



## Case Studies from the East



# Women in Sport in the East of England Research Project



for the



December 2004

## **Introduction.**

This document identifies some of the more noteworthy examples of good practice and innovative work that has been taking place in the east region over a period of time.

The case studies featured have been brought to the attention of Syzygy Leisure during the course of the research which has taken place between May and November 2004.

As is always the case, the researchers have been made aware of many other excellent, ongoing projects, large and small that affect sports development for women and girls in the East Region. Some of these have been featured in the main document to illustrate possible solutions to current problems.

Those featured below, are a mixture of projects undertaken by governing bodies, local authorities and Trusts. In each case, they illustrate partnership working, with sporting and non – sporting organisations.

They have been selected to illustrate the diversity of the eastern region. They illustrate work done with women in rural areas as well as those from an ethnic minority background, on a sports specific regional basis, in health education as well as with young adolescent women and those at risk.

We hope that practitioners and policy makers alike will use this document as a guide when considering schemes for women and girls in their areas, and will contact each of the featured projects for advice.

- 1. The Aqua Pura Athletics programme (regional)**
- 2. The FRESH Action group from Fenland in Cambridgeshire**
- 3. The Get Real – Leisure Active project in Harlow**
- 4. The Healthy Lifestyles project in Luton**
- 5. Girls and Women into Sport programme – Colchester Utd Community Sports Trust**
- 6. Girls Activity Project (GAP) – Southend and Basildon**
- 7. Women's Sport For Fun course – Hertfordshire**
- 8. Wayland Rural Sports Development Project – Norfolk**

| <b>1. Aqua Pura Women &amp; Girls in Athletics – East Region</b>                              |   |
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| <b>Overview of Project/Initiative</b>   | The Aqua Pura Women & Girls in Athletics initiative is a national UK Athletics initiative. Sixteen centres across the UK have been identified to deliver activities within their surrounding regions to target Women & Girls in Athletics and to break down some of the barriers surrounding this area. |
| <b>Aims and Objectives</b>  | To increase the quality and quantity of provision of athletics across the region for Women & Girls in Athletics.<br><br>To increase the number of Women & Girls taking part in athletics, whether this is through coaching, officiating, competing or taking part for other reasons.                    |
| <b>Policy / Strategy Background</b>   | UK Athletics Strategy identified the need for a continuous performance pathway for women and girls. This was to include raising the profile of women's athletics, increasing participation, better retention programmes and strengthening the infrastructure for women.                                 |
| <b>How was the need for the project determined (e.g. policy, identified barriers, demand)</b> | The need was identified through research and evidence showing that fewer women and girls were coming through and being retained in athletics.<br>There needed to be a special initiative to encourage more women to take part, stay and progress in the sport.  |
| <b>Details of partners involved and their role</b>  | Aqua Pura: Sponsors<br>UK Athletics: National Governing Body<br>Local Development Officers: Deliverers<br>Local Athletics Clubs: Exit route for initiatives<br>Schools / FE establishments / community groups / clubs etc: Target audience  |
| <b>Something about the project/initiative that makes it unique also key success factors</b>   | Project is not targeted towards a specific target age group. Therefore the grant aid can be spent on any areas identified locally, as long as it benefits women or girls in athletics.<br>Funding could be spent on both 7yr olds and 57yr olds, for training, jogging kit, equipment – ANYTHING!       |
| <b>Details of the project impact (results /outputs etc.)</b>                                  | In 2003/04 the following participation levels were achieved:<br>1. Women's Jogging Group prior to Race for Life – 300 attendances over a 9 week period ;  |

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|   | <ol style="list-style-type: none"> <li>2. 2 days of athletics Come &amp; Try activities for girls – 11 attendances</li> <li>3. 2 coaches gained qualifications at Levels 2 &amp; 3 (5 coaches were placed on Level 1 courses in the previous year).</li> <li>4. 3 regional workshops held with 60 attendances</li> <li>5. Years 7/8/9 indoor coaching for girls with 394 attendances</li> <li>6. 6 Regional Masterclasses held with 35 attendances (120 attendances at 3 classes in 2002/03);</li> <li>7. Primary sportshall athletics competition (2003) attracted 250 participants.</li> </ol> |
| <b>Issues / Problems / Barriers identified</b>                        | Difficult to work specifically with girls in primary schools as P.E. lessons are mixed with boys thus creating problems for the teachers.  |
| <b>Key success factors to inform similar projects in other areas.</b> | <p>Initially working with proactive partners to establish success, and then branching out to specific target areas/groups that are harder to work with.</p> <p>Ensure you are working to the needs of the partners, not your own ideals.</p>   |

