



STAFFORDSHIRE GIRLS ACTIVE



More Girls Enjoying Sport More Often

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Sport Across Staffordshire & Stoke-on-Trent

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Rationale

During the summer of 2013 Staffordshire County Council Young Peoples' Service commissioned Wider Impact Consultancy to undertake research into 'Young Women, Physical Activity & Competitive Sport'.

The report was commissioned in the wake of the highly successful London 2012 Olympic Games. Staffordshire's Young Peoples' Service was keen to understand why young women's involvement in physical activity and competitive sport appears to be low, and crucially how the organisation can develop, enhance and target value for money front-line services, which meet their needs and aspirations.

The report findings were gleaned from over 220 questionnaires, workshops, meetings with young women and other key stakeholders, telephone surveys and observational studies.

The report concurred with the findings of similar research, highlighting the fact that the majority of young women are generally not motivated by the competitive element of sport, and are much more motivated by social benefits. This includes meeting and socialising with their peers in safe, fun, non-competitive, accessible and financially affordable environments.

The outcome of this research led to Staffordshire Youth and Community Service commissioning Sport Across Staffordshire & Stoke-on-Trent County Sport Partnership to manage and co-ordinate a grants programme that would allow local organisations and agencies to establish innovative and needs led sports activity for women and girls.

Scope

This project, branded 'Girls Active', selected three localities to receive investment to develop sporting activities for women and girls aged 11-25. These localities were selected based on levels of deprivation as well as the social benefits such projects could provide. The projects were developed based on a number of target outcomes. These outcomes focused not only on the physical health benefits but also the social and well-being benefits.

Project Objective

To ensure that as many young women as possible become involved in physically challenging activities in order to promote physical and mental health, and encourage socialisation through teamwork and competition.

