**LESSONS LEARNT**

Applying the learnings from Sportivate into future delivery to children and young people:

- focus on behaviour change
- ask young people how they want to continue taking part
- use performance measures to focus delivery on reaching inactive young people
- use local insight alongside national youth insight to inform your project

**SPORTIVATE INNOVATION FUND**

Consider using budget to drive innovation. Sportivate used 5% of its budget to test innovative delivery methods that met the expectations of young people.

**USE PERFORMANCE MEASURES TO FOCUS DELIVERY ON REACHING INACTIVE YOUNG PEOPLE**

<table>
<thead>
<tr>
<th>Activity Levels at Registration</th>
<th>No Activity</th>
<th>Some Activity</th>
<th>Already Active</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial 6 - 8 weeks</strong></td>
<td>75% 0 days</td>
<td>82% 1 - 3 days</td>
<td>86% 4+ days</td>
</tr>
</tbody>
</table>

**LOCAL AUTHORITIES AND NATIONAL Governing Bodies of Sport played a key role in delivering Sportivate**

Girls and Women's Most Popular Sports

- Gym / fitness dance exercise / zumba
- Cycling for leisure & sport

Boys and Men's Most Popular Sports

- Football multi-sport & basketball
- Hockey

**SPORTIVATE TESTED NEW AND RISKY PROJECTS FOR INACTIVE YOUNG PEOPLE USING 5% OF ITS ANNUAL BUDGET**

**SPORTIVATE HAS BEEN A SEVEN-YEAR PROGRAMME FOR 11-25 YEAR-OLDS**

Objectives:

- **harness the inspiration from London 2012**
- **provide free or subsidised coaching for young people**
- **create long-term sport or physical activity sessions in the local communities**

**5% OF BUDGET**

**SPORTIVATE HAS CREATED BEHAVIOUR CHANGE AND CAN BE REPLICATED AND BUILT UPON BY**

- Local authorities and national governing bodies of sport
- Charities and not-for-profit organisations
- National initiatives, such as This Girl Can

**SPORTIVATE HAS HELPED CLOSE THE GENDER GAP**

- Women and girls to help close the gender gap
- People aged 19-25 to keep them in sport and physical activity as their lives change

**SPORTIVATE HAS ALLOWED PROJECTS TO ENTER THE DETAILS OF THOSE TAKING PART AND TO RECORD EACH PERSON’S ATTENDANCE AT WEEKLY COACHING SESSIONS**

**FINDING THE RIGHT PEOPLE TO RUN THE SESSIONS WITH Diverse PARTNERS TO HELP REACH INACTIVE YOUNG PEOPLE**

**SPORTIVATE HAS HELPED TO INCREASE THE NUMBER OF INACTIVE YOUNG PEOPLE by 14% in one year.**

- They've proven capable of providing sport and physical activity to inactive young people – and helped to increase the number of inactive young people in Sportivate by 14% in one year.

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**TARGETING UNDER-REPRESENTED GROUPS**

Consider using budget to target under-represented groups. Sportivate uses an incentive fund to target:

- Women and girls to help close the gender gap
- People aged 19-25 to keep them in sport and physical activity as their lives change

**MEASUREMENT AND EVALUATION**

- Use performance measures to focus delivery on reaching inactive young people
- Use incentives to make it as easy as possible for people to transition and stay involved

**BEHAVIOUR CHANGE AND KEEPING YOUNG PEOPLE ACTIVE**

- Use local insight alongside national youth insight to inform your project
- **Local authorities and national governing bodies of sport played a key role in delivering Sportivate**
- Charity and not-for-profit organisations were crucial in reaching inactive young people

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