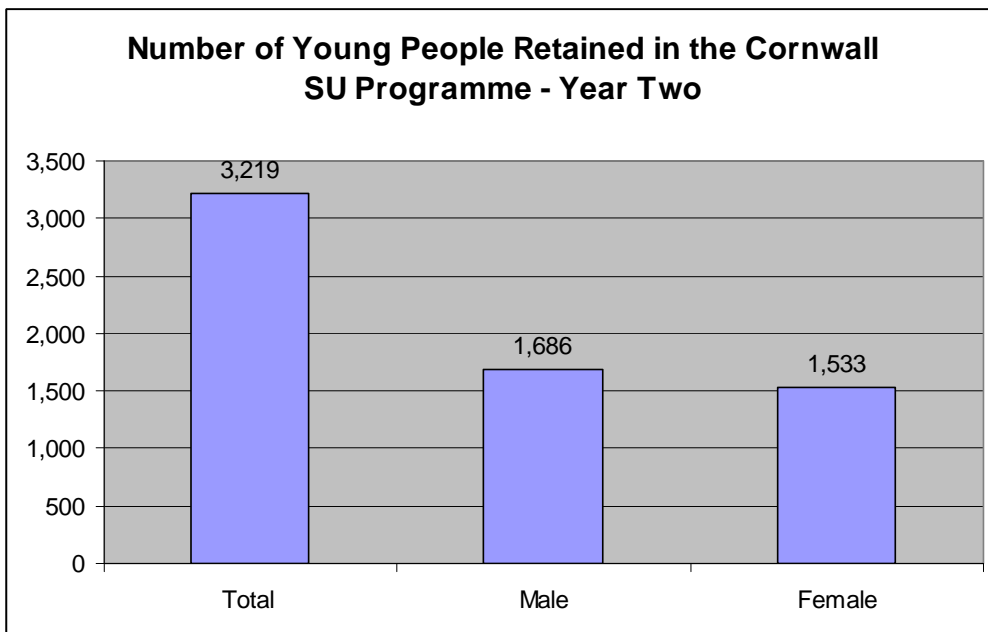
3.0 Throughput

Throughput is the number of participants multiplied by the number of sessions they attended. During year two of the SU programme **28,627** places were taken up by the SU participants.