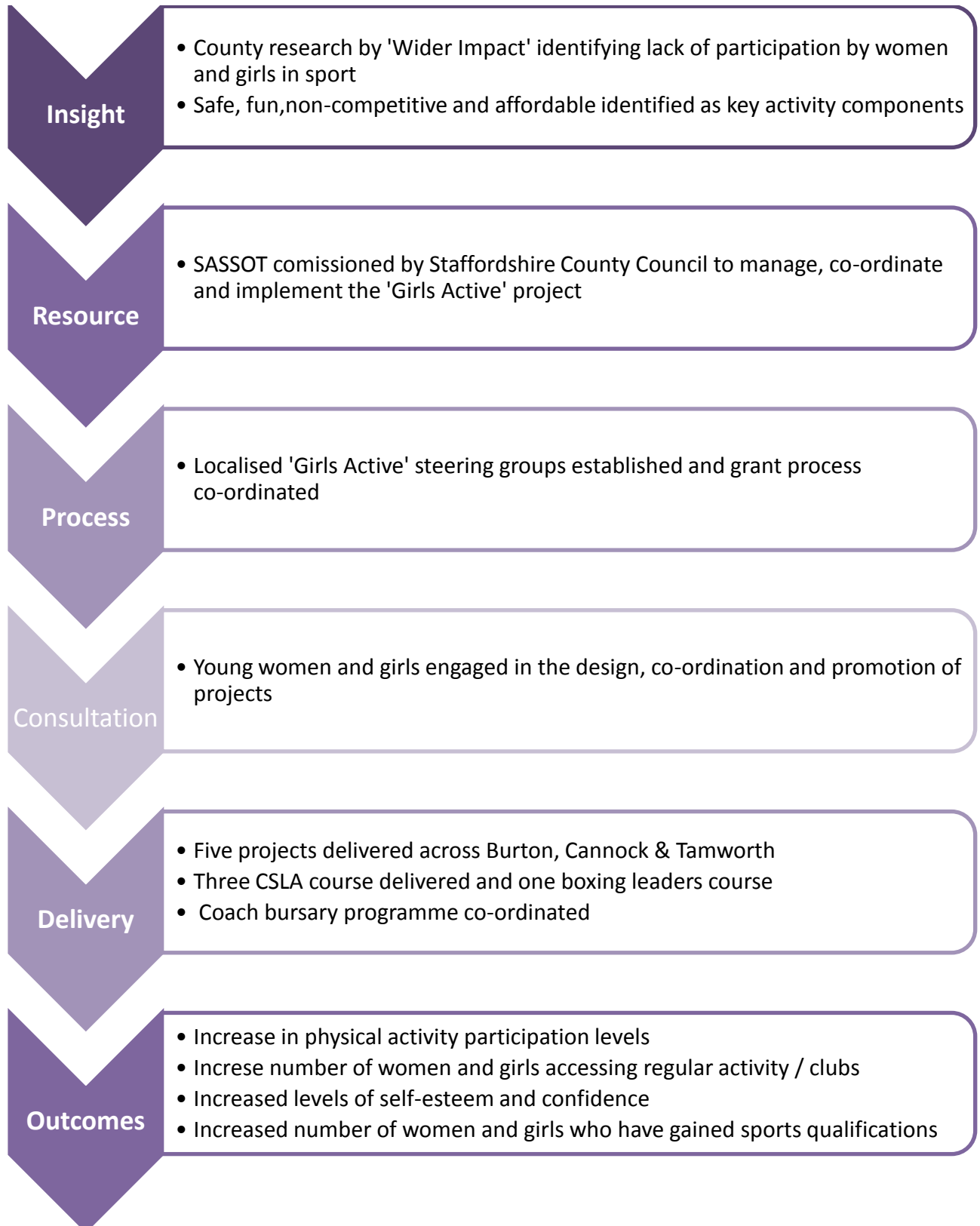
Project Target Outcomes

- 1) An increase in physical activity participation levels amongst women and girls*
- 2) Increased number of women and girls accessing regular activity / clubs*
- 3) Increase levels of self-esteem and confidence amongst women and girls*
- 4) Increased levels of team work and improved peer support / relationships amongst women and girls*
- 5) Increased number of women and girls who have gained sports qualifications*

Process

The 'Girls Active' project adopted the delivery model outlined below.

Girls Active: Project Delivery Model



Activity

Local grants were made available across the three targeted localities and organisations were given the opportunity to develop activity that would support the Girls Active project outcomes. Following the assessment of applications by local steering groups 5 project were awarded funding. Brief project descriptions are detailed below:

Burton	
Chance To Dance	Stage 1 – Taster sessions (school, youth centres) Stage 2 – 6 week ‘Girls Active’ dance sessions Stage 3 – 50% subsidy to existing ESBC dance programme
Junior/ Back To Netball	A social, fun netball session for ages 11-16 and 16+.
Tamworth	
Fight For Change (Boxing)	Stage 1 – Taster sessions (schools) Stage 2 – 9 week ‘Girls Active’ boxing sessions Stage 3 – Boxing leaders course
Just Like Jenny (Skiing)	‘Go Ski’ 6 week activity at Tamworth Snowdome
Cannock	
Real Girls (Fitness)	Stage 1 - Establishment of project ‘Activator’ and ‘Champions’ Stage 2 - Taster sessions within schools Stage 3 - 8 week physical activity programme Stage 4 - Subsidised gym membership / permanent ‘Girls Active’ session on leisure timetable

Funding has also been invested into skill development to support girls and young women to develop their leadership / coaching skills and gain sporting qualifications. As part of the Girls Active project girls aged 14+ have had the opportunity to gain a Community Sports Leaders Awards qualification allowing them to support the sustainability of project delivery. In addition SASSOT also co-ordinated a coach bursary scheme allowing girls and young women from across the county to access funding to support gaining national governing body of sport qualifications.

