



Active Women Programme

Southend-on-Sea

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Southend-on-Sea Borough Council**

Southend-on-Sea

- Southend is a vibrant and busy borough
- Population of 178,702
- Densely populated with 42.1 people per hectare
- Good transport links
- Unitary authority
- Strong partnerships embedded in service delivery
- Proven track record delivering women and girls projects
- Many accolades, including BBC East Power of Sport Award 2009 for our Running Sisters project



How it Started?

Southend shortlisted by Sport England in 2013, for the delivery of the pilot project for women and girls.

The expression of interest had the following aims:

- To increase female sports participation.
- Reduce the barriers to female participation in sport.
- To enable females in Southend to play a more prominent role in the delivery of sport and physical activity.
- To improve the overall health of females locally.
- To further enhance and strengthen links between children's services, adult services, public health and our community activity network.
- To be inclusive to all females aged 14+ living, working or learning in the borough of Southend-on-Sea.
- Do something a bit different!



An Active Female Population?

- 70,300 females aged 14+
- 19.9% of female adults regularly participated in sport / active recreation
- 55.1% of female adults are inactive
- 31,539 female adults wanted to do more sport / physical activity
- Female inactivity has remained fairly static from 2005 until 2012



Active Women Programme

- Community Sports Activation Fund (CSAF)
- Three year project – 2014 until 2017
- Delivered within the six most deprived wards within the borough
- For women to get more active
- Aged 22+
- Female instructors
- Free of charge
- Use of champions
- Training and volunteering



Marketing

- Website - active-women.co.uk
- Social media
- Attendance at community
- Bus stop campaigns
- Rotation of artwork on posters and flyers



Year 1 – 2014 to 2015

- Choice of venues, each day of the week
- Zumba, aerobics, boxercise, pilates, yoga, swimming and much more
- 3,000 different participants
- 10,580 throughput
- A few women trained and volunteering

Year 2 – 2015 to 2016

- Active Women – recognised as a strong brand
- Wider range of exercise sessions, including dance
- 4,500 different participants
- 10,283 throughput
- A lot more women trained and volunteering



Year 3 – 2016 to 2017

- Consultation with users and non-users for their feedback
- A bank of volunteers established
- 4,700 different participants
- 11,000 throughput

Case Studies

- Catherine
- Shirley
- Jodie



The Future

- Community Sports Activation Fund (CSAF) - June 2017 to May 2018
- 14+ - women and girls – little teenage provision and mums / daughters can exercise together
- £2 per session – income generation
- Using volunteers already in place
- Further training and mentoring for the existing volunteers
- Sustainable



<https://www.youtube.com/watch?v=NbsHYbaI6IQ&feature=youtu.be>



Contact Details and Questions

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