

HOW TO ENGAGE WOMEN IN OUTDOOR PHYSICAL ACTIVITIES IN GRANOLLERS_(SP)



WHERE ARE WE?

- GRANOLLERS, Spain - Espanya
- 61.326 inhabitants
- Area of the city in which the action took place:
Sport palace (Palau d'Esports) and and municipal athletics tracks.



WHAT ARE THE BARRIERS FOR WOMEN TO PRACTICE SPORT OUTDOORS IN GRANOLLERS?

- 21% of respondents reports not having someone to accompany them (this is a problem reported mainly by young women)
- 16% claims to feel unsafe in the place where they want to do sport
- 10% fears troublesome or aggressive behaviour in the sport venue
- Other concerns include the neglected maintenance of facilities, distance from home or workplace and financial affordability (especially for older women).

WHAT HAS BEEN DONE IN THE FRAMEWORK OF SWUP PROJECT?

ACTIVITIES

The programme “While your kids are doing sports, you do some too!” targeted mothers (up to 55 years of age) who take their children to do sport at one of the sport facilities in the city. The pilot project provided a professional sport trainer twice a week to run sport activities (fitness, pilates, cardiovascular exercises, and stretching) for mothers who are waiting for their children to finish their sport activity.

RESULTS

The results have been highly satisfactory. The project offered two groups for sport activities, involving 40 mothers from Granollers during a period of 8 months. The participants have consolidated sport practice which is now considered necessary for their personal wellbeing. Satisfied by the activities, most of them have requested the activities to be implemented as a municipal programme for next year.





PARTICIPANTS' FEEDBACK

"Please do it again next year even if we have to pay". "Congrats to you and to the trainer; I'd love this to continue". "I loved the fact of being able to do sport 'informally' with a group of similar people, close to home and with a fantastic monitor". "The teacher was very dynamic in the sessions and she boosted the good atmosphere".

WHAT HAVE WE LEARNT?

STRENGTHS

- "Doing sport in a group among 'equals'"
- "The variety of the activities and the dynamics of the classes"
- "Socialisation with the group of mothers and the interaction with the monitor".

TO IMPROVE

- A reduction in attendance by participants during the winter months
- Lack of a specific space that is fully conditioned
- Communication and registration modality need to be clearer to avoid misunderstanding from participants.

3 KEY INFOS ON THE TARGET

- Lack of time to attend the gym
- Insecurity and lack of motivation to do exercise outdoors at their own expenses.

WHAT ARE THE NEXT STEPS TO KEEP ON ENHANCING WOMEN'S OUTDOOR SPORT?

WILL THE PILOT PROGRAM CONTINUE IN SOME WAYS?

Considering the success of the activities and the participants' wish to continue, Granollers City Council Sports Service is willing to insert these activities in the programme for next year. Based on the budget, the City Council can subsidise two more mixed groups, in order to encourage the practice of sports without gender-based distinctions. Thanks to the subsidies, the costs for participants would be low and would make participants value more the activities and prevent participants to quit.

WHICH OTHER ACTIVITIES COULD BE CARRIED OUT IN GRANOLLERS?

Other differentiated outdoor physical activities can be organised as follows:

- Monthly session of: yoga, tai chi, TRX workshops, stretching workshops, hypopressive fitness workshops, etc... to be organised in public parks and gardens
- Periodic activities (on school year) such as initiation in running, Nordic walking, outdoor tone-up exercises, strength workout circuits, etc.
- Involving private sports facilities (gyms), or sports organisations (clubs) and the City Council itself (Sports Service) in the offer of a diverse range of outdoor activities
- Involving schools in prevention actions to improve continuity of sport activities for both boys and girls.