Headline Results:

Participation

- **404** girls / women aged 11-25 were engaged in the Girls Active project
- **1109** attendances by girls / women aged 11-25
- **63** different activity sessions were provided. Activities included **skiing, netball, dance, boxing, zumba, circuits and dodgeball**
- **36%** girls were aged 11-13, **60%** girls were aged 14-16 and **4%** girls were aged 17-25

Sustainability

- **81** girls/ women have gone on to access additional activity
- **48** girls have taken up discounted gym membership in Cannock
- A **dedicated** 'Girls Active' session has now been **incorporated** into Cannock Chase Leisure Centre program timetable. This session will be for girls only aged 14-18
- **Building** on the 'Girls Active' project a Satellite Club has been established at Tamworth Snowdome providing **continued opportunities** for young girls engaged in Tam youth and the wider community
- Tamworth Boxing Club are using the **engagement** of girls in the 'Girls Active' project to trial an **additional Saturday morning** session targeted at 13-19 year olds

Skill Development

- **39** girls have achieved a formal sport qualification
 - **7** girls have completed the Community Sport Leaders Awards (CSLA)
 - **20** girls have completed the Community Dance Leaders Award (CDLA)
 - **12** girls have completed the Amateur Boxing Association (ABA) Boxing Leaders Awards
 - Project leads are supporting these girls to take an **active role in the delivery** of continued sessions
- **17** women and girls have received coach bursaries towards formal National Governing Body of Sport qualifications
- Women & Girls have received funding for qualifications in **gymnastics, athletics, rugby, trampolining, football, hockey and netball**
- On completion of these qualification these female coaches will invest **475** hours of coaching to over **792** female participants aged 11-25
- These female coaches will also act as important **role models** to young women and girls

Project Summaries: Impact & Reflection

There are a number of individual project successes to highlight as well as key learning points, these have been summarised in a series of project profiles below.



Project Name: **Fight For Change**

Project Lead: Tamworth Boxing Club

Location: Tamworth

Project Overview

This project provided boxing taster session to 150 girls aged between 11 and 16 years based in schools in Tamworth. Working in partnership with the schools they were asked to identify girls based on the following guidelines

- Girls that were currently inactive
- Girls that have been bullied or at risk of being bullied
- Girls that are isolated by their peers

After the taster sessions 19 girls were selected from the school to take part in 9 weekly hour sessions. Twelve of the girls were then selected to be put forward on to a Boxing Leaders course and it is hoped that they will continue to support the delivery of their own sessions.

Communication

Tamworth Boxing club have a very good working partnership with both Tamworth Enterprise College and Landau Forte QEM's. The Boxing Club contacted the head of pastoral care / S.E.N and agreed that to identify girls that best fitted the guidelines set. This helped to ensure that the sessions were delivered to the most vulnerable girls in the school.

Successes & Achievements of the project

- 119 girls tried boxing for the first time
- 19 girls attended over 9 weeks
- 12 boxing leaders trained
- Girls confidence and self-esteem improved
- Increased physical activity levels

Challenges & Learning Points

It was hoped that this project would engage girls from two different schools. Unfortunately due to staffing changes within one of the schools continuity of the project was not maintained. The project was therefore adapted to provide additional after school activity to those girls engaged through Tamworth Enterprise College. A questionnaire was conducted to establish a suitable day and time for the session. There are currently 16 girls attending this new session.

Partner Support

The main partnership that underpinned the project was that with the school. Existing partnership with PARB (Prevention of Adverse Risk Taking Behaviour), the Turnaround Team and Tamworth Councils Sport development were also used to promote the sessions.

Sustainability

As a result of the 'Girls Active' project a Saturday session has been established targeting teenage girls. With the support of the boxing leaders and a small weekly charge it is hoped that this session will prove both popular and sustainable.

One piece of advice

"Always have a plan 'B' and be prepared to adapt"

Alan Keast
Tamworth Boxing Club

Active Girls Session

At Tamworth Boxing Club

13 -19 years

Come along and give it a try; you will make new friends, learn boxing, boost your confidence ...and most importantly you have fun!