**2. FRESH Action Group  
(Female Recreation, Exercise, Sport & Health)**

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| <b>Main Contact Name</b>              | Arran Coggan (Secretary)  |
| <b>Job Title</b>                      | Sports & Recreation Equity Officer  |
| <b>Organisation</b>                   | Fenland District Council  |
| <b>Telephone</b>                      | 01354 622350  |
| <b>Email</b>                          | <a href="mailto:acoggan@fenland.gov.uk">acoggan@fenland.gov.uk</a>  |
| <b>Overview of Project/Initiative</b> | The Female Recreation, Exercise, Sport & Health or FRESH! Action Group is a community led group that has a specific remit of promoting female sport and recreation throughout Fenland.  |
| <b>Aims and Objectives</b>            | <p>To raise awareness of recreational and sporting opportunities available for all women and girls in the district of Fenland.</p> <p>To improve current provision for women and girls to take place in recreational and sports activities by introducing new activities into the district of Fenland.</p> <p>To work with local organisers of mainstream sport in improving coaching and facility provision for women and girls across Fenland.</p> <p>To encourage and advise local people as to the best way to become involved with recreation and sport for women and girls.</p> <p>To apply for grant funding for recreational and sporting activities for women and girls across Fenland.</p> <p>To produce an accurate database of all local organisations offering recreational and sporting activities for women and girls.</p> <p>To promote and raise the profile of recreation and sport for women and girls with a minimum of 1 mandatory recreation or sporting event held per year.</p> |
| <b>Policy / Strategy Background</b>   | FRESH! was set up as part of the Sports & Recreation Equity Programme at Fenland District Council. However it has become a community led group with members of the community, sports clubs and agencies not just in Fenland but who work across Cambridgeshire.   |

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| <p><b>How was the need for the project determined (e.g. policy, identified barriers, demand)</b></p> | <p>The setting up of this Action Group was predetermined by the aims and objectives of the Sports &amp; Recreation Equity Programme, however the aims and objectives were finalised by the group itself. The group is enabling new opportunities above and beyond the remit of the Sports &amp; Recreation Equity Programme.</p>   |
| <p><b>Details of partners involved and their role</b></p>  | <p>Chair Person:<br/>Lisa Hunnable – Local Sports Club</p> <p>Secretary:<br/>Arran Coggan - Sports &amp; Recreation Equity Officer, Fenland District Council</p> <p>Treasurer:<br/>Kirsty Prior – Girls' &amp; Women's Football Development Officer, Cambridgeshire FA</p> <p>Active Committee Members:<br/>Rebecca Poulton – Health Improvement Adviser, East Cambs &amp; Fenland PCT and Fenland District Council<br/>Ellen Falkner - Sports Development Officer (Coaching &amp; Projects), Cambridgeshire &amp; Peterborough Active Sports Partnership<br/>Sue Beel – Community Member<br/>Ben Crosbie – Schools Sport Co-ordinator, Neale Wade Community College<br/>Sarah Crosbie – Community Member and Sure Start (South Fenland)<br/>Mary-Clare Donovan – Community Development Co-ordinator, Sure Start (South Fenland)</p> |
| <p><b>Something about the project/initiative that makes it unique also key success factors</b></p>   | <p>The unique way that FRESH! has become involved with so many different agencies and groups has been a key factor in its success.</p> <p>FRESH! has had good success in promoting both its own existence and those activities that it is running. Press releases have received good coverage in the local papers and several radio interviews have been done following press releases.</p>  |
| <p><b>Details of the project impact (results /outputs etc.)</b></p>                                  | <p>So far FRESH! has been involved with 4 events, one in each of the market towns, promoting itself and sport and leisure for women and girls. 2 of the events were in conjunction with a local leisure centre, where sports clubs and groups came along to showcase their own activities and sign up new members. The other 2 events were organised by other agencies and FRESH! attended with display boards and equipment.</p>  |

