

Sportivate



February 2011



Today

- **Places, People, Play: 2012 Legacy**
- **Funding**
- **Target Groups, Sports and Sessions**
- **Evaluation Framework**
- **Sustained Participants and Tracking**
- **Reporting**
- **Sportivate Plans**
- **Break out groups**
- **Next Steps**



Mass Participation Legacy Plan

Places

Iconic facilities
(£30m)

Inspired facilities
(£50m)

Protecting
Playing fields
(£10m)

People

British Olympic
Leaders
(£2m)

Phase II - Club
Leaders
(£2m)

Play

Gold Challenge
(£4m)

Sportivate
(£32m)

Disability Sport (£8m)

School Sport Competition (£35.5m)

NGB investment – Mass Participation Programmes

Sportivate Headlines 2011-15

- £32 million Lottery revenue (£8 million per annum)
- £100,000 central costs per annum
- 296,257 (presented as 300,000) to complete weekly coaching sessions
- 118,503 (presented as 120,000) to continue playing sport regularly
- ...give participants aged between 14-25 the chance to receive 6 weeks of coaching sessions in a sport of their choice



Funding

- 14-25 years population formula
- Lottery funding
 - flexibilities
 - funding distribution process
 - Revenue/capital
- £71,100 for Cornwall
- £173,800 for Devon



Target Groups, Sports and Sessions

Target Groups

- 14-25 year old age group
- Participant range to reflect local demography
- 'Semi-sporty' definition

Sports

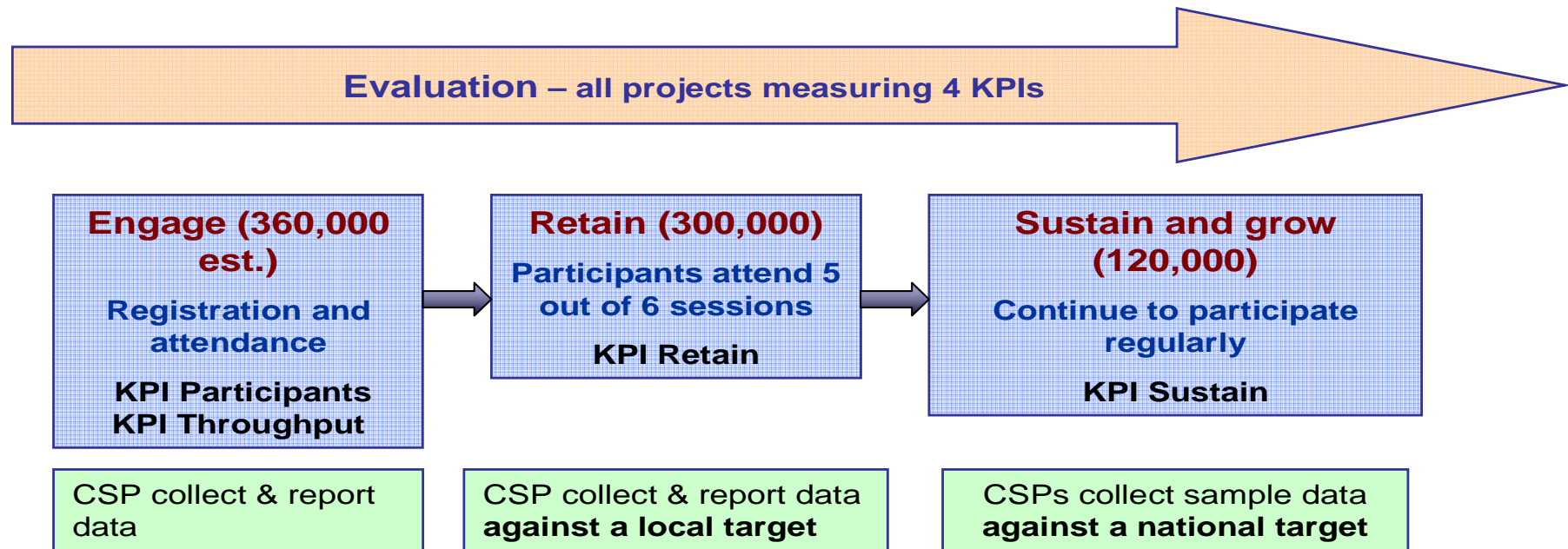
- Sport programme rather than Physical Activity
- NGB involvement
- Creating as well as meeting demand

