

Case Study

Southfields Academy

Southfields Academy in London used the This Girl Can... Create Change! resource to:

- Engage a squad of girls who will promote other pathways in PE
- Get more girls attending and enjoying extra-curricular PE
- Provide more physical activity opportunities other than just the set sports that are delivered on the curriculum.

Southfields recruited a squad of 20 female students from Years 7-10 to be This Girl Can campaigners. Most are in Year 9 and being trained by Year 10s to be leaders for the younger pupils. The Southfields Girls Can squad has some traditionally 'sporty' students but is mostly made up of girls that perceive themselves to be "not good at PE" (and, therefore, similar to the target audience).

To apply, the girls had to answer, "how will you make change in PE, school sport and physical activity?". The answers were informative and often aligned to the changes that the PE teachers wanted to make themselves.

The campaigners then created their own Google classroom where they designed and sent out a survey about PE and physical activity to other female students. Currently,

they've had 106 responses and gained some interesting insights, for example 66% of respondents have never been to an extra-curricular PE club. Throughout the academic year the campaigners will undertake various activities to further promote girls' participation in physical activity, including creating their own Southfields Girls Can video, most likely be a collage of TikTok videos of campaigners participating in physical activity.

In 2021 the school planned to deliver a 'Southfields Girls Can' week to link into International Women's Day, but this had to be postponed due lockdown restrictions. When it is delivered, the week will consist of different physical activities that are not usually delivered on the curriculum, some of which may be delivered by external providers. They also aim to deliver a competition-style festival in the summer term that will focus on reframing competition for girls who do not usually participate in physical activity.

Another challenge has been in engaging female students in extra-curricular activity. Most pupils are encouraged by their families to go straight home after school. The school wants to combat this by bringing in deliverers from the community, creating a support network for the students.



The Year 9 campaigners being trained by the Year 10s will create a cycle that will continue throughout the years, with the older years continuing to recruit and train up new leaders. This will ensure the sustainability of the Southfields Girls Can campaign group.

Southfields Academy top tips

- Ensure that the girls are involved in the initial stages and provide feedback as soon as possible, as they know what interests them and other girls their age.
- Try and change your views on what you think girls want by looking at what other activities are out there. If girls don't enjoy an activity, they quickly become disengaged and believe their voices aren't being heard.