

CSPN Impact Awards - Physical Wellbeing

Women into Coaching



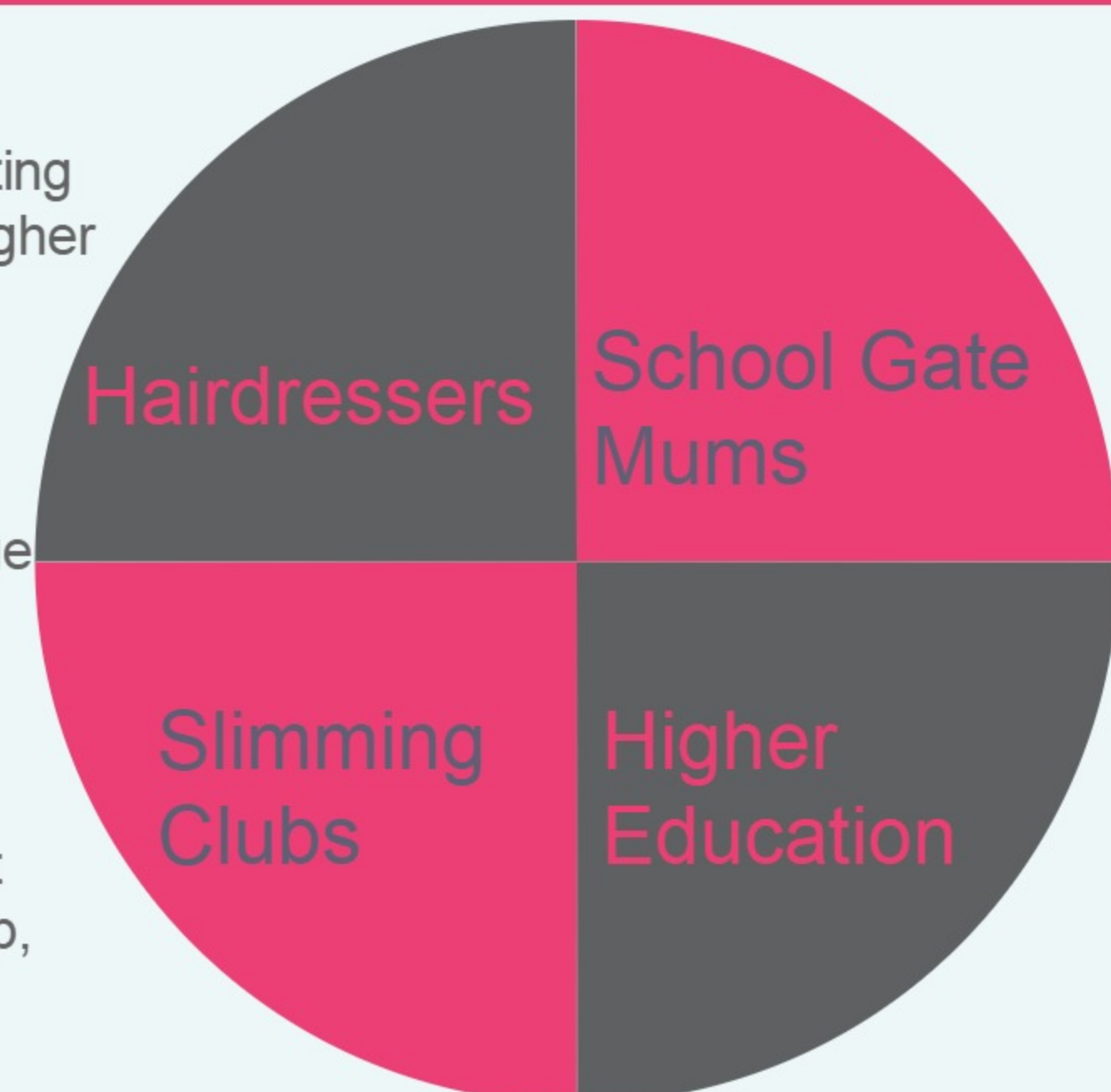
Project Aim

To develop a model of deploying enthusiastic and knowledgeable women who are passionate about getting active, to inspire, develop and deploy others to do the same.