Coaching Sessions

- 6 (maximum 8) sessions
- All year round activities
- Competition element



Sportivate Evaluation Framework



Tim - 6

Settling Down Males

- Mainly aged 26-45
- Married or single
- May have children
- Professional

Sporty male professionals, buying a house and settling down with partner
 9% of all adults; 18% of adult men



About Tim

Tim is 33 and works in IT. He lives with his wife Lorna in a semi-detached house they own in a desirable suburb. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months' time.

Tim loves sport. Since his job has got busier he doesn't do as much as he used to, but he still manages trips to the gym and the odd mid-week game of squash. He hopes things won't change too much when the baby arrives, but knows they may not be able to enjoy such regular holidays in the future.

Tim's healthy diet is due to Lorna cooking most nights, but he's not particularly health conscious himself. He enjoys a burger and maybe a pint after playing sport, and he may drink at home, albeit lightly.



Ethnic origin

Individuals in this segment are predominantly of White British (77%), or Other White (10%) origin; or may also be Asian/Asian British (8%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).



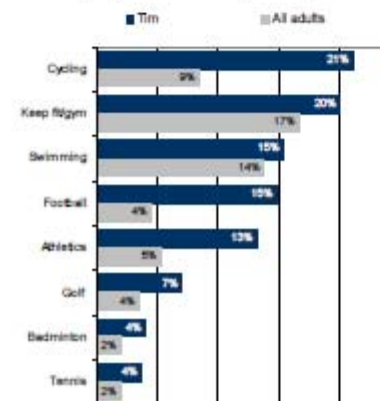
Alternative names

Simon, Jonathan, Jeremy, Adrian, Marcus

Tim: Sports Overview

- Tim is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Tim participates in are shown in the chart opposite: 21% of this segment take part in cycling compared to 9% of all adults; 20% of this segment take part in keep fit/gym, compared to 17% of all adults.
- Swimming, football and athletics or running are also popular sports for Tim. His participation in swimming is in line with that of all adults, however Tim is more likely than all adults to take part in football and athletics.

Top sports that Tim participates in



Sustained Participants and Tracking

- National target: 2 in 5 sustain participation three months after project completion
- Multi pronged approach to data collection:
 - Intention questionnaires
 - Tracking Study
 - Active People Survey



Reporting

- Bi-annual reporting
- Participant registration forms
- KPI toolkit

	1	2	3	4	5	6	7	8	9	10
KPI PARTICIPANTS										
Total	-	-	-	-	-	-	-	-	-	-
Males	-	-	-	-	-	-	-	-	-	-
Females	-	-	-	-	-	-	-	-	-	-
Year 1	-	-	-	-	-	-	-	-	-	-
Year 2	-	-	-	-	-	-	-	-	-	-
Year 3	-	-	-	-	-	-	-	-	-	-
Year 4	-	-	-	-	-	-	-	-	-	-
Year 5	-	-	-	-	-	-	-	-	-	-
Year 6	-	-	-	-	-	-	-	-	-	-
Year 7	-	-	-	-	-	-	-	-	-	-
Year 8	-	-	-	-	-	-	-	-	-	-
Year 9	-	-	-	-	-	-	-	-	-	-
Year 10	-	-	-	-	-	-	-	-	-	-
Year 11	-	-	-	-	-	-	-	-	-	-
Aged 16-19	-	-	-	-	-	-	-	-	-	-
0 days/hours	-	-	-	-	-	-	-	-	-	-
1 day/hour	-	-	-	-	-	-	-	-	-	-
2 days/hours	-	-	-	-	-	-	-	-	-	-
3 or more days/hours	-	-	-	-	-	-	-	-	-	-
Unknown	-	-	-	-	-	-	-	-	-	-
White	-	-	-	-	-	-	-	-	-	-
Mixed	-	-	-	-	-	-	-	-	-	-
Asian	-	-	-	-	-	-	-	-	-	-
Black	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Unknown	-	-	-	-	-	-	-	-	-	-
Not Disabled	-	-	-	-	-	-	-	-	-	-
Disabled	-	-	-	-	-	-	-	-	-	-
Unknown	-	-	-	-	-	-	-	-	-	-

