

**studio
you**

a platform powered by

**THIS
GIRL
CAN**

Understanding the power of studio you

2021-22 evaluation findings

Funded by



We're changing the way girls see PE

Since Studio You's launch:

100,000

girls have taken part in a Studio You lesson

48%

of state secondary schools have registered with Studio You, in 1,689 locations

26,000

girls participate in Studio You lessons every week

But that's not all... by increasing levels of choice and promoting fun, Studio You has fostered a sense of inclusion and accessibility that girls haven't experienced before. Moving beyond a platform to become a rallying force, it's now a source of inspiration for anyone looking to drive up the activity levels of less active girls.

Studio You is increasing girls' enjoyment of PE

Amongst girls using Studio You:

Increased choice

60%

of less active girls agree they have more say over the type of activity they do after one year's use

Increased inclusion

84%

agree they feel more included in PE lessons after two years' use

Increased fun

84%

agree that they find PE lessons fun after two years' use

Increased activity

20%

reduction in the number of less active girls dropping out of physical activity'

Studio You is empowering teachers to inspire girls to get active

Amongst teachers using Studio You:

Enhanced positive experiences

The majority agree that they found Studio You easy to use and great for engaging previously resistant PE students in their lessons

Increased awareness

94%

of teachers agree that they now understand more about the needs of less active girls after just a term of use

Shaping our understanding of girls' enjoyment of PE

Studio You hasn't only provided us with the means to meet our objectives - these learnings can be applied to the wider sector to help encourage girls to get and stay active.

What have we learnt?

Authenticity



When it comes to PE, girls want to connect with their instructors in a real way. They want to see them sweat, get tired and see their personalities shining through. In fact, as long as they see their instructors as genuine, they're happy to be taught by any gender.

Diversity



Studio You has been praised for representing all body shapes and sizes, ages, and ethnicities. As an industry, the more diverse and relatable role models we create, the more engagement we will continue to see from young girls of all backgrounds.

Differentiation



From a teacher perspective this is key. As an industry, we should be looking to create a bank of content that stretches from fun to factual, but still focusing on curriculum linked content for both KS3 and KS4, with a leaning toward the more science-based elements of PE.

Activities



After two years of Studio You, research has shown us that not all activities prove as popular with young girls. Overwhelmingly, girls lent towards fitness, yoga and dance, commenting that combat was "too aggressive", "too full on" and "for boys", while Pilates was often described as "too boring" or "too difficult".

We are actively improving the platform based on evaluation findings, focusing on the things we know that girls love and teachers need. This includes:

- An updated website structure based on Ofsted's Intent, Implementation and Impact curriculum structure.
- New video lessons in our most popular disciplines with instructors that stay genuine and real in their lesson delivery.
- Additional supporting resources for teachers including CPD videos to help break down the issues Studio You is helping to address.

This is just the beginning of the change we want to see – so together, we can get more girls, regardless of background or ability, to enjoy PE now, and far into the future