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|  | <p>Local sports and leisure clubs have been asked to fill in brochure consent forms to allow their details to be published in a women and girls sports and leisure brochure highlighting the opportunities available in Fenland.</p> <p>Whilst at events FRESH! members have distributed questionnaires asking which activities the public would like to be involved in. This has led to the development of plans for future activities which include a Dance Day, with classes of different dance types and involvement in a Come into Coaching event (run by Fenland District Council).</p> |
| <p><b>Issues / Problems / Barriers identified</b></p>                        | <p>The main problem experienced by FRESH! is the lack of attendance by the general public at events. Events which have been organised and run by FRESH! have not received the same attendance as those run by other agencies, which has obviously led to the conclusion that FRESH! should work together with other agencies to promote each others work and not in isolation.</p>  |
| <p><b>Key success factors to inform similar projects in other areas.</b></p> | <p>The success of FRESH! has been the involvement of the different agencies. Right from the first meeting, when it was agreed to form and constitute the group AND install a Chair, Treasurer and Secretary, the members of FRESH! have worked hard to promote sport for women and girls.</p> <p>With all of these agencies round the table, FRESH! has been able to access facilities and equipment cheaply, and sometimes free, by working in conjunction with whichever agency was supplying the services.</p>   |

### 3. Get Real – Leisure Active

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| <b>Main Contact Name</b>  | Helen Cox  |
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| <b>Overview of Project/Initiative</b>   | It is a social inclusion project that targets hard to reach girls aged 13-19 years old in a bid to engage them in sport, physical activity and leisure pursuits whilst promoting healthy lifestyles. It provides stability for the girls and tries to give them a sense of achievement and ambition.   |
| <b>Aims and Objectives</b>  | To engage hard to reach girls aged 13-19 years old in sport, physical activity and leisure pursuits whilst promoting healthy lifestyles and social awareness to increase their self-esteem and self-awareness.   |
| <b>Policy / Strategy Background</b>   | Social Inclusion<br>Community Involvement and empowerment.   |
| <b>How was the need for the project determined (e.g. policy, identified barriers, demand)</b> | It was born out of a service level agreement with Sport England to help them reach one of their target groups of people where a traditional lack of participation has been identified.   |
| <b>Details of partners involved and their role</b>  | Partners include Young Peoples Information Centre, Occasio House, Youth Offending Team, Alternative Education, Connexions, Anti Drugs Awareness Society, CATCH and Essex County Council Youth Services. These are mainly referral agencies from them to us and visa versa. Some partners also facilitate sessions.<br><br>The funding partner is The European Social Fund. |
| <b>Something about the project/initiative that makes it unique also key success factors</b>   | Creates a relaxed and approachable atmosphere.<br>Provide transport.<br>Use sports development as a tool for youth development.  |

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| <p><b>Details of the project impact (results /outputs etc.)</b></p>          | <p>Increased self-confidence of girls. One girl who would not speak when she joined the group came out of her shell and became quite outgoing. She said it was as a result of being part of the group.</p> <p>One girl achieved a UK Youth Achievement Award.</p> <p>Several girls have achieved proficiency awards in trampolining awarded by the British Gymnastic Association.</p> <p>One girl was given probation instead of a custodial sentence for offending. This was because of good behaviour and the support she gave to others whilst a member of the group.</p> <p>One member went on to become a member of Harlow Youth Council and do work experience in the Young Peoples Information Centre. She now wants to be a youth worker.</p> <p>Several members have gone into further education including a young mother of twins doing a hairdressing course at college.</p> <p>Members that are excluded have been directed onto basic skills courses.</p> <p>Some members of the group have been able to gain fulltime employment.</p> |
| <p><b>Issues / Problems / Barriers identified</b></p>                        | <p>Behaviour of the group can be disruptive to sessions.</p> <p>Trust between young people and the facilitators and between themselves can take a long time to build.</p> <p>Barriers can include transient lifestyles. Some of the target group lead such lifestyles and because they do not always get all the necessary information it can be difficult to retain them.</p>  |
| <p><b>Key success factors to inform similar projects in other areas.</b></p> | <p>Support by providing transport – This ensures that members of the group get to and from the session safely but also removes the barrier of lack of available transport to participation.</p> <p>Liaising with the young people to find out what their interests are and what they want to do when developing the programme – This ensures that an activity programme is developed in which they actually want to take part.</p> <p>Involving the group in the decision making process – This helps to create a sense of ownership and belonging. It also gives the group a sense of control and takes away a 'school like' atmosphere.</p> <p>Targeted marketing – Trying to ensure that the project is advertised in places where the target group will become aware of it. This also involves making contacts with potential referral agencies such as Connexions, Young Peoples Information Centre and Alternative Education.</p>   |