Session
Delivered by a female ABA Coach

When
Saturdays 12:30 - 1:30pm
only £2 per session or
£15 for ten sessions

Where
Tamworth Boxing Club
Orchard Street,
Tamworth,
B79 7RH

Contact
Call Claire on: 01827 314111
Email: claire@tamworthboxing.com





Project Name: Just Like Jenny

Project Lead: TamYouth / Snowsport England

Location: Tamworth

Project Overview

Using the inspiration of the Sochi Winter Olympics and performances by bronze medal winning 'Jenny Jones' this project aimed to offer a regular and affordable snow activity. This project provided girls who were a part of a health and well-being programme at TamYouth an opportunity to take part in six weeks of skiing activity at Tamworth Snowdome. This activity is part of Snowsport England's national program 'Go Ski' and provided girls aged 13-16 six weeks of structured ski lessons with a qualified instructor.

Successes & Achievements of the project

- Young people gained confidence and an interest in continuing to ski
- Young people gained Level 2 certificate
- The project gave young people an opportunity to try a sport that would otherwise been out of their reach due to cost
- Young people supported and encouraged each other throughout building on team working skills
- Resilience – one young person struggled with the lessons and really had to push herself through tears of frustration

Engagement of girls and women in the design & delivery of your project

Although the instructor of the sessions was male the last five sessions were delivered by the same instructor which allowed the girls to build up a trusting relationship, which is important when working with young people with self-esteem issues.

Challenges & Learning Points

The main challenge of the project was retention as three young girls found the activity was out of their comfort zone. Efforts were made to try and re engage the young girls however they did not return. In future it was felt that by making parents better aware of the opportunities on offer to their children girls may feel more encouraged to continue with the activity.

Sustainability

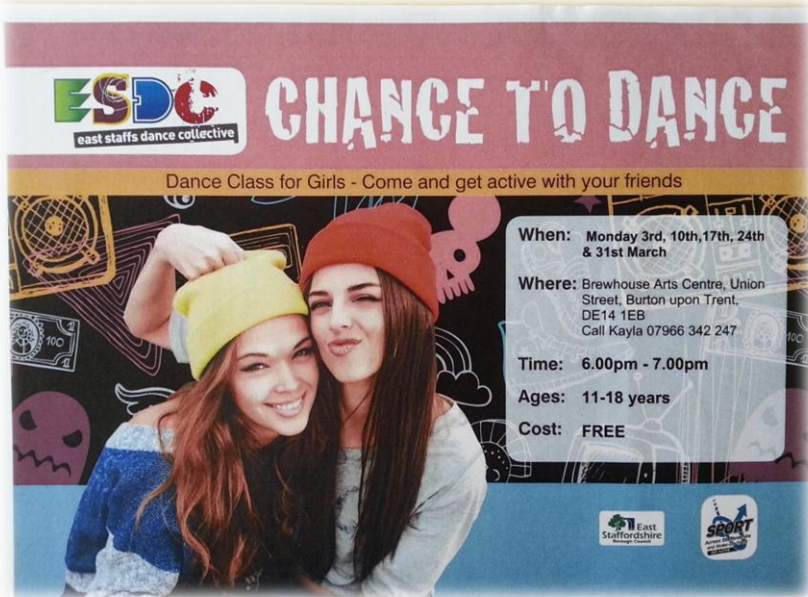
Building on the 'Girls Active' project a weekly Satellite Club has been established at Tamworth Snowdome providing continued opportunities for young girls engaged in Tam youth and the wider community.

One piece of advice

"Make it fun and remember that all women are unique, everyone learns differently, some may go straight to the top, others may take longer, but getting to the top is worth it!!!"

**Linda James, Youth Worker
TamYouth**





Project Name: **Chance To Dance**

Project Lead: East Staffordshire Borough Council Arts Development

Location: Burton (East Staffordshire)

Project Overview

This project provided dance classes to young women aged 10 - 16 years. The classes took place over 6 weeks targeting young people who were mainly inactive after school.

Communication

The main channel of communication was through the production of posters and leaflets that were placed in both schools and youth centres. The most effective form of communication was having the dance project leader in the youth centre to discuss the project with young people. Proactive school teachers were also essential in providing a gateway to providing tasters sessions within the school environment. Social media was utilised but was not particularly effective in generating additional interest in the project.

