



# Studio You Supporters' toolkit

Enter

Funded by



**SPORT  
ENGLAND**

# Purpose of this toolkit

This toolkit is designed to make it as easy as possible for you to share the message of Studio You with your networks and communities.

Within this toolkit, you'll find an overview of the Studio You campaign, key messaging, stats, example social post/email/newsletter copy as well as a bank of photography and social assets to use.

## Physical Education

For many adult women today, these two words evoke memories of “forgotten kit”, running laps in the rain and an impending sense of dread. But we're on a mission to change this negative PE narrative – and show the next generation of girls that being active isn't something to fear; it's a great way to connect, de-stress and find space to simply be.

Through Studio You, we're working with girls and teachers to move PE in a new direction, so everyone can enjoy getting active.

We're empowering teachers to break the traditional PE mould, so they can inspire even the most uninterested girls to take part.

And we want more people to join us in changing the way young women everywhere see PE.

## Bold. Accessible. And inclusive.

This toolkit is designed to make it as easy as possible for you to share the message of Studio You with your networks and communities.

Within this toolkit, you'll find an overview of the Studio You campaign, key messaging, stats, example social post/email/newsletter copy as well as a bank of photography and social assets to use.

# What is Studio You?

We believe every girl deserves to feel the benefits of getting active, but sadly, research suggests that girls are disengaging from physical activity, sport, and PE at an alarming rate. Which is why we've come up with a plan to make sure every girl, regardless of background and ability, can enjoy PE, and ultimately help more young women find joy in movement.

## That plan is Studio You.

Taking This Girl Can's ambitions into schools, Studio You is a product of countless conversations with teachers and girls around the stereotypes, status quos and real, tangible barriers that make PE less appealing to young women culminating in a digital hub full of online PE lessons that are designed to be accessible, inclusive, and empowering. But more than this: it's a movement. Through the free PE lessons we offer online, we want to inspire girls of 11-16 to enjoy the experience of getting active, without all the anxiety, stress and worry about being good or getting results.

With your support, we can get Studio You in front of more girls and stop the next generation of women from being held back by negative PE experiences. With your help, we can move PE in a new direction together.

## So, will you help spread the Studio You word?

### Key facts

- Studio You features over **140** video lessons
- Our lessons cover six disciplines: combat, yoga, dance, barre, Pilates and fitness
- **50%** of state secondary schools in England are registered with Studio You
- Our dedicated Teacher hub provides a range of resources such as discipline cards to support teachers in their delivery of Studio You lessons

## Watch our video to find out more



# Our driving force

Research from Sport England and Women in Sport has uncovered concerning statistics about the activity levels of teenage girls, including that...

- **78%** of girls aged 14-16 understand the importance of an active lifestyle, yet only **28%** enjoy taking part in physical activity (Women In Sport, Reframing Sport for Teenage Girls, 2019)
- Less active students cite lack of confidence, self-consciousness and lack of choice as barriers
- When it comes to PE, young girls express much lower levels of enjoyment than boys
- Only **49%** of girls aged 11-18 say they enjoy PE (Women In Sport, Reframing Sport for Teenage Girls, 2019)
- Girls feel much less confident than boys
- By the age of 16-17, **64%** of girls will have dropped out of sport – this is the point at which PE is no longer compulsory and girls have to make an active choice to continue (Women In Sport, Reframing Sport for Teenage Girls, 2019)

After discussion groups with teenage girls, interviews with PE educators, and a successful national launch in September 2021, Studio You has been developed with education experts Hopscotch Consulting, a WE Communications company, to be a useful and engaging tool for teachers, helping them to meet the objectives of the PE curriculum in a non-traditional way.

Studio You helps to tackle the issues many teenage girls face when it comes to getting active by encouraging them to challenge themselves in a positive, supportive and fun environment. Based on feedback from our pilot study about how teenage girls want to learn, Studio You also provides support and ideas for teachers on how they can successfully use Studio You with their class.

Our digital hub features over 140 video lessons that are aligned to the Ofsted III framework (Intent, Implementation and Impact) to ensure they're developing students' skills and confidence.

We've ensured that each lesson is energetic, confidence-boosting, flexible and achievable for all abilities, with a clear message around the benefits of physical activity for a healthy mind and a healthy body throughout.

# Let's spread the word!

By sharing Studio You with your network and advocating for its ethos, your organisation can highlight its commitment to inclusion and diversity within schools and the PE curriculum.

## What you can do



Share Studio You on social media



Include Studio You in a newsletter



Promote Studio You within your networks



Advocate for Studio You at events you attend



# Key messaging

Below is the key messaging that we encourage you to use within your own comms activity when talking about Studio You.

So many girls disconnect from sport and exercise as they become teenagers. We know PE is a chance to mitigate this and inspire positive behaviours and attitudes towards physical activity into adulthood. But right now, girls just aren't enjoying PE as much as boys. Through Studio You, we're working with girls and teachers to move PE in a new direction, so everyone can enjoy getting active.

We're empowering teachers to break the traditional PE mould, so they can inspire even the most uninterested girls to take part. And we want more people to join us in changing the way young women everywhere see PE.

