

street games case study



Report Subject: **Us Girls Doorstep Sport Club**

Title: **Yate Us Girls - Activating Participants**



The Community Sports team at South Gloucestershire Council are currently running three Doorstep Sport Clubs (DSCs). This includes an Us Girls programme which takes place in the Yate area which has been highly successful.

Carly Price, the session coach has been the driving force behind the project; initially engaging the girls by providing a range of in-school taster sessions that feed into Monday evening Us Girls sessions at Yate International Academy.

The Monday evening sessions regularly attract circa 20 girls, mainly aged 14-19 years that take part in a wide range of activities including: aerobics, dance, rounders, basketball and outdoor bootcamp sessions. Carly encourages the girls to help shape the sessions, by asking them to pick the music and decide what activities they'd like to do each week. To maintain interest and encourage attendance, she has set up a group Facebook page and hosts themed sessions.

Many of the girls have never missed a session and Carly



even encouraged some of the group to take part in the Race for Life 5k event last year, and is hoping to do the same again this year.

The participants include girls that would not consider themselves to be 'sporty'. Discussions with the girls highlighted, that prior to attending the Us Girls sessions they would usually spend their free time: *'hanging around with friends, listening to music.....not doing much exercise out of school'*.



Background Facts for Doorstep Sport

But after Carly provided the taster sessions within their PE lessons, they were encouraged to give it a go. The taster sessions had given the girls a chance to see what the sessions would be like in a familiar environment - which made turning up for the first time easier.

Initially, the girls said that they were 'a bit nervous about coming as we didn't want to look silly if you didn't know what to do', but their fears were allayed: 'the session was very easy to get into and after going a few times we left confident to try new things'

The girls said that they are keen to keep coming, because it is 'something we can do with our mates...we always have fun and laugh but we are working out at the same time'. In particular, the girls mentioned that being able to 'do lots of things together such as Race for Life, festivals and events together...themed fitness sessions where we dress up' are important in keeping them motivated. Being 'part of a group, doing things together' and sharing their pictures on social media has been important, in terms of developing a sense of belonging.

As a result, the girls said that they 'enjoy keeping fit more



now' and that they are 'very likely' to carry on.

Off the back of the success of this session, the team have now started up two additional sessions within the Yate area which both take place within Youth Clubs during one of their normal sessions and with plans to roll out further Us Girls activities in other areas within South Gloucestershire during 2016/17.

StreetGames

StreetGames is a national partner of Sport England and a centre of expertise for developing doorstep sport in disadvantaged communities.

The charity supports community based sports projects that deliver sport and volunteering opportunities to young people living in the 20% most deprived wards in the UK.

StreetGames works with National Governing Bodies of Sport to establish and develop links between community and mainstream sport. Recognised by the London 2012 Olympic & Paralympic Games Inspire Mark, StreetGames is creating a lasting legacy of doorstep sport in the UK.

