

sporting champions

Independent Sporting Champions evidence report March 2013

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Report produced March 2013 by Sport Structures Ltd,
Company Number 4492940
PO Box 10710, Sutton Coldfield, B75 5YG
(e): info@sportstructures.com (w): www.sportstructures.com

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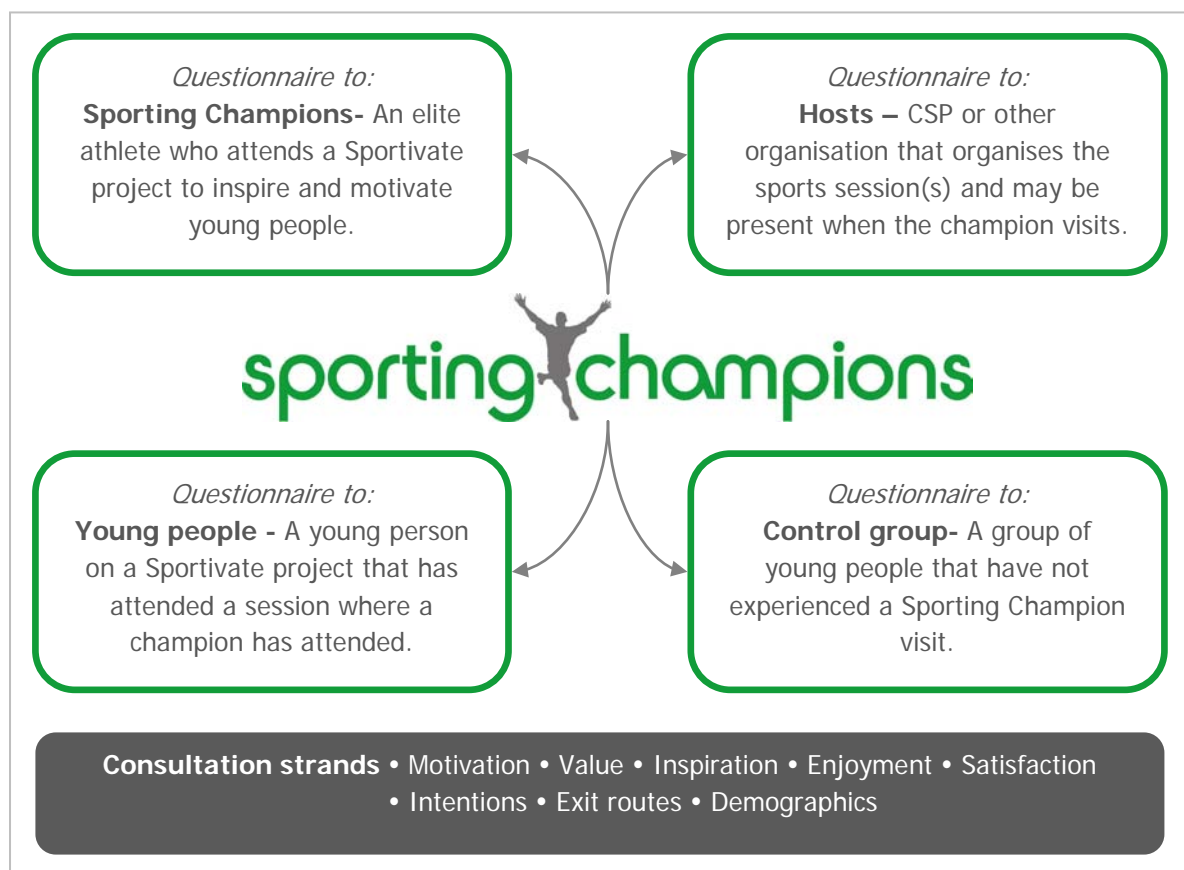
1 Introduction

- 1.1 Sporting Champions is a Sport England initiative bringing world-class athletes face-to-face with young people to inspire and motivate them. A hundred current and retired elite athletes have been recruited based on their ability to work with young people with the aspiration of raising participation in sport. Each athlete has received training to support the objectives of Sportivate and encourage healthy competition as part of the School Games programme.
- 1.2 The scheme is aligned to Sportivate and has also supported county level School Games competitions in 2012. Offering all County Sports Partnerships (CSPs) the ability to tap into a variety of packaged visits designed to increase the likelihood of growing the participation base, retaining the young people over a period of time and successfully moving them into sustainable club sport.
- 1.3 The Sporting Champions' involvement with Sportivate is based on their individual skills, the needs of the local deliverer and the profile of the young people taking part. They attend as many sessions as requested by activity deliverers, engaging with the young people and inspiring them to continue taking part in sport. They can become involved in delivering motivational speeches, leading the session or warm-up, or tackling more complex issues such as working with the people organising the activity, or helping parents to understand and overcome the barriers to participation faced by some young people. Sporting Champions have access to national training sessions run three times per year and ongoing remote tutor training support to help them develop as effective Sporting Champions.
- 1.4 CSPs may also use the Sporting Champions to work with local communities or schools to raise levels and interest in the Sportivate programme or in the club settings after the 6-12 week project is complete to encourage young people to keep taking part in sport.
- 1.5 The Sporting Champions programme is managed by Creating Excellence in partnership with the Dame Kelly Holmes Legacy Trust. The programme has previously been monitored by Creating Excellence by means of three feedback surveys;
 - Sporting Champion feedback - this questionnaire asks the Sporting Champions to assess the value of their visit, looking at common themes such as motivation, inspiration and organisation and asks them to self evaluate their performance.

- Host organisation feedback - this questionnaire asks similar questions to evaluate the value of the visit to the organiser looking at the same key themes such as the effectiveness of the Sporting Champion in motivating and inspiring the young people.
- Sporting Champions training feedback – this questionnaire asks the athletes to assess the value of the training support and the extent to which it increases their effectiveness as Sporting Champions in motivating and inspiring young people to participate in sport. (This questionnaire has not been reviewed as part of this report as it is used as a management tool by Creating Excellence).

1.6 Sport Structures Ltd was commissioned to provide an independent evaluation of the Sporting Champions programme and as result added further evaluation material and a control group of young people. This has included a questionnaire which asks young people to rate the value of the Sporting Champion's visit to them in terms of inspiration and motivation. This method allows us to look at the three major categories of people involved in the Sporting Champions programme and to use the control group to establish the impact of the programme (see figure 1).

Figure 1 Primary data collection and consultation strands



1.7 This report is a review of the Sporting Champions programme from June 2011 to March 2013. The data presented in this report draws together information from the four data sources identified in figure 1 and secondary data from the national portal for Sportivate. The national portal collates data online from all Sportivate projects delivered across the country including those that identified having a visit from a Sporting Champion. The data contained within this report is based on a sample of 187 host organisation responses, 241 Sporting Champions responses and 615 young person responses.

2 Overview of Sporting Champions programme delivery

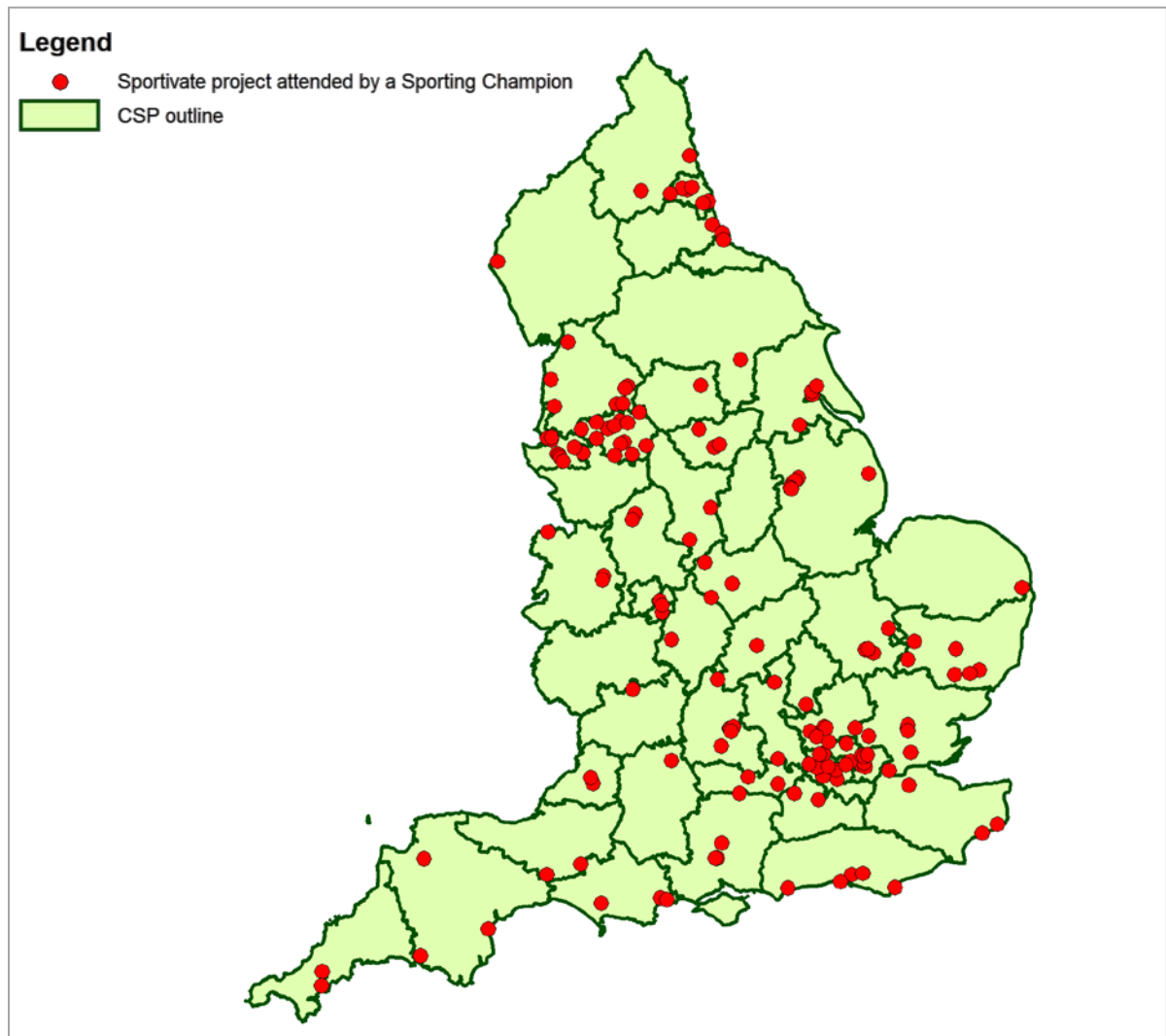
2.1 Between June 2011 and March 2013 the Sporting Champions programme has worked with 100 Sporting Champions. Over this period a Sporting Champion was in attendance at 222 Sportivate projects, with the total number of visits amounting to 354. This enabled the Sporting Champions to be in contact with on average 24 young people per session. The average length of visit being 90 minutes results in the programme delivering in the region of 645 hours of contact time with young people. The regions that have had the most visits by Sporting Champions are the North West (22.0%) and London (15.5%). The region with the least is the North East (4.0%).