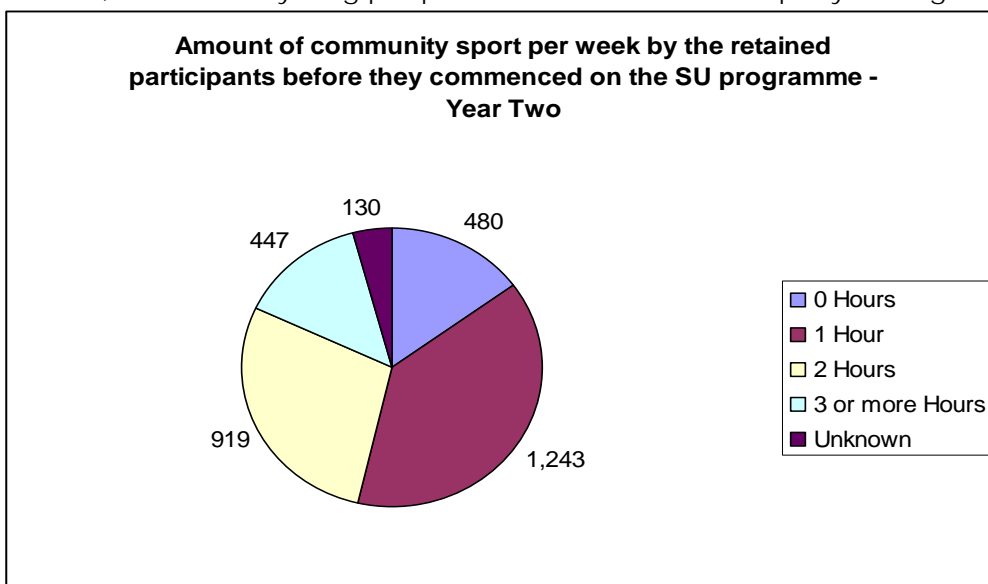


4.0 Retention

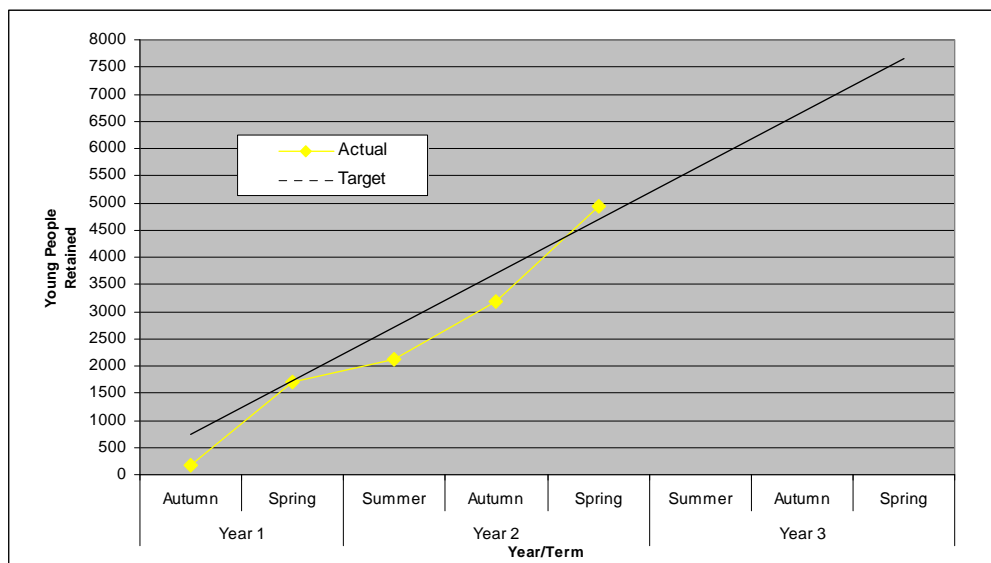
The year two SU programme in Cornwall retained **3,219** young people. This meant that 3,219 young people attended over 60% of the available sessions and have been integrated into community sport. This equates to an **87%** retention rate.



Of the 3,219 retained young people **82%** were from a 'semi sporty' background.



After year two of the Cornwall SU programme **4,935** young people have been retained and integrated into community sport, which is **243 over** our target of 4,692 set by Sport England.



Further retention data analysis work has been carried out; comparing rates of retention against different sports, different surroundings and different providers. This can be found at www.cornwallsportpartnership.co.uk

5.0 Individual Projects

Please find listed below all 55 projects commissioned by CSP to deliver SU activities. These projects were shortlisted and selected by the local CSNs; all setting their own target for retention, based on local knowledge of their activity, previous take up and the need of the young people.

	Name of Project	Partner	Target	Retain	Diff
1	Team 15 Windsurfing	Polkerris Beach	42	43	-1
2	Ultimate Frisbee	Share Sports	200	17	183
3	Boxercise	Share Sports	120	11	109
4	Access Swimming	Cornwall Council	560	531	29
5	Swimming Transition	Bodmin Swimming Club	50	47	3
6	Footy Fantasy	Bodmin Dragon Centre	34	52	-18
7	Junior Kayaking	Wadebridge Canoe	56	53	3
8	Extreme Kiting	Penwith SSP	90	0	90
9	Surfing A	Penwith SSP	90	89	1
10	Dirt Riding	Penwith SSP	15	0	15
11	Surf Lifesaving	SLSGB	29	52	-23
12	Badminton	Community Clubs	86	83	3
13	Cheerleading	Penryn SSP	180	232	-52
14	Kayaking	Cornwall Council	29	50	-21
15	CN4C Football	CN4C	60	119	-59
16	Hub Club Activity - Tennis	Hub Club	13	8	5
17	Hub Club Activity - Trampol	Hub Club	13	0	13
18	Hub Club Activity - Body Jam	Hub Club	13	9	4
19	Hub Club Activity - Judo	Hub Club	13	0	13