#### 4. Healthy Lifestyles

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| <b>Main Contact Name</b>  | Rushma Patel   |
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| <b>Email</b>  | rushma.patel@luton-pct.nhs.uk  |
| <b>Overview of Project/Initiative</b>   | <p>A women only project .The sessions are open to all women but the majority (approx 90%) of women who participate in healthy style sessions are of South Asian origin</p> <p>The project is a 12-week programme, once a week for 2 hours. The session is based around a health information session and an exercise class. In addition the women are weighed and they keep a record card. The health information is in 2 key areas healthy eating and health education information. e.g. diabetes, hypertension</p> <p>The project is based in Biscot Ward and the majority of women live in this ward. Biscot is in the 10% of deprivation, nationally.</p> |
| <b>Aims and Objectives</b>  | <p>To provide healthy lifestyle information and activity to a group of Asian women</p> <p>To show the importance of healthy eating and exercise</p> <p>To inform them of the importance of screening programmes</p>  |
| <b>Policy / Strategy Background</b>   | <p>The 'Get Active in Bedfordshire 'Physical Activity Policy produced in March 2001 had identified that the local implementation plan for physical activity should be further developed with Luton PCT, HAZ and SAZ. The Bedfordshire and Luton Food Strategy 2001 recommendations on how changes in diet may be initiated (Increased risk of CHD and diabetes in South Asian population).</p>   |
| <b>How was the need for the project determined (e.g. policy, identified barriers, demand)</b> | <p>The project was developed through the Community Dietician, whereby women could attend a weekly session on healthy eating</p> <p>It was identified that healthy eating could be complemented by physical activity. The women wanted to take part in activity in an environment that was</p>  |

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|   | appropriate for their needs and in a setting that they felt comfortable.   |
| <b>Details of partners involved and their role</b>  | Dieticians<br>Luton Borough Council<br>Initial funding came from the SAZ<br>Luton PCT  |
| <b>Something about the project/initiative that makes it unique also key success factors</b> | Delivered in community language for women<br>In their own venue<br>Exercise instructor speaks community language   |
| <b>Details of the project impact (results /outputs etc.)</b>                                | Attendance is monitored<br>Weights recorded<br>Record card for pedometers  |
| <b>Issues / Problems / Barriers identified</b>  | Continuation of project due to lack of funding<br><br>Not being informed, appropriate communication needed in order to create action.  |
| <b>Key success factors to inform similar projects in other areas.</b>                       | <ul style="list-style-type: none"> <li>• Good relations between participants, PCT and SAZ, people led not bureaucracy.</li> <li>• Support of innovative practices</li> <li>• Appropriate marketing approach</li> <li>• Using appropriate venue</li> <li>• Making sure all aspects of the project suited the participants.</li> <li>• Sensible approach to pricing</li> <li>• Flexible to not undertake sessions when religious events are occurring</li> </ul> |

