

Stevenage Borough Council 'This Girl Can'

Lorna Wormald

Leisure & Health Community
Activator

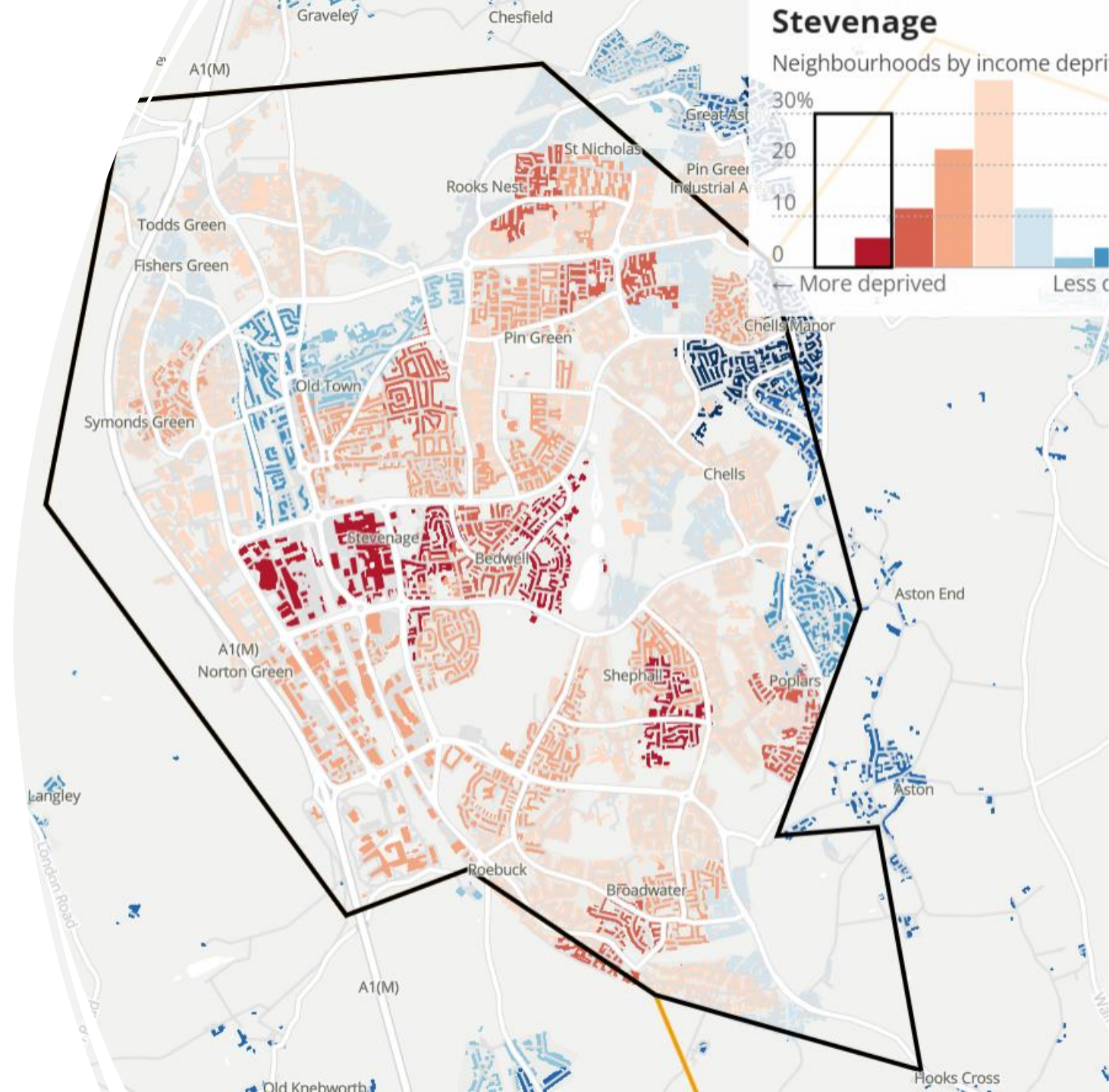
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Local Context

- Of the 52 Neighbourhoods in Stevenage, 3 are amongst the 20% most income-deprived in England.
- Average household incomes vary significantly within the town from £29,400 in the most deprived ward to £39,500 in the less deprived areas. Whilst the average salary paid in the town is £45k.
- The health of people in Stevenage is varied compared with the England and Hertfordshire averages. Circa 16% of children live in low-income families. In year 6, close to 1 in 4 of children are classified as obese, whilst 70% of adults are overweight or obese.
- Life expectancy is 5.1 years lower for men and 4.0 years lower for women in the most deprived areas of Stevenage than in the least deprived areas. 10 years difference if you compare with the likes of St Albans.
- Three key Health Inequalities: Obesity, Dementia and Mental Health



This Girl Can Stevenage – why?