Studio You is our digital hub, designed to help girls aged 11-16 feel good about getting active. It's free. It's fun. It's for every girl, of every background and ability. And it's also for you. If you want to join our mission to make sure every girl can enjoy PE, then help us by sharing Studio You far and wide.

# Draft copy

We have crafted the below social posts that can be used when spreading the word about the Studio You platform via your organisation's social channels.

## Shorter posts for Twitter:

"Competitive" and "stressful". Too many girls describe PE this way, and research shows that they consistently enjoy it less than boys. Together with teachers across the country, **#StudioYou** is working to change this.  
[www.studio-you.co.uk](http://www.studio-you.co.uk)

Every girl deserves to feel the joy of movement, but sadly 55% of girls aren't reaching the Chief Medical Officers' physical activity target. That's a statistic **#StudioYou** is planning to change. Discover how at [www.studio-you.co.uk](http://www.studio-you.co.uk)

Join the Studio You movement and you'll help to ensure every girl, regardless of background or ability, can enjoy PE. Together, let's help to change the negative PE narrative for good. [www.studio-you.co.uk](http://www.studio-you.co.uk)

Let's help take PE in a new direction, so more girls can experience the joy of getting active – and give themselves a much-needed mental health boost. Support **#StudioYou** in showing how PE can be about finding space to simply be.  
[www.studio-you.co.uk](http://www.studio-you.co.uk)

# Draft copy

We have crafted the below social posts that can be used when spreading the word about the Studio You platform via your organisation's social channels.

## Shorter posts for Twitter continued:

Check out **#StudioYou**, an online PE teaching resource funded by **@Sport\_England** that empowers teachers to get less active students inspired, motivated and energised. Register for free to access over 140 curriculum-linked lessons in six exciting disciplines [www.studio-you.co.uk/register](http://www.studio-you.co.uk/register)

Looking for a new way to bring PE to life? **#StudioYou** provides teachers with free online lessons in a range of exciting disciplines including Pilates, combat and yoga, that are suitable for students of all abilities. Register for free now [www.studio-you.co.uk/register](http://www.studio-you.co.uk/register)

Developed using insight from both PE teachers and teenage girls, **#StudioYou** aims to reconnect young people with PE, improve their confidence and make being active fun! Explore over 140 free curriculum-linked lessons now [www.studio-you.co.uk](http://www.studio-you.co.uk)

Discover the PE platform that 40% of secondary schools in England are using. **#StudioYou** provides teachers with a new way to deliver their PE curriculum, with free access to over 140 online lessons designed to re-engage girls with their physical activity [www.studio-you.co.uk](http://www.studio-you.co.uk)



# Draft copy

## Longer posts for Facebook/Instagram/LinkedIn:

Research shows that when it comes to PE, girls express much lower levels of enjoyment than boys. But getting teens to engage in subjects they struggle with or don't feel motivated by can often be a difficult job. Together with teachers across England, **Studio You** has been working to challenge the traditional PE mould and find more ways to help girls experience the joy of getting active. With 100s of free lessons available on our **Studio You** hub, covering a range of non-traditional disciplines, we're challenging the negative PE narrative – and making it easier for teachers to do what they do best: empower and inspire female students to feel good about PE. [www.studio-you.co.uk](http://www.studio-you.co.uk)

Have you heard of **Studio You**? With 50% of state secondary schools in England using the platform, educators across the country are discovering a new way to deliver their PE lessons. The platform features over 140 curriculum-linked lessons that have been developed with support from the Association for Physical Education (afPE) and EMD UK. With six exciting disciplines including Pilates, combat and yoga, **Studio You** is designed to engage less active girls with their physical education. Find out more [www.studio-you.co.uk/about-studio-you](http://www.studio-you.co.uk/about-studio-you)

Discover **Studio You**, a free online PE lesson platform funded by **Sport England** and created by education specialists in partnership with **This Girl Can**. **Studio You** has been designed to help teachers deliver inclusive PE lessons for students of all abilities. With educator resources that have been created with support from the national charity and leading voice for disabled people in sport and activity, **Activity Alliance**, **Studio You** provides movement modifications and tips on how to make lessons accessible for all students. Head to the website to find out more about how **Studio You** supports an inclusive learning environment [www.studio-you.co.uk/about-studio-you](http://www.studio-you.co.uk/about-studio-you)

# Draft copy

## Longer posts for Facebook/Instagram/LinkedIn continued:

So many girls disconnect from sport and exercise as they become teenagers. We know PE is a chance to mitigate this and inspire positive behaviours and attitudes towards physical activity into adulthood. But right now, girls just aren't enjoying PE as much as boys. **Studio You** is a digital hub, designed to help girls aged 11-16 feel good about getting active. It's free. It's fun. It's for every girl, of every background and ability. If you want to join the mission to make sure every girl can enjoy PE, share **Studio You** far and wide. [www.studio-you.co.uk](http://www.studio-you.co.uk)

Research suggests that girls are disengaging from physical activity, sport and PE at an alarming rate. **Studio You** plans to change this. Taking **This Girl Can's** ambitions into schools, Studio You is a product of countless conversations with teachers and girls around the stereotypes and barriers that make PE less appealing to young woman, culminating in a digital hub full of online PE lessons that are designed to be accessible, inclusive and empowering. [www.studio-you.co.uk](http://www.studio-you.co.uk)

Research from **Sport England** has found that secondary-aged girls are now more active than at any other point since 2017. Aided in part by **Sport England** investments like **Studio You**, a free video-based PE lesson platform for girls aged 11-16, powered by the **This Girl Can** ethos. Join us in spreading the **Studio You** message and encouraging a new way to deliver PE lessons that focuses on fun, inclusivity and finding a space to simply be.