## 5. Girls And Women into Sport

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| <b>Main Contact Name</b>  | Angie Syrett  |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Job Title</b>  | Girls and Women Co-Ordinator  |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Organisation</b>   | Colchester United Community Sports Trust  |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Telephone</b>  | 01206 217194  |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Email</b>  | <a href="mailto:info@cucst.org.uk">info@cucst.org.uk</a>  |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Overview of Project/Initiative</b>   | To provide grass roots sessions in Netball, Basketball, Hockey and Tennis using qualified coaches.<br>Provide opportunities for new and existing coaches through coach education.<br>Develop school/club links.   |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Aims and Objectives</b>  | To co-ordinate and improve coaching and competitive Opportunities for girls and women in Netball, Hockey, Basketball and Tennis in Colchester, Tendring and Braintree.<br>To increase number and quality of coaches and volunteers at different levels.   |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Policy / Strategy Background</b>   | The project resulted from an Active Communities funding bid, a need having been identified in this area for targeting girls by the Community Sports Trust and other partners.   |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>How was the need for the project determined (e.g. policy, identified barriers, demand)</b> | Increased numbers of girls in other programmes, showed the need for more girls only opportunities.<br><br>Lack of school participation in various competitions.   |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Details of partners involved and their role</b>  | <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">SDO's</td> <td>Contact with schools</td> </tr> <tr> <td>Essex Active Sports</td> <td>Provide Courses</td> </tr> <tr> <td>Colchester Netball 2000 Committee</td> <td>Coaches/volunteers</td> </tr> <tr> <td></td> <td>Competition opportunities</td> </tr> <tr> <td>Local Hockey Clubs</td> <td>Team opportunities/coaching and festivals</td> </tr> <tr> <td>Sports Centres</td> <td>Venues</td> </tr> </table> | SDO's | Contact with schools | Essex Active Sports | Provide Courses | Colchester Netball 2000 Committee | Coaches/volunteers |  | Competition opportunities | Local Hockey Clubs | Team opportunities/coaching and festivals | Sports Centres | Venues |
| SDO's   | Contact with schools  |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| Essex Active Sports   | Provide Courses   |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| Colchester Netball 2000 Committee   | Coaches/volunteers  |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
|   | Competition opportunities   |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| Local Hockey Clubs  | Team opportunities/coaching and festivals   |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| Sports Centres  | Venues  |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |
| <b>Something about the project/initiative that makes it unique also key success factors</b>   | <p>Working with girls and women in areas of specified social need who may not have been given the opportunity to play various sports.</p> <p>Working with partners who can provide exit routes.</p> <p>Being attached to a professional football club.</p> <p>9 Netball teams from local community clubs playing in</p>   |       |                      |                     |                 |                                   |                    |  |                           |                    |   |                |        |

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|   | league.<br>Basketball camp held for girls only   |
| <b>Details of the project impact (results /outputs etc.)</b>          | 8 schools now receiving Hockey coaching each season<br>10 girls from each school taking part.<br>10 schools receiving Netball coaching<br>12 girls from each school<br>14 schools receive basketball coaching with 100 girls participating<br>5 schools receive Tennis coaching<br>4 Umpiring/coaching sessions for teachers<br>Ladies BTN netball team now in local senior league<br>U12 girls playing in basketball league |
| <b>Issues / Problems / Barriers identified</b>                        | Not all schools are keen to offer girls-only clubs.<br>Liaison with schools difficult as calls or letters do not always reach appropriate people.<br><br>Structure at local clubs for exit routes are not always in place.   |
| <b>Key success factors to inform similar projects in other areas.</b> | Over 100 girls participate in local community netball clubs every week. These clubs were set up by this programme two years ago.<br><br>Links with Basketball and Hockey clubs have also been successful.  |

