



This Girl Can: London

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Section 1: Introduction

The following report aims to provide a picture of the targeted This Girl Can funded project delivered by London Sport during summer 2017. It's based on observation from London Sport, with feedback gathered from partners and recipients.

This report will refer to three groups of stakeholders:

1. Delivery Partner – the organisation providing the delivery coach e.g. GoodGym.
2. Delivery Coach – the individual delivering the activity for 8-10 weeks.
3. Organisation – the organisation that received the activity for its female users.

Throughout the report there will be both key learnings and feedback.

- **Key Learnings:** Things that should be considered and/or applied for delivering a similar project.
- **Feedback:** Comments made by one of the three stakeholder groups. These will be in speech bubbles.

Section 2: Project Premise

To support organisations who did not traditionally provide physical activity, to develop a participant led activity.

This was done through working with delivery partners to create four activities that each organisation could choose from.

Each activity included the following elements:

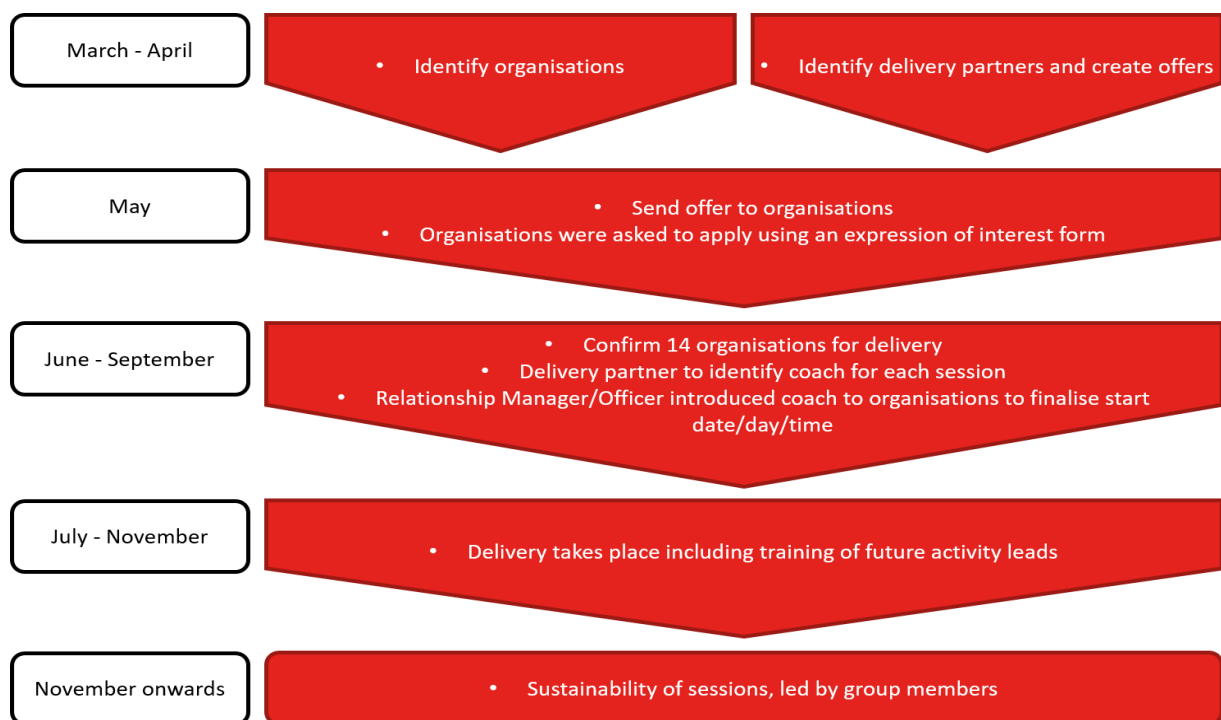


- 8-10 weeks of delivery by a trained instructor.
- Any equipment to run the activity – which would belong to the organisation after the delivery period was completed.

- Support for at least two members of the group to be confident delivering the activity after the instructor stopped delivering. **Note: this support did not have to be a formal qualification, although in some cases it was.**

Section 3: Project timeline

The project took place between March and November 2017, the below image highlights the activity taking place each month.



Stage 1: March – April

This stage consists of two corresponding pieces of work areas.



Identify organisations:

The London Sport Relationship Management team were responsible for identifying organisations. The criteria was kept deliberately simple:



- Organisations that have a significant number of female service users and didn't already provide those women with physical activity options.

The list of organisations included women's centres, sheltered housing, guide groups, faith and cultural organisations, housing associations and more. These were predominantly unknown to London Sport.

Identify delivery partners and create offers:

Activities needed to be suitable for inactive* and irregularly active women. We looked for delivery partners that had:

- A track record of working successfully to engage and retain women in physical activity.
- Existing programmes that were aimed at inactives, usually beginners but also those returning to activity.
- A good coverage across London.

