

STATISTICS

Athletes Performance

In their first season with 'On Camp with Kelly':

- 60% of athletes attained a personal best
- 64% of athletes improved their average time over the season

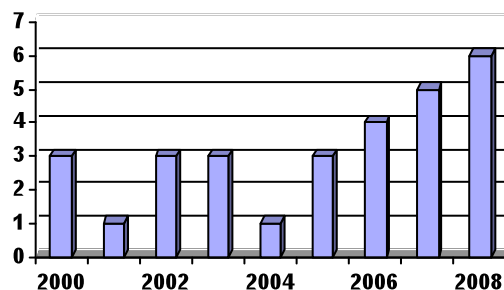
Since joining 'On Camp with Kelly':

- 79% of athletes attained a personal best in an event

Impact of Dame Kelly Holmes

- Most middle distance runners compete in cross country during the winter months. The number of GBR athletes finishing in the top ten at the European Championships has improved consistently:

Number of GBR Junior Female Top Ten Athletes in European Cross Country Championships



- In order to examine possible effects from Dame Kelly's Olympic success in Athens and 'On Camp with Kelly' on middle distance running, the top ten times for the 800m and 1500m were examined for each year from 2000 to 2008:

Table of Women's 1500m Mean Top Ten Times between 2000 and 2008

Age Group	Mean Time 2000	Mean Time 2008	Change
All Ages	4:15.21	4:07.99	7.22 Seconds Improvement
U23s	4:26.13	4:18.24	8.29 Seconds Improvement
U20s	4:30.13	4:20.17	9.96 Seconds Improvement

Table of Men's 1500m Mean Top Ten Times between 2000 and 2008

Age Group	Mean Time 2000	Mean Time 2008	Change
All Ages	3:38.12	3:38.65	0.53 seconds deterioration
U23s	3:44.08	3:45.49	1.41 seconds deterioration
U20s	3:48.59	3:46.77	1.82 Seconds improvement

Table of Women's 800m Mean Top Ten Times between 2000 and 2008

Age Group	Mean Time 2000	Mean Time 2008	Change
All Ages	2:03.60	2:00.84	2.76 Seconds Improvement
U23s	2:08.65	2:05.49	3.16 Seconds Improvement
U20s	2:08.68	2:06.97	1.71 Seconds Improvement

Table of Men's 800m Mean Top Ten Times between 2000 and 2008

Age Group	Mean Time 2000	Mean Time 2008	Change
All Ages	1:47.43	1:47.19	0.24 Seconds Improvement
U23s	1:49.33	1:48.08	1.25 Seconds Improvement
U20s	1:50.79	1:50.39	0.40 Seconds Improvement

Retention

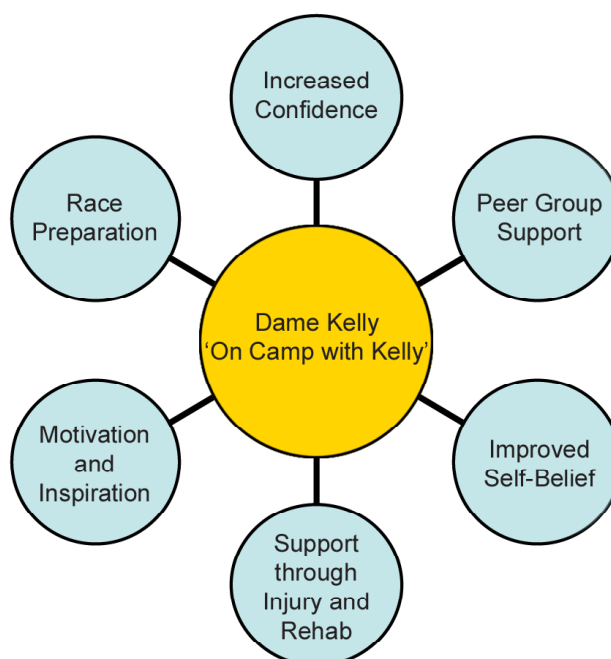
- Of the 50 athletes involved in 'On Camp with Kelly' since 2004, 48 are still involved in the sport, demonstrating a retention of 96%
- In order to examine retention in athletics more closely, the 10 athletes who joined 'On Camp with Kelly' in October 2004 and April 2005 were paired with an athlete of the same age (within a couple of months) and most closely ranked to them in 2004. The following results have been established:

Results from pairing first 10 OCWK Athletes with Non OCWK Athletes Summary Table

Involved in OCWK from 2004/5	2008 Still competing in 800m or 1500m	2008 Still competing in Athletics in any event
Yes	80%	90%
No	20%	30%

- A report conducted by the Women's Sport and Fitness Foundation (WSFF) in 2008 suggested three key reasons why some girls who played sport regularly decided to stop: peer group and societal values, lack of enjoyment and low confidence
- The six psychological factors highlighted below were identified from feedback provided by all 45 female athletes in 'On Camp with Kelly':

Summary of Key Psychological Benefits of being involved in OCWK



Research conducted on behalf of Aviva by Dr Anna Waters, Performance Psychologist at Chrianna Consultants Limited