# Draft copy

## Copy for newsletter editions:

**Studio You** is a digital hub, designed to help girls aged 11-16 feel good about getting active. It's free. It's fun. It's for every girl, of every background and ability.

Through over 140 online PE lessons, **Studio You** aims to inspire girls to enjoy the experience of getting active, without all the anxiety, stress and worry about being good or getting results.

Help spread the **Studio You** word to move PE in a new direction.  
[www.studio-you.co.uk](http://www.studio-you.co.uk)

## Copy for longer emails:

The below copy can be used in your organisation's usual email format.

Girls' wellbeing is in decline. Since the pandemic, they're 33% more likely to experience poor mental health, and 32% say they feel unhappy most of the time.

Despite the countless benefits physical activity has on our mental health, 55% of girls aren't hitting the government's daily activity guidelines. And for many, PE can be a huge influence on how much they enjoy exercise. **Studio You** is on a mission to change this negative narrative and take PE in a new direction. Through the digital platform, a space has been created to encourage more girls to experience the joy of getting active – and give themselves a much needed mental health boost.

Join the **Studio You** movement and help to show girls there's more to PE than competing and coming first. It's about connecting, de-stressing and finding space to simply be.

Find out more at [www.studio-you.co.uk](http://www.studio-you.co.uk)

# URL and handles

When signposting to the Studio You platform in any activity, please link to the following URL [www.studio-you.co.uk](http://www.studio-you.co.uk)

When spreading the word via your organisations' social media channels, please use the below handles to tag Studio You, This Girl Can and Sport England when mentioning them in your posts:

## Studio You:

- Twitter: [@Studio\\_YouPE](https://twitter.com/Studio_YouPE)
- LinkedIn: [@Studio You](https://www.linkedin.com/company/studio-you)
- Facebook: [@StudioYou.PressPlay](https://www.facebook.com/StudioYou.PressPlay)

## This Girl Can:

- Twitter: [@ThisGirlCanUk](https://twitter.com/ThisGirlCanUk)
- Instagram: [@thisgirlcanuk](https://www.instagram.com/thisgirlcanuk)
- Facebook: [@This Girl Can UK](https://www.facebook.com/ThisGirlCanUK)

## Sport England:

- Twitter: [@Sport\\_England](https://twitter.com/Sport_England)
- Instagram: [@officialsportengland](https://www.instagram.com/officialsportengland)
- Facebook: [@sportengland](https://www.facebook.com/sportengland)
- LinkedIn: [@Sport England](https://www.linkedin.com/company/sport-england)



# Brand assets

Here you can find the Studio You social assets that have been designed to be shared in comms and across social platforms alongside our social posts found on pages 8-12 of this toolkit. You will also find an example of a social media post to show how the assets and copy can be paired together.



[Download](#)

# Approvals

If you are using an asset outside of the asset bank above or copy that is not included in this toolkit, please send it to Hopscotch Consulting, a WE Communications company, for approval via [studioyouPE@hopscotchconsulting.co.uk](mailto:studioyouPE@hopscotchconsulting.co.uk)



# FAQs

## Why was Studio You created?

Studio You was created to support teachers in encouraging disengaged girls to engage in PE and increase their activity levels. It is designed to be used during PE lessons with teacher supervision.

## When/where should Studio You be used?

Studio You is designed to be used during school, as part of the PE curriculum with teachers there on hand to support students. It is available to all secondary schools in England.

## What part could my organisation play in supporting Studio You?

By supporting Studio You through your communications channels, you will be part of a vital network of organisations that can help to spread the word about Studio You and reach the audience it is designed to benefit.

## What is the role of Studio You in PE lessons?

Studio You is not here to replace PE teachers. It is a tool for teachers to use to try to engage students who have disengaged from more traditional PE lessons. Studio You offers teachers lessons they can feel confident in as being credible, curriculum-linked and designed to a high standard. We strongly recommend teachers being highly involved in the delivery of Studio You lessons, for example through correcting technique, motivating the class or joining in with the movements.

## How can I access the platform?

Please contact us at [studioyouPE@hopscotchconsulting.co.uk](mailto:studioyouPE@hopscotchconsulting.co.uk) and we will provide a login for your organisation to use to access the lessons.

For more general FAQs about Studio You, please visit [www.studio-you.co.uk/faqs](http://www.studio-you.co.uk/faqs)

For any further queries, please contact: [studioyouPE@hopscotchconsulting.co.uk](mailto:studioyouPE@hopscotchconsulting.co.uk)

**studio  
you**

a platform powered by



**Funded by**

