

SECTION 6:

LEARNING FROM OTHERS

This section contains a range of resources, including case study summaries that show how other organisations have encouraged more women and girls into sport and physical activity. Each example contains a range of useful findings that could help you increase participation in your local area. Where available, we've provided a link for you to read more.

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CASE STUDIES 🔍

1: LOCAL IMAGERY GETS RESULTS

DELIVERER:

I Will If You Will (IWIYW), Bury Council

WHAT THEY DID:

Using imagery of local people rather than stock shots can give your communications a real boost and ensure they connect with your local audiences. During Bury Council's IWIYW campaign, the team used imagery from a wide range of real local women and girls in its campaigning materials – it's been a hugely successful element of the programme, generating a real buzz about IWIYW amongst its target audiences, and putting IWIYW right at the heart of the community.

THE BENEFITS:

The use of real people helped attract 7,500 to participate in IWIYW activities, with 2,100 more women regularly playing sport after a year of the project.



LEARN MORE:

Watch the IWIYW video



CASE STUDIES

2: GROW ATTENDANCE WITH LOCAL TALENT

DELIVERER:

Get Berkshire Active, Project 500* and Sportivate – Windsor Netball Club (WNC)

WHAT THEY DID:

The WNC had local demand for a junior team, but lacked the required coaches. So it identified three potential young coaches from amongst its volunteers, who registered with female coach development initiative Project 500. The club then secured funding from Sport England's Sportivate fund to support their training and to boost its junior section via eight weeks of 14-18s netball sessions for new players.

THE BENEFITS:

With Sportivate funding support and new young coaches the club has attracted more girls to netball – three new WNC under-14s teams are now competing in local junior leagues. In addition, 28 girls were retained throughout the eight-week project.

* Project 500: More Women, Better Coaching is a regional coach development initiative across the South East. Seven County Sports Partnerships have recruited, developed or deployed 500 women in coaching.



LEARN MORE:

Read the full case study



Visit the Project 500 website



CASE STUDIES 🔍

3: PUT YOUR PARTICIPANTS AT EASE

DELIVERER:

I Will If You Will (IWIIYW), Bury Council

WHAT THEY DID:

Discussions with community groups identified the need for exercise opportunities in a more private setting. One solution was the 'mobile pool', which used a local school rather than a leisure centre venue to make local women more comfortable in the water. In addition, staff profiles were displayed on-site so swimmers could see who they would be meeting, and one staff member would put participants at ease by greeting them at the school's main reception and talking with them prior to the session getting underway.

THE BENEFITS:

42 women from Bury Asian Women's Centre participated in sessions at the mobile pool – for most, exercise had not previously been a part of their lives. The sessions have contributed to the 2,100 additional women regularly getting active in Bury at the end of Phase 1 of IWIIYW.



LEARN MORE:

Watch the IWIIYW video



CASE STUDIES 🔍

4: INSPIRING OTHERS

DELIVERER:

Oxfordshire Sport and Physical Activity, Project 500* and Kent Sport

WHAT THEY DID:

Oxfordshire Sport and Physical Activity and Kent Sport worked with Project 500 to support 10 local female running enthusiasts to move up from Run Leaders to Coaches in Running Fitness. Creating new female coaches in this way offers additional resource for furthering the development of many more young women. Rita Hollington, a graduate of the training in Oxford, said: “It was a good opportunity to give something back to a sport I have personally enjoyed for so long. I think more women coaches as role models would be fantastic encouragement.”

THE BENEFITS:

Engaging enthusiastic volunteers to formalise their training not only increases the number of available session leaders, but generates great role models to inspire other women and girls to consider their own coaching potential.

* Project 500: More Women, Better Coaching is a regional coach development initiative across the South East. Seven County Sports Partnerships have recruited, developed or deployed 500 women in coaching.



