

Women & Girls in Sport



Active, Fit and Sporty
Programme 2018 - 19



Department for
Communities

www.communities-ni.gov.uk

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Introduction

Sport NI's Women in Sport intervention works towards the Sport Matters (DfC) target PA8: 'to deliver a 6% point increase in female participation'. The review of PA8 recommended that 'Women in Sport is recognised as a Sport Matters key priority throughout the next 5 years to secure an increase in funding to increase solely women and young girls participation for the future and secure a greater proportion for female participation of funding aimed at sports for both men and women'.

Women & Girls in Sport – Active, Fit and Sporty

The Women & Girls in Sport - Active, Fit and Sporty project saw an investment of £497,025 into 6 projects for the development of female sport during 2018/19. The six organisations involved were Female Sports Forum, Disability Sport NI, Ulster University, Women in Sport and Physical Activity (WISPA), Sported and Youth Sport Trust.

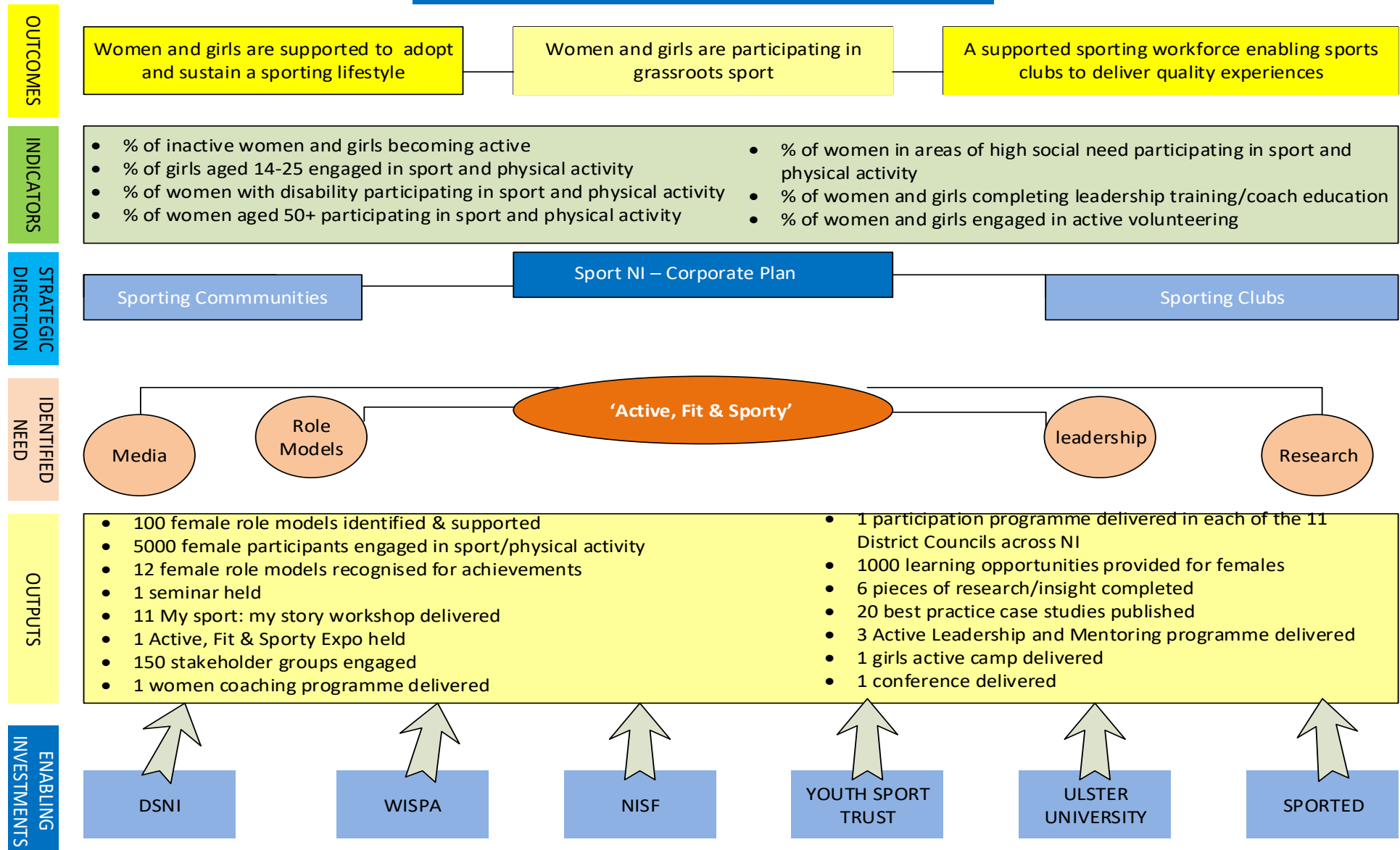
The overall aim of the programme was to deliver strengthened sporting structures for females, to ensure that all new and returning participants are inspired, welcomed, enthused and remain motivated to stay active.

