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Citation:

Brazier, R and Lara-Bercial, S and Hodgson, G and Hill, M (2024) ICOACHGIRLS: (Re)Engaging Girls in Sport. In: 2024 ICOACHKIDS Conference, 25 October 2024, Kaunas, Lithuania. (Unpublished)

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the European Union





ICOACH
GIRLS

(Re)Engaging Girls in Sport: Summary of Activity and Findings

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Today

- Why?
- What is ICOACHGIRLS?
- What have we learnt (so far!)



Partners



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OUR
WHY



What is ICG?

- Creation of 'play centres' aimed at girls aged 5-12 who are currently inactive
- Ethos of 'play' and the voice of the child is central
 - Move away from 'traditional' sport specific and skill-based, overly competitive coaching
- Recruitment and training of female head and assistant coaches





What is ICG?

- Minimum of 35 play centres
- Minimum of 1050 girls (30 per centre)
- Minimum of 420 women coaches (12 per centre)









ICOACHKIDS.org



ICOACHKIDSworld

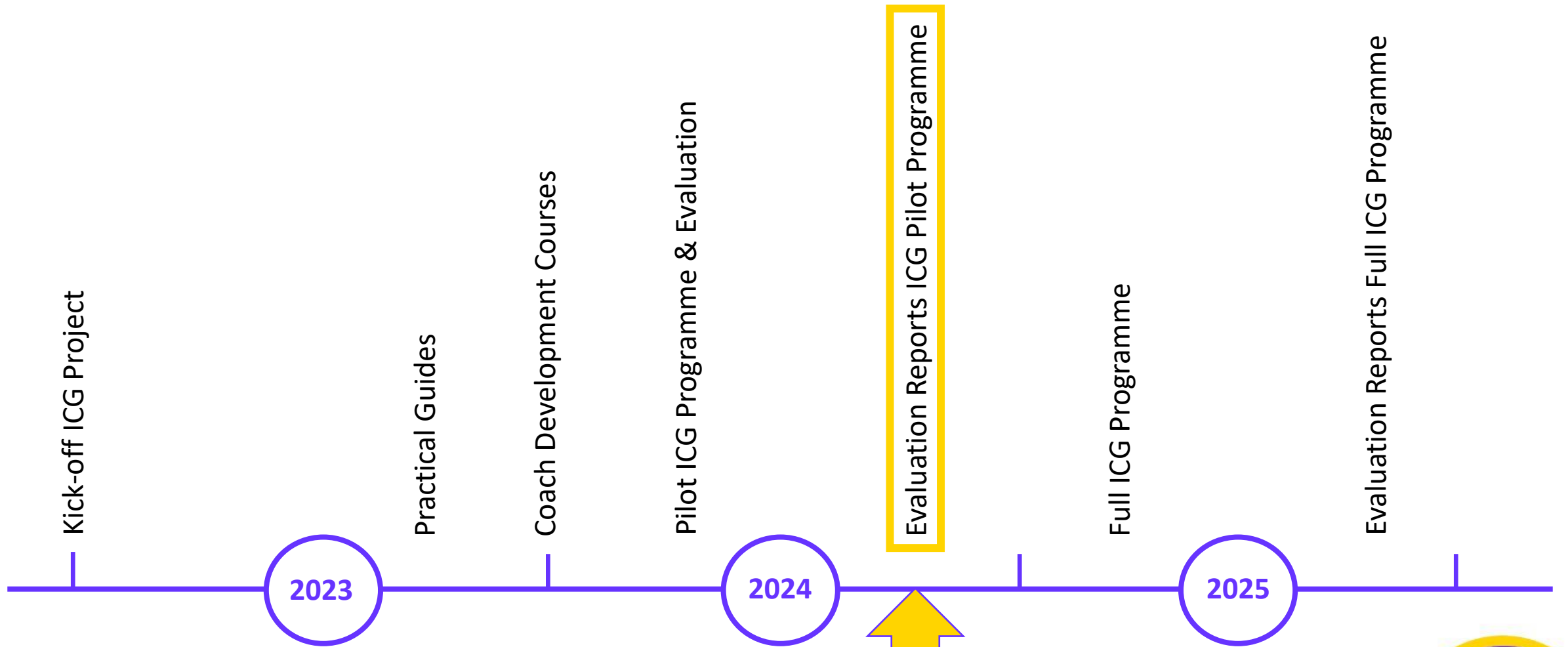


ICCE
Sport Coaching Europe



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Pilot Evaluation Process

- Children – online surveys, session feedback (voice of the child)
- Parents – online surveys, interviews
- Coaches – online surveys, interviews





Demographic Information

Five play centres, geographically spread across Ireland:

Wicklow
Dublin
Roscommon
Limerick
Tipperary

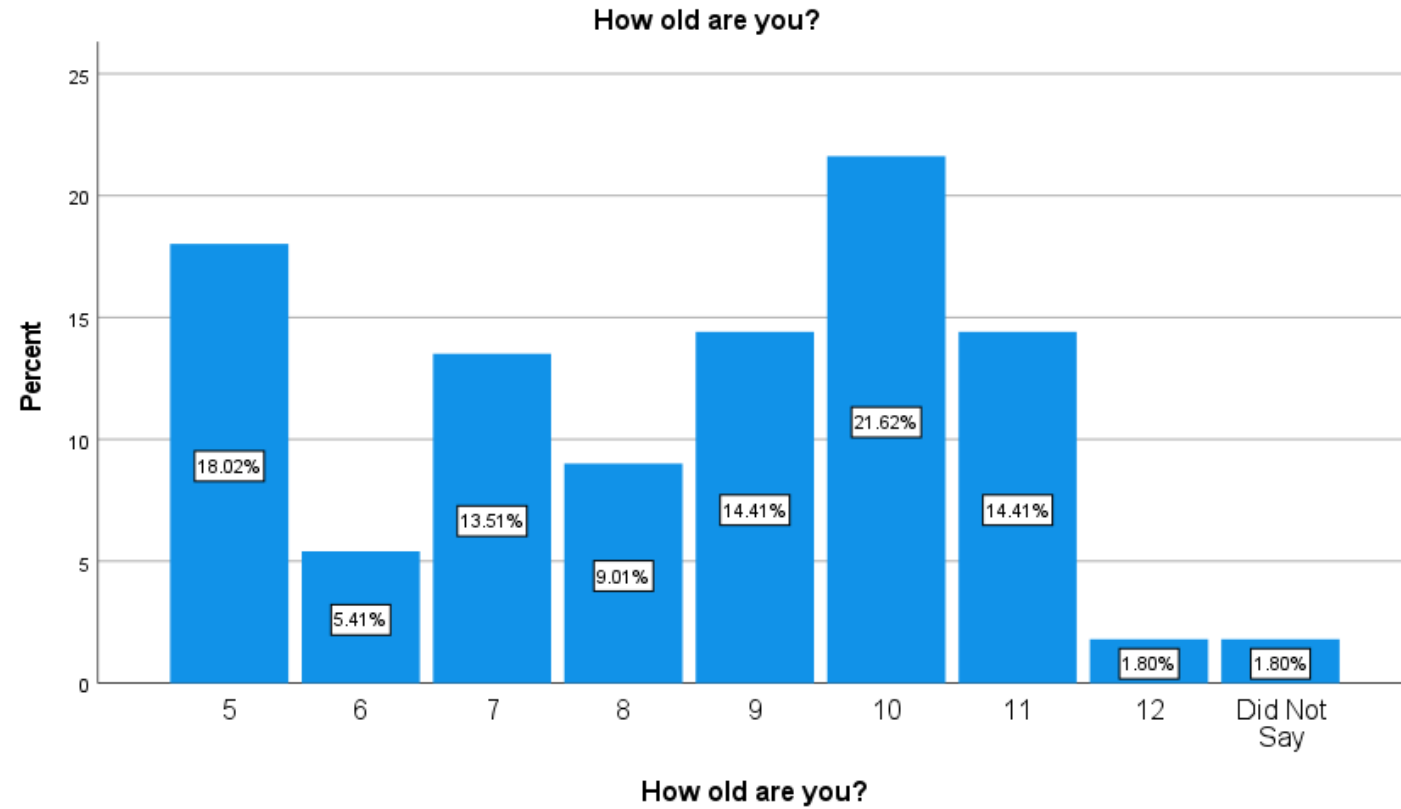
In total, **203 girls** registered for and attended the ICG Play Centres.

Moreover, **78 coaches** were trained and deployed as part of the pilot study.





Demographic Information

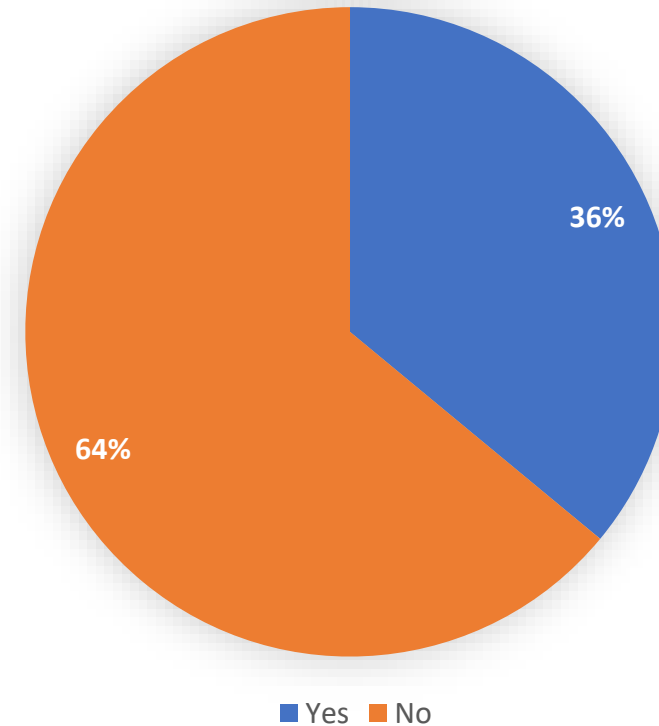




Demographic Information

Current Participation in Sport

64% of participants were not currently active in sport or physically active





Girls' Evaluation

- Voice of the Child
- Weekly feedback mechanisms built into play centres
- Coaches encouraged to use mechanisms that meet the needs of the child





Using the above emojis or words, let us know how you found the session.

