

recommendations and actions for 2012/13

- 1** Primary schools should be strongly encouraged to run Change4Life Sports Clubs with the same group of children for as much of the school year as possible. Twelve weeks is the absolute minimum period a club should run for as attitudinal changes (toward at least 60 active minutes of activity) every day have been shown to occur later in the programme.

Tip: In order to create long-term change in the physical activity levels and attitudes of less active young people Change4Life Sports Clubs need to create a culture of regular participation through ongoing activity. This should be for a minimum of two terms (24 weeks) in order for this change to take shape. The resources and activity cards are a starting point for the planning and delivery of sessions and there are plenty of ideas and suggestions in your club package.

- 2** Secondary schools should be strongly encouraged to target their Change4Life Sports Club at non-sporty students. Clubs need not be exclusively for this target group, but should be driven by the needs of this group.

Tip: Change4Life Sports Clubs are the starting point for less-active young people and should lead to a continuous flow of new members year-on-year, especially as previous year's participants try sports in other settings. This will ensure that clubs are providing young people with the confidence and competence to participate further in their chosen activity either within school or in the community.

- 3** Consideration should be given to refreshing the way in which the Change4Life brand is used in secondary schools in order to more effectively engage secondary-aged young people and to re-invigorate teachers.

Tip: There is no stipulation that the clubs in secondary schools should be called Change4Life Sports Clubs. Young people are encouraged to brand the clubs as they choose. All we ask is that through the monitoring and evaluation process the clubs are recognised as being Change4Life Sports Clubs when it comes to feeding back data, regardless of their name within the school.

- 4** Across both the primary and the secondary programme care must be taken to ensure that competition is sensitively delivered in a way that enhances programme outcomes. To be effective, it must be delivered alongside the programme themes that have been shown to increase physical activity and sport participation, namely building self-esteem, confidence and respect.

Tip: Change4Life Sports Clubs are designed to engage less-active young people and provide them with the confidence and competence to take part in further opportunities. This will include taking part in intra- and inter-school competition through the Sainsbury's School Games and providing personal and team challenge activities within the clubs. This might include a Change4Life Sports Club celebration event or festival (see www.change4lifesportsclubs.org for more information).

- 5** Both primary and secondary schools should be encouraged to develop their own internal delivery capacity in order to ensure that Change4Life Sports Clubs can be sustained and that programme outcomes can continue to be achieved in the future.

Tip: The most effective way of establishing and sustaining a Change4Life Sports Club in a school is to create an internal team that share the challenge of delivering the club throughout the academic year. This will include young leaders and volunteers at the heart of the workforce (from Year 5 upwards), taking on a variety of roles. Very often successful results are seen where there is peer-to-peer delivery and where non-teaching staff take a lead in the club.

change4life sports clubs evaluation: summary 2011/12



In 2011/12, the Youth Sport Trust commissioned the Centre for Sport, Physical Education and Activity Research at Canterbury Christ Church University to conduct an independent evaluation of Change4Life Sports Clubs in primary and secondary schools.

The research concluded that:

In both primary and secondary programmes, participation increases and positive attitude changes continue to demonstrate that Change4Life Sports Clubs are an effective mechanism for engaging young people in physical activity and sport.

Since 2010, the Youth Sport Trust has been creating a network of school-based sport clubs. These clubs use Olympic and Paralympic sports and Values to motivate and inspire less-active children and young people to participate in physical activity and sport.

Change4Life Sports Clubs have been highly successful in achieving their core aims. So far, over 7,000 primary and secondary Change4Life Sports Clubs have engaged more than 150,000 children and young people in physical activity and sport.



primary change4life sports clubs

The primary clubs are grouped under three multi-sport themes: target, adventure and creative. They take the principles, skills and spirit of Olympic and Paralympic sports and place them in a fun, vibrant and exciting activity club.

In 2011/12, over **62,000** children participated in over 4,000 primary Change4Life Sports Clubs.

In the first year of the primary programme the clubs:

delivered over **51,000** club sessions;

involved over **4,000** young leaders; and

trained over **2,000** coaches.