LEARN MORE:

Read the full case study



Visit the Project 500 website



CASE STUDIES 🔍

5: FIT INTO THEIR LIFESTYLES

DELIVERER:

I Will If You Will (IWYW), Bury Council

WHAT THEY DID:

Bury Council recognised the importance of helping women and girls overcome key barriers to participation. In a great example of this, the team provided crèche service to help mums attend a variety of classes, including Zumba and swimming lessons, safe in the knowledge that their children were being cared for by a fully trained crèche team. Participants were hugely positive about the childcare incentives, and they are now seen as an important contributor to getting more women active.

THE BENEFITS:

Services like complimentary crèche facilities helped attract 7,500 women and girls to participate in IWYW activities, with 2,100 more women now regularly playing sport in the area.



LEARN MORE:

Watch the IWYW video



CASE STUDIES 🔍

6: COMBINE SPORT WITH OTHER LIFESTYLE INTERESTS

DELIVERER:

BloominGirls – Cherry London, Sport England and National Governing Bodies (NGB) partners

WHAT THEY DID:

Held in July 2014, BloominGirls was a lifestyle event for 14- to 17-year-old girls who have traditionally dropped out of sports participation. The event combined tasters of four sports (football, hockey, netball and rugby) with live music, fashion sessions and a range of lifestyle brand partnerships. Some 800 participants were encouraged to take part in physical activity, and see how sport could fit within the context of their wider interests.

THE BENEFITS:

Bringing sports, fashion and music together gave a huge uplift in attitudes to sport amongst those who attended. Post-event, 96% felt more positive about sport and 80% said they would increase participation in sport.



LEARN MORE:

Watch a video on BloominGirls



CASE STUDIES 🔍

7: HARNESS SOCIAL MEDIA TO DRIVE ENGAGEMENT

DELIVERER:

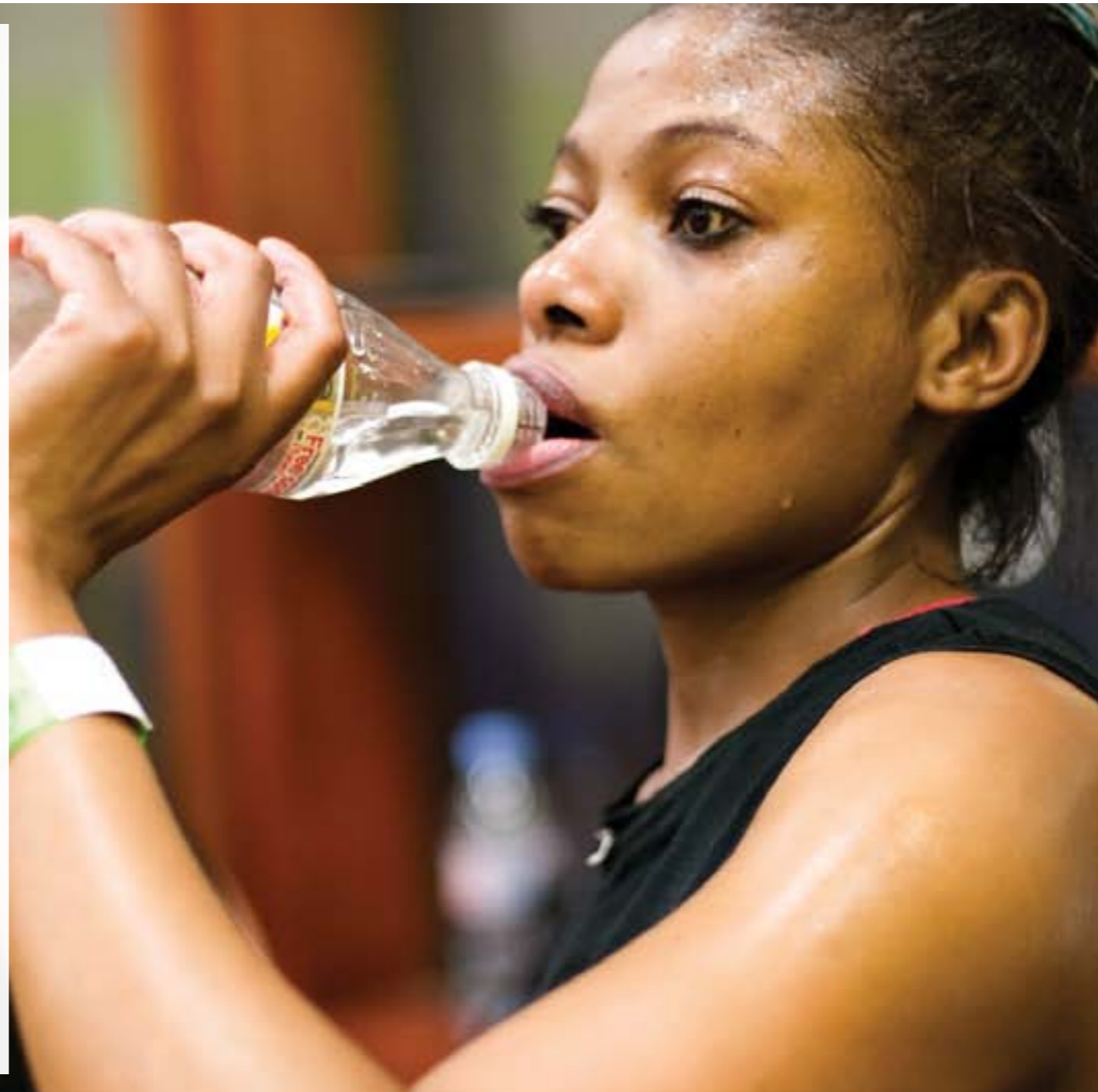
ukactive (National Fitness Day) and the London School of Basketball (Brent Ballers)

