



How to... 'ensure sport and physical activity sessions for young women are provided in the right place'

Why it's important

One of the factors that is most likely to encourage young females to take part in regular sport and physical activity is ease of access. By providing sports and activities close to people's homes, in areas that are known and familiar to them, the likelihood that they will engage is increased.

Young females who have limited or no previous sporting experience are also unlikely to visit traditional sport settings/venues. Therefore, providing activity in non-traditional sports facilities (indoor or outdoor) in the local community is likely to be more attractive to them.

The 'right place' will vary for everyone but there are common themes that should be considered when planning where to run activities.



Factors to consider

Provide local opportunities and consider the type of facility used

Place the emphasis on using local provision for activity sessions to negate any reliance on travel. This could be indoor or outdoor. Territorial issues and busy or unlit roads are potential barriers that need to be considered when planning where to put on activity.

Try where possible to provide activities at a convenient location, near to where your target group live, study or work. By providing activity in an environment which is both local and familiar to them they are much more likely to engage. For students this may be on the college site, for working women it may be in the workplace, for young mums at a children's centre, nursery or primary school. For BME and faith groups, holding activity sessions at their place of worship is a good idea.

Determine whether running an activity in a local community facility or a more traditional sports facility is most appropriate for your target group – the most popular types of facility used for Us Girls sessions are indoor spaces (eg school/college gym, dance studio, community halls, local authority indoor sports centres and community indoor sports centres).

Where activities cannot be provided locally it is important to factor in transport links and accessibility.

The environment and the customer experience

Consider whether the environment is inviting and safe for young women to participate in, whether the young women are able to exercise in comfort and at ease. When thinking about the social atmosphere, consider whether the play and social areas will make the young women feel comfortable.

Women from BME groups often need to exercise in a female only environment. This means an area with no male access or viewing, where windows and doors are closed off to the general public, participants and staff are all female and there is no filming or photography (mobile phones).

WSFF research shows the following factors are important for women when considering leisure facilities and should be considered when choosing the most appropriate place to run an activity:

- Facilities must be clean and odour free.
- Facilities that are bland with blank walls and little natural light are not attractive to women.
- Separate male and female changing areas are preferred.
- Women like having areas in which they can socialise before and after activity.

It is however acknowledged that in some cases these are factors that cannot be controlled.

Having clear, obvious signage in the centre so that women know exactly where to go when they enter the centre and ensuring that staff are welcoming and are informed of the session that is taking place so they can answer any questions are key to ensuring a positive participant experience.



Case studies

Us Girls Brent

Consultation identified that their target group tend to be enrolled on full or part-time courses at college. Therefore most of the activities are being offered on site at the College of North-West London (CNWL) to allow for direct access to a large number of these young women. Some of the sessions however are not run on site, and they've found that this has had a really negative impact on attendance as the girls are not willing to travel. The sports coordinator at CNWL said: 'Ideally all sessions would be run on site. We've put badminton court markings in our dance studio so we can now run badminton sessions here too.'

Us Girls Redbridge and Newham, London

To further promote their sessions, Us Girls Redbridge are working with their neighbouring borough Newham

to produce a leaflet that shows all of the Us Girls sessions that are taking place along the number 25 bus route. This is a very popular bus route for residents of both boroughs as it travels from Ilford in Redbridge to Stratford in Newham and then on to central London. They are hoping the new information will encourage new participants to attend the sessions as it will show how easily accessible the activities are by bus.

Us Girls Chorley

One of the reasons why their mums and tots trampolining session is so successful is because the women are able to meet at the children's centre (a place that is familiar to them) and walk over to the leisure centre with their friends into an environment which they wouldn't normal go to.

Route 25 - your US GIRLS journey to fitness

020 8708 0954

US GIRLS LOTTERY FUNDED

Benefits of being a Us Girls Member

- Receive regular information about Us Girls
- Be the first to find out about special Us Girls activities, events and offers
- Influence future activities
- Subsidised access to Us Girls activities

How to become a Us Girls Member

- Simply complete an application form which can be found at www.redbridge.gov.uk/usgirls and return it with a passport photograph to receive your membership card.

If sport and time to yourself is slipping down your list of priorities, then read on. Us Girls aims to help tackle the gender gap in sport and secure a mass participation legacy from 2012 for women's involvement. So go on, be part of it, JOIN NOW!