Successes & Achievements of the project

- 161 girls taking part in dance
- 21 sessions delivered
- Young people performing in a Youth Dance Platform
- Young People continuing on in our dance sessions taking place at Brewhouse
- Young people building their dance knowledge
- Young people building confidence, gaining new friends and getting fit

Engagement of girls and women in the design & delivery of your project

A young female member of Staffordshire Youth Action Council (YAK) was part of the Burton project steering group, to provide insight. Having a strong female lead to deliver the session was also seen to be beneficial in providing young people with a positive role

model who was promoting health and fitness in a fun and encouraging way.

Challenges & Learning Points

Accessing inactive girls of the target age range outside of the school environment and finding organisations/groups that would take up the opportunity for the dance instructor to go and deliver tasters session. Whilst delivering tasters sessions to girls it also became apparent that there was strong interest from boys of the same age so boy's session were promoted also.


Partner Support

Youth Services

Sustainability

Sessions will continue as part of the East Staffordshire Borough Council Arts Development programme. Dance instructors have attended youth clubs to hand out leaflets as well placing promotional material into community establishments and schools.

One piece of advice?



“Ensure that there is sufficient project lead in time to meet with key organisations that engage girls and who are fundamental in promoting the project”

Kayla Howell, Project Co-ordinator



Project Name: **Junior Netball & Back To Netball**

Project Lead: East Staffordshire Borough Council Sport Development

Location: Burton (East Staffordshire)

Project Overview

This project provided 12 weekly netball sessions. These two hour sessions saw the first hour dedicated to junior netball (11-15yrs) and the second hour dedicated to 'Back To Netball' session (16+ years). These sessions were held at Meadowside Leisure Centre and aimed to provide netball in a fun and informal way rather than being part of structure netball club activity. The sessions were targeted at all girls / women regardless of ability and links with local partners ensure that both active and inactive girls were targeted.

Communication

The netball sessions were promoted through the local press as well as through the sport development and partner social media channels. Partnerships with the local schools, youth clubs also meant that the sessions were promoted on behalf of ESBC.

Successes & Achievements of the project

- 38 girls engaged in the project with over 150 attendances
- 4 participants have now joined local netball clubs.
- Improved confidence of junior players
- Secured funding to continue junior sessions
- The number of junior participants has continued to grow
- Two local netball coaches supported to take Level 2 England Netball coaching award

Engagement of girls and women in the design & delivery of your project

A young female member of the Staffordshire Youth Action Council (YAK) was part of the Burton Girls Active steering group. This helped to provide advice on organisations to engage with as well as advice on language and imagery used on promotional material. Following feedback a female coach was used to deliver both sessions as well as a female volunteer young leader.

Challenges & Learning Points

School commitments of the younger participants involved in the project often meant that attendance was ad hoc rather than consistent weekly.

Partner Support

The project worked in partnership with key local organisations with the support of local netball clubs.

Sustainability

Funding has been secure to maintain weekly junior netball sessions and it is planned that 16+ netball activity will return to Meadowside in September. A number of participants have also gone on to join local netball clubs.

One piece of advice

“Ensure you have appropriate exit routes in place and that what you deliver is what participants want”

Patricia Newman
Sports Development

East Staffordshire Borough Council
Sports Development
East Staffs
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Sports Dev

Show the Kids how it's done

I think we look pretty good when we play. My girls don't, but what do they know? This is a woman thing.