WHAT THEY DID:

If used well, social media is the perfect tool to drive engagement and participation. ukactive's National Fitness Day was a UK-wide campaign where 2,000 gyms opened for free for one day in September 2014. The campaign primarily used Twitter to drive people to learn more at the campaign's website. On a smaller scale, the Brent Ballers, part of the London School of Basketball, wanted to use social media to increase membership and participation. They used sponsored tweets, Facebook posts and targeted online adverts to engage potential players.

THE BENEFITS:

Both campaigns were hugely successful. National Fitness Day trended on Twitter with 2,426 tweets, leading to 19,000 website visits. The Brent Ballers increased their Facebook Likes by 327%, their Twitter followers by 472%, and drove more than 3,000 clicks to their site.



LEARN MORE:

Read the full case studies



Read more about making the most of social media



CASE STUDIES

8: LOCAL INSTRUCTORS, LOCAL CHAMPIONS

DELIVERER:

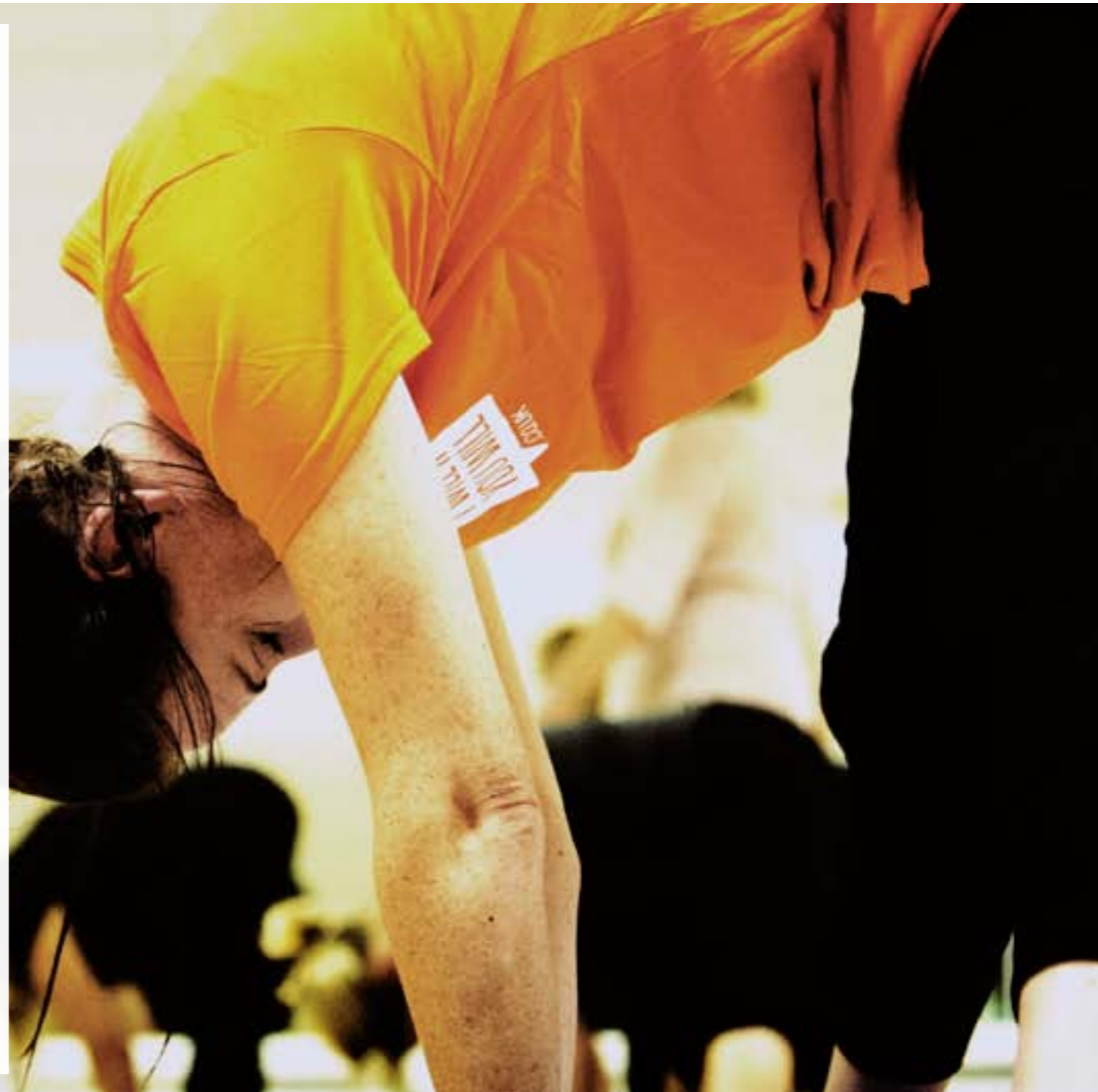
I Will If You Will (IWIYW), Bury Council

WHAT THEY DID:

Bury Council recognised the benefits of sourcing its strongest supporters from the surrounding communities. For example, Zumba class participant Leanne had so much fun at her sessions that she enquired about taking her involvement further. The IWIYW team asked her to become an instructor and helped her to take her Exercise to Music exam through the campaign. As Leanne says: “The support I’ve had has just been amazing. I would never have had the opportunity to be an instructor if it wasn’t for IWIYW.”

THE BENEFITS:

65 IWIYW community champions were created during the pilot, and this local focus helped the campaign reach 68% prompted brand awareness amongst women in Bury. It has also generated more than 2,000 Twitter followers and more than 8,000 Facebook likes to date.



LEARN MORE:

Watch the IWIYW video



CASE STUDIES 🔍

9: MEET THEIR NEEDS

DELIVERER:

Lawn Tennis Association (LTA) – ‘Tennis Tuesdays’

WHAT THEY DID:

After identifying an uplift in seasonal play among young women in parks in the South East, the LTA identified the opportunity to get more of this audience to play earlier in the year and more frequently in the summer months. Detailed research helped to shape the resultant ‘Tennis Tuesdays’ pilot programme, which included its weekday after work slot, hassle-free smartphone booking, free equipment use, a partnership with a recognisable brand (Nike), keeping the sessions women only, and selection of the pilot sites based on targeted audience density.