Table 1 Regional visit profile

| | Sporting Champions Visit | |
|------------------------|--------------------------|--------------|
| | Frequency | Percentage |
| North West | 78 | 22.0 |
| London | 55 | 15.5 |
| South East | 53 | 15.0 |
| East | 35 | 9.9 |
| East Midlands | 34 | 9.6 |
| West Midlands | 34 | 9.6 |
| Yorkshire & Humberside | 27 | 7.6 |
| South West | 24 | 6.8 |
| North East | 14 | 4.0 |
| Total | 354 | 100.0 |

2.2 Figure 2 is a map showing the location of the Sportivate projects that have had a Sporting Champion attend. The distribution of the projects covers a broad geographical spread there are some areas with a higher number of projects which tend to be around the main urban settlements.

Figure 2 National map of projects visited by a sporting champion



Based on 198 valid postcodes the map therefore represents 89.2% of projects from the programme. Please note that some projects may have been held at the same venue.

3 Findings from the young people questionnaire and control group

- 3.1 The young people questionnaire is conducted via a hardcopy form distributed at the end of a session within a Sportivate project. The survey features eight questions designed to reveal whether or not the young people were motivated and inspired by the Sporting Champion visit(s) and are likely to continue their involvement in sport as a result. There are five questions on the questionnaire that young people are asked to answer if a Sporting Champion did not attend the session. This enables us to measure what is known as the counterfactual¹ - what would have happened anyway without the Sporting Champions programme intervention.
- 3.2 For this evaluation a total of 615 young people filled in the questionnaire. From this sample 65.4% (n=402) of young people filled in the questionnaire at sessions which were attended by a Sporting Champion and 34.6% (n=213) were not. This 34.6% (n=213) make up the control group (counterfactual) for the study. The two groups will be referred to as Sporting Champion group and control group for comparing and drawing conclusions.
- 3.3 We want to evaluate not only the actual reported results of Sporting Champion visits but also the 'net impact' – what difference the programme is making. To estimate this we need to also study where the Sporting Champions programme has not reached to look at the opinions and behaviour of those young people.

Demographics

- 3.4 Across the entire sample (Sporting Champions and control group) the young people participant profile shows 63.1%, (n=383) were male and 36.9%, (n=224) were female. For the Sporting Champions group 65.0% (n=256) of those surveyed were male and 35.0% (n=138) were female and, for the control group 59.6% (n=127) were male and 40.4% (n=86) were female. The gender balance is good, although there are fewer females within the Sporting Champions group than represented within the Sportivate programme nationally in year one (58.6% male, 41.4% female)².

¹ The counterfactual/control group is made up of two sampling methods - a matched sample and a random sample. The matched sample is based upon having the same coach, venue, sport and organizer but no Sporting Champion visit. Due to the difficulty of this achieving a large enough sample using this method, the control group was also made up of a random sample of Sportivate projects that did not have a Sporting Champion visit but did not fulfil the full matched sample criteria.

² Comparison drawn from year 1 as at point of reporting Year 2 Sportivate data was unavailable

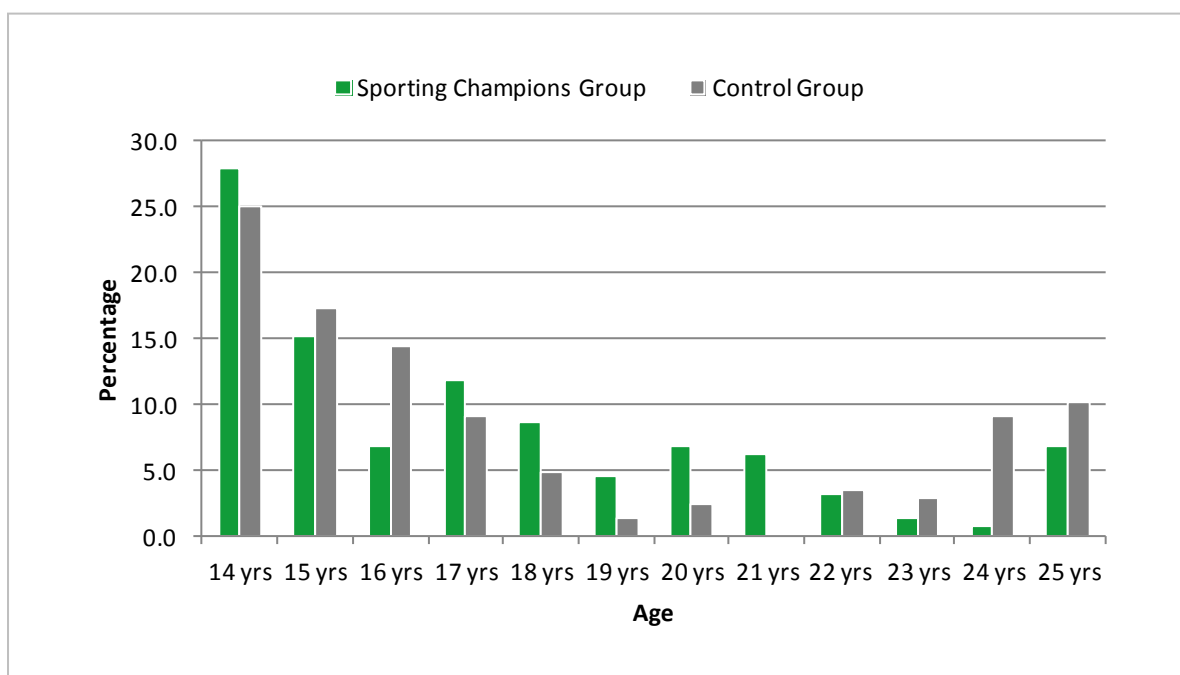
Table 2 Young people by gender

| | Sporting Champions Group | | Control Group | |
|---------|--------------------------|-------------|---------------|-------------|
| | Frequency | Percentage* | Frequency | Percentage* |
| Male | 256 | 65.0 | 127 | 59.6 |
| Females | 138 | 35.0 | 86 | 40.4 |

*Based on Sporting Champions Group n=394 and Control Group n=213

3.5 Our sample shows the Sporting Champions programme is reaching across the age groups with greater contact with the lower age groups (under 19). In our sample there was a higher proportion of 14, 17, 18, 19, 20, 21 year olds that have been visited by a Sporting Champion than the control. In total 14, 15, 16 year olds make up 54.2% (n= 305) of all the young people in our sample, this is broadly representative of the overall national picture in year one (57.7%)³. The older age groups, namely the 19-25s, were less well represented with the lowest level of from those aged 24 years (0.8% n=3).

Figure 3 Young people by age



*Based on Sporting Champions Group n=355 and Control Group n=208

3.6 The vast majority 82.5% (n=325) of the Sporting Champions group that completed the questionnaire were white, the control group had a more diverse demographic profile with fewer participants coming from a white background (76.2%, n=160). In total 17.5% of the Sporting Champions group identified themselves as being from a black and minority ethnic

³ Comparison drawn from year 1 as at point of reporting year 2 Sportivate data was unavailable

(BME) population of which the largest proportion of BME participants were Asian (7.4%). The control group profile had a slightly higher proportion of BME participants, with 23.8% identifying themselves as being from a black or minority ethnic background. This data indicates a broad diversity of young people have had access to a Sporting Champion however the sporting champions have accessed a higher proportion of white young people than is represented within the year one Sportivate data (73.3% white)⁴.

