



#21 The AttrActive Program

Developed by: Women in Sport and Virgine Active

Year and country: 2014, UK

Type of project: Program

<https://www.womeninsport.org/case-study-virgin-active/>

Synthesis of the case study

Women in Sport teamed up with Virgin Active to run The AttrActive Project, a programme of activity to empower girls aged 11-16 to become more active. Key to the project's success was the involvement of the girls in designing, delivering and communicating their own physical activity programme in school.

Context and approach

There are increasing levels of debate on how different partners can collaboratively tackle the critical issue of physical inactivity amongst girls. Crucially, this is coupled with a recognition that innovative public, private, and third sector partnerships can play an important role transforming girls' participation in sport and physical activity.

The AttrActive Project, a collaboration between Virgin Active, Women in Sport, and Handsworth Grange Community Sports College asked the question: how do we engage girls to design, deliver, and communicate a programme of physical activity that would inspire them to become more active? The AttrActive Project worked with over 100 girls aged 11–16 to tackle the issue of girls' physical inactivity within their schools and helped to create solutions for themselves. This paper details the used process and lessons learned from The AttrActive Project as an example of how we can engage girls in transforming sport and physical activity.

Objectives/Challenges

Over a 10 week period, we worked with 100 girls aged 11–16 from Handsworth Grange Community Sports College to:

- co-create a programme of activity, driven by the girls and based on their thoughts and ideas about the physical activity that they want to do;
- run a series of physical activity taster sessions to introduce the girls to appropriate Virgin Active classes and other sports such as football;
- produce content including articles, video blogs, and interviews to promote the sessions to other girls in the school;
- work with positive female role models including Virgin Active campaign ambassador Helen Skelton, local university volunteers, and Virgin Active instructors.

Target

Female students

The deliverable (What did they do specifically?)

In only 10 weeks the project had a significant impact on the girls, particularly in building confidence and self-esteem:

- the proportion of girls taking part in physical activity for 60 minutes or more at least 3 times a week increased from 68 to 74 percent;
- 91 percent was inspired to be more physically active as a result of being involved in the project;
- the number of girls who classified themselves as confident increased from 70% to 86%.

Contact information

Women in Sport in co-operation with Virgin Active
<https://www.womeninsport.org/case-study-virgin-active/>