



Ajuntament de Granollers



PILOT PROGRAM GRANOLLERS



Period of
implementation:
October 18 -
March 19

MENTRE LA CANALLA FA ESPORT, TU TAMBÉ (during, you too!)

A pilot programme with awareness-raising activities aimed at women living in Granollers was designed based on several national and international surveys.

The main reasons why women do not undertake physical activity include a) lack of time and b) the need to look after their children. The programme proposed by Granollers Municipal Council will make it easier for women to practice sport while their children do so.

The main goal is to motivate the female population to take up physical activity when the pilot programme has finished.



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WHILE YOUR KIDS DO SPORT, SO CAN YOU

INTRODUCTION

All the statistics indicate a difference in the percentage of men and women who practice sport.

According to the annual data of the Spanish survey of sport habits by the Spanish Ministry of Education, Culture and Sport (2015), 59.8% of men practiced sport or a physical activity, compared to 47.5% of women. According to this same survey, 50.4% of men say that they practice sport weekly, whereas this percentage falls to 41% among women.

Data from 2014 shown that, in Catalonia, 51% of men practice sport and 40.2% of women practice one or more sports, according to the survey of sport habits of the Catalan Sport Observatory.

According to 2014 data from this observatory, the main obstacles to practicing sport or physical activity are the following:

Reasons for not practicing sport

General data

	Catalonia	
	%	%
Health problems	21.4	20.3
Age	20.4	28.8
Don't like it	26.5	34.4
Tired after work or study	10.2	9.4
Laziness and lack of interest	19.3	24.5
Don't see the point	1.0	1.2
Economic reasons	15.3	7.1
Didn't learn a sport at school	1.0	2.4
Lack of time	33.6	27.1
No nearby facilities	2.0	2.8
Lack of suitable facilities	1.0	1.7
Other reasons	22.4	21.4
Did not respond	25.5	19.2
	(98)	(876)

A notably high percentage (one-third of respondents) attribute the inability to practice sport to a lack of time.

A survey by the Sport Women in Urban Places project (SW-UP), which is part of the Erasmus + Sport programme, showed the following results:

- A total of 1035 respondents took part; 84% were women and 16% were men. Twenty-two percent of responses were from Granollers.
- The results showed that 72% of respondents practice sport once or more per week. Fifty-two percent practice sport indoors and 27%, outdoors only.
- Eighty-two percent of women surveyed expressed their desire to practice sport near their home or workplace.
- Twenty-one percent of the same group stated that they do not do any physical activity because they have to do it alone and 16%, because they feel unsafe doing it outdoors.
- Forty-seven percent state that they do not practice sport because of family commitments, especially taking care of children.
- Forty-two percent say that they have no time because they are studying or working.

These data coincide strongly with those of the Catalan Sport Observatory, in which we see that, among women, a lack of time is one of the most prevalent reasons for not doing exercise

BACKGROUND ANALYSIS WHY SHOULD GRANOLLERS IMPLEMENT THIS PILOT PROGRAMME?

Granollers is a town of 60,000 inhabitants, with 5 football pitches and 6 sports centres, with a capacity for 5000 spectators, and another centre equipped with 5 multipurpose playing pitches or courts.

Between 5 pm and 7 pm, all the sports facilities have approximately 4900 users per week.

During this time period, the users tend to be very young (from 4/5 years of age to 14 years of age, approximately), which is why parents are usually present.

The technical analysis considered to define the pilot programme is the following: in both the survey of sports habits by the Catalan Sport Observatory and the survey by the European SW-UP programme, a lack of time appears as one of the main reasons that women do not do sport. Other prevalent reasons are distance from facilities or places where sport is practiced, and the matter of personal safety.

We can do nothing about the second reason – distance.

In terms of safety, the local police were notified of the result so that they could take appropriate steps.

Where we can have a clearer effect is in trying to alleviate the lack of time mentioned by the respondents.

One of the reasons for this lack of time is the fact that parents need to accompany their smaller children to the sports facilities so that they can practice their sport.

