



Sportivate



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Funding boost for legacy programme that's inspired 4,508 young people in the West of England to play sport

Thousands more young people in the West of England are to benefit from the sporting legacy after [Sport England](#) announced an extra £24 million to expand and extend its successful *Sportivate* programme.

The National Lottery funding means *Sportivate* can continue helping 14 to 25 year olds to get involved in sports from judo and tennis to wakeboarding and parkour until 2017.

The initiative is run in the West of England by [The West of England Sport Trust \(Wesport\)](#). New figures shows that 5,225 teenagers and young adults in the county have already benefitted from free or discounted six-to-eight week sports coaching courses through *Sportivate*. Of these, 4,508 have successfully completed their course, missing no more than one session.

The announcement was made by Sport England's Chief Executive, as it celebrated the success of the first two years of the programme. She said:

"Sportivate's success is built on listening to what young people want from sport and then giving them great opportunities to get involved. With dozens of traditional and non-traditional sports on offer, lots of young people are getting active and discovering a sport they really enjoy and want to keep playing."

Lisa Wood, Wesport's Project Manager (Youth Sport) stated:

"Sportivate has been massively successful in the West of England and is helping to provide a real London 2012 legacy in our area. Projects such as Combat Gym in North Somerset has allowed young people living in supported housing to access a gym and fitness programme for free over 6 weeks. This has been supported by their housing associations, who have continued to support them keep up this new healthy lifestyle after the course finished by helping them to carry on accessing the gym at an affordable rate. This is a great example of how Sportivate is helping to change young people's sporting habits and lifestyles here in the West of England."

The announcement was welcomed by Olympic Gold-medal winning cyclist Joanna Rowsell, and the Rt Hon Maria Miller, Secretary of State for Culture, Media & Sport.

Joanna Rowsell said:

"It's fantastic that Sportivate is helping so many young people to discover a new sport. I only started cycling when I was 15 and it changed my life. Sport can be amazing if you find the one that's right for you. Whether you want to get serious about it or concentrate on the fun of taking part, Sportivate can help you to get involved."

Sportivate aims to give young people who currently aren't playing sport in their own time the chance to find a sport they like. The young people are then helped to find a club or venue where they can keep taking part. Research shows that most of the young people are sticking with sport three months after they've completed the *Sportivate* course.

Maria Miller said:

"The number of people playing sport is on the rise, which is really good news. We are determined to leave a lasting legacy from London's Games, and Sportivate is playing a key part in that. It's really important we keep the momentum going and help even more young people develop a sporting habit for life."

Sportivate is being delivered by the network of 49 county sports partnerships, working with local clubs and providers.

To find out more information about Sportivate in the West of England area, please visit www.wesport.org.uk/sportivate.

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Notes to editors

Joanna Rowsell, MBE, was part of the trio of cyclists who took Gold in the Team Pursuit at the London 2012 Olympic Games. Joanna, along with Laura Trott and Dani King, broke the world record three times during the Games. She was born in December 1988 in Sutton.

Sportivate is a Lottery funded legacy project that was publicly launched in June 2011 as a four-year (£8m each year) programme aimed at 14- to 25-year-olds who weren't doing sport in their own time. From September it will also be opening up Sportivate to 11, 12 and 13 year-olds to help young people make the shift from school to club sport. As a result of the additional funding announced today, Sport England will invest £10 million a year of Lottery funding in Sportivate between April 2013 and March 2017.