Planning Process

Year 1 (2011/2012) – Initial Process

- April to June

Year 1 (2011/2012) – Sportivate Plan

- July to March

Year 2 (2012/2013) – Sportivate Plan

- April to March



Sportivate Plan

Please read the Guidance Notes sheet before completing this Project sheet

Project Name: Sportivate ...						
Provider Name:	Provider Type:					
Region:	CSP:					
Local Authority:	Delivery Quarter:					
No. of Sessions:	No. of Blocks:					
Setting Type:	Sport:					
Participant Intelligence Description (Maximum 150 words)						
Coaching Course Description (Maximum 150 words)						
Sustainability/Exit Route Description (Maximum 150 words)						
Exit Route Venue:	Exit Route Owner's Role:					
Exit Route Owner:						
Retained Participants Targets (The number of participants attending 5 of 6, 6 of 7 or 7 of 8 sessions in the coaching course)						
	14-16s	16-18s	18-21s	21-25s	Total	
Male:						
Female:						
Total:						
Sustained Participants Targets (The number of participants intending to carry on with sport after the coaching course)						
Sustainability Tracking Study Project:		No. of Participants To Be Tracked:				
Project Expenditure and Income						
Expenditure	Expenditure Details	Total Expenditure	Income	Income Details	£	Total Income
Coaching:			Partner:			
Facilities:			Partner:			
Equipment:			Partner:			
Travel:			Participants:			
Marketing:			Other:			
Training:			Other:			
Other:			Other:			
Other:			Other:			
Total Project Expenditure:		£ -	Total Project Income:		£ -	-
Sportivate Funding Request (Total Project Expenditure - Total Project Income):					£ -	-
Sportivate Cost/Retained Participant (Sportivate Funding Request ÷ Participants Retained Targets):					£ -	-



Critical Dates

- Cornwall Sportivate Launch – Monday 28th February 2011
- Year 1 Sportivate - April 2011 to March 2012)
- Year 2 Sportivate Plan deadline 1 – **Monday 23rd January 2012**
- Year 2 Sportivate Plan deadline 2 – **Friday 14th September 2012**
- Year 2 Delivery of Sportivate – April 2012 onwards
- Year 3 Sportivate – Dates TBC
- Year 4 Sportivate – Dates TBC



