

# Newcastle's NE Girls



let's talk  
Newcastle

# Background

In Newcastle, the 2022 Health Related Behaviour Questionnaire highlighted that, compared to boys, girls enjoyed physical activity (PA) less and the gap widened with age.

We looked at the factors that prevent girls from accessing PA, including a lack of safe spaces, positive role models, caring responsibilities, and other socioeconomic factors.

We looked at how we could support girls to consider how they would like to participate in PA.



# Aims & Objectives

- To enable and empower girls to demand more PA opportunities.
- Develop a focused offer in collaboration with girls in the west end.
- The objective is to enable girls to utilise resources, expertise, and capabilities to enrich their physical activity journey.
- Through learning experiences, discover new opportunities that enhance their access to physical activities they are passionate about.



# What was done

Using funding from Sport England, a well-established community sports provider (Hat-Trick) were commissioned to lead work in this area.

NE Girls' had funding for 2 years which was designed to listen to the voices of girls by working with youth groups and schools based in the west end of Newcastle.

Hat-Trick worked closely with community partners to consider what inhibited their PA participation, identifying different types of PA depending on their interests.

Co – production was central to this process with girls designing the project name, branding and incentives. They also applied for funding for a PA programme they designed through a Dragon's Den event.





# Partners Involved

- Newcastle City Council
- Hat-Trick worked with 5 organisations in total
- 3 Youth organisations
- Muslim Faith & Primary school
- Broader local and national partners, including local leisure center's, sports governing bodies (e.g. England Golf)
- Holiday Activity and Food programme (HAF) network



# Partner Information

Hat-trick consulted with the local youth group aged 12-15 where the majority of girls, who are white British, highlighted the following:

*“We faced issues around social interaction and being judged by others”.*

The girls spoke about *“not being good enough to be part of the sports club or attending any new leisure-based PA opportunities and the thought of not knowing who was going to be there puts them off from even thinking about joining clubs”.*



# Partner Information

Hat-trick worked with an all-girls Muslim Faith school aged between 12-16.

Working with this group enabled us to have a better understanding of why they don't continue to keep active once leaving primary school as they faced barriers, which were quite different to other groups due to religious reasons.

Education was important to this group, but with issues around male instructors, times of sessions available coinciding with male family members and indoor venue availability.

The girls felt they didn't have time to keep up physical activity, and it was not a priority to them, although they do enjoy it.



# Partner Information

Hat-trick worked with the youth group aged 18+ which is predominantly made up of Czech/Slovak/ Romania/Roma nationalities who are very self-conscious and lack confidence in socialising.

We found the time they spent on social media was the biggest barrier they faced for not participating in physical activity.

Screen time hitting an average of 14 hours a day..





# Project Outcomes & Evaluation

Five groups are participating in PA programmes they designed to increase their participation of PA and build on self-esteem and leadership skills. They are also developing their planning and presentation skills via the Dragon Den's project and event.

We worked with Urban Foresight, an embedded learning partner by conducting a process evaluation on this place-based project.

NE Girls is using the Sport England National Evaluation and Learning Partner's evaluation framework for tackling physical inactivity and addressing inequalities. The framework demonstrates how a whole system, place-based approach may be embedded in interventions and partnerships.

We hope to replicate this model to increase participation in PA.



# Learning Outcomes

NE Girls benefited from the trusted, collaborative relationships that already existed between partners.

Partners had undergone cycles of learning and action through HAF, Newcastle Youth Fund and other related programmes who are all committed to trying a different approach to working with girls.

All partners aligned to the ambitions of NE Girls which meant a more focussed approach, and emphasis, to collective leadership and has already influenced programmes such as HAF and other related programmes.



# Learning Outcomes

There has been a strong desire to develop the access girls have to workforce, volunteering, and young leadership opportunities and to highlight the importance of good female role models in PA.

We want to demonstrate the benefits of girls learning from staff who have similar life experiences and have made the journey from being participants to volunteers to paid employment.

NE Girls demonstrates how to build on existing learning (both local and national) and how to embed this into programmes with a commitment to understanding inequalities from children and young people's perspective by working closely with (VCS) on programmes like HAF and the Newcastle Youth Fund.



# Learning Outcomes

<https://drive.google.com/drive/folders/1Rqqww-BfQkjH0J2zIJLwcSGqwD0ofrcB?usp=sharingD>