The weekly data indicate the following:

- Number of users of municipal sports centres from 5.30 pm to 7 pm: 2448
- Number of users of municipal football pitches from 5.30 pm to 7 pm: 1510

This information suggested that there would be a large number of parents waiting at the facilities for their children's training to finish: this is, therefore, time that can be used for physical activity!

We have therefore put forward a programme that allows parents, particularly mothers, to practice sport while their children are training.

ABOUT THE PILOT PROGRAMME

The pilot programme will offer two groups of sport activity.

Given the number of young athletes at the different municipal facilities, the programme focuses on two spaces in the town: the Palau d'Esports (sports centre) and the athletics tracks, taking into account the use of the spaces and the opportunity for outdoor activities.

The Palau d'Esports has a closed-off outdoor area outside the facilities, which can be used as a suitable hall for activities during cold or wet weather or if required by the particular activity in question. It also has changing rooms and parking spaces.

Parking will make it easier for parents to remain after accompanying their children to one of the facilities most widely used by young athletes.

The other group will offer activities at the municipal athletics track, especially for parents of boys and girls who do sports in the Tub pavilion (with 5 pitches/courts), the athletics track, the municipal swimming pool, the tennis courts and the municipal sports pavilion.

The activity will take place essentially in the athletic track gym and in the surroundings, on Passeig Fluvial, a place where sports are regularly practiced by citizens.

One of the advantages will be the ease of parking and the availability of complementary services such as changing rooms.

TARGET GROUP

As we have seen, one of the major problems for the citizens of Granollers who responded to the survey is the lack of time (92%), a percentage that 47% associate with work or study and 42% with dedication to the family, especially taking care of small children.

Forty-two percent stated that they would be very willing to undertake activity close to home or work.

This is a difficult point to resolve in the city because of the places where participants can change and shower, etc., if they so wish, are in specific locations and we have seen from other initiatives that these details are important to people when deciding to take part in sport programmes.

The lack of time is the starting point for our pilot programme: the time when parents wait while their children do sport is the time we propose that they take to do physical exercise.

Our target audience is therefore the following:

Women (and, to a lesser extent, men) who have children who train between 5 pm and 7 pm at the municipal sports facilities. The proposed activities do not require a prior level of physical fitness or any specific skill or knowledge and the target population is expected to be between 25 and 55 years of age (we assume that older mothers have children who go to training on their own).

ACTION PLAN

The main goal of the pilot programme “While your kids do sport, SO CAN YOU” will be to reconcile physical activity with family life, so that old and young can do sport in the same place and at the same time.

To define the programme, we considered that modest but effective actions that provide positive results would be the most suitable. We therefore decided on a short programme (from October to February, 5 months), two days per week.

Granollers Municipal Council will therefore offer two work groups of 20 people each:

- Group 1: this group will train on Mondays and Wednesdays, from 5.30 pm to 6.30 pm at the athletics track and surroundings.
- Group 2: this group will train on Tuesdays and Thursdays, from 5.30 pm to 6.30 pm outside the Palau d’Esports and surroundings.

At the end of the course, we will survey the opinion of the participants to obtain their evaluation, which we will use to decide on whether to continue the activities programme from March to the end of the following May.

The activities in the sessions will be highly varied and will have musical support:

- Aerobics with the option of using material (steps): Zumba, body combat, etc.
- Muscle toning in different formats: Body Pump (with supplemental material), Tabata - TBC (Total Body Conditioning), GAL (glutes, abs and legs), etc.
- Flexibility and stretching
- Sit-ups and hypopressive abs
- The sessions will last one hour and will be structured in different parts:
- Warm-up (10-15 min.): with the aim of getting the body active and preparing it physically and mentally.
- Physical training (35-40 min.): this is the main part of the session. Cardio, strength and flexibility.
- Stretching and relaxation (10 min.): this is the final part of the session and is essential to muscle recovery. Time for analysis and awareness of the work done.

Technical staff responsible for the activity

Personnel of the Municipal Council’s Sports Department and therefore at no added cost to the participants.

