

**INTERIM REPORT FOR PROACTIVE SOUTH LONDON**  
**LOVE2 2010 PROGRAMME**

LOVE2

---

Supported by  
**PLAYSPORT**  
LONDON

PRO-ACTIVE  
SOUTH LONDON  
supporting sport and physical activity

**Rob Hardy Associates**

**April 2010**

## **Introduction**

Girls and women in London are on average 10% less likely than men to take part in sport and physical activity and although this gap narrows slightly as participation rates increase, there is still significant inequality across the majority of South London\*.

PRO-ACTIVE South London (P-ASL) are dedicated to raising awareness of this inequality and therefore encouraged all types of organizations with the ability to deliver sport and physical activity to women and girls to take part in the LOVE2 Programme.

From 8<sup>th</sup> February to 14<sup>th</sup> February 2010 (in most cases) PRO-ACTIVE South London facilitated a women and girls sports and physical activity festival across South London branded LOVE2.

**PRO-ACTIVE South London offered up to £500 of funding** to deliverers of sport to hold an event aimed at women and girls during the LOVE2 week. These events were not just a 'one off' event but were a 'taster' linked to local, regular ongoing activities promoted to participants during this festival. This funding was provided from Playsport London via their Winter Programme.

The activities were based on at least one of the following themes:

**Have a go-** These activities were aimed at women and girls who currently do not take part in any sport or physical activity and for whatever reason have never really participated in sport or physical activity. These sessions provided this group with the opportunity to get involved and 'have a go'.

**Something different-** These sessions were aimed at women and girls who may currently be taking part in some activity but want to try 'something different'.

**Play again-** These activities were aimed at girls and women who have previously taken part in a particular sport or activity whether it be at school, college, club or otherwise. The purpose of these sessions was to reignite the old flame and get them participating again.

Further information on the Active People participation data including Borough profiles can be found at [www.proactivelondon.org/activepeoplesurvey](http://www.proactivelondon.org/activepeoplesurvey)

## **Overview**

LOVE2 was held for the first time in 2009 with 34 projects with a total attendance of 828 participants including 50 disabled participants and with 44% of participants aged between 11 and 15 years. Over half the participants were from non-white ethnic groups including 28% from a black or mixed race background.

In 2010, there were 24 projects from a range of providers including some commercial providers, school sports partnerships, local clubs, the YMCA and from the Education Sector.

A list of projects is included as an Appendix One

## **Participation Figures**

- In total 57 different activities took place across 24 programmes.
- 1102 people participated in the LOVE2 week (this included 20 Males !).
- 15 Disabled participants took part.
- Participants were of all ages:
  - (279) or 25% were aged 11-15,
  - (123) or 11% were aged 16-19,
  - (145) or 13% were aged 20-49,
  - (75) or 6% were aged over 50,
  - (479) or 44% participants did not state their age.
- Participants were from many ethnic background:
  - (324) or 29 % of participants classed themselves as White,
  - (48) or 4 % of participants classed themselves as Mixed Race,
  - (64) or 6 % of participants classed themselves as Asian,
  - (128) or 12 % of participants classed themselves as Black,
  - (15) or 1% of participants classed themselves as from an Other ethnicity,
  - (524) or 48 % of participants did not disclose their ethnicity.

Note Sutton Utd (350 participants) Girls Football Festival did not record age/ethnicity

**Summary Table of Attendances by Gender/Age and Ethnicity**

Total	1102
<b>Males</b>	20
<b>Females</b>	1082
Aged 11-15 Years	279
Aged 16-19 Years	123
Aged 20-49 Years	145
Aged 50+ Years	75
Unknown	479
White	325
Mixed	49
Asian	64
Black	128
Other	15
Unknown	524
Not Disabled	630
Disabled	15
Unknown	455

## **Some Case Studies**

Some examples of projects undertaken in the 2010 Programme are described below:-

### **1. Sutton Utd FC**

The Club are as part of a wider development plan introducing women and girl's football into the programme working with the Surrey FA seeking Charter Status. As part of LOVE2, the Club ran a women and girls football festival, being launched at one of their Ryman League games, attended by Fay White, the England Women's captain.

John James commented that .....

*'The weekend was a fantastic success and we are grateful to PROACTIVE South London for its support for providing the initiative in putting on such an event. This is going to form the springboard for more involvement of girls' football at Sutton United and has established many links to achieve this aim.'*

The Club is also working closely with LB Sutton on improving leisure provision in the Borough, including taking responsibility for an adjacent playing field and providing increased levels of maintenance.

### **2. Streatham Storm**

Streatham Storm, a National League Ice Hockey team, held a Come and Try it event both at Streatham Ice Rink and at a local community centre to learn the basics of the sport. The sessions attracted 15 attendees and as a result 5 of those have attended further beginners sessions at the Club.

### **3. Croydon Judo Club**

Croydon Judo Club worked with the London Development Manager of the British Judo Association to organize and manage the course, held at its own centre in Central Croydon. The course was held as an introduction to Judo and attracted higher numbers than expected. The Club also linked with a local girl's school to introduce attendees to a sport that they have never tried before.

