

# PROJECT 51: TRANSITION EXTREME CASE STUDY



## What were the biggest challenges facing the club?

Transition Extreme are an extreme sports centre offering climbing, BMXing, skateboarding and in-gliding. In the past they have struggled to get girls through the door because skateboarding is perceived as a male orientated sport with mostly boys and men taking part. They wanted to attract more girls to the centre and to feel that they could be part of their community, in a safe environment where they can learn new skills.

## What approach did they take?

The club 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.

As part of their involvement in the project, Transition Extreme identified Phoenix, 15 at the time, to be a Young Influencer within their club. Phoenix could act as a role model to other girls and help the club build their inclusive community for girls. Phoenix also chose to do her school work experience placement with Transition Extreme, so she could get really involved in the work.



**“Phoenix is an ambitious young person who knows herself completely. She really wanted to start climbing so she started coming in and we noticed her straight away because she is so sure of herself. This was around the time of Project 51 started and we thought she would be the perfect candidate to be our Young Influencer”.**



Together, Phoenix and the club organised a series of events aimed at encouraging more girls to join and to raise awareness of some of the issues around gender stereotyping in sport. Over the course of the project, two girls only skatepark sessions have been delivered. A TED style talk evening also took place, which was open to anyone from the local community. Female athletes from different sports and backgrounds told their story; sharing their passion as well as some of the stigma they have faced. Phoenix also spoke about why she likes sport and how she got into it. This all led into a group discussion with the forty people who attended the event.

Attending the training sessions run through Sported and Women in Sport also enabled the club to think about their social media approach a little more too.

**“I think we are now more aware of what we post on social media. We don't want it to be all male orientated or all female, so we try and do a bit of both to be inclusive”.**



## What did success look like?

Both girls only skate nights attracted up to 50 girls, making them hugely successful! The first event also received £1000 in donations from various local companies, which went into a raffle. Since these events, some of those girls have gone on to become new members, so they can now come in whenever they want to use the centre.

The girls also have someone of a similar age or slightly older to talk to in Phoenix.



**“We've had all round more female participation and engagement on our social media which is nice to see. Also, Phoenix is well known in the centre; customers and staff know her and can go and chat to her which is great”.**

## Phoenix says:



**“I want to share my passion and experiences in sports to help encourage other girls to take part too. I want to show girls that they can do any sport they like, they just need the confidence to go for it and I want to help them discover this as an influencer. For me, if there are boys saying 'you can't do that' it spurs me on, it's a challenge to prove them wrong and I want to help other girls develop this attitude”.**