Find your way Back To Netball
www.englandnetball.co.uk/Back-to-Netball

Patricia Newman

Back To Netball sessions
Starting: 16th January - 10th April 2014
Day: Thursday
Time: 6.00 pm – 7.00 pm
Venue: Meadowside Leisure Centre
Cost: £1.00

For Further details on Back to Netball or Netball in East Staffordshire please contact: Patricia Newman, East Staffordshire Borough Council on (01283) 508 191 or email patricia.newman@eaststaffsbc.gov.uk

Freya maxitone



Project Name: Real Girls

Project Lead: Wigan Leisure Community Trust

Location: Cannock

Project Overview

'Real Girls' was a needs led project targeting semi to non-active girls within the Cannock Chase District aged between 14-16 years. Girls were recruited from schools that were in close proximity to the leisure centre to encourage a transition from school based activity to community based sport activity. The girls decided what activity they wanted to do and when they wanted to do it, this gave them a strong ownership over the project. As part of the project four 'champions' were selected for each school who were charged with recruiting 10 girls each (40 in total) and ensure that the sessions were well attended; in return they received a free 6month gym membership.

Communication

Wigan Leisure Community Trust used part of the 'Girls Active' funding to establish a project 'activator'. The project activator had contact with the project 'champions'; the onus was placed on the champions to recruit 10 girls each. They were able to choose whatever method they decided was best to promote the project to other girls, word of mouth, Facebook, WhatsApp. This worked extremely well and the number of girls attending sessions was positive. The girls decided it was important for the project to have a brand and local identity and they therefore developed a logo and strap line, "Real Girls – Get together, workout together!" This branding will be used on the further marketing for the project as the girls feel it is their project.

Successes & Achievements of the project

- 78 girls engaged in the programme with over 412 attendance
- High volume of girls retained over the 8 weeks programme
- Increased confidence and self esteem cited by girls
- Confidence to use the leisure centre outside of the 'Girls Active' sessions
- High levels of activity enjoyment throughout the programme
- Activator role meant that the girls had a link and someone they could identify with

- A dedicated 'Girls Active' session has now been incorporated into Cannock Chase Leisure Centre program timetable. This session will be for girls only aged 13-18
- Project ownership by girls and development of project brand

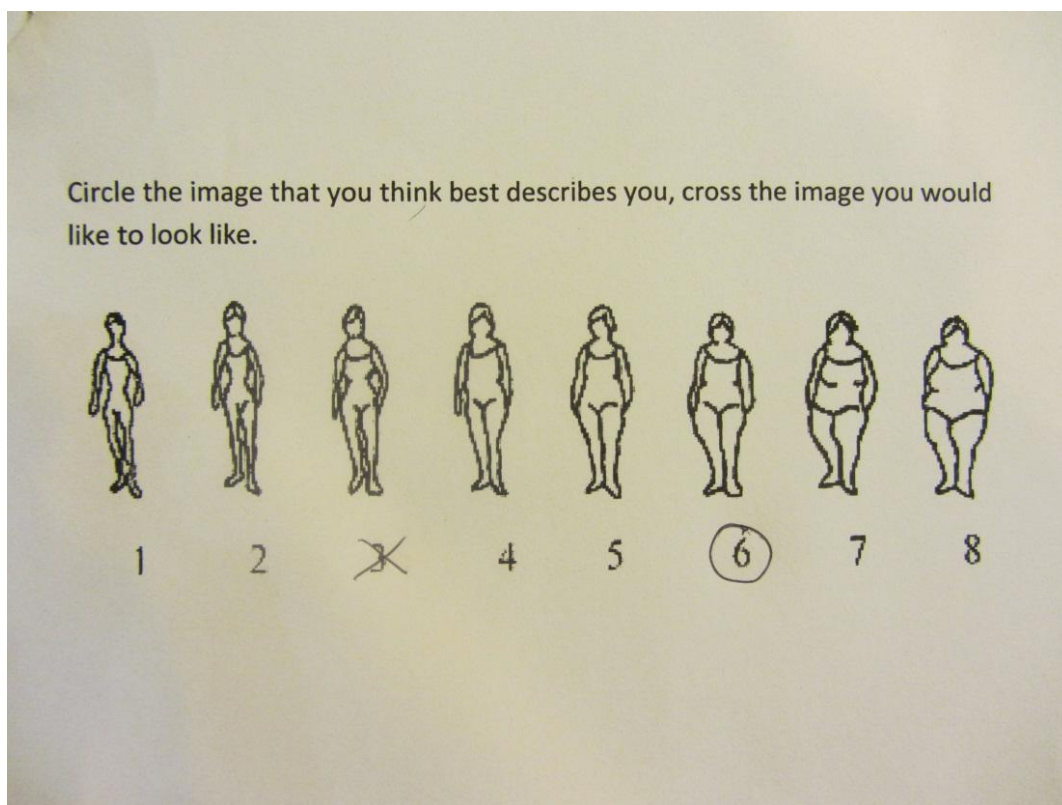
Engagement of girls and women in the design & delivery of your project