Table 3 Young people by ethnicity

| Ethnicity | Sporting Champions Group | | Control Group | |
|-------------------|--------------------------|-------------|---------------|-------------|
| | Frequency | Percentage* | Frequency | Percentage* |
| White | 325 | 82.5 | 160 | 76.2 |
| Mixed | 20 | 5.1 | 16 | 7.6 |
| Asian | 29 | 7.4 | 14 | 6.7 |
| Black | 13 | 3.3 | 16 | 7.6 |
| Other | 7 | 1.8 | 4 | 1.9 |
| Prefer not to say | 0 | 0.0 | 0 | 0.0 |

*Based on Sporting Champions Group n=394 and Control Group n=210

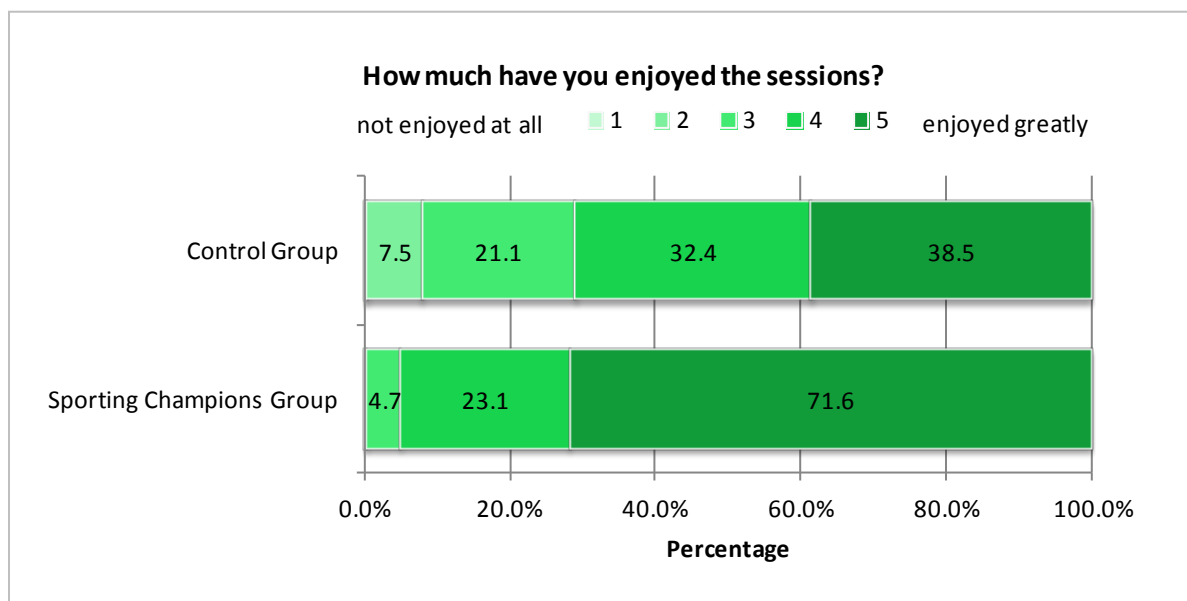
3.7 Young people with a disability or limiting long term illness make up 22.6%, (n=83) of Sporting Champions group and only 14.7% of the control group. The Sporting Champions group has accessed a lot more young people with a disability compared to the year one Sportivate programme where only 5.9% of young people engaged on a Sportivate programme described themselves as having a disability⁴.

Enjoyment, motivation and inspiration - Sporting Champions group versus control group

3.8 On the whole, young people who were visited by a Sporting Champion during their Sportivate project were very positive about their level of enjoyment in taking part, with 71.6% (n=288) greatly enjoyed the session. In comparison only 38.5% (n=82) of the control group rated their enjoyment at the top of the scale. Only two young people suggested not enjoying the session where a Sporting Champion attended, compared to 16 from the control group with one young person from the control group suggesting that they had not enjoyed the session at all. These findings show that the sessions being offered are enjoyable and that Sporting Champions have an impact on the level of enjoyment experienced by young people.

⁴ Comparison drawn from year 1 as at point of reporting year 2 Sportivate data was unavailable

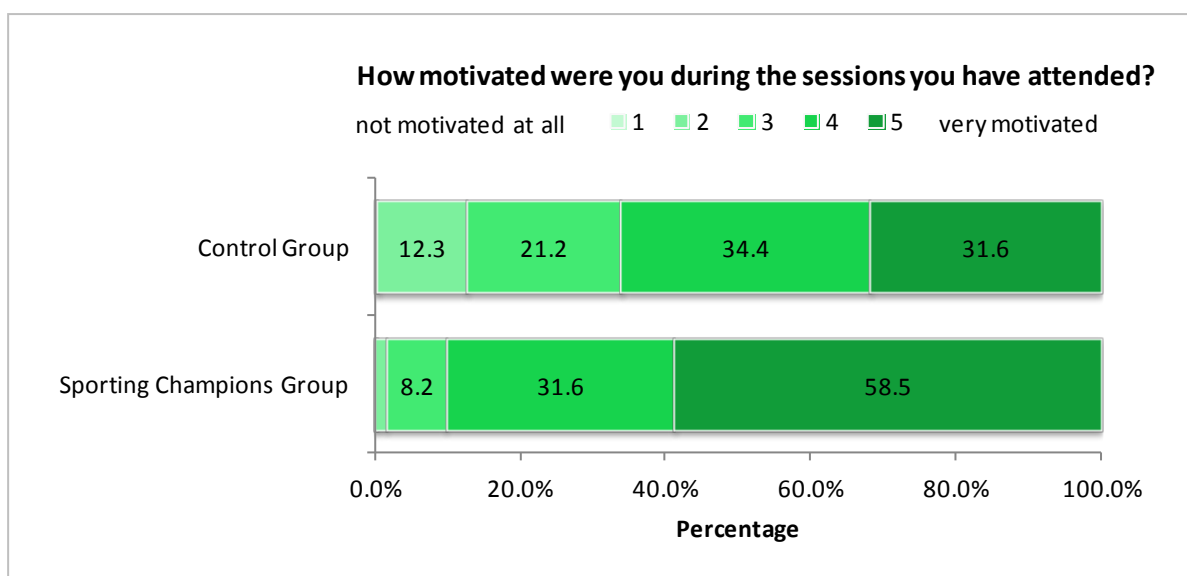
Figure 4 Young people's enjoyment levels



*Based on Sporting Champions Group n=402 and Control Group n=213

3.9 As well as having enjoyed the session, over half of the young people (58.5%, n=235) of the Sporting Champions group rated 5 (very motivated) from the session, whilst only 31.6%, (n=67) of the control group reported the highest motivation level (very motivated). Very few young people within the Sporting Champions group rated their motivation as either 1 (not motivated at all 0.2%, n=1) or 2 (poorly motivated 1.5%, n=6). Similarly young person in the control group felt that they were not motivated at all, but more young people (12.3%, n=26) in the control group rated their motivation as 2 (poorly motivated). Both groups were motivated at their Sportivate sessions yet the presence of Sporting Champions has a clear and positive impact on the motivation of young people.

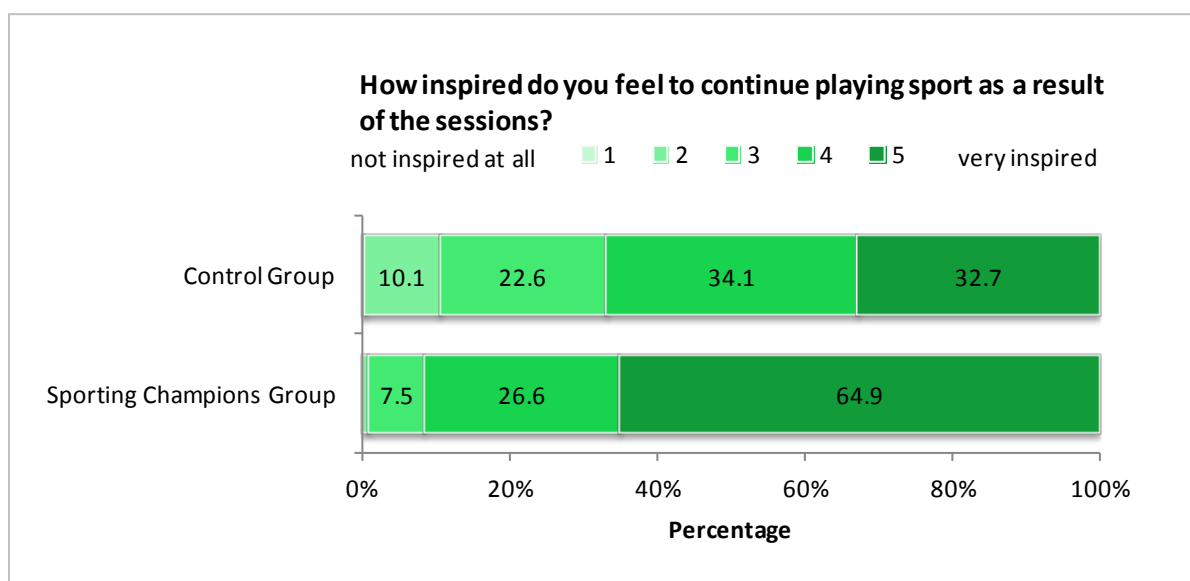
Figure 5 Young people's motivation levels



*Based on Sporting Champions Group n=402 and Control Group n=212

3.10 The young people that took part in the sessions were inspired to continue playing sport, 64.9% (n=261) of the Sporting Champions group were very inspired to continue playing sport as a result of their session, whilst in the control group only 32.7% (n=68) felt the same way. As the graph below illustrates, inspiration levels are higher at sessions where a Sporting Champion has visited. Sporting Champions seem to be effective at reaching and engaging most of the young people they have contact with – only 1.0% of those that took part in a session with a Sporting Champion rated 2 (not inspired) with nobody suggesting they weren't inspired at all. The control group had significantly more young people 10.1% that rated 2 (not inspired) with one young person suggesting they weren't inspired at all. Overall both groups were very inspired to continue playing sports as a result of Sportivate sessions; however those that had a Sporting Champion at their sessions were significantly more inspired.