The programmes are evaluated using an Outcome Based Accountability methodology, which places the focus on the impact upon participants. The benefits of the programme are measurable through improvements made upon the outcomes. Both strands of the programme established the following three outcomes which were pursued by projects delivering the programme:

1. Women and girls are supported to adopt and sustain a sporting lifestyle;
2. Women and girls are participating in grassroots sport; and
3. A supported sporting workforce enabling sports clubs to deliver quality experiences.

The following map on the proceeding page demonstrates the outcomes, indicators and outputs which were identified for this programme.

WOMEN & GIRLS: ACTIVE, FIT & SPORTY (EMBEDDING) FULL IMPLEMENTATION



Programme Objectives

The tables below demonstrate which of the three objectives and four categories of identified need that each of the partner organisations contributed towards during 2018/19.

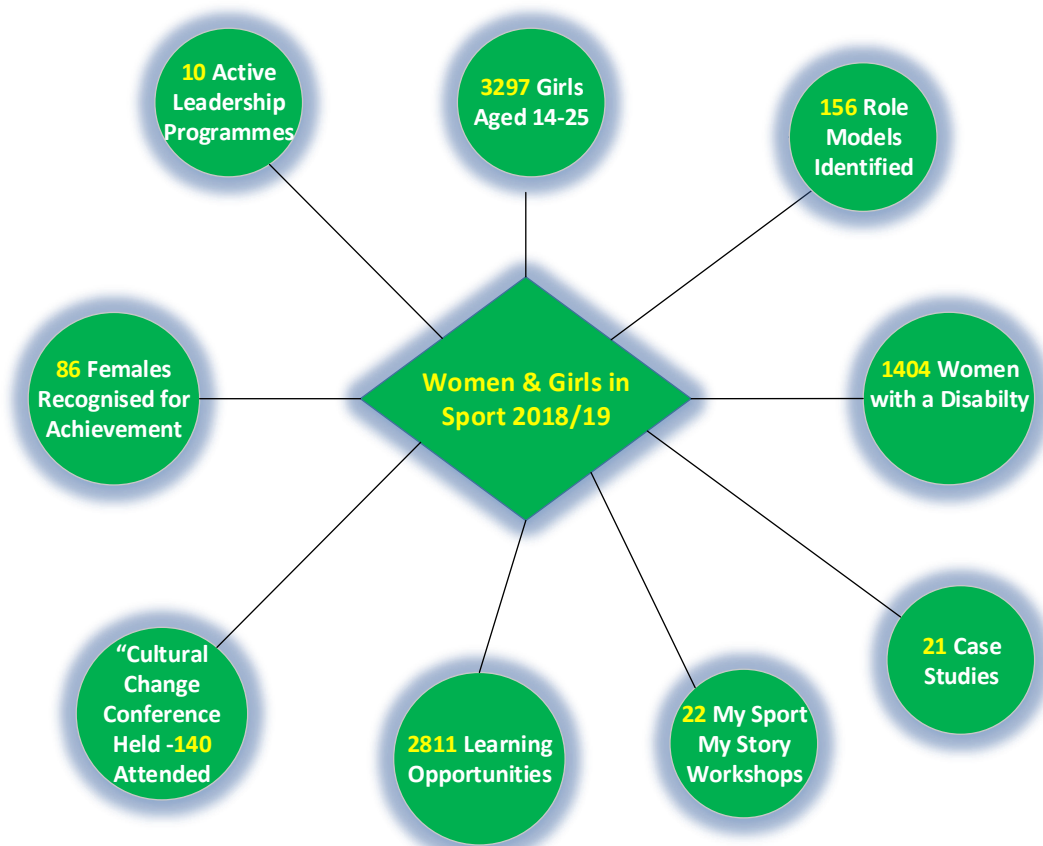
Women & Girls in Sport Active, Fit & Sporty Objectives:

	Increase the number of sport and physical activity opportunities available to women and girls.	Increase the number of women and girls participating in sport and physical activity.	Increase opportunities for females to gain leadership skills and an appropriate level of experience.
Sported			✓
WISPA	✓	✓	✓
DSNI	✓	✓	✓
NISF	✓	✓	✓
UU	✓	✓	✓
YST	✓	✓	✓