*Inactivity is defined as doing less than 30 minutes physical activity per week – Active Lives, Sport England.

We approached delivery partners that met the above criteria and four returned with an offer suitable for target organisations, these were:

Activity	Delivery Partner
Walking Netball	England Netball
Dance/Exercise	EMD UK
Beginners Running	GoodGym
Table Tennis	Streetgames

Delivery Partner Feedback

"The offer was easy to create as we already have a model in place for targeting inactive groups... it was challenging to think of a way to integrate a training element."



Key Learning 1: Be clear about the target audience and any possible groups within that audience group e.g. older (55+ years) women, BAME groups as that may dictate changes to delivery offers.

Key Learning 2: Be clear about expectations on what the offer being created by the delivery partners should include. – e.g. Does there need to be equipment included, or a training qualification?

Stage 2: May



Since most of the organisations had never heard of London Sport, we created an introductory email, PDF of one sheet offers and a short expression of interest (EOI) form. Each organisation on our list was contacted by the Relationship Manager or Relationship Officer who covered that area of London, ensuring each organisation has a logical, one point of contact with London Sport throughout. A short deadline was created for returning the EOI.

Each EOI included:

- Contact details for the organisation.
- First and second choice for activities.
- No. of participants (broken down by age bands).
- No. of inactive participants.
- Reason for selecting the first-choice activity.

Key Learning 3: Having two choices on the form led to mistakes from applicant organisations. It would have been better to have the options listed and for the group to organise them by preference.

Delivery Partner Feedback

“Organisations did not seem aware of what they had signed up for and when we approached them, they did not want running.”

Key Learning 4: Be clear that the venue for activity is at the organisations own space – or somewhere that all the group feel confident accessing.

Stage 3: June-September

June - September

- Confirm 14 organisations for delivery
- Delivery partner to identify coach for each session
- Relationship Manager/Officer introduced coach to organisations to finalise start date/day/time

14 organisations applied to receive activity, nine were female specific organisations, three were women’s centres, one was faith based, five were culturally focused on minority groups.

The most popular offer was dance, with eight organisations selecting it, four selected running and there was one each for walking netball and table tennis.

London Sport confirmed with each delivery partner that they could find a delivery coach for each organisation. For England Netball, Streetgames and Good Gym we asked for the delivery coach details to be given to London Sport so we could make the introduction. At this point we encouraged the delivery coach and the organisation to meet and plan the date, day and time for activity to take place.

Delivery Partner Feedback

"Once meetings took place [the organisation] were very happy to be working with us."

"Contacts at the organisation could be hard to make contact with, emails often were not responded to, or calls not returned."

Delivery Partner Feedback

"They were initially interested but we lost touch and didn't hear back, by the time we did, the group had changes and weren't interested in group exercise."

Organisation Feedback

"Overall set up was fast from liaising with the instructor to receiving the equipment and starting the sessions."

EMD UK wanted to work with each organisation to identify the right dance class, and therefore the instructor. This massively increased the commitment for them towards this project.

Delivery Partner Feedback

"Including set styles in our offer for the groups to pick from rather than leaving it open for them to pick, as this was time consuming when sourcing instructors."

Half of all projects had communication difficulties when setting up activities. With the organisations becoming less responsive to the delivery partner. This was the reason that three projects did not go ahead.

Key Learning 5: Take into consideration that the organisations' priority is not physical activity. Either ask them to define time, day, date on the EOI or be prepared that communication may be difficult.

Stage 4: July – November

July - November

- Delivery takes place including training of future activity leads

Promoting the sessions

It was the responsibility of the organisation to promote the activity to their members. The success of this varied from organisation to organisation depending on various factors including:

- Previous knowledge of experience of the activity.
- Instructor support.
- Peer engagement.

Organisation Feedback

"They were hesitant to start the session as they were inactive and they have never experienced Yoga before. Some who suffer from hypertension, blood pressure and diabetes were panicking. The instructor explained the good things about the activity."

Organisation Feedback

“We had certain members of our organisation who weren’t taking part and would convince others to take part in a different activity, this was rectified by those taking part who stated walking netball was great fun and good exercise.”

Organisations used newsletters, newspapers, fliers, and word of mouth to promote the activity. Two of the organisations think they should have started promoting the sessions earlier.

Two of the most successful groups promoted the activities to members as a means of counteracting social isolation, building confidence and making friends.

Delivery coaches and organisations have both recommended that meeting the group to talk about the activity or running a taster sessions first would be good. One delivery partner has also noted that providing opportunities for organisations to ask questions about the activity ahead of deciding, might have helped the right activity to be chosen.

Organisation Feedback

“We organise a pre-session to explain the philosophy of activities. Always introduction of the sessions are vital for service users.”

Delivery Coach Feedback

“I would like to meet the group and ask about what they want to do and find out what they are not keen to do... I tried different types of exercise and found many of them unhappy with floor work.”

