

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 in an attempt 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 in an attempt 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 (July 2015 – present)

*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 + £5812.50 (based on the completion of 9 festivals so far where data has been returned)

432 women and girls engaged in a festival.

Throughput across all festivals and follow on sessions was 778.

- Confidence whilst doing sport/exercise went from 7.3 to 7.7 (over the course of the festival and follow on sessions).
- 4.2% of participants that took part had a long term health condition or disability that limited their daily activities.
- 11.1% of participants that took part were from a non-white ethnicity group.

- 36.9% were 4 – 13 years old, 15.3% were 14 – 17, 10.3% were 21 – 30, 23.2% were 31 – 40, 18.2% were 41 – 60 and 10% were 61+.
- Participation went from 9.6 to 11 in the last 28 days (over the course of the festival and follow on sessions).
- 98% of those that completed a post-intervention questionnaire stated that they had enjoyed the experience.
- 75% of those that completed a post-intervention questionnaire stated that they would continue participating in sport/exercise in the coming months.
- 10 different providers;
 - A residents association
 - Three sports clubs
 - A county association
 - A local community
 - A snowsport facility
 - Two dance companies, one in partnership with an outdoor watersports facility
- Over 50 This Girl Can opportunities (festivals and follow on sessions) have been generated so far.
- NGB's including; Squash and Racketball, Golf, Snowsports and Equestrian have been instrumental in generating local interest in this programme.
- In 2016 this programme has been more closely linked to our Sportivate programme, festival providers are expected to engage a minimum of 20% of 17 – 25 year olds into their events and follow on sessions.
- LEAP have used the same festival model in Buckinghamshire.

This Girl Can: Get Active Bursary (June 2015 – Oct 2015)

£100 bursary for females either new to or returning to sport/activity. Bursary recipients were required to blog about their sporting/activity journeys in an attempt to inspire other females.

Resource = Officer time + £1,200

58 Applications received

12 individuals provided with a £100 bursary – 10 fully engaged with the project.

28 blogs written + 1 vlog - <http://bit.ly/24aR9tC>

- Between July 2015 and January 2016 this website (wordpress) had 1235 views (with 656 in August alone).
 - 205 views were referred from Facebook
 - 102 from search engines
 - 58 from the Get Berkshire Active website
 - 55 from Twitter (remaining views were from a mixture of sources).
- The individuals engaged in a mixture of activities, here are some examples;
 - One joined Sandhurst Health Walks
 - One joined Curves, Reading
 - One joined Curves, Lower Earley
 - One had a session with one of our TGC Ambassadors
 - Two joined a local swimming pool

- One used Palmer Park for occasional running and downloaded a 'Couch to 5k' app
- One joined a Nordic Walking group led by one of our TGC Ambassadors at the Look Out in Bracknell
- One tried 'Tube Boxing'
- One joined Body Balance at St Crispins Leisure Centre, Wokingham

Overall, levels of confidence whilst participating in sport/exercise went from 5.1 to 7.9 out of 10 and participation went from 3.4 to 10.4 in the last 28 (over the course of the project).

This Girl Can: Ambassadors (January 2015 – 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

24 individuals

Ambassador page on website has received 495 unique views

These individuals have;

- Acted as a buddy for one of our Get Active bursary recipients
- Offered sessions/training in kind for our shortlisted Marathon runners
- Offered sessions in kind as prizes for our Workplace Challenge programme
- Offered advice on local running opportunities to our Marathon Runner
- Volunteered at the Royal Berkshire County Show
- Volunteered at our This Girl Can Danceathon
- Featured in a Q & A session at our Reading Girls Can event at Electric Hair
- Featured in a radio interview with BBC Radio Berkshire
- Delivered some of our This Girl Can Festivals
- Promoted the This Girl Can Run a Marathon and Get Active Bursary competitions to their own networks
- Promoted the This Girl Can campaign via their own social media platforms
- Helped to develop our This Girl Can Start postcards
- Attended Ambassador meetings to hear about the most recent insight related to female participation in sport/activity.
- Been linked into other GBA programmes; Sportivate, Satellite Clubs and Workforce.