A young female member of the Staffordshire Youth Action Council (YAK) was part of the Cannock Girls Active steering group and provided valuable insight which help to shape the project design. Careful thought was given to select the characteristics we wanted in a project 'champion' and meetings were held with schools to select the correct candidates. Project group was then formed of champions who decided what activities should be offered, when and how. This created a needs led programme that the girls were enthusiastic about.

In the consultation meetings with girls, they stated that it was important that the instructor was female. A main reason for this is that a lot of them are body conscious, and feel less threatened when in female company.

Monitoring

As part of the project all girls were asked a series of self-perception questions. These questions were asked at point of project initiation and then repeated once the project had finished. Data is currently being analysed and will be used to support any additional well-being sessions that would be of benefit to the girls.



Challenges & Learning Points

Contacting some of the schools, and getting them to work to set timeframes proved challenging especially as it was examination periods also.

Partner Support

- WLCT Leisure Centres
- Cannock Chase High School
- Cardinal Griffin Catholic High School
- Rugeley Academies
- SASSOT

Sustainability

Cannock Leisure Centre has agreed to keep running a “Real Girls, Get together, workout together!” sessions at a cost of £2 per person. It is also hoped that those girls who achieved CSLA qualifications will also support the delivery of some of the sessions. Schools in Rugeley will also be engaged in September linking with Rugeley Leisure Centre.

One piece of advice

“Listen to what the girls want to do, as they are not going to turn up if they are not enthusiastic about the project and want to do the activity.”

*Hettie, Project Activator
WLCT*





**Project Name: Sport
Leadership Awards**

Project Lead: SASSOT

Activity: 1 CSLA Course
2 Dance Leaders Course

Location: Cannock

As part of the Girls Active project, girls age 14-16 had the opportunity to take part in a Level 1 Award in Sports Leadership and a Level 1 Award in Dance Leadership, which are both recognised qualifications on the Qualifications and Credits Framework (QCF). Both qualifications provide the ideal starting point for learners who wish to develop their leadership skills, whilst under the direct supervision of their Tutor/Assessor or other suitably qualified adult.

The Level 1 Award in Dance Leadership provides basic skills and experiences in leadership that are taught in a dance context in order to prepare learners to lead simple dance activities for small groups. The Level 1 Award in Sports Leadership is similar but learners must demonstrate their ability to lead others in simple sport/activity.

Both qualifications teach leadership skills such as organisation, planning, communication and teamwork. The qualifications are fun and practical with no entrance requirements or final exams to sit.

At the end of the tutored hours of the course, the girls were required to lead one hour of sport or dance as part of their final assessment. For example, in dance this would require the girls to lead a warm up, teach a simple routine and do a cool down. In sport, the girls were required to lead a warm up, teach a skill, referee a small sided game and do a cool down.

By the end of both courses the girls said that they felt their communication skills had improved, they had found the course useful, they had learned new skills and they had fun and enjoyed the course.