Figure 6 Young people's inspiration to continue playing sport

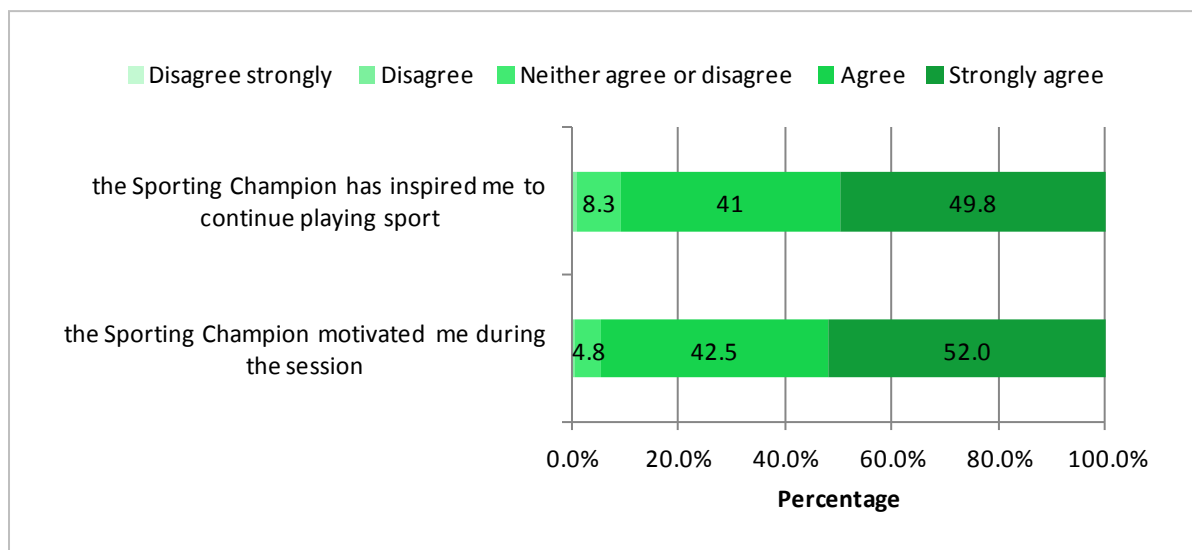


*Based on Sporting Champions Group n=402 and Control Group n=208

3.11 Young people rate the Sporting Champions highly in terms of their ability to motivate and inspire them. Young people from the Sporting Champions group were asked to respond to the statement “the Sporting Champion motivated me during the session”, to which 94.5% (n=378) strongly agreed or agreed, only 4.8%, (n=19) neither agreed or disagreed and 0.8%, (n=3) disagreed. Nobody in the sample strongly disagreed. The young people were also asked to respond to the statement how much “the Sporting Champion has inspired me to continue taking part in sport” to which 90.8%, (n=363) strongly agreed or agreed, 8.3%

(n=33) neither agreed nor disagreed and 1.0%, (n=4) disagreed. Nobody in the sample strongly disagreed.

Figure 7 Young people’s opinion on motivation and inspiration

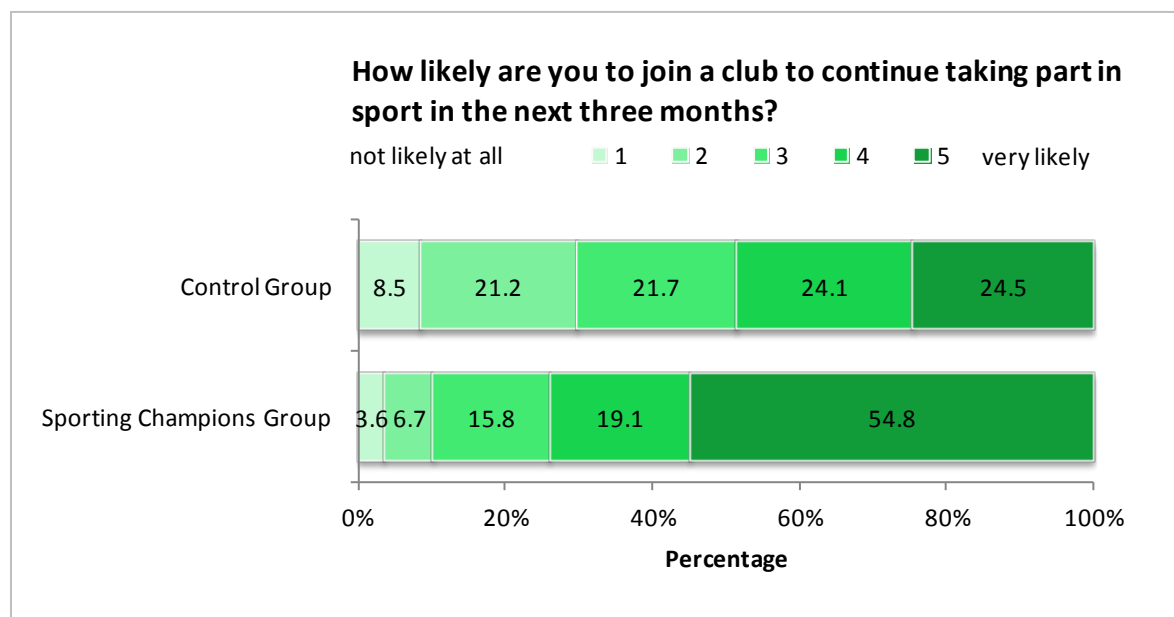


*Based on Sporting Champions Group n=400

3.12 Young people were asked about the Sporting Champions characteristics, 95.4% (n=374) thought the Sporting Champion was easy to talk to, and 94.3% (n=366) thought they were fun. This indicator shows that the vast majority of young people think that the Sporting Champions are fun and approachable, and only a select few young people do not share this view. The Sporting Champions are clearly demonstrating the attributes that they were recruited to exhibit.

3.13 As for exit routes into the local sports system, over half of the young people (54.8%, n=212) from the Sporting Champions group are very likely to join a club in the next three months. Compared to only 26.7%, (n=23) of the control group are very likely to join a club. Furthermore 3.6%, (n=14) of the Sporting Champions group are not very likely to join club but 8.5% (n=18) of the control group feel that way.

Figure 8 Young people’s likelihood to join a club in the next three months



*Based on Sporting Champions Group n=387 and Control Group n=212

3.14 Sportivate evidently has an impact on the likelihood of participants wanting to pursue available exit routes, yet a Sporting Champion’s attendance increases this likelihood of them wanting to join a club. It would be interesting to track the behaviour and participation of these young people in the long term to determine whether Sporting Champions has an impact on sustaining sports participation.

Key findings

- The programme is reaching a demographic profile that is similar to the national picture for Sportivate. There are slight variations with the Sporting Champions group reaching fewer females and fewer BME participants than the national Sportivate programme. In contrast the Sporting Champions programme reached almost four times as many young people with a disability than the national Sportivate programme (Year 1 figures).
- All young people enjoy the sessions, but those that did have a session attended by a Sporting Champion are more likely to rate their enjoyment at the highest scale
- All the young people were motivated by the Sportivate session but motivation levels are higher among those that have experienced a Sporting Champion visit. Furthermore 95.4% (n=206) strongly agree or agreed with the statement “the Sporting Champion motivated me during the session”
- All young people were inspired to continue taking part in sport, but those that did have a session attended by a Sporting Champion are more likely to rate their inspiration levels higher.

Furthermore 93.1% (n=202) strongly agreed with the statement “the Sporting Champion has inspired me to continue taking part in sport”

- A large proportion of young people are likely to take advantage of exit routes into local sport, however this is more likely if a Sporting Champion has attended a session as 52.9% are very likely to join a club to continue taking part in sport
- Young people who have seen a Sporting Champion have a high opinion about them and see them as friendly, motivational and fun.