20	Hub Club Activity - Womens Running	Hub Club	14	0	14
21	Boxing Fitness	Redruth School	48	0	48
22	Girls Football	Camborne School	29	28	1
23	Dance	TR14s	120	148	-28
24	St Ives Boxing	St Ives Boxing Club	30	23	7
25	Carrick Surf	Penryn SSP	64	65	-1
26	Bike Carrick	Penryn SSP	80	54	26
27	Street Dance	Penryn SSP	160	170	-10
28	Student Xtra - Dodgeball	Cornwall College	8	9	-1
29	Student Xtra - Dance	Cornwall College	10	11	-1
30	Student Xtra - Boxing	Cornwall College	10	10	0
31	Extreme Surfing	Truro College	30	12	18
32	Extreme Skateboarding	Truro College	45	0	45
33	Roseland Biking	Roseland School	15	12	3
34	StreetGames	StreetGames	210	290	-80
35	Multi Sports - IOS	Sports Council	40	28	12
36	Bowls	St Austell Bowls Club	60	19	41
37	Archery	Callington SSP	59	15	44
38	Non Contact Boxing - Looe	Callington SSP	32	9	23
39	Non Contact Boxing - Callington	Callington SSP	40	40	0
40	Non Contact Boxing - Liskeard	Callington SSP	40	11	29
41	Parkour - Liskeard	Callington SSP	32	48	-16
42	Parkour - Saltash	Callington SSP	32	33	-1
43	Beach Bum Bash	Bude Sports College	81	96	-15
44	Community Sports Workshops	CATS	300	240	60
45	Circo Kernow	Swamp Circus	0	36	-36
46	Roseland Surfing	Roseland School	0	12	-12
47	Truro College Swimming	Truro College	0	9	-9
48	Truro College Dance	Truro College	0	12	-12
49	Truro College Yoga	Truro College	0	8	-8
50	Fun Cricket	Newquay Cricket Club	0	52	-52
51	Cougars	Cougars Basketball Club	0	36	-36
52	Sportsability	CSP	0	54	-54
53	Cornwall Netball	Cornwall Netball	0	134	-134
54	Falmouth Docks Table Tennis	Falmouth Docks TT Club	0	59	-59
55	Touchdown American Football	Sharks AF Club	0	40	-40
	Totals		3282	3219	-255
	Target		2964		

Of all the projects listed above, only 17 of the original 44 achieved their target of young people retained. With 7 projects not being delivered, due to training, staffing and facility issues, 11 extra projects were included from the reserve list as the year went on.

The most successful projects were StreetGames (34), CN4C (15), Cheerleading (13) and TR14s Dance (23).

6.0 Finances

6.1 Capacity

Date	Details	Amount
01/04/2010	Staff Costs	£16,667.09
01/04/2010	Transport	£636.95
	Total (Budget £16,400.00)	£17,304.04

6.2 Delivery

No	Project	Budget	Actual	Underspend
1	Team 15 Windsurfing	£4,660.00	£4,660.00	£0.00
2	Ultimate Frisbee	£1,584.00	£792.00	£792.00
3	Boxercise	£2,053.00	£1,026.50	£1,026.50
4	Access Swimming	£7,200.00	£7,200.00	£0.00
5	Swimming Transition	£2,808.00	£2,808.00	£0.00
6	Footy Fantasy	£1,970.00	£1,970.00	£0.00
7	Junior Kayaking	£2,950.00	£2,950.00	£0.00
8	Extreme Kiting	£1,800.00	£0.00	£1,800.00
9	Surfing A	£4,998.00	£4,998.00	£0.00
10	Dirt Riding	£800.00	£0.00	£800.00
11	Surf Lifesaving	£2,716.00	£2,700.00	£16.00
12	Badminton	£600.00	£600.00	£0.00
13	Cheerleading	£4,200.00	£4,200.00	£0.00
14	Kayaking	£2,560.00	£2,560.00	£0.00
15	CN4C Football	£2,940.00	£2,940.00	£0.00
16	Hub Club Activity - Tennis	£410.00	£203.70	£206.30
17	Hub Club Activity - Trampoline	£410.00	£0.00	£410.00
18	Hub Club Activity - Body Jam	£410.00	£500.00	£-90.00
19	Hub Club Activity - Judo	£410.00	£0.00	£410.00
20	Hub Club Activity - Womens Running	£410.00	£0.00	£410.00
21	Boxing Fitness	£500.00	£500.00	£0.00
22	Girls Football	£640.00	£640.00	£0.00
23	Dance	£2,500.00	£2,500.00	£0.00
24	St Ives Boxing	£500.00	£500.00	£0.00
25	Carrick Surf	£3,840.00	£3,840.00	£0.00
26	Bike Carrick	£4,000.00	£4,000.00	£0.00
27	Street Dance	£1,600.00	£1,600.00	£0.00
28	Student Xtra - Dodgeball	£228.00	£228.00	£0.00
29	Student Xtra - Dance	£400.00	£400.00	£0.00
30	Student Xtra - Boxing	£300.00	£300.00	£0.00
31	Extreme Surfing	£3,000.00	£3,000.00	£0.00
32	Extreme Skateboarding	£2,380.00	£2,380.00	£0.00
33	Roseland Biking	£600.00	£80.00	£520.00

