



GO FORTH! FITNESS & WELLBEING SOCCERCISE & BOXERCISE SPORTIVATE PROJECT

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Engage, support, inspire
through Sport & Physical Activity

BACKGROUND

Go Forth! Fitness & Wellbeing are a newly established physical activity company who currently deliver sessions in Soccercise and Boxercise across County Durham. A number of young women who had previously taken part in community sessions, which were geared towards older age ranges, expressed an interest in participating more regularly in both Soccercise and Boxercise with a group of their peers. The Go Forth! Soccercise & Boxercise project was developed and delivered in order to meet young women's requests and five blocks of activity (3x Soccercise and 2x Boxercise) were delivered across three school sites as extra-curricular provision. After the initial blocks of six sessions, the objective of the project was to sustain the young women in physical activity by signposting them into the existing Go Forth! community sessions which run at various times of the week, across multiple venues in the county.

IMPACT

Overall, 69 young women engaged in the project and attended at least one session, 22 of which were classified as inactive before taking part in the sessions, and 59 participants in the target age range completed at least 5 out of the 6 sessions in their activity block. Following completion of the sessions, a regular weekly session combining both forms of physical activity is now being delivered at one of the school sites and a number of participants have started to regularly attend the community Soccercise and Boxercise classes. The success of the project can be attributed to the flexible, social and informal nature of the sessions, participants being given the opportunity to shape the session delivery and the strong relationships developed between the activity deliverer and the participants. The deliverer helped to increase the young women's fitness levels and self-belief, enabling them to feel confident enough to attend community fitness classes after the weekly Sportivate sessions ended.

ACTIONS

Following feedback from a number of young women in County Durham who expressed an interest in taking part in easily accessible fitness classes, Go Forth! Fitness & Wellbeing worked in partnership with County Durham Sport to co-ordinate and deliver the Go Forth! Soccercise & Boxercise Sportivate project to meet this demand.

The target audience for the project were young women, aged between 11 and 18, and the five blocks of activity were delivered across three educational sites (St. Leonard's Catholic School, Fyndoune Community College and Durham Community Business College) in County Durham.

The sessions aimed to provide relaxed and informal fitness sessions, at a convenient time and venue for the participants, where they could socialise and improve their fitness in a supportive environment with friends. The sessions were open to all young women across the county and were advertised through school and college PE noticeboards as well as the Go Forth! Fitness & Wellbeing social media pages.

A £1 charge per session helped to add value to the sessions and get the young women used to paying for community sessions.

Participants who completed the Sportivate sessions were able to see their money coming back to them as they were provided with a free water bottle and a Go Forth! t-shirt to reward them for their engagement in the sessions and encourage them to continue with their participation.

Once the six weeks of Sportivate sessions had ended, the young women were signposted to existing Go Forth! Soccercise and Boxercise classes in the local area and encouraged by the deliverer to attend.

Debra Forth, Go Forth! Fitness & Wellbeing owner and activity deliverer

"Sportivate has opened new doors for the girls I have been working with, they have found that not only are they increasing their fitness, but they say how much happier and less stressed they now feel. I now have girls attending my sessions outside of school now and I love that so many are realising that fitness can be fun!"