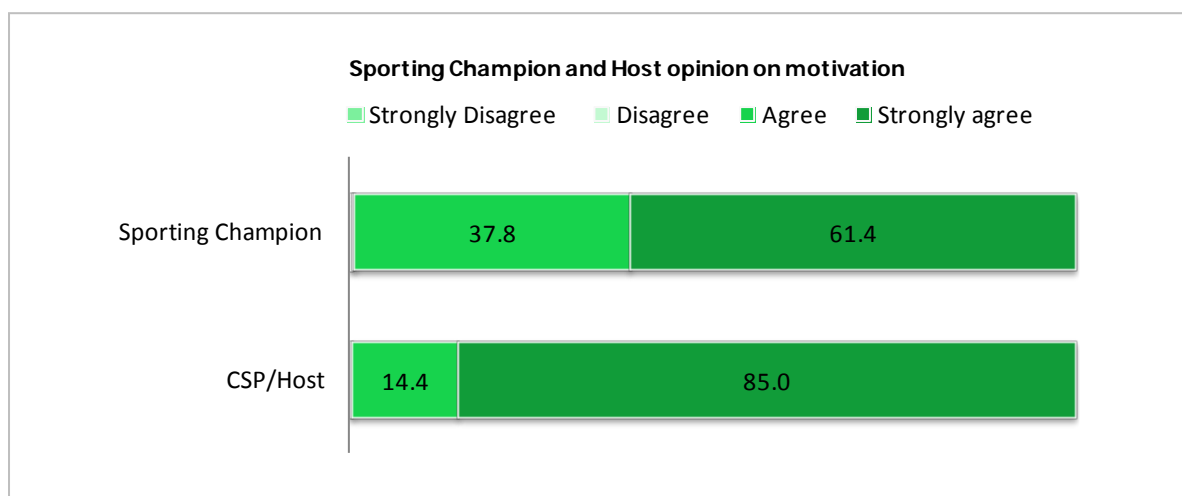
Points for consideration

- It is as yet unclear how long the impact of the Sporting Champion on enjoyment, inspiration and motivation lasts and what difference it makes to the transition to the exit route for sustained participation.
- A tracking survey and associated focus group research could be set up to track the lasting impact of the Sporting Champions intervention. This could be compared with long term tracking of young people who do not come into contact with the Sporting Champions programme to discover net impact on long term sustainability.

4 Findings from Sporting Champion and host organisation questionnaire

- 4.1 The host organisation (this could be the deliverer of the project or the CSP) and Sporting Champion questionnaires are conducted online and distributed when a Sporting Champion has completed their range of scheduled visits. A total 187 responses were received from host organisations and 241 responses were received from Sporting Champions to the questionnaire. This represents the views of 52 Sporting Champions. Each Sporting Champion may have provided several responses to the questionnaire as they attend multiple sessions and multiple projects.
- 4.2 The majority (85.0%, n=159) of hosts strongly agreed with the statement that “the Sporting Champion motivated the participants”. Whereas fewer (61.4%, n=148) of the Sporting Champions themselves strongly agreed that they had motivated participants. This suggests that some Sporting Champions feel that they could motivate the participants more, or alternatively they are too modest to be honest about their impact.

Figure 9 Sporting Champion and host opinions on motivation



*Based on Sporting Champions n=241 and Host organisation n=187

“All of the participants were very motivated and I helped to reinforce that motivation”

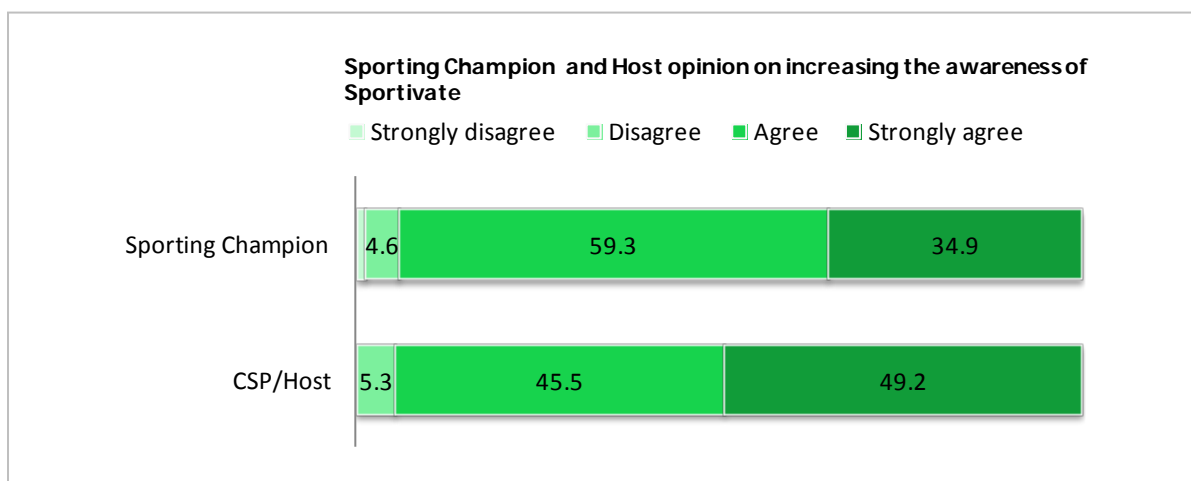
Mark Fosbrook- Sporting Champion

“Tom was motivational and friendly during his visit, he was always willing to help and give advice to players.”

Calvin Walker- Fighting Chance

4.3 As to increasing the awareness of Sportivate, a total of 94.7%, (n=177) of hosts strongly agree or agree with the statement “the Sporting Champion has increased awareness of Sportivate”. Sporting Champions responses were very similar 94.2%, (n=227) strongly agreed or agreed that they had increased awareness of Sportivate. From this the host evidently values the impact the Sporting Champion’s ability to raise awareness of Sportivate. The Sporting Champions themselves also felt that they raised awareness. Apart from perhaps taking part in a press call at the session, it is difficult to evaluate the Sporting Champions overall effect on the awareness of Sportivate in the local area as they will not necessarily be aware of the resulting media coverage and its effects on future Sportivate projects.

Figure 10 Sporting Champion and host opinions on increasing awareness of Sportivate



*Based on Sporting Champions n=241 and Host organisation n=187

“I introduced the students to the concept of the Sportivate program and the background behind the initiative”

Lesley Owusu- Sporting Champion

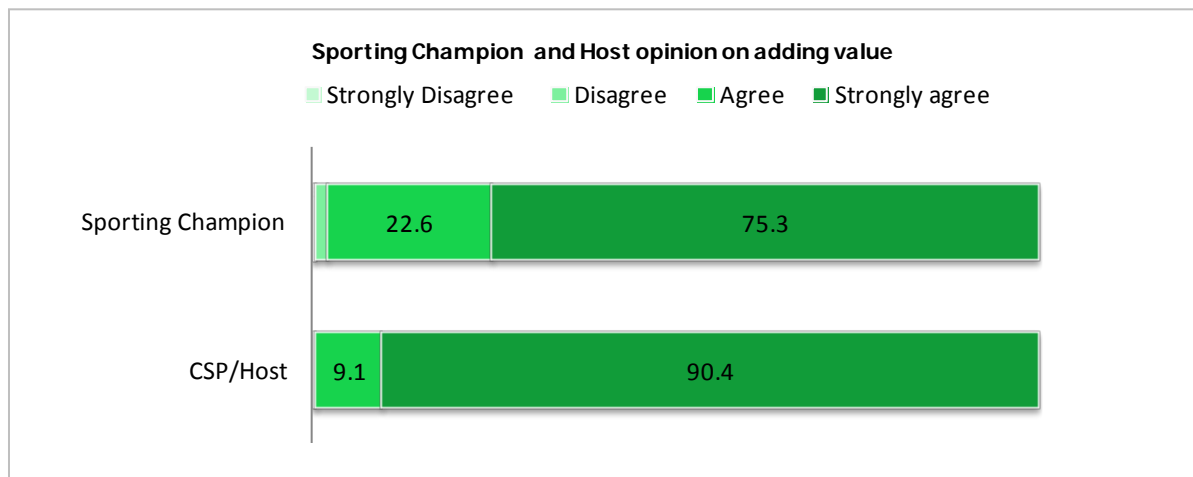
“Paul spoke to all the participants before the session around the impact Sportivate sessions are having across the UK, he was passionate in his delivery and he had the participant’s full attention”

Martin Mcloughlin – Wigan & Leigh RLSA

4.4 A total of 90.4% (n=169) of hosts strongly agreed with the statement “the Sporting Champion added value to the session” whilst 75.3%, (n=180) of Sporting Champion responses indicated the same. Only one host thought that the Sporting Champion did not add value to the session. One Sporting Champion strongly disagreed and a further four disagreed with their ability to add value to the session. From this it is evident that host

value the impact a Sporting Champion has on a session. Some Sporting Champions are critical of their ability to add value; this issue has been further explored through training provided to the Sporting Champions. The training process offered for Sporting Champions is adapted to address concerns on a regular basis.

