

In January 2015 Sport England launched the ‘This Girl Can’ campaign. This campaign is designed to help tackle the 1.75million gap in participation between males and females.

Get Berkshire Active used this opportunity to launch a series of local projects to help land this campaign at a grass roots level, building on the interest that the national marketing generated to have a local impact. This document outlines some of the impact these local projects have had to date.

From the outset Get Berkshire Active established the following aim and objectives;

Aim

To utilise the national This Girl Can campaign to drive new local delivery programmes and add value to existing ones to increase levels of physical activity and tackle the fear of judgement barrier in females.

Objectives

1. To raise the profile of the ‘This Girl Can’ Campaign in Berkshire and in turn, the profile of Get Berkshire Active.
2. To increase the number of customer-led regular opportunities targeting inactive women and girls.
3. To link existing GBA programmes/work areas into the ‘This Girl Can’ campaign.
4. To increase physical activity in females engaged in the programme themes.
5. To reduce the fear of judgement in females engaged in the programme themes.
6. To upskill local providers, leaders and coaches with the necessary guidance and advice so that they feel more capable of tackling the fear of judgement barrier in their delivery.

GBA’s This Girl Can projects have generated a range of outputs and outcomes (to date);

This Girl Can: Festivals (March 2016 – October 2016)

Working in partnership with local partners/organisations to develop needs led TGC festivals designed to kick start regular opportunities, specifically targeting women/girls that are new to sport/activity.

Resource = Officer time + £9,125 (based on the completion of 12 festivals so far where data has been returned)

Summary of festivals

Provider	Sport/Activity	Delivery Month	Attendance Numbers
Datchet & Eton Leisure	Fitness Classes – linked to Sport Relief	March	41
Mapledurham Golf Club	Golf	April	5
Wokingham Borough Council	Multi Activity	May	37

4 Motion Dance & Bray Lake	SUP, SUPYoga, Dance	May	58
Datchet Water Sailing Club	Sailing, SUP	May	32
Berkshire Sail Training Centre	Sailing, SUP	May	28
In2Touch	Touch Rugby	June (2 different locations)	73
Wokingham Family Golf	Golf	August	15
Hall Place Equestrian Centre	Equestrian	September	30
4 Motion Dance & Bray Lake	SUP, SUPYoga, Dance	September	41
Sport in Mind	Zumba	September	200
3JFitness	Nordic Walking	October	7

567 females engaged in a festival.

- Confidence whilst doing sport/exercise averaged 7.6 at point of registration
- 7.2% of participants had a confidence score of 4 or less at point of registration.
- 22.6% participants were participating in less than 1 x 30minutes of sport or physical activity at point of registration.
- Average number of days that participants had taken part in sport/physical activity in the previous 28 days was 10.7.
- 4.2% of participants that took part had a long term health condition or disability that limited their daily activities.
- 37% participants that took part were from a non-white ethnicity group.
- Average age of participants was 26 years old.
- 2.8% were 4 – 13 years old, 49% were 14 – 17, 18.5% were 21 – 30, 11.1% were 31 – 40, 17.8% were 41 – 60 and 1.2% were 61+.
- Festival providers were expected to engage a minimum of 20% of 17 – 25 year olds into their events and follow on sessions. 6 Festivals achieved this target.
- A small grants application was successful in securing funding for another 10 festivals in 2017.

Follow-up survey (24 responses)

- Confidence whilst doing sport/exercise averaged 7.6
- Average number of days that respondents had taken part in sport/physical activity in the previous 28 was 8.8
- 71% had taken part in a new sport/physical activity or continued with a sport/activity that they had experienced as part of the This Girl Can festival and follow on session.
- **11 respondents described a physical benefit following their involvement in a This Girl Can event or project**, including;
 - Toned up
 - Lost weight
 - More flexible
- **16 respondents described a mental benefit following their involvement in a This Girl Can event or project**, including;

- Feeling happier
- Less stressed
- Sleeping better
- **13 respondents described a social benefit following their involvement in a This Girl Can event or project, including;**
 - Made new friends
 - Feeling less excluded
 - Feeling less lonely
- **10 respondents found that being involved in This Girl Can had inspired them to make changes to others part of their life, including;**
 - 'It made me consider new activities'
 - 'More outgoing'
 - 'It made me want to complete an open water swimming event'

This Girl Can: Ambassadors (February 2016 – present)

A 'team' of Ambassadors recruited from local communities and partner organisations to help raise the profile of the TGC campaign in a variety of roles.

Resource = Officer time

36 individuals

These individuals have;

- Offered sessions in kind as prizes for our Workplace Challenge programme
- Delivered some of our This Girl Can Festivals
- Promoted the This Girl Can campaign via their own social media platforms
- Featured in This Girl Can video's to promote the campaign locally (as part of our This Girl Can: Start work). Two videos, one of which featured Louise participating in Netball and the other featured Nic participating in open water swimming and cycling received 587 and 185 views respectively.
- Been linked into other GBA programmes; Sportivate, Satellite Clubs and Workforce.
- Written blogs to promote the campaign and other GBA programmes.

This Girl Can: Coach (February 2016 – October 2016)

Upskilling local deliverers on insight into female participation in sport/physical activity, the barriers they face and how they might be tackled.

Resource = Officer time

Several providers have been introduced to the Women and Girls insight as part of the This Girl Can Festival programme. This has totalled 16 individuals from 12 organisations.

Some examples of how these providers have utilised the insight to shape their marketing and delivery;

- Berkshire Sail Training Centre used the follow-on sessions to guide the participants through BSUPA Level 1 (Learning new skills).
- In2Touch hosted post session social drinks (having fun).

- The Nordic Walking follow on sessions has led to some participants registering for the Reading Half marathon (achieving goals).
- Sport in Mind utilised the festival to highlight mental health benefits gained through physical activity (feeling good).
- Many of the festivals welcomed Mother-Daughter/Sibling participants (nurturing friends and family).

Other This Girl Can work

A mixture of one-off events and smaller scale projects

Womens Sport Week (WSW) – GBA coordinated a Berkshire-wide calendar promoting female-only opportunities. 16 providers contributed 28 different sessions. 143 new individuals participated in a WSW session.

This Girl Can Sport Relief Team – GBA recruited a group of females to represent a ‘This Girl Can: Sport Relief team’ to raise the profile of the campaign and offer a free opportunity to participate in a Sport relief event. Team members were required to blog in return about their training journeys.

This Girl Can Run 10k (2016 Boudavida 10K) – GBA worked in partnership with Promote PR to recruit a team of 10 females. Females were required to apply for a spot on the team. Successful applicants were offered free HOKA trainers, Meridian goodies and a free place on the Boudavida 10k. This project is being repeated in 2017.