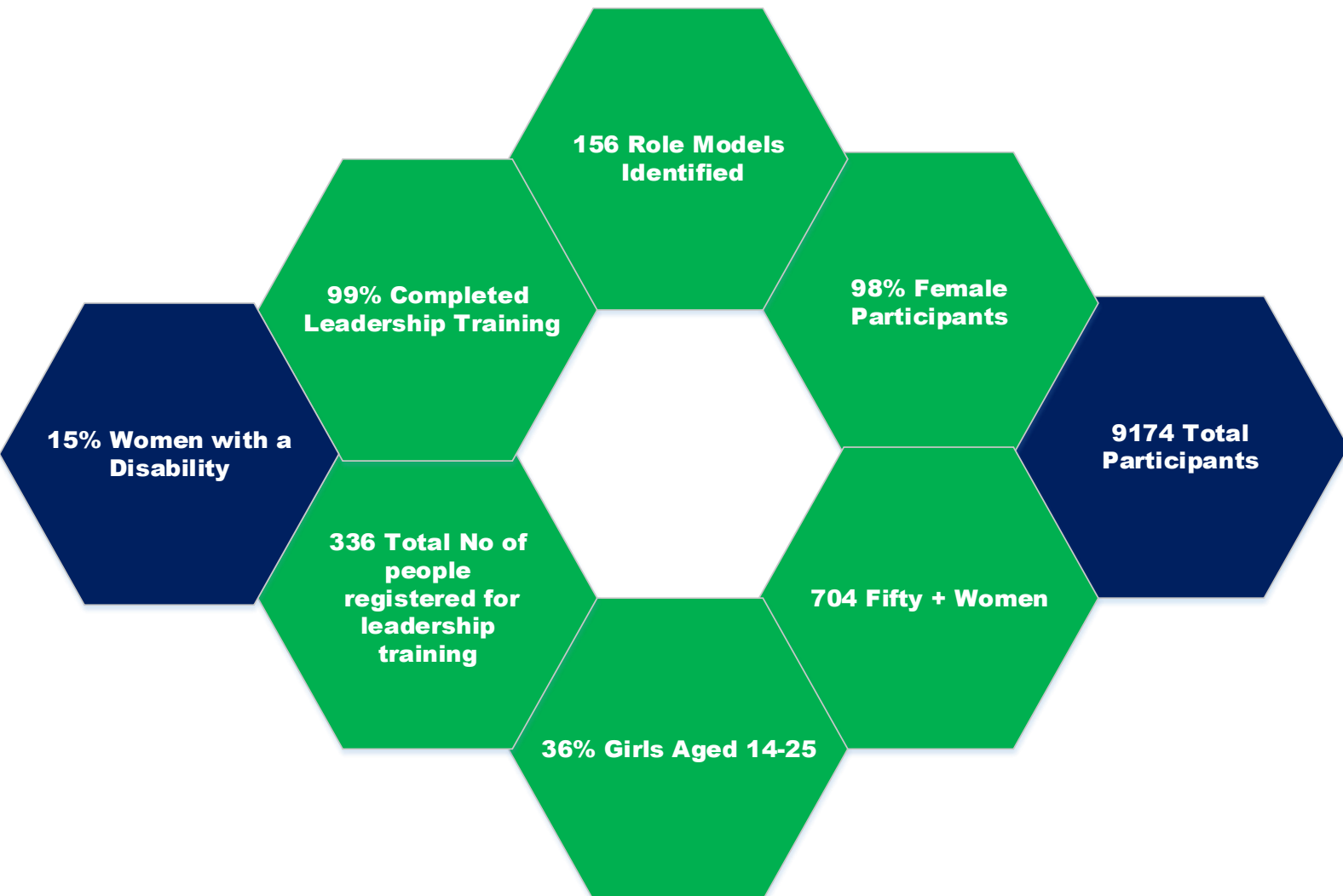
Women & Girls in Sport Active, Fit & Sporty Need:

	Media	Leadership	Role Models	Research & Evaluation
Sported		✓		✓
WISPA	✓	✓	✓	✓
DSNI	✓	✓	✓	✓
NISF	✓	✓	✓	✓
UU	✓	✓	✓	✓
YST		✓	✓	✓