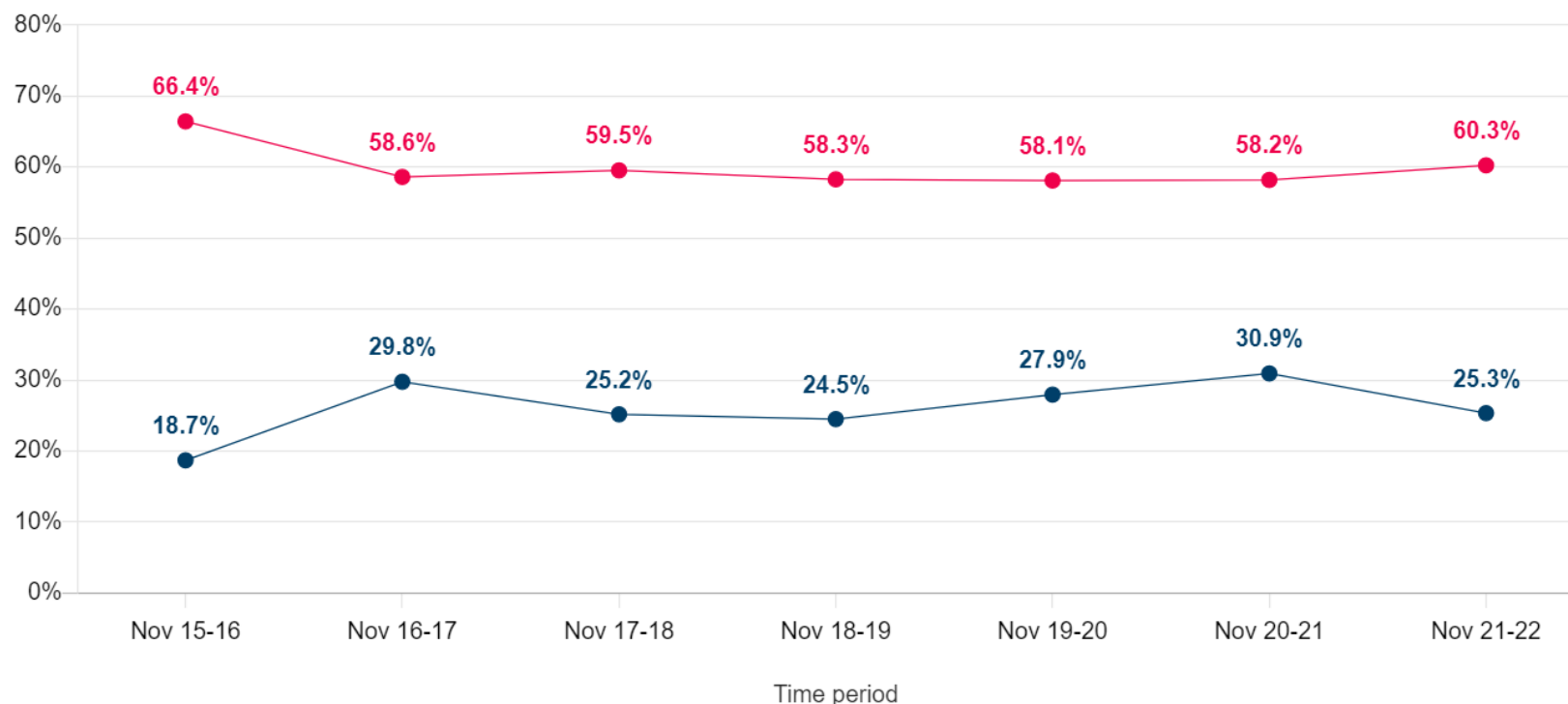
- Funding
- Priority for improving health and wellbeing through our Stevenage Borough Council's Healthy Stevenage Strategy
- Inactivity In Stevenage for Women & Girls
- Working on Barriers towards inactivity
- Sustainability



Women & Girls Statistics



Levels of activity (Main - 3 categories) - Local Authority and County Council - Gender : Female
Stevenage LA



% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Active: at least 150 minutes a week