Project Outcomes

- 39 girls have achieved a formal sport qualification
- 7 girls have completed the Community Sport Leaders Awards (CSLA)
- 20 girls have completed the Community Dance Leaders Award (CDLA)
- Project leads are supporting these girls to take an active role in the delivery of continued sessions
- Improved confidence and self-esteem
- They felt a sense of achievement and they were keen to continue their leadership training and take on the next level of training available
- They made new friends and improved their teamwork skills

Participant Feedback

“The course has made me more confident to lead a group helping those individuals and the group as a whole. It has shown me how organized you need to be with what you do/lead. I could communicate with the other participants knowing we were all here for the same reason. This also has helped me to realize that no matter what I'm doing I need to use my range of communication skills to communicate with the participants, e.g body actions, the loudness of my voice etc. I thought it was a great experience. I met knew people who had a different range of skills and qualities. It was a fun educational course. Thank you Camilla and I would love to do my Level 2 qualification whenever I can”

Chloe, 15, Cannock Level 1 Award in Dance Leadership





"I really enjoyed the course as we got to do lots of physical activity as well as the more academic learning side of things so it meant we got had a range of things to do. I learnt a lot that I didn't know about dance and leadership during the week. I met new people and made new friends. Now that I have done the course I feel more confident leading things and talking to other people. I would definitely recommend the course to people who are either into dance or into leading dance activities, and I am thinking of doing the next level of leadership when I am old enough as I think it really does help with your communication, social and physical skills.

Iona, 14, Level 1 Award in Dance Leadership

The days were enjoyable, made interesting, tasks were well explained and all learners were given good constructive feedback after each task. Following the course Rebecca feels more confident in her ability to take responsibility for her own development, asking for feedback from her peers, feels more confident to guide and lead sessions. Overall, she really enjoyed this course and really feels like she has benefited from completing the course. She is now a more confident and able leader and would definitely consider doing her level 2.

**Lynette parent of Rebecca 15, Cannock
Level 1 Award in Sports Leadership**



The course was amazing, it improved my confidence skills and it allowed me to make new friends but also allowed me to improve on my leadership skills which I will need in the future. I would recommend the course as well because the staff that did it were very understanding but also were very friendly which made me feel better and more confident.

Hannah, 16, Cannock, Level 1 Award in Sport Leadership



I found the course really interesting, and it showed me how to break down a dance so that I could teach it to others. It also taught me how to think about planning a dance session. I really enjoyed it and would be very interested in attending a level 2 course if it became available. I met some new friends who I have kept in contact with, and it gave me some pointers on better ways to communicate. All in all it was a good course.

Bethany, 14, Cannock, Level 1 Award in Dance Leadership

Creating Change

Through the profile of 'Girls Active' programme a number of additional activities targeting women and girls have been established.

Additional investment has been channel into 'girls only' activity across a spectrum of sports. This funding has primarily come through SASSOTs Sportivate programme however there has also been additional partner investment. A couple of project examples shown opposite.

**TRY 6 SPORTS
IN 6 WEEKS**

**Every Monday
Starting 20th January**

SPORTS ON OFFER:
Zumba | Football | Netball | Cricket | Athletics | Tennis

**Females aged between 16-24 | £5 for the 6 week course
Stafford Leisure Centre 8pm - 9pm**

Hour long sessions will consist of a few rules of the game, fundamental techniques and the chance to play a game.

**Attend all 6 sessions and get up to two
FREE training sessions at a local club.**

To book a place call 01785 619 607
limited places available.

Staffordshire FA | Places People Play Sportivate | Sports Development

FEMALE ONLY FOOTBALL SESSION Get together with the Girls!

**FREE football taster session @ Dimensions indoor hall
Saturday 21st June 1.30pm – 2.30pm**

Make friends & have fun!
Keep fit & relieve some stress!
Learn to play football in a casual atmosphere!
Everyone is welcome, female only environment
Come along to Dimensions Leisure Centre
Indoor hall, Saturday 21st June 1.30pm – 2.30pm
Enjoy a FREE football taster session
Delivered by Staffordshire FA female coaches



To find out more, visit
www.engagecommunities.org

Find us on Facebook
Twitter: @EngageCIC
Email: info@engagecommunities.org
Call: 01782 769226 or 07510 857563



engage

**Many thanks to all the project leads for their innovation and
commitment of time to the 'Girls Active' project**