Redbridge

MONDAYS
Zumba
Vine Church, Ilford
6.30pm-7.30pm, £3.60, £3.40 for leisure pass holders

MONDAYS
Back to Netball
(Term time only)
Seven Kings High School, Ilford
6pm-7pm, £2

MONDAYS
Badminton
(1 court available: up to 6 players)
Redbridge Town Hall, Ilford
7pm-8pm, £2
Booking required 020 8989 1172

TUESDAYS
Return to Rounders
(Term time only)
Lorford School of Science and Technology, Lorford Lane, Ilford
6.30pm-7.30pm, £2

WEDNESDAYS
Return to Running
Valentines Park, Ilford (meeting point near cafe)
6pm-7pm, £2

MONDAYS
Women United & Girls United
IC coaching and monthly tournaments
Kingsford Astro-turf, Kingsford Way, Beckton E6
6pm-7.30pm
Enquiries: shona.p@usgirls.org / usgirls.com
(Bus 262 from Stratford, 101 from Manor Park)

MONDAYS
Female only box-fit classes
Balaam Leisure Centre, Balaam Street, Beckton E13
4.30pm-5.30pm
FREE Nicole Napier, 07741 292902
nicole.napier@newham.gov.uk
(Bus 262 from Stratford)

MONDAYS
Body Blast
Talent Central, Unit 27a, 3 Armada Way, Gallows Shopping Centre, Beckton E6
7pm-8pm, £5
Enquiries: 07866 612610 / enquiries@usgirls.org

MONDAYS
Women's basketball (usaa)
Rakeby School, Barking Road, Canning Town E16
7.30pm-9.30pm
Enquiries: Chris 07703 503995 / Aurimas 07712 176301
(Bus 69 or 276 from Greenford)

MONDAYS
Sheila's Yummy Mummy buggy fitness
Central Park, East Ham E6 (meet outside Cafe in the Park)
10am-11.30am
£5 (£2 for 1st session)
enika.sp@usgirls.org / enika.sp@usgirls.org
(Bus 101 from Manor Park)

ILFORD All of the venues or activities are within a five minute walk of a route 25 bus stop

WEDNESDAYS
Back 2 Hockey
Redbridge Sports & Leisure Centre, Barkingside
7pm-8pm
£3 per session

THURSDAY
Beach Volleyball
Lorford Park Beach Volleyball Courts
6pm-7pm, £2

FRIDAYS
Circuits
Vine Church (Hall), Ilford
5.45pm-6.45pm, £2

SATURDAYS
Golf Lessons
Diving Range, Fairlop Waters, Barkingside
10am-11am
£2.60 for 40 balls
£4.40 for 80 balls

Inner Beauty Dance & Fitness sessions
Attend your 1st class for free then receive discounted classes at the rate of £5 with your Us Girls Membership Card.
Ladies only gym
538 Grafton Road, Gants Hill
020 8554 2345

TUESDAYS
OPA Get back into netball sessions
Lister Community School, St Mary's Road, Plaistow E13
8pm-9.30pm, £2
Enquiries: Lesley Jones 07717 281529 / opaneballclub@hotmail.com

WEDNESDAYS
Female only gym session (60-90 mins only)
Newham Leisure Centre, Prince Regent Lane, Plaistow E13
1.30pm-3pm, FREE
Enquiries: enquiries@newham.gov.uk / www.nlc.org

THURSDAYS
Body blast
Talent Central, Unit 27a, 3 Armada Way, Gallows Shopping Centre, Beckton E6
6pm-7pm, £5
Enquiries: 07866 612610 / enquiries@usgirls.org
(Bus 262 from Stratford)

THURSDAYS
Women's basketball (Youngblood)
St. Angela's School, St. Georges Road, Forest Gate E7
8pm-10pm, £1
Enquiries: Caroline 07938 307 657

FRIDAYS
Dare 2 Dance
Three leisure centres
Newham Leisure Centre, 281 Prince Regent Lane, Plaistow E13
3.30pm-5.30pm, FREE
Enquiries: Nicole 07741 292902 / nicole.napier@newham.gov.uk
(Bus 262 or 423 from Stratford)

For the latest up to date information visit www.redbridge.gov.uk/usgirls call 020 8708 0954 or follow us on Twitter @usgirlsred

QR code: If you have a Smart Phone you can scan this code with a QR reader app. You will then be taken directly to the Us Girls webpage. Easy!

Us Girls Redbridge logo



Top tips

- Young women are far more likely to take part in some form of physical activity if sessions are held at a facility that is local to them and that they are familiar with.
- Take activities into local community facilities rather than expecting participants to travel to specialist sports facilities which may be some considerable distance away.
- Remove the barrier of travel by providing activities at a convenient location, near to where your target group live, study or work.
- Consider natural barriers such as roads, railways and local territorial issues when planning where to hold your activity.
- Make sure the surrounding environment is inviting and safe for women to exercise and socialise in and consider the need for female exclusive environments in some cases.
- A positive customer experience is very important in making sure women come back again.
- Consider safety and accessibility to the site – eg are walking routes to and from the venue well lit?



Us Girls Newham

Further information

www.usgirls.org.uk

 /UsGirlsGetActive

 @UsGirlsTweet