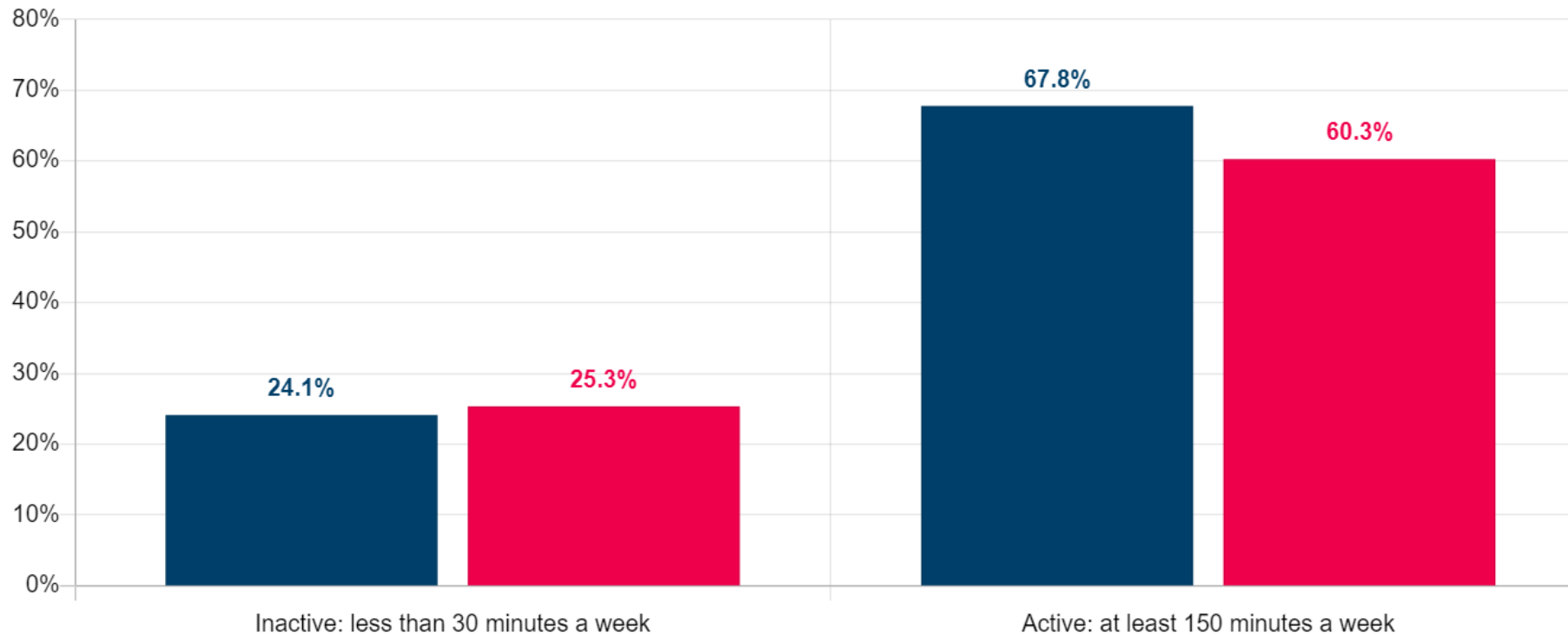
Latest data in comparison



Levels of activity (Main - 3 categories) - Stevenage LA

Gender

Nov 21-22



Levels of activity (Main - 3 categories)

% Levels of activity (Main - 3 categories) by Gender:

■ Male ■ Female

Aims of the project

1

Increase
physical activity
levels in women
16+

2

Promote the
benefits of
physical activity

3

Provide
opportunities for
women to
empower others

4

Reduce barriers
for mums with
childcare
commitments

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Activity

- 3 free sessions for 16 weeks across the week aiming at different demographics in the population
 - Azonto Fitness
Mondays 7-8pm
Shephall community Centre
 - Walking Football
Tuesdays 7-8pm
Barclay School
 - Walking Netball
Thursdays 11am-12pm





Activity

This Girl Can Festival

Results & Impact



Our initial target was to attract 200 women and girls to participate, a goal that we not only met but exceeded.

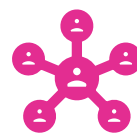
	Azonto Fitness	Walking Netball	Walking Football
Number of attendees over the 16 weeks.	327	72	200



Affordable and then motivated them to stay active.



instructors and coaches were all well received and introduced them to unconventional yet enjoyable ways to stay fit.



Sense of community, social interaction and support within the groups



Broken down barriers



Promoting inclusivity to sport

THIS GIRL CAN WEEK 2024

ACTIVITY TIMETABLE

Date	Time	Activity	Location
Monday 17 th June	10:30-11:30	Barbell Conditioning Class	Stevenage Arts and Leisure Centre- Studio 2
	2-3pm	Strength and Mobility class	Chells Manor Community Centre
	7-8pm	Azonto Fitness	The Shephal Centre
	8-10pm	Women's 5 a side Football Tournament	Shephalbury Sports Academy
	16:30-17:30	Girls FUTSAL (Ages 9-11)	Stevenage Arts and Leisure Centre
Tuesday 18 th June	1-2pm	Walking Tennis	Shephalbury Park Tennis Courts
	09:30-10:30am	Senior circuit class	Shephal Centre
Wednesday 19 th June	11:30-12:30	Walking netball	Stevenage Arts and Leisure Centre
	6:30-7:30pm	Inclusive Circuit Class	Symonds Green Community Centre
	10:30-11:30am	Seated Senior Exercise Class	St Nicholas Community Centre
Thursday 20 th June	12:00-13:00	Circuit Class	Stevenage Arts and Leisure Centre - Studio 1
	8-9pm	Womens Walking Football	Shephalbury Sports Academy
	Friday 21 st June	12-1pm	Mum and Baby/ Toddler Splash Session
Saturday 22 nd June	1-3pm	Menopause Support Group	Stevenage Arts and Leisure Centre – Healthy Hub
Sunday 23 rd June	1-2pm	Women and Girls swimming Session	Swimming Centre

Future Work

Working with Everyone Active for This Girl Can week for the next 3 years.



All Sessions are FREE!!

For more information, please Contact:
stevenagecommunity@everyoneactive.com

Thank you!

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