## 6. GAP – Girls Activity Project

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| <b>Main Contact Name</b>  | Matt Harwood-White  |
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| <b>Email</b>  | mattharwood-white@southend.gov.uk   |
| <b>Overview of Project/Initiative</b>   | <p>An activity based project designed to encourage adolescent young women to take part in physical activity.</p> <p>These young people have been targeted to take part in the project as they are socially disengaged, live in a deprived ward and are at risk of substance misuse.</p> <p>Following consultation with the young girls (14-19) results showed they took little physical exercise and they identified several activities in which they were interested, These included exercise to music, Yoga, Kickboxing and Health and Beauty.</p>  |
| <b>Aims and Objectives</b>  | To encourage adolescent young women (14-19) to participate regularly in sport and physical activity.  |
| <b>Policy / Strategy Background</b>   | The scheme is part of the Positive Futures project. Positive Futures uses sports and leisure activities to encourage participants to make decisions for themselves and to take self –determined steps towards a positive future.  |
| <b>How was the need for the project determined (e.g. policy, identified barriers, demand)</b> | <p>The steering group for the Positive Futures project is made up of representatives from Leisure, Education and Life Long Learning, Social Care and the Drug Action Team based for both Southend on Sea Borough Council and Basildon District Council.</p> <p>Consultation across the 8 wards with the young people has shown that adolescent young women do not participate in regular PE because the usual mainstream PE activities do not appeal to them. The girls wanted aerobics, kickboxing and yoga.</p> <p>Questions they were asked included:<br/>         Why do they not participate in PE regularly or at all?<br/>         What activities would persuade them to take part in PE?<br/>         If these activities were offered would they take part?</p> <p>The success of the Positive Futures GAP project in both Southend and Basildon has proved that mainstream physical activity programmes are unpopular with young</p> |

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|   | girls.   |
| <b>Details of partners involved and their role</b>  | Southend and Basildon Positive Futures Management Committee.<br>Positive Futures manages the project and provided the funding.   |
| <b>Something about the project/initiative that makes it unique also key success factors</b> | A 'GAP credit card' was designed and produced for the young people to record their attendance at each activity and make comments about the sessions. As an incentive to take part, those who participated for 9 out of the 12 weeks received vouchers to spend as they wished in a high street shop.   |
| <b>Details of the project impact (results /outputs etc.)</b>                                | <p>GAP Community Project: (Southend-on-Sea &amp; Basildon)</p> <p>The GAP Community Project includes an element of both participation in physical activity and an educational/training aspect.</p> <p>The project consists of a weekly programme of classes including exercise to music, aerobic (including games) and anaerobic sessions, i.e. yoga and Pilates. All classes are delivered and by qualified instructors and supported by member of Youth workers and mentors.</p> <p>The project is delivered at various sports centres and community halls across the deprived wards. The Project is co-ordinated and led by local authority Sports/Leisure Development Teams and their local partners.</p> <p>The project offers young women various experiences within the health, sports and leisure industries in order to advocate further education and employment opportunities. It also offers support and advice to young people on issues such as Drug misuse.</p> <p>Following further consultation with the same group, outside agencies (e.g. further education providers, project partners, etc.) will then be invited to work within the project to encourage and inspire further personal development and explain what opportunities for training and employment exist. The young women, participating in the scheme can also apply to a CPD training budget held by the Project Manager to help them get access to further training delivered by the further education providers and project partners, etc.</p> |
| <b>Issues / Problems / Barriers identified</b>  | Problems and barriers identified are mainly based around venues and finding qualified and experienced staff to deliver sessions and provide support and advice to young people.  |

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| <b>Key success factors to inform similar projects in other areas.</b> | <p>Engages approximately 100 young women in physical activities on a weekly basis across 8 deprived targeted wards.</p> <p>Opportunity for young women to access professional and structured sports based coaching sessions out of school hours on a regular basis.</p> <p>As an incentive for attending regular sessions young women have been given the opportunity to go to a one-off session in which they can not only experience the atmosphere and environment of a professional clubs i.e. dance but take part.</p> |
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## 7. Women's Sport for FUN Course

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| <b>Email</b>  | f.castree@herts.ac.uk  |
| <b>Overview of Project/Initiative</b>   | To increase the number of women participating in sport.  |
| <b>Aims and Objectives</b>  | To encourage women who would not normally take part in sport to have a go at a variety of sports in a fun, non-competitive environment.  |
| <b>Policy / Strategy Background</b>   | County Sports Partnership targets to raise participation levels in minority groups with women and girls being a key area for development.  |
| <b>How was the need for the project determined (e.g. policy, identified barriers, demand)</b> | <p>Through discussions with women who expressed the desire to play netball and other school sports again, but didn't have the confidence to join a local sports club.</p> <p>The women felt that there were no opportunities for them to try a variety of sports in a fun environment. They wanted the social and fun element as well as the choice of sports and they currently had to decide which single sport or gym/aerobics activity they wished to do.</p> <p>The course fits in with the Herts Sports Partnership targets.</p> |
| <b>Details of partners involved and their role</b>  | <p>Pilot run by Herts Sports Partnership.</p> <p>Model of good practice now available for partners within the partnership to run the course in their local areas.</p> <p>Watford Council has set up a course which began in October.</p>   |
| <b>Something about the project/initiative that makes it unique also key success factors</b>   | <p>There is nowhere for women to have a go at a variety of sports in a fun, non-competitive environment. This course has a very relaxed environment with a real emphasis for fun.</p> <p>Many women on the course said they were put off sport at school due to its competitive nature.</p> <p>The first half of the session is spent teaching the basic</p>   |

