

# Space for Girls Lewisham Shopping Centre



**LONDON  
SPORT**

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13/03/2024



# About Us

**Physical inactivity is responsible for 1 in 6 premature deaths.**

That's why London Sport wants every Londoner to live longer, healthier and happier lives through being active.

Our focus is on children and adults in the most deprived communities who face the greatest challenges of inequality.

Collaborating with those that share our vision, we can help every community in London find their way to move more.

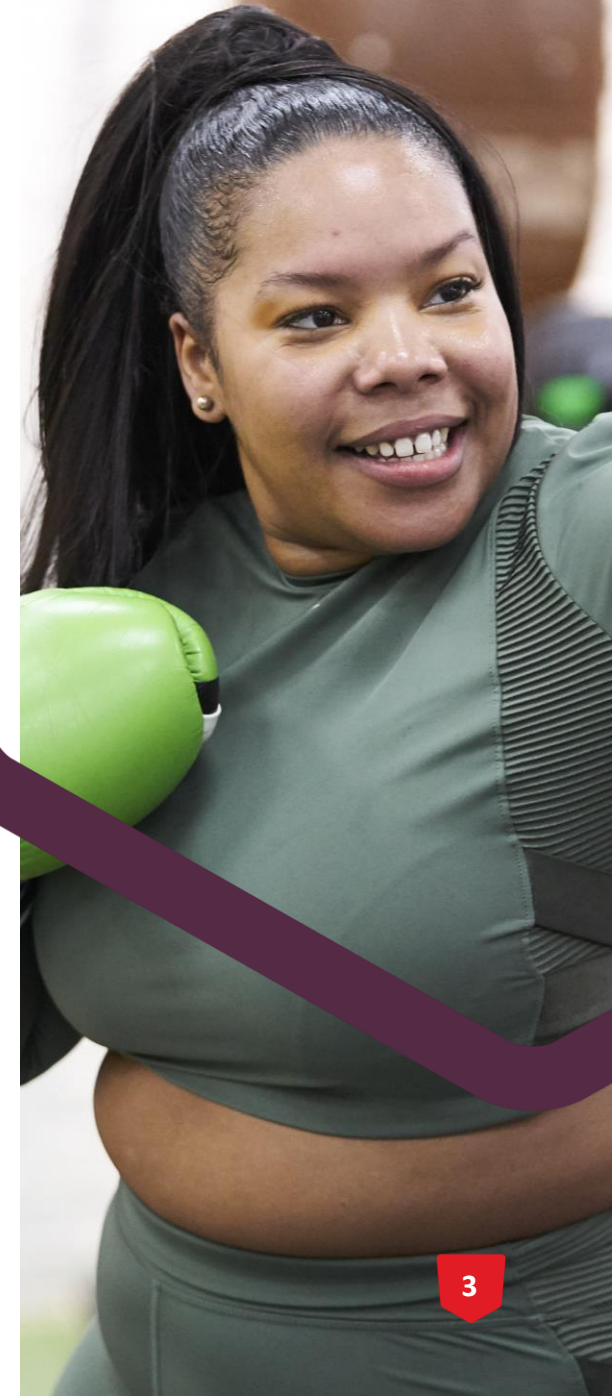
# Space for Girls Project

## The Why

- Teenage girls traditionally less active than boys.
- Teenage girls face additional barriers when looking to engage in physical activity.
  - Lack of spaces designed specifically for girls.
  - Dominance of spaces by boys.
  - Struggles around building physical activity into daily life.

## What the project aimed to do.

- Better understand the needs of teenage girls and how spaces and facilities impact teenage girl participation.
- Activation of different environments to better understand what environments are most appropriate when seeking to engage teenage girls.
- Understand the additional factors around such environments that support that engagement.



# LEWISHAM SHOPPING CENTRE

- Non-traditional space focus within Lewisham SPA strategy.
- Shopping centre identified as a space that could be activated
  - Central location in the borough.
  - Already frequented as part of daily life.
  - Large CYP presence after school hours.
  - Empty units available for use.
- Consultations with local community and local teenage girls highlighted lots of interest in using the space for physical activity.
- 5 Month activation project on a “pop up basis”
- Activation of unit part of Landsec’s warm zone initiative through the cost of living crisis. Space provided more than a physical activity offer.
- Project supported us to better understand how effective such spaces are at engaging teenage girls but also additional groups who are less active.



# Data Review – Teenage Girl Focus

**16% of total bookings made by teenage girls**

**87% of teenage girl bookings made for women only sessions**

**Dominant Demographic was White teenage girls.**

**Most bookings from girls aged 14.  
51% of bookings from 16-19**

**85% of TG bookings for sessions delivered between 3-6pm**

# Data Review – Wider Audience

**92% of total bookings made by females**

**Most bookings made by people aged 20-35**

**52% of the bookings made by white participants. 24% by black participants**

**Bookings roughly equal for each part of the day**

**Parent and Toddler session the most booked session**

# Satisfaction Levels.

**95% of respondents more likely to engage in this type of space to be active.**

**100% of delivery organisations recommend the space as a space to be active**

**100% of delivery organisations wanted to continue delivery in the space.**

**93% of users would strongly recommend the spaced to peers as an active space**

# The Big Challenges

- Securing the lease for the unit / Viable business model.
- Too big a focus on physical activity.
- Engaging Teenage Girls in the Space
- Duration of activation period was too short.
- Forming Strategic Connections.
- Use of restricted funding.
- Collection of data.





# The Likes and Dislikes

## What the Community Liked

The environment created

The convenience of the space

Free activities / Type of Activities

The wrap around offer beyond physical activity.

The presence of a booking system.

## What the Community Didn't Like

The lack of toilets

The lack of privacy for participants

Management of the space

The breadth of the activity offer

Low awareness levels of the unit



# Next Steps

## The Lewisham Space

- Space now embedded within the shopping centre.
- Broader health offer available beyond physical activity.
- NHS/Public health presence within the space.
- Small follow on projects to address some of the issues raised.

## Space for Girls

- Activation projects across London completed.
- Toolkit to support future projects with teenage girls.
- SFG project in Lambeth to test some untested variables.

## Activation of non-traditional spaces.

- London Sports Manifesto to MOL- incentives to unlock spaces
- Raising awareness of Lewisham projects and findings.
- Looking at opportunities to test new spaces to enhance learnings.
- In discussions to replicate the Lewisham project in other locations.



# THANK YOU