Key Learning 6: Leave promotion to the organisation, they know what matters to their audience.



Delivery

Delivery of activity to inactive participants can come with a range of barriers and fears. The project looked to overcome some of the more common ones of, not knowing the venue or participants, feeling like you might not be good enough to attend by hosting the activity at the organisations venue (or a venue they use frequently), keeping the activity to the organisations users only, and being clear it was aimed at beginners and those who were currently inactive.

Challenges faced by the delivery coaches are listed below:

- Timing – participants arriving late.
- Using the coaching toolkit (see next section).
- Clothing and shoes – women who didn't own these items attended in skirts, heels etc.
- Language barriers.
- Weather.
- Venue space.

Key Learning 7: Ensure that delivery coaches know that the group may turn up late or inappropriately attired for sessions, and that the important factor is to keep them safe whilst giving them confidence to attend and participate.

Coaching Toolkit

To ensure that delivery coaches understood the main reasons for their participants attending the sessions we applied the coaching toolkit created as part of the Dare to Try project from 2016.

The toolkit uses the Women in Sport research 'Understanding Women's Lives' research, which identified 6 core values that are used to inform behaviour and decision making.

The toolkit was sent to all the delivery coaches. The response to using the toolkit was mixed across the groups.

Delivery Coach Feedback

"Throughout the class I would remind [the participants] about their chosen motivation to keep them going."

Delivery Coach Feedback

"It was an easy process, and interesting to see the women's motivations but I don't think it had any significant impact on the session itself."

Delivery Coach Feedback

"The women engaged in reading the reasons, and thinking about why they were coming. It helped me to discuss and understand their motivations."

Stage 5: November onwards

November onwards

- Sustainability of sessions, led by group members

Sustainability of activity was the main objective of the programme, to ensure the activity was no cost, delivery partners were asked to ensure the delivery coach would identify two members of the group to lead the activity after the delivery period was over.

Activity	Training Option
Exercise or Dance	Dance activator training
Running	LiRF training
Table Tennis	Table Tennis activator training
Walking Netball	Walking netball leadership training

Of the 8 projects that went ahead, three have continued with members of the organisations and group taking the lead on delivery.

Delivery Coach Feedback

"It was obvious who would be the natural choice to take over the group... I know there is some concern about the structuring and content of the sessions going forward, and the women have asked me to take videos and provide material for the future."

However, there were some issues around confidence of the group as well as the delivery coach being uncomfortable with handing over control of sessions when there wasn't a confirmed training option.

Delivery Partner Feedback

"The 8 weeks was not long enough to build confidence in the beginner groups to led the activity."

Key Learning 8: Ensure that the exit route is:

- a) Clearly explained to the delivery coach, including how they recruit, how they support and the insurance implications.
- b) A training package, whether that be a formal qualification, or supporting documentation, mentoring or online resource.

Section 4: Framework for replication

Pre-delivery	Delivery	Sustainability
Identify organisation who have access to the target audience	Limited coach delivery period 8-10 weeks may be sufficient to identify a leader from within the group.	<p>Have a clear plan for upskilling the group to self-lead. This should include:</p> <ul style="list-style-type: none"> • Support for the delivery coach to mentor the future lead(s) and transition the group into self-sustaining. • Where possible supplying materials for the new lead to use to gain confidence <p>It may (but does not have to) include:</p> <ul style="list-style-type: none"> • A formal coaching qualification <p>However, the organisation will need to check their insurance covers informal activity.</p>
<p>Ensure that the offer meets the needs of their audience.</p> <p>Emotional things to consider:</p> <ul style="list-style-type: none"> • Skill level of audience. • Motivations – e.g. self-confidence. • Fears/barriers – e.g. language. <p>Practical things to consider</p> <ul style="list-style-type: none"> • Equipment needed. • Minimum space required. 	Be clear from the beginning that you are looking for a member of the group/organisation to lead.	
	Bend to the groups needs. The deliverer needs to adapt to the group – e.g. accepting what they wear or the timing the group keeps.	
	<p>Check in with the motivations and values of the group over the course of the programme. This can include:</p> <ul style="list-style-type: none"> • A pre-meeting with the organisations users to answer questions and build the relationship. • Using London Sport toolkits (for women and/or young people). 	
Be clear about the exit route from the beginning.		<p>Identify suitable leaders as early as possible to begin mentoring them to take over.</p>
<p>Ensure the delivery coach has the necessary skill set to meet the needs of the audience:</p> <ul style="list-style-type: none"> • Coaching toolkit. • Training. • Job description support. 	<p>Leave promotion of the activity to the group/organisation – they know what matters to their users/members.</p>	
	Monitoring activity throughout the programme is encouraged to ensure that it is continuing to meet participant needs, and allowing progression into the workforce where applicable.	