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|   | <p>skills and rules of the game. The last half hour is spent playing the game. The participants really enjoy the game situation but the focus is not about winning.</p> <p>Anglia TV sent a film crew to film a session and interview participants. It was featured on the 6 o'clock news on 14<sup>th</sup> September as part of the BOTM campaign.</p>   |
| <b>Details of the project impact (results /outputs etc.)</b>          | <p>6 week pilot course ran June – July 2004.<br/>25 women enrolled on course.</p> <p>2 new courses set up for Autumn term increasing capacity to 40. There is a 6.30 – 7.30pm course and 7.30 – 8.30pm course with 20 participants on each. The majority of women from the pilot have continued with the new courses. The majority of participants are new to sport and exercise.</p> <p>Watford Council has set up a 7 week course in their area.</p>   |
| <b>Issues / Problems / Barriers identified</b>                        | <p>Finding a venue. Most places are booked up already by existing block bookings. To continue the course after Christmas a new venue will be needed.</p> <p>Sustainability – running the course has to be transferred to the participants so that it can exist without HSP involvement.</p>  |
| <b>Key success factors to inform similar projects in other areas.</b> | <p>One participant from pilot course has joined a netball club.</p> <p>Majority of women from the pilot course are continuing with the course and enjoying sport. They have changed their views on sport since school and said it's nice to take part with like minded women who want to play for fun and do not care how good or bad anyone is at sport.</p> <p>There is a high demand for course so places are easy to fill.</p> <p>The charge £3 per person which covers the cost of the coach and facility and this is enough to break even.</p> |

## 8. Wayland Rural Sports Development Project

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| <b>Main Contact Name</b>                                 | Riana Rudland  |
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| <b>Overview of Project/Initiative</b>                    | The Wayland Rural Sports Development project was set up to work with partner agencies to develop a sports development strategy for the Wayland area and build on the existing good practice in the schools, clubs and at the sports centre. The project aims to develop sports, health, leisure and physical activity identified through the Wayland community action plan, Market town health check and the Sports Development Strategy. The project prioritizes those on low incomes (especially young people), women and girls (especially young mothers), people with disabilities and those living in rural villages with the poorest facilities.   |
| <b>Aims and Objectives</b>                               | <p>To increase participation throughout the target groups.</p> <p>To develop after school activity in the town and the villages.</p> <p>To develop healthy exercise programmes, particularly benefiting the target groups.</p> <p>To work with and train volunteers to support activity.</p> <p>To organise and carry out the training of coaches and helpers.</p> <p>To develop programmes of activity during the school holidays.</p> <p>To develop a range of sporting activities and celebrations that can be enjoyed by the whole Wayland community as participants and spectators.</p> <p>To recognise sporting potential and help develop it – signposting those with ability to further opportunities.</p> |
| <b>Policy / Strategy Background</b>                      | Project was identified through the Wayland Community Action plan, the market town health check and the local authority sports development strategy. The first three months of the project were dedicated to a period of research to identify gaps in provision and to devise an action plan to help fill these gaps.   |
| <b>How was the need for the project determined (e.g.</b> | As above.<br>In addition, despite there being good provision for some of the target groups it became clear from the initial  |

