

PROJECT 51: DENIS LAW LEGACY TRUST – STREETSPORT CASE STUDY



What was the issue?

Denis Law Legacy Trust is a charity delivering multi-sport activities in socially deprived areas across Aberdeen City, through their flagship Streetsport programme. Their sessions are aimed at 8-16 year olds, focused on preventing crime and anti-social behaviour. Denis Law Legacy Trust provide free, street-based activities to children and young people who need them most, in places where they are most likely to hang out. When they joined Project 51, the club had a small group of girls engaging socially but not joining in with any sporting activities. They wanted to look at how they could get those girls, and others, engaging and being active on a regular basis, with a target of achieving 40% participation rates for girls.

What approach did they take?

Denis Law Legacy Trust signed up to be a part of Project 51, a joint programme between Sported and Women in Sport to tackle gender stereotyping within sport at the grassroots level. The programme helps community groups in socially deprived areas of the UK, to improve their knowledge and understanding of how to engage girls and young women, aged 11-18, in sport and physical activity.

Following initial training and development sessions with Sported and Women in Sport, Denis Law Legacy Trust set up a girls' only group discussion to get feedback on what activities interested them. They made it a fun and social event with food and with Denis Law Legacy Trust's young influencer Rhiann taking a key role in running the group. From the group they found out that they wanted a girls only session and were more interested in games, rather than traditional sports such as football and basketball. Some of them were also at an age where they were interested in trying out group exercise classes but couldn't afford to pay.

Denis Law Legacy Trust introduced weekly girls only sessions with women on their staff team delivering, including a circuit session delivered by Young Influencer Rhiann. Each week the girls got to pick the activity they would do the following week. To alleviate the girls fears of not knowing anyone or knowing what to expect when they first turn up, a designated meeting point was introduced where the coach could meet them all, so none of them had to walk in alone.



What were the initial outcomes?

Initial outcomes were really positive, with around 15 girls attending, although gradually the numbers started to decline. Denis Law Legacy Trust realised that in order to keep girls engaged and ensure a steady stream of new girls coming through, they needed to keep on raising awareness of the sessions within the local community and in schools. Denis Law Legacy Trust used their contacts within Active Schools in Scotland, visiting local schools to the sessions, running some taster sessions, which proved to be extremely effective. The numbers have now increased to 25-30 each week!



"For us posters and flyers don't seem to do the job. For us it's a practical, demonstration led approach that works and engages girls".

What was the impact on the girls?

The impact is extremely positive with the girls growing in confidence from mixing with new people and trying a range of new activities they wouldn't have before. The girls are confident enough now to lead the direction of the sessions whereas before, when the sessions were smaller, the direction was very much coach led.



"I definitely think the person who got the most from the Project 51 engagement was Rhiann. She was very shy coming through the project. She definitely learnt a lot about herself and what she's interested in. It's great that she now knows what she wants to do. Getting herself into college on a sports course has been a big confidence boost".