

## North East Women & Girls Coaching Conference 2015

The inaugural women and girls coaching conference was delivered by a partnership involving County Durham Sport, Tees Valley Sport and Tyne & Wear Sport on 15th July 2015.

### Feedback

“The conference was excellent, I found it stimulating and the workshops were particularly helpful and thought provoking”

*Endurance Coach*

“Definitely want to see it as an annual event!!”

*NGB Regional Officer*



“Really good informative experience and good opportunities to network with others

*L2 football & netball*

“Very informative and well-structured”

*Multisport Leader*

“a huge thanks for last night’s Conference. I am

### Rationale

The latest sports participation figures indicate that more than 30% of female adults are not taking part in enough sporting activity to stay healthy and women’s sports participation is declining. Linking with the highly successful ‘This Girl Can’ campaign and using insight gathered from NGBs, local partner organisations and coaches, we delivered a Conference to help develop female coaches and also increase female participation in sport and physical activity through effective coaching

### Delivery

The Sport England endorsed North East Women and Girls Coaching Conference was designed to benefit female coaches and coaches working with female athletes from grassroots to elite performers. Guided by insight we met identified needs by offering an appropriate menu of workshops delivered by local experts who could pass on their knowledge and experience to the audience. Workshops included ‘Finding and retaining new female participants’, ‘Practical solutions to the issues and challenges female coaches face’, ‘Understanding and unsettling gender stereotypes’, ‘Why is strength and conditioning important for female athletes’. Delegates were able to attend 2 from the 4 workshops offered. SportscoachUK also shared their research findings in regard to the key social and cultural barriers that influence women’s and girls’ participation.

### Success and Impact

55 coaches attended the conference (16 male & 39 female). 25 different sports were represented, with attendees from a range of organisations including performance coaches, club volunteers, local authority staff, SE Programme and CSAF representatives, NGB officers and the National Trust. The overall evaluation rated the conference as “excellent”, with 98% welcoming an annual event. 83% reported gaining new ideas and 68% acquiring new knowledge.

- Overall Value For Money to delegates – 8.1 / 10
- Delegates opinion on Content – 7.8/10
- Cost V Income equated to a deficit of £132.25 – i.e. £44 per CSP

NOT just saying this but I was genuinely inspired coming away from it” NGB Regional Officer



“It was hard to only chose two workshops as they were all so relevant and interesting”  
L3 Skiing female coach

“Make the conference an annual event but part of a series of network/meetings etc throughout the year”  
L2 female cycling coach



Following delegate feedback received after the Conference and a further tracking study carried out in September we are developing a North East Women and Girls Network which will offer a series of workshops around the Region (topics will be based around those suggested by attendees) and culminating in another North East Women and Girls Conference in July 2016.

Evidence of Impact can also be shown in comments included in the follow up tracking study:

*‘I think my confidence as a coach has grown - I've realised I need to be a good coach first & then it doesn't matter if I'm a woman, the male coaches should see my coaching first!’*

*‘Restructured warm up to incorporate core/stabilising elements’*

*‘Become more focussed on their ambitions. Fitted training into their domestic regime.’*



**Future Development**

We intend to continue to work in collaboration and create an ever expanding North East Women and Girls Coaching Network attracting new and past attendees. We will continue to work with all of our stakeholders to raise the profile and importance of having experienced coaches, delivering high quality activity to women and girls and also offer opportunities for more females to become involved in coaching



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