Figure 11 Sporting Champions and host opinions on adding value



*Based on Sporting Champions n=239 and Host organisation n=187

“Fantastic visit, great rapport with the young people, was asked lots of 1-2-1 questions and really added value as an athlete mentor”

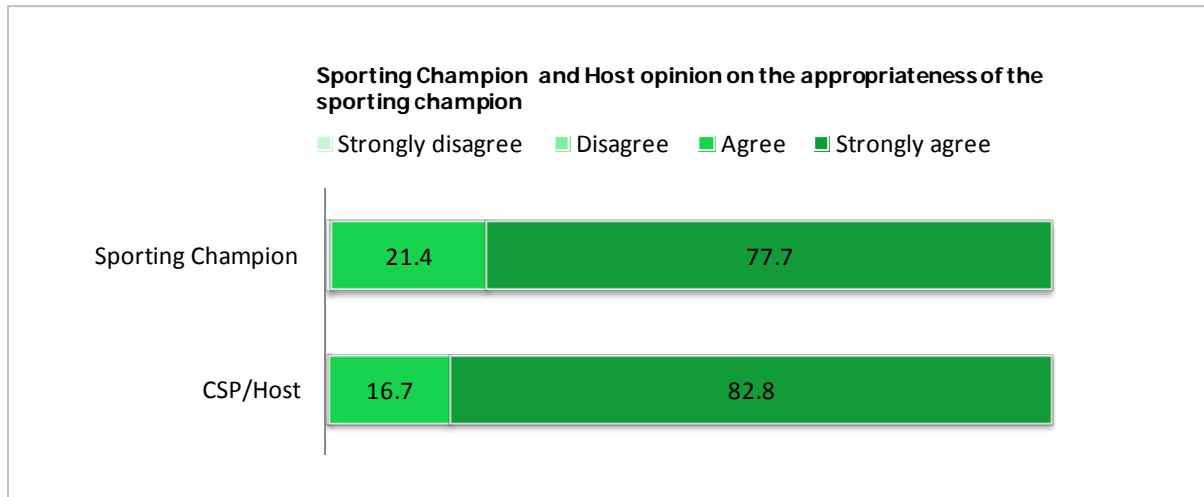
Julz Adeniran- Sporting Champion

“Sam has again added value to Sportivate in Essex by being the face of our Sportivate campaign. He has been an excellent ambassador for Sportivate, Active Essex and sport in general.”

Jim Messenger- Active Essex

4.5 Hosts and Sporting Champions gave an indication as to whether they felt the Sporting Champion was appropriate for the session. 82.8% (n=154) of hosts and 77.7% (n=185) of Sporting Champions strongly agreed that the Sporting Champion was appropriate. None of the hosts strongly disagreed however; one host organisation disagreed with the statement suggesting that the Sporting Champion was not the best fit for the session attended. Two (0.8%, n=2) Sporting Champions thought that they were not appropriate to the session that they attended. From this it is evident that the Sporting Champions are well deployed within Sportivate projects. Only very occasionally does a host or Sporting Champion question whether the right person was sent to attend a session.

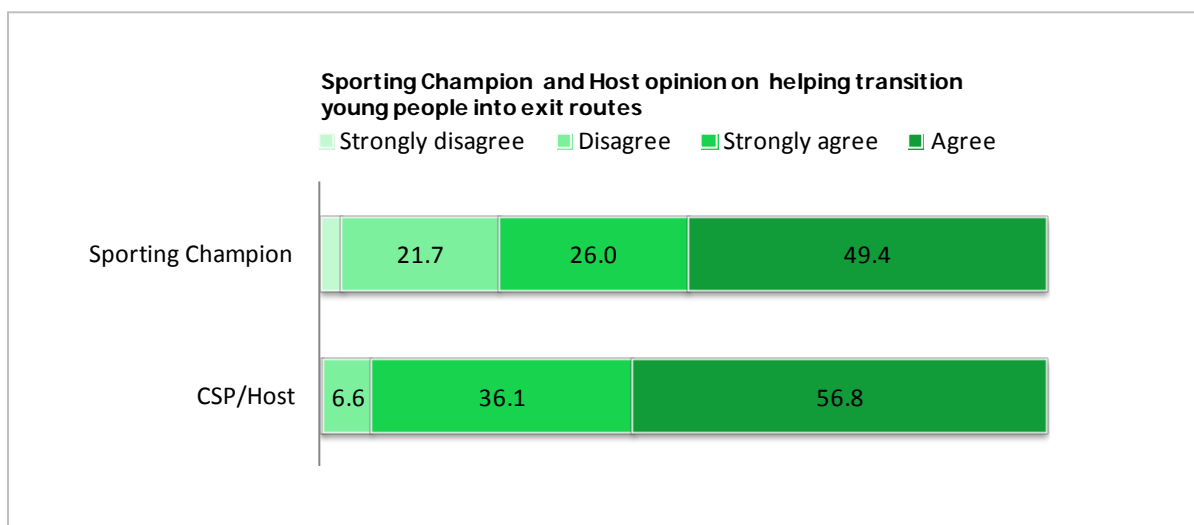
Figure 12 Sporting Champions and host opinions on appropriateness of the Champion



*Based on Sporting Champions n=238 and Host organisation n=186

4.6 Sportivate is focused on sustaining participation by each project having a clear exit route into the local sports system. Hosts were very positive about the support that Sporting Champions can give to help young people into exit routes 92.9% (n=170) of hosts strongly agreed or agreed that Sporting Champions help transition young people into exit routes. Fewer Sporting Champions (75.4%, n=177) suggested that they fulfilled this role. Several hosts disagreed (6.6%, n=12) and one host strongly disagreed. The Sporting Champions themselves also felt that they did not help young people to enter exit routes (21.7%, n=51 disagreed and 3.0%, n=7 strongly disagreed). It is evident that Sporting Champions can play a role in helping with this transition but some may need support or guidance on how this can be done better. Their influence on exit routes relates to their knowledge of the project aims and the local sporting system.

Figure 13 Sporting Champions and host opinion on helping young people into exit routes



*Based on Sporting Champions n=235 and Host organisation n=183

3.11 Feedback from Sporting champions visiting projects was collected through the sporting Champions feedback questionnaire. The qualitative responses from Sporting Champions are very positive. Sporting Champions perceived that they had had a positive impact and that young people had been encouraged and motivated. The Sporting Champions also made comments relating to their attempt to raise awareness of disability and female participation during their visits. Sporting Champions also indicated that a large part of their role was doing question and answer sessions with the young people.

Figure 14 Qualitative feedback from Sporting Champions⁵



Based on Sporting Champions n=238

3.12 Host/CSPs provided feedback on the Sporting Champions visit through the Sporting Champions host questionnaire. The qualitative responses from host/CSPs are very positive indicating that the Sporting Champions had a positive impact on the sessions that they attended. The Sporting Champions were thought to be inspirational, confident and engaging. The hosts also commented on the time that Sporting Champions spent at the sessions and their professional approach.

⁵ Created using qualitative data from Sporting Champions and by using a text analyser to identify data trends. The key words are sized in relation to the number of times they were used.

Figure 15 Qualitative feedback from Hosts/CSP⁵



Based on Host organisation n=186

Key findings

- Hosts and Sporting Champions are very positive about the effect of visits on motivation, inspiration and increasing awareness of Sportivate.
- Hosts felt that the Sporting Champion added value to their Sportivate sessions, whereas Sporting Champions were more reserved about what added value they could provide. Sporting Champions have a wider impact as they both inspire and motivate the wider coaching and volunteer workforce.
- Feedback from Sporting Champions, Hosts and Young People is used effectively by the management team of the programme to establish critical success factors and improve programme delivery.

Points for consideration

- Currently some Sporting Champions do not think they increase awareness of Sportivate or add value. These issues have been further explored through training provided to the Sporting Champions. The training process offered by Creating Excellence is adapted to address concerns on a regular basis.
- The Sporting Champions programme should look to work better to sign post and support exit routes for young people. Sporting Champions can help to deliver this message with a clear brief on opportunities in the local area.

5 Findings from National Sportivate Portal

5.1 The Sportivate programme collates national data against a core set of key performance indicators, these are defined below:

- Engaged: Number of young people that have attended at least one session
- Retained: Number of young people to take part in a minimum of one session less than the project total⁶
- Sustained intention: Number of young people intending to continue taking part in Sport 90 days after their last Sportivate session
- Sustained tracking: Number of young people taking part in Sport 90 days after their last Sportivate session

5.2 These national indicators are relevant to the Sporting Champions programme as it allows us to explore whether the programme is having an impact on the level of young people retained in the Sportivate programme. The following table outlines a comparison of all Sportivate participants that had a Sporting Champion attend at least one session.