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| <p><b>policy, identified barriers, demand)</b></p>   | <p>research period that individuals were not aware of all of the opportunities available to them. Better marketing and advertising of courses, clubs and classes was required. Local groups and individuals from within the community made it clear that the main barriers to participation were cost, transport, and child care. Village appraisals identified that many households only have one car. Priority use of this was for work and so the other parent in the household and the children had to rely on public transport for leisure and physical activity pursuits. Public transport in the Wayland area is poor and infrequent and this limits any individual's options to take part in organised activities. Although most activities were seen as affordable, the transport to get to it and the cost of childcare meant that it was not feasible for most people who had only one income coming into the household. Young/single mothers were facing the same problems too.</p> <p>Children too were missing out on many activities. The villages in Wayland are spread out, roads between them are not well lit and in many cases they are dangerous to walk or cycle on. All the parents spoken to in the research period identified that there was a huge demand for school holiday activities to occupy the children and allow the parent's time to take part in activities themselves.</p> |
| <p><b>Details of partners involved and their role</b></p>  | <p>Sport England – funding and support<br/> EEDA – funding<br/> Breckland Council – funding<br/> Watton Sports Association – office space, support, links with clubs and coaches, and use of facilities<br/> Wayland Community High School – support, assistance with advertising, facilities and coaching skills.</p>  |
| <p><b>Something about the project/initiative that makes it unique also key success factors</b></p> | <p>The Wayland Rural Sports Development Project is community led. The action plan designed for the three year project is based on results on village appraisals and community consultation.</p> <p>The first Wayland Summer Sports Programme was filled to capacity throughout the summer. Parents and children wrote letters of thanks and many parents even volunteered to help next year so that the programme could expand and cater for more children.</p> <p>Many local groups have gained or are in the process of applying for funding to support their activities.</p> <p>Taster sessions have meant that more children have joined the local clubs or school teams and after school sessions. Many of the children that attended the taster sessions also took part in the Norfolk Youth Games this year, where in the past they never would have even attended the trial sessions.</p>   |

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| <p><b>Details of the project impact (results /outputs etc.)</b></p>          | <p>The first year of the project has made a big impact on the target groups as demonstrated by the increase in participation. The first Wayland summer sports programme was a huge success and has generated great enthusiasm amongst mothers within the community for further activity. A good database of willing coaches and volunteers has also been developed to ensure that future activity can be sustained. Young talent has been identified through the courses that have been run at the schools and these individuals have been steered towards appropriate clubs and coaches which could develop their ability further. A database of all the individuals who have taken part in the activities to date has been established which will be of major benefit for monitoring and evaluation purposes. More coaches are attending courses to expand their knowledge and high school leavers are now taking on CSLA and coaching qualifications and volunteering within the clubs. In the past year two female work experience pupils from the Wayland area have expressed a desire to make a career in sports development. Talks and presentations to local groups has also resulted in people taking their own initiative to start up activities and apply for funding to expand what they already do. This has meant that the activity is now more sustainable and individuals are more enthusiastic and feel more ownership over their club/activity.</p> <p>The project has assisted in the local table tennis club gaining almost £9000 in funding to support its over 50's club (mainly attended by women) and to develop coaching sessions in all the schools in the Wayland area. A ju jitsu course that was run at the high school was attended by a high percentage of girls, many of whom joined clubs as a result of having their confidence increased.</p> |
| <p><b>Issues / Problems / Barriers identified</b></p>                        | <p>Main barriers to individual's participation in activities were transport issues, cost and lack of affordable child care. Clubs had funding problems and volunteers in the clubs were finding it difficult to make time to fill in endless forms necessary to get funding as well as comply with all the other legislation they have to follow such as child protection policies, health and safety etc. This made them reluctant at first to get involved with organising other activities or opening their club up to different target groups.</p>   |
| <p><b>Key success factors to inform similar projects in other areas.</b></p> | <p>The project has created community enthusiasm for a wide range of activities for a number of groups. It has also meant that groups are taking their own initiative and developing their own activities now that they know that there is a support network there for them and where they</p>  |

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|  | <p>can go for help and advice.</p> <p>The project has greatly increased participation in physical activity as well as increased the knowledge and opportunities available to coaches within the area.</p> <p>Better communication between the schools and the sports centre has resulted in all organisations maximising the use of the facilities.</p> <p>Girl's sports sessions has resulted in more girls joining clubs in the area. They have increased their confidence and improved their overall fitness and now see the benefits of the social side of sport too. As a result parents have more free time to participate in leisure activities while their children are involved with club sports and training sessions.</p> |
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