34	StreetGames	£2,372.00	£2,372.00	£0.00
35	Multi Sports - IOS	£2,600.00	£2,600.00	£0.00
36	Bowls	£1,980.00	£1,602.50	£377.50
37	Archery	£1,100.00	£1,100.00	£0.00
38	Non Contact Boxing - Looe	£1,000.00	£1,000.00	£0.00
39	Non Contact Boxing - Callington	£1,000.00	£1,000.00	£0.00
40	Non Contact Boxing - Liskeard	£1,000.00	£1,000.00	£0.00
41	Parkour - Liskeard	£475.00	£475.00	£0.00
42	Parkour - Saltash	£475.00	£475.00	£0.00
43	Beach Bum Bash	£2,250.00	£2,250.00	£0.00
44	Community Sports Workshops	£3,800.00	£3,800.00	£0.00
45	Circo Kerno	£0.00	£0.00	£0.00
46	Roseland Surfing	£0.00	£0.00	£0.00
47	Truro College Swimming	£0.00	£0.00	£0.00
48	Truro College Dance	£0.00	£0.00	£0.00
49	Truro College Yoga	£0.00	£0.00	£0.00
50	Fun Cricket	£0.00	£500.00	£-500.00
51	Cougars	£0.00	£1,000.00	£-1,000.00
52	Sportsability	£2,200.00	£2,200.00	£0.00
53	Cornwall Netball	£1,200.00	£1,200.00	£0.00
54	Falmouth Docks Table Tennis	£1,062.00	£1,062.00	£0.00
55	Touchdown American Football	£1,000.00	£1,000.00	£0.00
56	Marketing	£1,943.00	£1,943.00	£0.00
	Totals	£89,891.00	£86,655.70	£-255.70
	Budget	£86,400.00		

7.0 Summary/Findings

We have delivered a very successful programme with **3,219** young people being retained, which is **255 over** our target set by Sport England for year two and **243 over** our 3 year target, with an **87%** retention rate. This clearly 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 two:

- 3,219 young people retained out of an estimated 3,282; 255 over SE target of 2,964
- Retention targets set by activity providers still need to be more realistic with explanation as to how they have been calculated
- Communication needs to improve with individual providers, with regard to progress of projects and importance of retaining young people
- Retention rate still high (87%) but need to concentrate further resource on attracting more participants to each project and improving retention rate into the 90 percentile.
- Young People are not aware that they are participating in SU activity

8.0 Recommendations

The retention target for year two was 1,728, year two was 2,964 and year three is 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

- Need to use the data collected by recent Survey Monkey to identify which types of activities 'semi sporty' young people want, in order to increase number of participants
- Encourage providers to use the marketing tool kit and complete a press release for each activity
- Identify large projects that are potential easy hits to deliver SU activity
- Develop further partnerships to help deliver outcomes eg. Extended Services, Youth Service etc...
- To market county wide incentives to attract young people to the activities, with small giveaways and large prizes for a county wide draw
- To work even closer with FE establishments to deliver targeted projects for 16 to 19 year olds

8.2 Retention

- Use data collected by recent Survey Monkey to establish which activities are most likely to retain young people and why
- Develop an incentives scheme to either improve retention rates or attract 'semi sporty' to activities
- Look into delivering one off 'taster sessions' prior to block of sessions.
- Only pay providers against the number of young people they retain
- Explain to providers during the briefing, in more detail, the importance of young people completing 60% of the sessions and the aim to retain 90% of young people
- 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 the programme, and make sure all providers complete 'Before and After' surveys
- Map activities geographically against areas of deprivation
- Develop the idea of a county wide project (competition/festival) to be established through SU and sustained for future years (legacy)
- Share best practice from successful projects through case studies ensuring every successful project completes a case study
- Improve communications with each project provider with an established contact, clear responsibilities, agreed targets and critical dates for submitting information against release of funding
- Continue to develop SU section on our website to be interactive and to promote SU programme
- With year three Free Swimming activities, pilot a way to track participants and see if they continue to swim or use the leisure centres, and for what activities – long term sustainability
- Develop partnership with Cornwall Children's Trust, and their Children's plan, and new Extended Services Remodelling Advisor.