This Girl Can: Run a Marathon (August 2015 – April 2016)

*Part of the 'This Girl Can Participate' theme where high profile, mass participation events are utilised to engage **inactive** participants. In return for their place on an event these participants are required to blog about their training journeys, in the hope that this will inspire others to be more active too.*

Resource = Officer time + £350 (for marathon spot)

In kind = £600 (Decathlon kit), £180 (RunFitUK + VR Personal Training)

8 applications

4 Individuals shortlisted

1 Marathon Runner chosen – Louise Remenyi

Including Gift Aid Louise raised over £1000

- Decathlon, RunFit UK and VR Personal Training all provided in-kind resource to this project.
- 11 Blogs completed
- Blog page received 274 unique views and 56 Facebook 'likes'
- Blog about the Marathon day received 6 Facebook 'likes' and blog reflecting on Marathon experience received 12 Facebook 'likes'.
- 3 different press releases regarding Louise's marathon journey appeared in; Bracknell & Wokingham News (3565), Slough Observer (4558), The Villager, Reading Chronicle (7818), Windsor Observer, Newbury Chronicle
- In a questionnaire 6 weeks post the marathon Louise stated that her confidence whilst participating in sport/physical activity/exercise was 6 out of 10, this had increased from a 4 at the start of the campaign. Louise had participated in sport/physical activity in 10 out of the last 28, compared to 6 out of the last 28 at the start of the campaign. Louise also explained that friends had started running as a result of her own marathon journey and that being part of this campaign had '*changed my view of fitness, I realise you don't have to be effortlessly sporty to be fit and active. Similarly, I've dispelled some negative stereotypes I had about those sporty types who have all been kind and supportive to me*'.

This Girl Can: Coach (June 2015 to present)

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

Resource = Capacity

A number of providers have been introduced to the Women and Girls insight as part of the This Girl Can Festival programme. This has totalled 24 individuals from 20 organisations.

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

- Reading Rockets incorporated workshops into their festival covering topics such as healthy eating and self-confidence. The same organisation also used similarly 'sassy' language to that used in the national campaign, on their festival poster stating 'hey girls, it's time to show these boys what we're made of!'
- 4MotionDance split festival attendees into groups encouraging interaction and new friendships to form. The same organisation invited Sweaty Betty along, allowing them to engage with the participants and offer event-specific discounts.
- Members of the Hampstead Norreys Community made This Girl Can themed cakes and biscuits, providing an enticing reward during a much needed break from the whole range of activities that featured within their festival. Members of the organising committee for this festival had created a series of boards utilising the same 'sassy' language to help promote the event throughout the village, the village shop featured a dedicated This Girl Can display and images on the poster were of village residents. The same festival resulted in the formation of new social groups where women with shared interests now meet more regularly.
- Whilst the RunFit UK Festival was essentially about getting females into running, their event was structured in a way so that all levels of fitness and running abilities could participate together; offering a mix of bite-sized, running and aerobic themed activities.

Other This Girl Can work

A mixture of one-off events and smaller scale projects

This Girl Can: Start

Four postcards designed to target women currently **contemplating** sport/activity and aiming to appeal to motivations focused on socialising and a sense of achievement. Our This Girl Can Ambassadors facilitated the design of these postcards.

This Girl Can: Swim

A competition delivered in partnership with the Henley Swim where free places were offered to females in Berks and Bucks. Competition winners were asked to blog about their training journeys.

This Girl Can: Danceathon

A multi dance style event targeting **inactive** women of all ages, delivered in a non-sporting venue – St Laurence Church in Reading.

The Girl Can: Sport Relief Team

Local women invited to join a 'team' and blog about their Sport Relief experiences – designed to link into the national partnership between This Girl Can and Sport Relief. **8 local women joined our 'team'**.

Reading Girls Can

An event delivered in partnership with Electric Hair in Reading and designed to attract **inactive** females. Participants were; offered hair braiding, listened to a Q & A with two This Girl Can Ambassadors, listened to an overview about Park Run and took part in a Yoga and Mindfulness taster. **18 females attended.**

This Girl Can: Follow Up Survey

167 invited to respond; a mixture of Festival/Follow on session participants and Get Active Bursary recipients.

30 responses received

- Confidence whilst participating in sport/physical activity/exercise = 7.7 – identical to figure captured via post intervention questionnaires from Festivals.
- Number of days in the last 28 that the individual has participated in sport/recreational physical activity = 12.1 – 1.1 days higher than that captured via post-intervention questionnaires from Festivals.
- **20 respondents described a **physical benefit** following their involvement in a This Girl Can event or project**, including;
 - Losing weight
 - Feeling fitter
 - Toning up
- **17 respondents described a **mental benefit** following their involvement in a This Girl Can event or project**, including;
 - Sleeping better
 - Feeling happier

- Less stressed
- **18 respondents described a social benefit following their involvement in a This Girl Can event or project, including;**
 - Making new friends
 - Feeling part of the community
- **17 respondents found that being involved in This Girl Can had inspired them to make changes to others part of their life, including;**
 - Confidence to go back to work
 - Eating more healthily
 - A feeling of 'more control'
 - Thinking about fitting more activity into their life