Communication and promotion

The programme will be promoted and communicated in different media:

- Sports clubs and bodies in the city
- Municipal website
- Municipal newsletter, delivered to all residences (run: 25 copies)
- Posters in all sports facilities (Appendix 1)
- Social media of the Municipal Council and the social media of the Sports Department (Appendix 2)
- Press releases in local and county media

Persons responsible for communication

Image and Communication Department of Granollers Municipal Council and the Sports Department community manager

Essential collaborators

Clubs and bodies that carry out activities at the sports facilities where the pilot programme will take place. Their function will be to facilitate communication and promotion of the programme to families.

It will be necessary to register in order to take part in the activity, which will be free of charge, via the Granollers Municipal Council Website

INVOLVEMENT OF PARTICIPANTS AND PARTNERS

The partners in the pilot programme will be the local sports bodies with the largest number of children (from 6 to 12 years of age) who train in the afternoon/evening. The Handball Club and the Fencing Club are the two bodies that use the Palau d’Esports to train.

The Padel Club, the Basketball Club, the Carles Vallbona Sports Association, Granollers Skating, the Athletics Club and the Swimming Club are in the sports area where the facilities such as the tennis and padel courts, swimming pools, Tub pavilion, municipal pavilion and athletics track are located.

The involvements of the members of these bodies will be essential to publicizing the programme and attracting participants.

The month before the activity begins, the different partners will be informed of the pilot test so that they can send the information to the families of their athletes, for example, via WhatsApp groups shared by family members and coaches. Those who do not use this medium may receive the information via e-mail or through the website and/or social media of the sports bodies.

The involvement of the sports bodies will facilitate attracting parents and speed up the registration process.

Registration for the programme will open in the final week of September and the activity will begin on 1 October 2018, with a total of 40 available places.

TIMETABLE

Calendar: analysis, diagnosis, proposal of objectives and approval of proposals (from June 2018 to September 2018).

Start of activity: October 2018

End of pilot programme activity: 28 February 2019, which may be extended to 30 May 2019 (depending on how it is rated by the users).

EXPECTED RESULTS

One of the main objectives of the programme is to compare the results of the survey with the day-to-day reality: for this reason, one of the matters we have dealt with is the lack of time parents have because they have to look after their family.

We believe that it was necessary to design the pilot programme to cater to a time of day when mothers (and, to a lesser extent, fathers) are waiting for their children to finish training. The fact that the parents have chosen to have their children practice sport suggests that they are interested in physical exercise.

We propose a threefold result:

- First: that the 40 places available in this pilot programme will be filled (20 places per group). This would mean that the pilot programme is of interest and that we expect a high level of attendance.
- Second: that people will attend the course regularly. The idea is for the twice-weekly activity to become a habit. In this regard, the fact that it is free may be a handicap, as it devalues the activity. Regular attendance will therefore contribute to encouraging the practice of sport.
- Third (the most difficult result to measure because we will only have data once the SW-UP project has finished and a follow-up of registered participants will also be needed): complete success will be achieved provided that the participants continue the following year and sign up for other physical activities (provided either by a public or private body). We will thus have got people who undertook no physical activity to do so regularly, because they have seen the benefits in terms of health and socialization.

ANNEXES

Annex 1: Publicity poster

**MENTRE LA CANALLA FA ESPORT,
TU TAMBÉ!**

Programa pilot per promoure l'esport entre les mares que acompanyen els seus fills i filles a les instal·lacions esportives de Granollers

Activitats poliesportives (caminar, pilates, tonificació, treball cardiovascular...) a l'aire lliure dos dies per setmana de 17.30 a 18.30 h.
- Dilluns i dimecres (punt de trobada al pavelló del Tub)
- Dimarts i dijous (punt de trobada al Palau d'Esports)

Inici de les activitats: 1 d'octubre
+info i inscripcions gratuïtes a www.granollers.cat/esports

Promou: Ajuntament de Granollers

El marc del projecte: SWUP Co-funded by the Erasmus+ Programme of the European Union

Annex 2: Publicity for the activity via Social Media