The British Judo Association is considering using LOVE2 as a framework for development work with women and girls in other areas.

### **4. Sutton Churches LTC**

The Club held a LOVE2 Ladies Morning Coaching Course over a week with 12 attendees including 8 who were 50+, 2 of whom have since joined the Club.

Kirsty the organizer of the Course has provided a case study on two of the participants.

## **Case Study**

Name: Jean Smout and Dorothy Hill

Ages: 54 and 59

Jean took the course as she had been sent the information by Sutton Council who had received the email I sent to my contact in the Council. She then told her friends Diana and Coleen about it who also took the course. Jean has played tennis on and off for many years but describes herself as a wild player and so has not really played it regularly. Jean very much enjoyed the course as she learnt that she could channel her wild ways into the different shots and become an effective player. Jean was very certain at the beginning of the course that she did not want to join the club and just wanted to take the course. However, at the end of the course she had already brought the necessary forms and payment to continue on at the club and already Jean is now a member at the tennis club and has a place on our New Members' course which starts on Thursday 4 March.

Jean may find that the main obstacles in her playing are that she does not have the time as she does many things during the day including Tai Chi which means she is reluctant to go out in the evenings. However, I hope that as the evenings get lighter Jean manages to include tennis in a regular routine now as if she does she will become a very good tennis player.

Dorothy found out about the course through the advert placed in the Sutton Guardian, she had not played tennis since school. Dorothy thoroughly enjoyed the course and we found that she was a particularly good volleyer! Dorothy is strongly considering continuing tennis on and is likely to also do the course that Jean has signed up to in March. The main obstacle to Dorothy's continuation in tennis is that she might not get around to completing the forms and signing up, however, I will send her some reminders over the coming weeks to give her as much encouragement as she needs to carry on.

I thought the course went very well this year; we had more people who came to more of the sessions than last year despite the freezing cold conditions of last week. I was still disappointed to not have had more people on the course and disappointed that not everyone who signed up came, however, I think the time of year plays a part with this. Some of the ladies suggested that maybe doing this in the summer would be a better time as ladies are much more likely to start or rejoin a sport (especially an outdoor one) in warmer months. Also, I would prefer that the week ran in a school holiday to attract younger girls who cannot take part in the course unless it is in a school holiday.

I thought that the marketing materials were better this year, however, the empty belly posters were not empty enough for me to write all the info I needed to. The information that will catch people's eyes will be the words 'FREE TENNIS COURSE' and there was not enough room for me to write this in large felt tip as well as write all the contact info in as well.

Also, it was good this year to have a visit from someone from Pro-Active South London to see how the course was going; we appreciated this visit very much. As we had this visit the only photo I have is below, this was taken on the first day when it was VERY cold, the ladies did so well to come along as often as they did and play tennis in these conditions.

Kirsty Garrett  
Course Organiser



Photo from the Sutton LTC Tennis Course

## 5. Kingston and Richmond College

The two colleges combined to organise one project – Performance Circus – based on a previous project – Dare to Dance Empowerment Day which involved taster sessions in a variety of dance alongside a couple of new activities including bellydancing,urban dance,streetcheer,pole dance,circus skills and hula hooping.

Four case studies have been provided.

### **Case Study One**

<b>Name:</b> Melvin Snell		<b>Age:</b> 21
<b>Activity:</b> Circus Skills		
<b>How did you find out about the event?</b>	I saw the event advertised on the plasma screens around the College.	
<b>Why did you take part in the event?</b>	It was really easy to get involved with as it was set up in Cafe 100 and so I just dropped in on my way to lunch. There were loads of things to try out and the instructor made it really fun and interesting.	
<b>Do you have any plans to continue?</b>	I would definitely give it ago if they came back to do another drop in session.	
<b>What puts you off participating in sport or physical activity?</b>	I can't afford the prices of the gym.	



## Case Study Two

<b>Name:</b> Sukri Abdi	<b>Age:</b> 18
<b>Activity:</b> Circus skills	
<b>How did you find out about the event?</b>	I attended the session after session it advertised in Cafe 100 a few days before.
<b>Why did you take part in the event?</b>	It looked really good fun and a few of my mates were doing during their lunch break.
<b>Do you have any plans to continue?</b>	I would love to continue with circus skills if it was added to the College's recreation program.
<b>What puts you off participating in sport or physical activity?</b>	I don't really have time in my College timetable to do sport. Also, it's easier to do sport when its put on in the student canteen, it's easy to drop into the session and give it a go rather than committing to doing a whole hour of a session.



### Case Study Three

<b>Name:</b> Jessica Cannon	<b>Age:</b> 19
<b>Activity:</b> Zumba	
<b>How did you find out about the event?</b>	I saw the posters around college and also found out about it from information in tutor notes.
<b>Why did you take part in the event?</b>	I really enjoy dance and my friend had told me about Zumba so I thought I would give it a try. I really enjoyed the fact that you only had to learn a few moves and then put it into a dance routine rather than taking ages to learn a dance. The Latin side to it was fun too.
<b>Do you have any plans to continue?</b>	I would really like to do Zumba again. We were given a list of classes in South and West London so I might see if any of my friends want to go. I think the class we did was quite a basic class so I would be a bit nervous going to another class that might be a higher standard.
<b>What puts you off participating in sport or physical activity?</b>	Normally I worry that I might not be good enough as I am not that sporty and I always get a really red face.