How did you feel about today's session?
very excited.

How did your group of girls make you feel today:
loved.

How did your coach make you feel today:
very excited

How do you feel about doing sports today: *Happy + Excited.*



Voice of the child

- We would have this little huddle at the end of the class where we would have a chat about what they would like to do the next week. And everybody had a voice and they became really good at negotiating as well.
- That was one of the most enjoyable parts of it, I think because we had like this rough theme that we had down for each week. Most of the time they blew that out of the water
- On Valentine's Day, and then we cut out little hearts at the end. And we wrote down the things that we loved about ICOACHGIRLS and we stuck them up in the wall. And that was their idea.
- They made-up a really cool game yesterday. So they love creating games, and then we will chat about how we were moving our bodies and what were we learning when we were doing that game. It's been really collaborative
- Can be a real challenge, particularly from I would say for like real traditional coaches, it's not the way you traditionally coach. It's traditionally you know, I'm the coach. I'm deciding what to do. So it took them a few weeks to kind of get to understand it. And our assistant coaches are a bit nervous at the start, but once they kind of got, they ended up building great relationships with the girls.





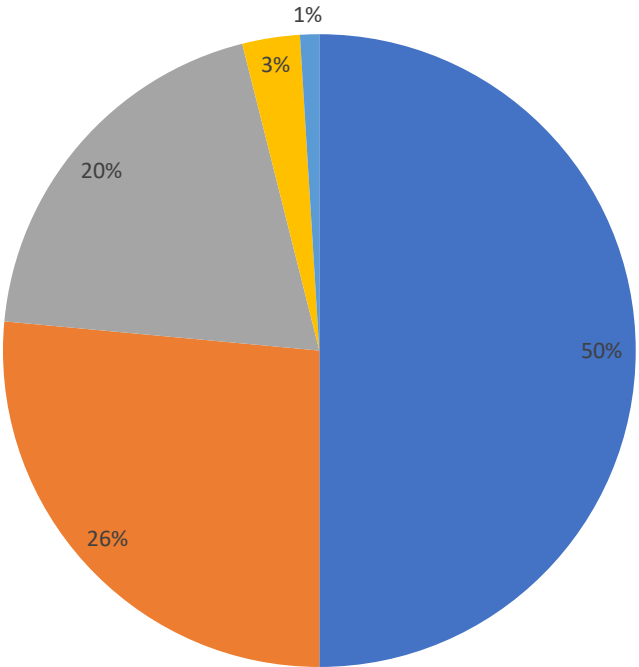
Child Surveys

Element	Mean Score (5 being the best)
Feeling Safe	4.86
Being Happy	4.77
Having Fun	4.63
Being Listened to	4.58
Learning New Skills	4.52
Having a Choice	4.37
Playing with Friends	4.31
Feeling Confident	4.31
Making Friends	3.69





Participation after ICG



■ Definitely yes ■ Probably yes ■ May or may not ■ Probably not ■ Definitely not





Parent Evaluation

- Online Survey
 - Before and after the 10-week Play Centre
 - Parents were asked to rate their daughter on a series of measures, before and after having taken part in ICOACHGIRLS.
 - For example, their confidence to join a sports club, their relationships with coaches and teachers, and how well they feel they fit in in a sporting context.
- 106 total responses (52 before; 54 after)



My daughter...	Before	After	Change
is comfortable in a sport environment	3.27	4.23	0.96
is skilled in sport	2.89	3.6	0.71
has female role models	3.57	4.18	0.61
is seen, heard and understood in sport	3.33	3.93	0.6
I value sport and PA	4.44	4.94	0.5
is confident in sport and PA	3.51	4	0.49
knows why PA is important	3.95	4.41	0.46
likes PA	4	4.41	0.41
I support my daughter to be physically active	4.74	5	0.26
is confident to join a sports club	3.61	3.82	0.21
has friends who are active	3.9	4.05	0.15
I know why PA is important	4.76	4.82	0.06
likes their coach	4.46	4.52	0.06
can connect with other girls in sport	3.85	3.82	-0.03



Parent Evaluation

100% satisfaction rate



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KEY
LESSONS

PROJECT PAGES



ABOUT
ICOACHGIRLS

Learn more →



ICG OBJECTIVES

Learn more →



GUIDE 1:
(RE)INTRODUCING
GIRLS TO SPORT
AND PHYSICAL
ACTIVITY

Learn more →



GUIDE 2: GIRLS IN
SPORT - BEST
PRACTICE
EXAMPLES



GUIDE 3: WOMEN
IN COACHING -
REMOVING
BARRIERS TO
START AND STAY



ICG PARTNERS

Please visit the dedicated
ICOACHGIRLS section on the
[ICOACHKIDS website](https://www.icoachkids.org) for more
information.



Or email Ruth Brazier:
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