PROJECT 51 YEAR ONE HIGHLIGHTS

18 Sported members recruited

13 Sported volunteer mentors recruited & trained

65 Training sessions delivered

100% of participants felt more confident making improvements for girls after taking parts in Project 51 training & workshops

7 Young Influencers recruited & supported
I think we definitely have a better understanding since our Project 51 training, and it has ignited our thoughts to how we can encourage more girls into sport. In fact we are opening our very first evening next week for a female only evening for boxing. We have a great deal of females interested and for the past two weeks about 20 more women and girls attend our boxing training sessions which is a massive increase on last year.

**Sue Stuart, Women’s Coach, Falmouth and Penryn ABC**

Project 51 has really helped the club to understand how we operate and we have made some major changes to the way we work, so in future the women and girls are at the forefront of everything we do.

**Jane Connolly, Founder Conventrians**

The project has been a great support to our developing the Girls game, it’s been a great insight and gives us ideas and plans to develop it even further.

**John Cairney, Projects Officer Fairfield Community Sports Hub**
At Women in Sport’s ‘Empower’ conference in London, three Project 51’s Young Influencers were involved in a panel discussion, hosted by sports writer and journalist Anna Kessell, on Generation Z and the barriers young girls face in accessing sport.

Three Project 51 Young Influencers also spoke at Sported’s tenth anniversary event in Scotland, attended by Minister for Public Health, Sport and Wellbeing, Joe FitzPatrick MSP.

Transition Extreme hosted a girls only skatepark session with the help of Young Influencer, Phoenix. She also hosted of a Project 51 evening in December, where the learnings from the programme were shared.

Project 51 Young Influencer Rhiann, led on consultation sessions with girls about which activities they were interested in, their motivations and how best to communicate with them to let them know about new sessions and opportunities. As a direct result, a girl’s only circuits session was launched to accommodate those who want to be active but can’t afford gym membership.

Two weeks ago I hosted a panel for the Women in Sport conference on Generation Z and the barriers that young women face in accessing sport. One of the speakers was 16-year-old Caitlin Cunningham who told how she had to convince her school to allow girls to play football and rugby. She described how the girls’ changing room had a poster of a female netballer outside it – posed, unruflled and static – while the boys’ changing room had a poster of boys playing rugby and physically exerting themselves. The message, she said, was clear about the physical expectations of girls and boys in school PE lessons.

Talented Irvine footballer talks of prejudice girls still face
PROJECT 51 IMPACT

Since attending activities at their Project 51 groups:

- 90% of girls feel they have more opportunities to be active.
- 88% of girls feel they have improved their skills in playing sport.
- 86% of girls feel more positive about their future.
- 72% of girls feel they are doing better at school.

CASE STUDY: FALMOUTH & PENRYN BOXING CLUB

The challenge:
“We wanted to gain some insight as to why girls were not coming to our boxing sessions. It was very obvious to us that girls didn’t seem to be keen and we wanted to know why.”

How Project 51 helped:
- Understand your audience
- Communications
- Challenging gender stereotypes

“We learned that it was really up to us to take the initiative to push boxing more [to girls] and to offer a female only night to see if it was a case of girls feeling self-conscious about coming to boxing because of boys and men being there.”

The results:
- Between 12-20 girls now attend each week
- The club has grown the number of female coaches

“I have always wanted to help more women to be more apart of and involved with sport. Most girls just need a friend, confidence and a local sporting club which will allow them to discover more.”

Morgan (17), newly qualified boxing coach at the club & Project 51 Young Influencer