THE BENEFITS:

The methodical approach taken by the LTA delivered great results. Nearly 500 players attended a Tennis Tuesdays session during the pilot, with 60% being new players at the venues, and participants attending an average of four weekly sessions. Most impressively, half intended to continue playing each week beyond the pilot programme, and into the autumn and winter months.



LEARN MORE:

For more about Tennis Tuesdays visit the website



CASE STUDIES

10: CREATE GREAT TOOLS

DELIVERER:

StreetGames – ‘Us Girls’

WHAT THEY DID:

The Us Girls programme from StreetGames is designed to increase and sustain women’s participation in sport and physical activity in some of the country’s most disadvantaged communities. Us Girls started in 2011 with an aim to get females aged 14-25 more active, by providing them with fitness and sport opportunities within their local community. StreetGames produced a range of Us Girls tools and resources to help local delivery partners engage and retain young women in sport. These include a series of 16 practical ‘How To’ guides for coaches and deliverers, and an interactive three-hour Engaging Women and Girls workshop aimed at community sport project leaders, coaches, volunteers, NGB development staff, colleges and students.

THE BENEFITS:

Us Girls has been hugely successful. This award-winning programme is now delivered in more than 100 locations across the UK.



LEARN MORE:

For more on the Us Girls programme and the tools and workshops available visit the website



CASE STUDIES

11: FINDING FUNDING

DELIVERER:

Active Sussex, Project 500* and Flipitas Gymnastics Club

WHAT THEY DID:

Former national sports aerobics champion Pippa Couch runs not-for-profit gymnastics club Flipitas in Findon, West Sussex. To keep attracting young people (pre-school to young adult) into the club, Flipitas needed additional coaches. With funds tight, Pippa looked to the female coach development initiative Project 500 to help fund the training of three female coaches, with direct financial support as well as access to free courses.

THE BENEFITS:

Project 500 support helped to put three additional Flipitas coaches through their required courses, which in turn is helping the club support more and more young people to take up the sport.

* Project 500: More Women, Better Coaching is a regional coach development initiative across the South East. Seven County Sports Partnerships have recruited, developed or deployed 500 women in coaching.



LEARN MORE:

Watch the video about Pippa and Flipitas



Visit the Project 500 website



CASE STUDIES 🔍

12: THIS GIRL CAN

DELIVERER:

Sport England

WHAT THEY DID:

This Girl Can is Sport England's campaign to get women and girls moving regardless of their shape, size and ability. It takes a completely frank approach to communications to prompt a shift in attitudes and help boost women's confidence. With hard-hitting lines like "Sweating like a pig, feeling like a fox" and "I kick balls, deal with it", the campaign encourages women and girls to be themselves, to embrace the realities of getting active, and have fun doing it.

THE BENEFITS:

This candid, natural approach is clearly effective. The campaign has captured the public imagination, with more than 13 million people having viewed the campaign's flagship video online. It has also inspired many women and girls across the country to get more exercise and participate in sport.



LEARN MORE:

Visit This Girl Can to learn more



Register to view the This Girl Can image bank



CASE STUDIES

13: GET INSPIRED

DELIVERER:

Active Sussex, Project 500* and Penny Sangster

WHAT THEY DID:

Penny Sangster is a horse rider and dressage, show jumping and cross-country coach based in East Sussex. She developed her training abilities with support from Project 500, the scheme to get an extra 500 women into sports coaching. Penny is a firm advocate of the programme and the benefits of getting more women into coaching roles: "Project 500 is really important for the equestrian world. It helps us understand and learn from training methods in other sports, and it's taught me so much about coaching."

THE BENEFITS:

With support from Project 500, Penny has embraced new creative coaching methods that she believes are more inspirational to her young students.

* Project 500: More Women, Better Coaching is a regional coach development initiative across the South East. Seven County Sports Partnerships have recruited, developed or deployed 500 women in coaching.



LEARN MORE:

Watch Penny's story



Visit the Project 500 website