## Case Study Four

<b>Name:</b> Manuella-Audrey Hobe-Ngouoo	<b>Age:</b> 17
<b>Activity:</b> Street Dance	
<b>How did you find out about the event?</b>	I attend the street dance sessions at the college already so when the teacher said that there was an extra class I came along.
<b>Why did you take part in the event?</b>	Already do Street Dance and want to do more.
<b>Do you have any plans to continue?</b>	I will keep going to the weekly street dance classes at the college but would also like to find something near to where I live.
<b>What puts you off participating in sport or physical activity?</b>	I don't really like doing sports outside in the cold and getting too sweaty. I like the fact that we can do the street dance in a nice studio.



## **Marketing Support and materials provided by PROACTIVE South London**

A range of marketing materials were made available to projects including banners which 6 projects used – including Sutton Utd who retained the banner until the semi-final of the Ryman Premier League play off competition.

Posters and flyers were also available for projects to utilize.

Examples of both are included in the appendices.

## **Feedback and Comments from Projects**

A couple of projects provided feedback on the Programme and made suggestions on the format and framework for the future.

Aileen Hamson of Shoalin GongFu City suggested extending the timescale to over the month rather than over a week to enable more flexibility and scope to develop a sustainable programme....

‘We have submitted an evaluation report and pictures on 16 February. We have particularly raised the point of doing a LOVE2 Month, with one or two activities each week throughout the month instead of packing so many activities in a week, so people have more time and opportunities to try out a wide varieties of activities and continue with the one or two that they like best ‘

Roger Worms of South Croydon Sports Club also suggested extending the timescale over a month – this year the Love2 week experienced some poor weather conditions which was a deterrent in encouraging participation.

## **Summary**

Love2 2010 is considered an example of good practice by the Women’s Sports Foundation (WSF). A briefing paper was provided on the Programme for distribution to delegates at recent national conferences.

A number of the case studies have been included the report on a number of projects, including Sutton Utd who used the project as part of its aim to develop an FA Charter Standard Club and to establish women’s and girls football as an integral part of the Club. The Club have also developed a detailed football development plan as part of its bid to become a Charter Standard Club.

The British Judo Association (BJA) supported two projects in the Programme, including that provided by Croydon Judo Club. The BJA consider that the Love2 format is worth being replicated elsewhere in the Country.

There were some areas which could be improved including ensuring that projects have confirmed venues – a few projects had to withdraw and some had to change dates in order to complete their projects.

All but a few projects were able to achieve the minimum attendance requirements and some exceeded their targets – One project Sutton Utd was able to generate 350 attendances – other notable attendances were achieved at Hayes School (All American Sports), Croydon Judo Club and the programme provided at St Andrews School Sports Partnership.

Attendances at some projects included in the Programme this year were affected by poor weather conditions. One suggestion that has been made is to extend the period that the Programme is held from one week to one month. Indeed a few projects held activities outside the week as a result of not being able to gain access to venues over the original timeframe.

Projects also indicated that they appreciated visits by PROACTIVE South London staff – these included Sutton Churches LTC, Croydon Judo Club and Sutton Utd Football Club. Other projects were visited by a representative from Playsport London.

## **Appendices**

### **Appendix One**

#### **List of Projects**

Get Golfing – Addington Court Golf Academy
Love 2 Dance – Age Concern Kingston
Girls on the Move- Archbishop Lanfranc SSP
Fit and Fabulous – Archbishop Lanfranc SSP
Women in Golf Week – Chelfield Lakes Golf Centre
Introduction to Judo – Croydon Judo Club
Sitting Volleyball - Croydon Volleyball Club
All American Sports- Hayes School
Rounderson2- Cricket – The Hurricanes/Hayes Cricket Club
Love to Try Yoga - Kent Iyengar Yoga Institute
Have a Go Club1316 – YMCA Wimbledon
I feel like Dancing – YMCA Wimbledon
Girls in Football Orpington – Orpington FC
Cricket Introductory Week –Purley Cricket Club
Performance Circus - Richmond – upon Thames and Kingston Colleges
Love and Harmony – Free Taichi for Mums and Daughters – Shaolin Gongfu City
Love2 – Give It a Go – St Andrews SSP
Try Women's Ice Hockey – Streatham Storm
Ladies Morning Coaching Course – Sutton Churches Tennis Club
Girls Football Festival Day – Sutton Utd/Sutton Utd Supporters Trust
Girls on Wheels – The Great Wheelers
Come and Try Something Different (Judo) – Tsukuru Judo Academy
Badminton for Beginners/Try Badminton – South Croydon SC
Tennis for Starters/Try Tennis – South Croydon SC

## **Appendix Two**

### **Analysis of Attendance by project**

## **Appendix Three**

### **Examples of marketing material used for the Love2 Programme – flyer and poster**