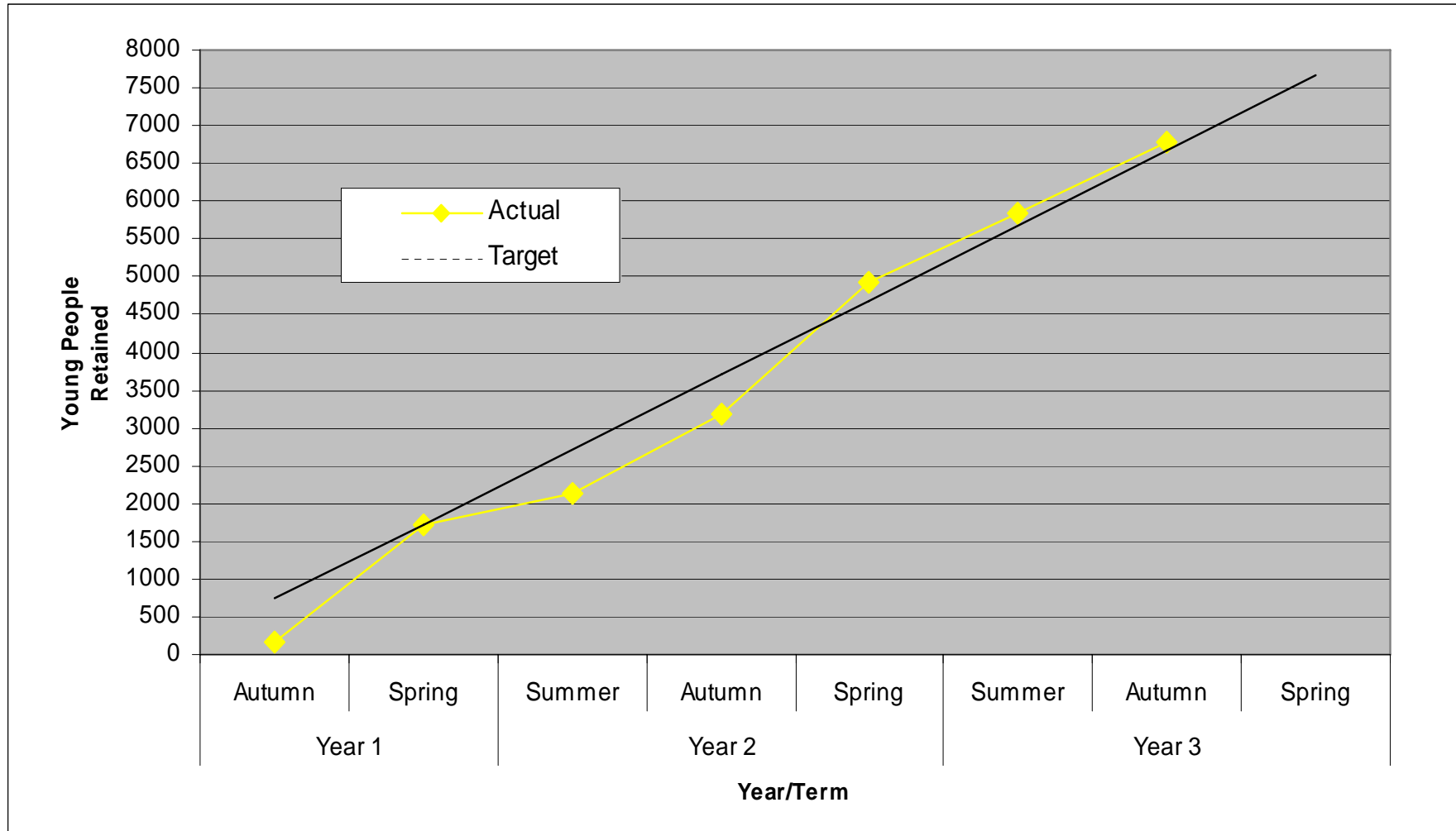
'Be Active'



- Working along side 'Sportivate' offering people aged 16+ weekly activity.
- 3 phases:
 1. Jan to April
 2. May to July
 3. Oct to Dec
- Incorporate and deliver initiatives for NGB's
- Based in variety of informal and formal venues
- Block of activity minimum of 6 and maximum of 10 weeks
- Nominal fee to cover expenses £2 - £3 per session



Sport Unlimited



Suggested areas for discussion...

- How will you go about planning for the first Sportivate plan submission? Can you deliver April to June?
- How will you gather evidence of demand?
- How will you identify this target group (all different segments, ages etc...), and which local partners will you need to work with to engage with them? Which is your priority? Age, male/female?
- What are the challenges and solutions in getting participants to attend all but one of the sessions that are run? Do you want incentives and what?
- How can you ensure that Governing Bodies/sports are fully involved in implementation and delivery?
- Start to complete project plan?



Update

- Courses and Workshop Calendar
- Sport Unlimited
- Club and Coach Conference – 15th May
- www.getactivecornwall.co.uk
- www.getcoachingcornwall.co.uk



Future Actions

- 14 – 25 year olds
 - Where are they?
 - How do we engage?
- NGBs
- Sportivate Planning – Which phase?
- Sportivate Delivery