Table 4 National indicator retained vs. engaged

| Period | Participant groups | Engaged | Retained | Retained vs. engaged |
|---|--|---------|----------|----------------------|
| Year 1 April 2011 – March 2012 | All Sportivate participants | 106279 | 86857 | 81.7% |
| | Participants attended by a Sporting Champion | 1236 | 1079 | 87.2% |
| Year 2 (six months)* April 2012 –Sept 2012 | All Sportivate participants | 34 276 | 28547 | 83.3% |
| | Participants attended by a Sporting Champion | 408 | 408 | 100.0%^ |

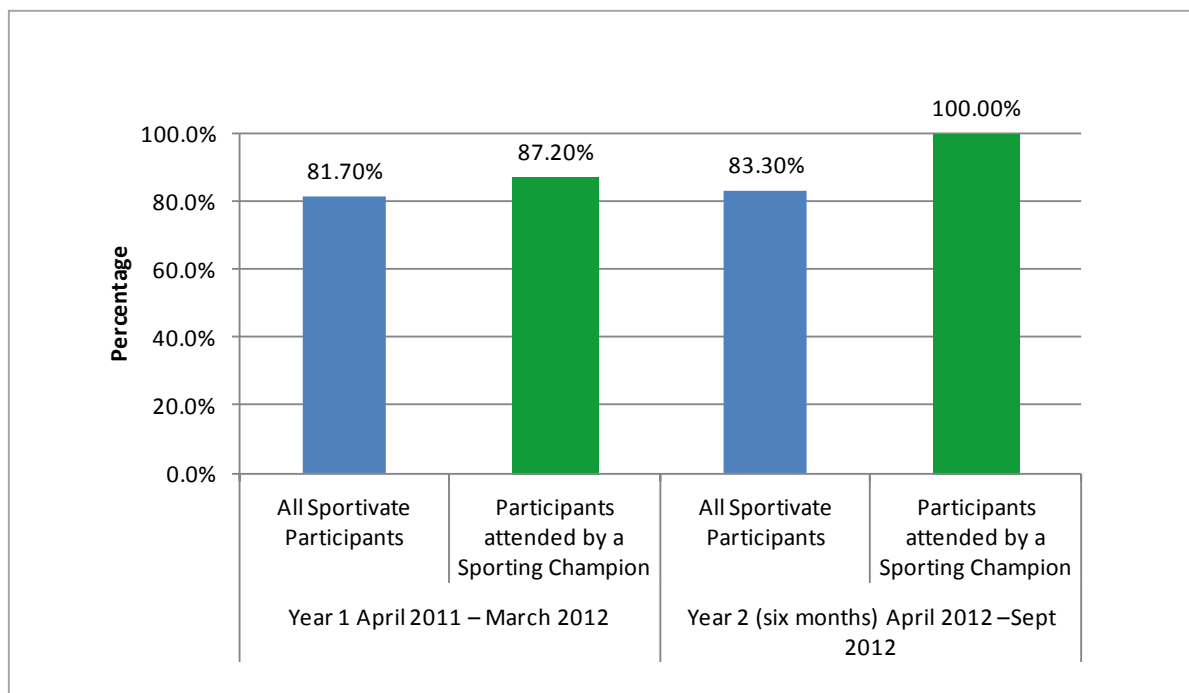
*Please note that the second six month period for national data collection concludes at the end of April so could not be included in this review of the Sporting Champions programme.

^This figure is subject to change as data is provided for Oct 2012-Mar 2013. There should be caution in using this six month figure to promote the impact of the Sporting Champions programme.

5.3 The national indicator for 'retained vs. engaged' shows that in year 1 nationally 81.7% of young people that were engaged in the Sportivate Programme were retained. In looking at those participants that had a Sporting Champion attend it is evident that retention was increased with the 'retained vs. engaged' figure showing that 87.2% (5.5% above the national level) of young people that were engaged in the Sportivate Programme were retained. The data for the first six months of year 2 suggests that currently all young people engaged in projects attended by a Sporting Champion have been retained.

⁶ Taking part in 5 of 6, 6 of 7, 7 of 8, 8 of 9, 9 of 10 of 11 or 11 of 12 sessions

Figure 16 National indicator Sporting Champions impact on retained vs. engaged



*Please note that the second six month period for national data collection concludes at the end of April so could not be included in this review of the Sporting Champions programme.

^This figure is subject to change as data is provided for Oct 2012-Mar 2013. There should be caution in using this six month figure to promote the impact of the Sporting Champions programme.

Key findings

- The Sporting Champions programme is contributing to the National Sportivate programme core key performance for both engage and retain.
- Sporting Champions have an impact on the level of retention in Sportivate projects. The involvement of a Sporting Champion is having a positive effect on whether a young person chooses to complete the Sportivate sessions.

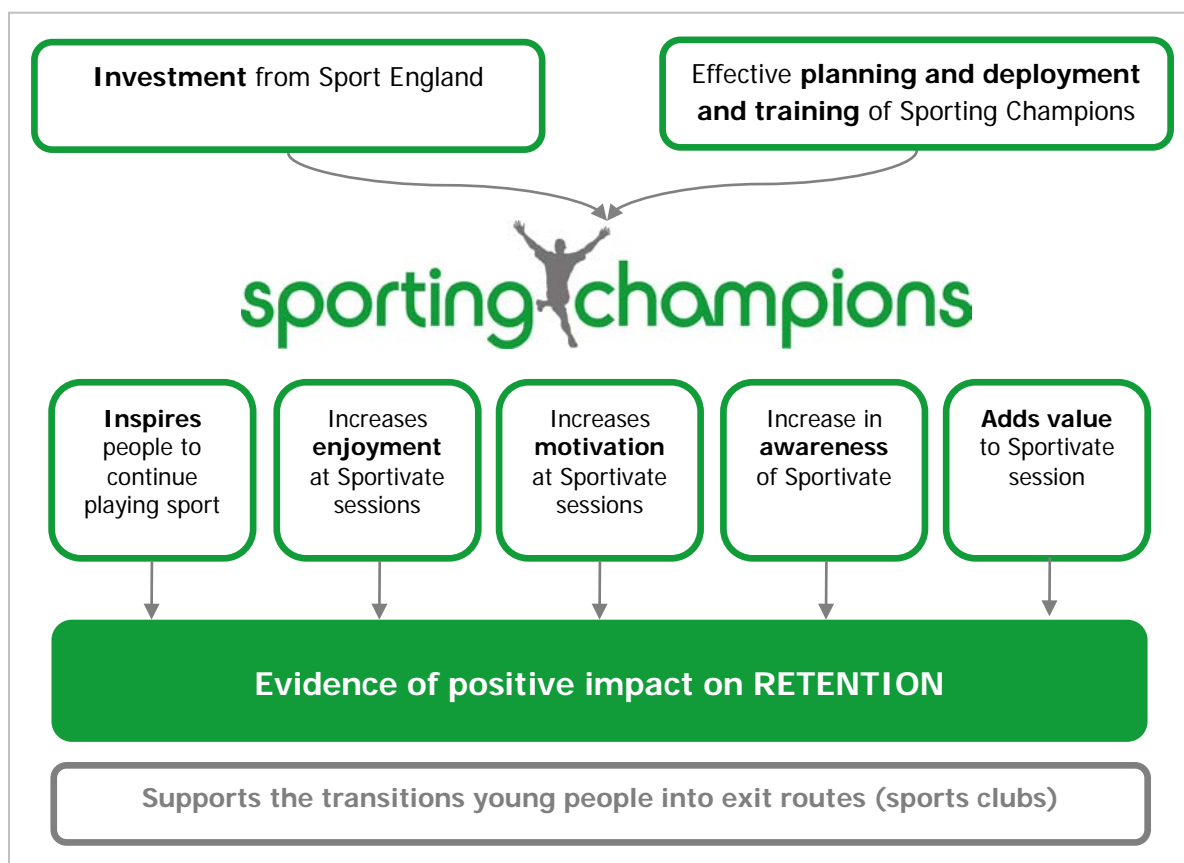
Points for consideration

- The findings from the national indicators for Sportivate and the impact that a Sporting Champion can have should be further investigated to identify why retention is improved.
- A key output for Sportivate is the number of young people that have been sustained in sport. The current evaluation tool does not measure the impact a sporting champion has on sustaining a participant in sport.

6 Conclusions

6.1 Clear conclusions can be reached about the Sporting Champions programme. The summary of this can be seen in the diagram below;

Figure 17 Evaluation conclusions



6.2 Young people are overwhelmingly positive about their Sportivate sessions but Sporting Champions serve to increase this. Of the young people who had a Sporting Champion visit nearly all think that the Sporting Champions that attended their session were easy to talk to, motivational and fun. In total 71.6% enjoyed the session greatly.

"Helen's friendly nature and can do attitude has inspired young people. Through running a series of 'fun' orientated activities Helen helped to remind young people of how much enjoyment they can get out of sport"

Lee Spindlow- Bracknell Forest School Sport Partnership.

"Words can't express our enjoyment and gratitude to Zara. She has motivated the girls and showed them what they can achieve. Amazing, awesome, fantastic, three words to describe Zara."

Tim Nash – Team Southampton Volleyball

- 6.3 Sporting Champions motivate young people and add value to Sportivate sessions. The majority (90.1%) of the young people that responded to the questionnaire agreed or strongly agreed with the statement “the Sporting Champion motivated me during the sessions”. This was supported by the feedback from hosts with 85.0% indicating that they strongly agreed that young people were motivated. Sporting Champions inspire young people; young people are inspired to continue taking part in sport and are more inspired than those that have not seen a Sporting Champion. Furthermore 91.5% of young people strongly agree or agree with the statement “the Sporting Champion has inspired me to continue playing sport”.
- 6.4 The Sporting Champions have a wider impact on volunteers, coaches and teachers as reported by both the Sporting Champions and hosts. Sporting Champions have a general positive effect upon Sportivate sessions, which adds value to the sessions. As a result 90.4% of hosts strongly agree that the Sporting Champions add value to the session.
- 6.5 Sporting Champions increase the likelihood of young people entering into exit routes. Young people who saw a Sporting Champion at their session were more likely to join than those that had not seen a Sporting Champion (25.3%). Furthermore 92.9% of hosts agree or strongly agree that the Sporting Champion helped young people transition into exit routes.
- 6.6 Most importantly the Sporting Champions programme is having an effect that can be evidenced in the national data. It is making a positive contribution to Sport England’s Sportivate programme core key performance indicators for both engage and retain.