Identify Where Women Are

- 1** A focused approach on four specific settings, identified through existing research. Hairdressers, School Gate Mums, Slimming Clubs and Higher Education.
- 2** **Recruit high level athletes, coaches or experienced and passionate community reps as mentors.** Eight existing Greater Manchester coaches were identified to engage and motivate the above groups, to get involved in sport or physical activity, within their own environments.
- 3** **Appropriately upskilled workforce.** As the activity developed the mentors identified potential leaders that could start to help lead the sessions, giving them regular advice, help, training and support to succeed. This created a sustainable framework, in which the participants started to deliver the sessions.



INSIGHT

Local insight through previous successful programmes that GreaterSport had successfully delivered (Talent Coach Mentor Programme, Coaching Xtra and Shake it Off). Suggested that local role models that women could relate to, were more successful in motivating, inspiring and encouraging individuals to get involved in sport and physical activity. Ongoing support, advice and encouragement has then allowed these individuals to become more self-confident, and take the lead in sport themselves. As they can encourage and relate to others with the same worries and concerns they had, to get them involved.

National insight conducted by Sport England (Go Where Women Are and Helping Women to Get Active) and Women in Sport (Understanding Women's Lives), supports this. As it highlights that factors to get more females active are; to tailor the activity to the group in respect of venue and time, focus on the social element, and ensure that the session leaders reflect the demographic of the group.



Sessions at a time, date and location suitable to the participant



Ensure the leader is reflective of the audience



Only 30% of coaches are female



ENGAGING STAKEHOLDERS

GreaterSport worked with a number of partners including; Inspiring Healthy Lifestyles, Manchester City Council and the Reach into Coaching campaign. To identify and recruit:

- Passionate Female coaches already delivering in Greater Manchester to work as mentors.
- Already established female social groups based around four areas: School Gate mums, Slimming Clubs, Hairdressers and Higher Education.

The project then matched the mentors with a group, to inspire and encourage them to take up some form of physical activity such as running, walking, dancing and boxing. The sessions were put on in their own environments, such as after mums had dropped their children off at work, and at times to suit them.



Mentors

Our target was to recruit 4 mentors. Two approaches were taken to achieve this, one was a direct approach where GreaterSport recruited the mentors directly, the other utilised Inspiring Healthy Lifestyles, a local delivery partner in Wigan that employs and deploys school sport coaches. Both approaches worked well resulting in us recruiting 8 mentors, double the target. Recruiting directly enabled us to engage with a variety of passionate female coaches and enabled us to engage with some of their networks, such as community groups and hairdressers.

The 4 demographics were engaged through word of mouth, as this was the quickest way to access the target audiences. We found that as the connection had already been made, it was easier to put the idea of setting up a session within their environment easier. Connections were made at places such as; slimming groups, hairdressers, community groups and schools that their children attended.

Groups



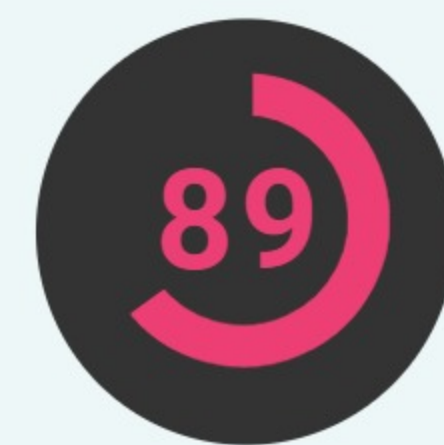
Existing Social Groups

Were identified, and successfully started taking part in sport or physical activity together.



Passionate Coaches

Were recruited as mentors to infiltrate the social groups they were matched with, to encourage them to include a physical activity session within their group.



New Females

Took up sport or physical activity as a result of the programme, exceeding the target of 80.



New Leaders

Were identified, from the participants taking part in the groups. They were mentored and up skilled to enable them to take over the delivery of their session.



Types of Courses

Were accessed by the leaders. These were:
Run Leader
Dance Leader
Boxercise

RESULTS

We found that as the activity sessions were within a social group that they normally attended, this overcame the biggest factors (time/day/venue) that the programme was trying to overcome. If the activity sessions fitted into their lives, then they would be more likely to make it part of their routine. The other biggest influence was that they were taking part with people they already knew, who encouraged and motivated each other to keep on taking part.

All of the sessions have continued as either:

- Participants from the groups have been up skilled to be able to deliver the session, and are now continuing to do so with support from GreaterSport and local delivery partners.
- Additional funding has been sourced from local delivery partners to continue the sessions until there is a participant that is confident enough to take over the delivery of the session.



"I wouldn't have gone to the session if it wasn't at the school" - Ayshah