At the start of the primary programme, over 53,000 children (85% of participants) were not achieving the recommended 60 active minutes every day.

Since joining the clubs:

almost **40,000** children are now achieving 60 active minutes on most days of the week – an increase of 53%;

over **19,000** children are now achieving 60 active minutes every day – an increase of

116%; and

almost **60,000** children feel positive about being active and playing games.

Of the 22,000 less-active children who started the programme, more than 10,000 (46%) finished it achieving 30 active minutes on most days of the week.

Increases in children's activity levels occurred early in the programme, while positive changes in self-esteem took a little longer. The research suggests that children's confidence to try new things is likely to develop if the clubs continue for a longer period.

Children who would shrink to the back in PE lessons now eagerly come forward in their Change4Life Sports Club.

Teacher and club lead

My son lacked confidence because he felt he was overweight, but since joining the Change4Life Sports Club his self-esteem has soared. The whole family has benefitted from his participation.

Parent of Change4Life Sports Club participant

secondary change4life sports clubs

Secondary clubs create an exciting and inspirational environment for young people to participate in a range of Olympic and Paralympic sports ranging from badminton and boccia to fencing, handball, table tennis and wheelchair basketball.

I like it because it is something you can get involved in. It's technical and needs skills.

Change4Life Sports Club participant (fencing)

Over two years, secondary Change4Life Sports Clubs have delivered an impressive impact on young people's attitudes toward, and participation in, sport.

To date, almost **91,000** young people participated in Change4Life Sports Clubs.

In 2011/12, almost **47,000** young people participated in the clubs, of whom just under 30,000 (64%) were new members.

During 2011/12 the secondary clubs:

delivered almost **80,000** sport sessions;

involved almost **7,000** young leaders; and

helped create over **4,000** new school-club links.

At the end of 2011/12, **80%** of participants (almost 40,000 young people) had a positive attitude to sport and were choosing to play every week.

This represents a 47% increase (around 26,000 young people) that were positive about sport and choosing to play every week upon joining a Change4Life Sports Club.

The impact on the target group of 'non-sporty' participants – those who were not positive about sport and/or played less than once a week – was particularly significant.

As a result of participating in a Change4Life Sports Club over 25,000 previously non-sporty young people are now positive about sport and are choosing to play at least once a week (an increase of 70%).

The proportion of schools targeting non-sporty students has risen since 2010/11, but there is still considerable potential to increase the impact of the Change4Life Sports Club programme. This can be done through more focused recruitment of non-sporty young people.



what worked well for schools and participants?

Teacher ratings on the impact of the Change4Life Sports Clubs were overwhelmingly positive.

primary

Positively improves attitudes to being active and to sport.

Increases knowledge of healthy lifestyles.

Advances the development and improvement of physical skills.

Increases confidence.

Develops a sense of belonging.

secondary

Inspires students to do more sport.

Provides competitive games and competition.

Promotes health and fitness.

Develops leadership skills.

Gets non-sporty students involved.

Young people were just as positive about their Change4Life Sports Club outcomes. Over 90% of young people – including those who were previously choosing to not play sport every week – reported to have:

- felt respected at their Change4Life Sports Club;
- respected other people regardless of their ability; or
- felt more confident doing sport.

I didn't need lots of skill to start with and I have been able to get better at playing.

Change4Life Sports Club participant (handball)

Over 20,000 young people say they have contributed to the leadership of their clubs and 82% of teachers say that young people have been involved in running the clubs at their school. Not only does this provide young people with opportunities to learn leadership skills and enhance their CV, it also helps build the clubs' internal delivery capacity, making them more sustainable for the future.

Teacher ratings on providing sport opportunities for disabled young people have risen since 2010/11, reflecting the increasing recognition and provision of such opportunities within the Change4Life Sports Club programme.

Key success factors for the Change4Life Sports Clubs include:

- The club lead's enthusiasm and understanding of the Change4Life ethos and aims.
- The promotion of respect within the clubs.
- Allowing young people ownership of activities.
- The quality and range of resources provided.