Secondary Girls' Active Project

Glam Group Unite! The Kings Academy established a Girls' Leadership and Marketing Glam Group within their school community to combat inactivity levels through the co-creation of activities. When recognising the groups' successes from the year, the pupils said:

"We have experienced great success this year as we have got more females showing up to after-school activities and taking part in PE. Girls' Active week was also great as we had a lot of people show up, especially for Clubbercise."

The Girls Glam Group!

Objectives

- Target inactive girls in secondary schools to promote the importance of 60 active minutes
- Encourage co-creation of physical activity events within the school community with insight from the girls.

Who was the target audience and how were they engaged?

After studying the Youth Sport Trust's Girls Active report, the School Games Organiser (SGO) and PE lead understood the importance of encouraging girls to be active. In collaboration with the students, this research was mirrored within The Kings Academy to initially highlight the barriers to female pupils participating in sport and physical activity.

A group of secondary aged girls were chosen to form the 'Glam Group', a group who would interact with their peers verbally and via an anonymous online Teams channel to listen to and suggest strategies for improving their experience of sport.

Why was the activity unique?

Through collaborating with the young people, the Glam Group was able to create a bespoke offer, tailored to the aspirations of their peers.

Alongside the SGO and PE lead, the Glam Group created their own Girls' Active week for the school. This week consisted of activities such as Clubbercise, a Colour Run, and cheerleading to improve the girls' self-esteem and build a community where they could participate together.

What was the impact felt in schools and by CYP?

The programme encouraged more girls within the school to be active, with 91 students signing up for the Clubbercise activity and an increase in female attendance in after school activities across the year. In addition, the Glam Group felt proud that they had made a difference to their peers' lives:

- *"We created girls' active week, and it was amazing."*
- *"We succeeded in our activities week and getting more girls to do an event on Sports Day."*
- *"We have taken down mirrors in changing rooms to improve girls' self-esteem."*
- *"I have noticed in my year group that more people are now talking about sport and their extra-curricular activities and PE."*

Why is this an example of School Games best practice?

This project not only tackles inequalities within the school sport landscape but has empowered the young people to drive the movement of change within the school through co-creation. Through the implementation of a youth panel, the school created a platform for youth voice, demonstrating the value of their student's thoughts.

This is a great example of practice that can be shared across the wider network to encourage girls to become more active.

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