7 Recommendations

- 7.1 There is opportunity for further targeting of Sporting Champions visits within areas that have a higher population from BME communities and with projects targeting female participation, this could help to redress the level of involvement the programme has with these groups to ensure that those young people involved with Sporting Champions are representative of the overall Sportivate profile.
- 7.2 Creating Excellence should continue to deliver the Sporting Champions programme as part of the Sportivate offer and seek to extend the number of opportunities that young people have to encounter a Sporting Champion at different points through their sporting journey. The programme is having a positive impact on enjoyment and is inspiring young people it would be good to have some open response comments on what the young people see as the reasons for why the sporting champions make the sessions more enjoyable, inspiring or motivational. There is a question on the characteristics of a Sporting Champion however, the options on this question are limited and motivation seems to be repeated from other areas of the questionnaire. This question should be revised to help to identify what makes a Sporting Champion and whether it is a combination of personal attributes and effective training. Please be aware that any amendments to the questionnaire should be carefully made to ensure comparisons of data captured each year can be made through the duration of the programme.
- 7.3 The Sporting Champions appear to have a positive impact on young people's likelihood to progress into sustainable participation through a structured exit route. There are still a significant number of young people that are not progressing to an exit route across the Sportivate programme. Research to determine why a visit by a sporting champion affects their motivation to progress into an exit route would provide further insight. This could be done through focus group work with young people that have exited successfully into sustainable participation and alternative would also be to provide an opportunity for open response comments about exit routes within the questionnaire.
- 7.4 Host organisations value the involvement of a Sporting Champion and feel that young people benefit from their contribution. This is supported by the findings from the national data which indicates that the programme is having a positive impact on retention. There is potential for further research to be conducted into the reasons for increased retention and whether this can be attributed to the presence of a Sporting Champion.

Appendix A: Young People Feedback questionnaire

Sporting Champions Young People Feedback Questionnaire

Sporting Champions is a programme that brings you face to face with world class athletes to motivate you to play sport. Every Sporting Champion is dedicated to inspiring you to play sport regularly.

Please answer as honestly as possible. This information will help us to design better sports sessions in future.

1. **Has a Sporting Champion attended any of your Sportivate sessions?** (Please tick ONE only) If you are not sure, ask your coach!

Yes No

2. **How much have you enjoyed the session you have attended?** (On a scale of 1 not enjoyed at all – to 5 enjoyed greatly) (Please circle ONE number)

| | | | | |
|-------------------------|---|---|---|----------------------|
| Not enjoyed at all 1 | 2 | 3 | 4 | Enjoyed greatly 5 |
|-------------------------|---|---|---|----------------------|

3. **How motivated were you during the session you have attended?** (On a scale of 1 not motivated at all – 5 very motivated) (Please circle ONE number)

| | | | | |
|--------------------------|---|---|---|---------------------|
| Not motivate at all 1 | 2 | 3 | 4 | Very Motivated 5 |
|--------------------------|---|---|---|---------------------|

4. **If a Sporting Champion has attended your session how much do you agree with the statement “The Sporting Champion motivated me during the session”?** (Please circle ONE only) *(If a Sporting Champion has not attended your session please go to Q5)*

| | | | | |
|-------------------|----------|----------------------------|-------|----------------|
| Disagree strongly | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|-------------------|----------|----------------------------|-------|----------------|

5. **How inspired do you feel to continue playing sport as a result of the sessions?** (On a scale of 1 not inspired at all – to 5 very inspired) (Please circle ONE number)

| | | | | |
|--------------------------|---|---|---|--------------------|
| Not inspired at all 1 | 2 | 3 | 4 | Very inspired 5 |
|--------------------------|---|---|---|--------------------|

6. **If a Sporting Champion has attended your session, how much do you agree with the statement “The Sporting Champion has inspired me to continue playing sport”?** (Please circle ONE only) *(If a Sporting Champion has not attended your session please go to question 8)*

| | | | | |
|-------------------|----------|----------------------------|-------|----------------|
| Disagree strongly | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|-------------------|----------|----------------------------|-------|----------------|

7. **If a Sporting Champion has attended your session, do you feel the Sporting Champion was.....**
(Please circle ONE number for each attribute)

| | 1 = Yes | 2 = No | 3 = Unsure |
|------------------------|---------|--------|------------|
| Easy to talk to | 1 | 2 | 3 |
| Motivational | 1 | 2 | 3 |
| Fun | 1 | 2 | 3 |

8. **How likely are you to join a club to continue taking part in sport in the next three months?** (On a scale 1 not likely– to 5 very likely) (Please circle ONE number)

| | | | | |
|-----------------|---|---|---|------------------|
| Not Likely 1 | 2 | 3 | 4 | Very Likely 5 |
|-----------------|---|---|---|------------------|

9. **Please indicate your age** (Please circle ONE only)

| | | | | |
|--------------|--------------|--------------|--------------|--------------|
| 14 years old | 15 years old | 16 years old | 17 years old | 18 years old |
| 19 years old | 20 years old | 21 years old | 22 years old | 23 years old |
| 24 years old | 25 years old | | | |

10. **Please identify you gender** (Please circle ONE only)

| | | |
|------|--------|-------------------|
| Male | Female | Prefer not to say |
|------|--------|-------------------|

11. **Please indicate your ethnicity** (Please circle ONE only)

| | | | | |
|-------------------|-------|-------|-------|-------|
| White | Mixed | Black | Asian | Other |
| Prefer not to say | | | | |

12. **Please indicate if you have a disability** (Please circle ONE only)

The Disability Discrimination Act 1995 defines a disabled person as anyone with a physical or mental impairment that has a substantial and long-term adverse effect upon his/her ability to carry out normal day-to-day activities.

| | | |
|-------------------|----------------------|-------------------|
| With a disability | Without a disability | Prefer not to say |
|-------------------|----------------------|-------------------|

Project name and project CSP (Admin only)

| |
|--|
| |
|--|

How we will use the information you provide on your feedback form

Creating Excellence is collecting the information. All information you provide will be processed in accordance with the Data Protection Act 1998. Your answers to the questions will be used to monitor the success of Sporting Champions. We will share the statistical information from your response with consultants working on our behalf who are providing independent analysis of the results. We will ensure you cannot be identified from these statistics.

Appendix B Qualitative Feedback

As part of the host and Sporting Champions feedback from both were asked to provide qualitative feedback, this feedback has been systematically coded into broad themes as follows:

Host themes qualitative feedback

| Theme | N= |
|------------------------------------|----|
| Inspirational | 21 |
| Motivational | 14 |
| Big/Positive impact | 13 |
| Engaging Sporting Champion | 12 |
| Excellent Sporting Champion | 12 |
| Confident | 11 |
| Enthusiastic Sporting Champion | 11 |
| Coaching session | 10 |
| Time | 10 |
| Good communicator | 9 |
| Knowledgeable | 7 |
| Press, PR, Media | 6 |
| Encouraged young people | 6 |
| Background/disadvantage | 6 |
| Friendly | 6 |
| Professional | 6 |
| Excited/happy/energised | 5 |
| Staff/teacher/coaches appreciation | 5 |
| Autograph/photographs | 5 |
| Hard working/dedicated | 5 |
| Helpful/approachable | 5 |
| Enjoyment | 4 |
| Improved skills | 4 |
| added value | 4 |
| Challenging/difficult | 4 |
| Launch, promote Sportivate | 3 |

| | |
|---------------------------------|---|
| Question & answer | 3 |
| Females and girls | 3 |
| raised awareness of disability | 3 |
| Role model | 3 |
| Good with young people | 3 |
| Rapport | 3 |
| Fun & social | 2 |
| Power/benefit of sport | 2 |
| Healthy lifestyle and wellbeing | 2 |
| London 2012/Olympics | 1 |
| Social network | 1 |
| Support coach | 1 |
| New experiences | 1 |

The Sporting Champions are also asked to provide feedback on their session. Again, the table below shows their responses divided into common themes.

Sporting Champion themes qualitative feedback

| Theme | N= |
|----------------------------|----|
| Encouraged young people | 29 |
| Question & answer | 23 |
| Engaged | 22 |
| Inspired | 18 |
| Excited/happy/energised | 18 |
| Motivated young people | 15 |
| Positive impact | 15 |
| Improved skills | 14 |
| Females and girls | 13 |
| Power/benefit of sport | 13 |
| Exits routes and community | 12 |
| Enjoyment | 10 |
| Confidence | 9 |
| added value | 9 |

| | |
|------------------------------------|---|
| New challenges | 9 |
| Launch, promote Sportivate | 8 |
| Fun & social | 8 |
| raised awareness of disability | 8 |
| London 2012/Olympics | 7 |
| Autograph/photographs | 7 |
| Challenging/difficult | 6 |
| Press, PR, promote Role | 5 |
| Healthy lifestyle and wellbeing | 5 |
| Enthusiasm | 5 |
| Welcoming | 4 |
| Role model | 4 |
| Staff/teacher/coaches appreciation | 3 |
| Support coach | 3 |
| poor turnout | 2 |
| Social network | 2 |
| Mentoring | 2 |