Programme Outputs – Women & Girls in Sport – Active, Fit and Sporty



Women and Girls in Sport- Active, Fit and Sporty 2018/19



Case Studies



Following our quarterly review, we recognised the need for programmes targeting new mums and their babies; with this in mind, we approached Athletics NI to work in partnership and deliver Buggy Clubs in East & West of Belfast city. These ran for 10 weeks and were very successful but due to the winter months and changing weather, these unfortunately ended. As we had built up a great relationship with the mums we decided to design a new indoor programme called Mummy & Me Fit Clubs. These programmes are a great opportunity for mums and their little ones to come together and workout indoors. The gentle exercise sessions not only support the physical health of the mothers but it is also great for their mental wellbeing by socialising with other like-minded new mums. These Fit Clubs also break down the barriers and expense of childcare and provide an opportunity for the mothers and babies to bond in a safe and comfortable environment.



Clara Scollay commented:

“I’ve been attending the “mummy and me” fitness class on a Wednesday with Kim and Paula, they are super welcoming and friendly, as well as amazing fitness instructors. Such a lovey class, and so beneficial in getting me out and moving (without worrying about childcare), and hopefully getting back in shape.



Cycling Ireland

Cycling Ireland is the National Governing Body for the sport of cycling on the island of Ireland. Their aim is to promote cycling as an accessible and enjoyable pursuit, where every cyclist may participate and develop to their full potential.

Cycling Ireland took part in the Engage Her 2018/2019 in order to gain insight into good practice on engaging women and girls – participants, coaches and volunteers; learn from what other governing bodies have done to develop female participation; and develop their own ideas and plans.

How Engage Her helped

Cycling Ireland received two one-to-one Engage Her training sessions for their committee and staff to share the project's insight on engaging women and girls, and to support them in areas such as consultation, programming, marketing and communications.

The project supported Cycling Ireland to develop a women and girls engagement plan, which subsequently will be included in its new strategic plans, currently being developed for **2020-2030**. This will ensure there is an emphasis on targeting more women and girls into the sport, not only as participants and lifelong members, but also as cycling officials, coaches and governing body tutors.

Feedback from the governing body indicates the support offered by Sported through the "Engage her Project" has been ...invaluable in that it has enabled more women and girls into the sport, looking for key messages and imagery around participation in the sport.

Female Sports Forum Conference inspires Cultural Change in Northern Ireland

The Ultimate Goal: Embedding Cultural Change Conference.



Female Sports Forum Conference was held in Stormont Hotel on 12th March 2019 inspiring cultural change in Northern Ireland

Over 140 sports sector staff, volunteers and professionals, from across Northern Ireland, left the Female Sports Forum 'The Ultimate Goal: Embedding Cultural Change Conference' held in Stormont Hotel, Belfast, feeling inspired and better equipped to develop the ultimate goal of cultural change within their sporting organisations and local communities.

Proceedings commenced with welcomes from Sport NI CEO, Antoinette McKeown, (pictured below) and MC for the Conference, freelance broadcaster and Rondo CEO, Nicola McCarthy.



Ali Oliver - CEO Youth Sport Trust

Addressed the need to change the perceptions of physical activity, making play fun and the positive impact of getting young girls active, providing some insightful facts and figures from recent research completed by the Youth Sport Trust.

Kate Grey - Former Paralympic Swimmer

Shared her story with courage and confidence, telling of how sport has positively influenced her life to overcome a life changing injury at just two years old, describing that the culture of success must change to simply be the best version of yourself.

Amy Williams – M.B.E. Olympic Gold Medallist

Described her experiences and challenges with culture change through choosing to compete in a minority sport and her journey to becoming the world's best.

20 X 20 delivered a short update on the current position of the 20 x 20 campaign designed by Along Came A Spider and coordinated by the Federation of Irish Sport.



A Picture of the Key Note speakers at the Female Sports Forum Conference. From Left: Ali Oliver, Kate Grey, Amy Williams and Nicola McCarthy

Stakeholder Engagement

Through the development of the Women & Girls Active, Fit & Sporty intervention there has been significant success in unintended outcomes, alongside the objectives which were established at the outset. The overall project is providing opportunities for stakeholders to be involved at all life course stages, from pre and post-natal through to older people.

Through a strong 'multi-layered' partnership between the organisations involved, there has been contact made with well over 300 community groups, sports clubs, social economy and district council facilities. This translates into a huge variety of opportunities for women & girls to develop their sporting lifestyle across NI.

We have designed an ecosystem of all our stakeholders which can be seen in **appendix 1**.

Conclusion

We would like to thank the continuous collaboration of our stakeholders and delivery partners throughout the Active, Fit & Sporty Programme.

