

Case Study



Project

Stirling Girlzone

Organisation

Active Stirling

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Contact

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About the Organisation

Active Stirling is the sport and recreation department of Stirling Council. Active Stirling manages and delivers the activities for the Stirling Girlzone.

The main partners for this project include the local NHS board and the health and wellbeing alliance. Each partner is working to the Joint Health Improvement Plan, which outlines the need for regeneration areas to be targeted with health and physical activity initiatives.

Project overview

The project aims to engage young women, from the six regeneration areas in Stirling, in physical activity. The aim is for these women to become more physically active, more confident, more skilled and qualified and more motivated. And the project hopes the young women who gain qualifications will use them to teach within their communities, and perhaps make a career out of their new skills.

What has it achieved?

The project engaged with 165 young women throughout the life of the project, exceeding the target of 90. All the young women were from the target areas. Twelve of the young women started a qualification and three completed the course.

Attendance at previous similar projects was poor and retention was difficult. This was down to several issues, including class charges being too high, young women lacking motivation and confidence to attend, and poor facilities. This project provides free classes in better facilities, as well as qualified staff who motivate participants, and contribute to a good social atmosphere in classes.

How did the project get people involved?

The programme offers free classes including aerobics, boxercise, body pump and body balance, delivered by qualified instructors. The programme also offers the young women the opportunity to do teaching qualifications in these activities, as well as offering childcare facilities.

Were there any unexpected outcomes?

Motivation is important to the young women who attend as they lack self-esteem and self-confidence and they perceive 'doors' as barriers to participation. Thus, motivating staff lifts the spirits of the young women, and encourage them to feel more confident and less self-conscious. The project found that young women from regeneration areas need motivation to participate in activities, and not just facilities. It is important to create a social and relaxing atmosphere.

The future...

The project activities have now been integrated into the Active Stirling health and fitness programme. Young women have the opportunity to attend all the current core programmes. There are also opportunities for young women to take part in activities through the Active Schools programme.

