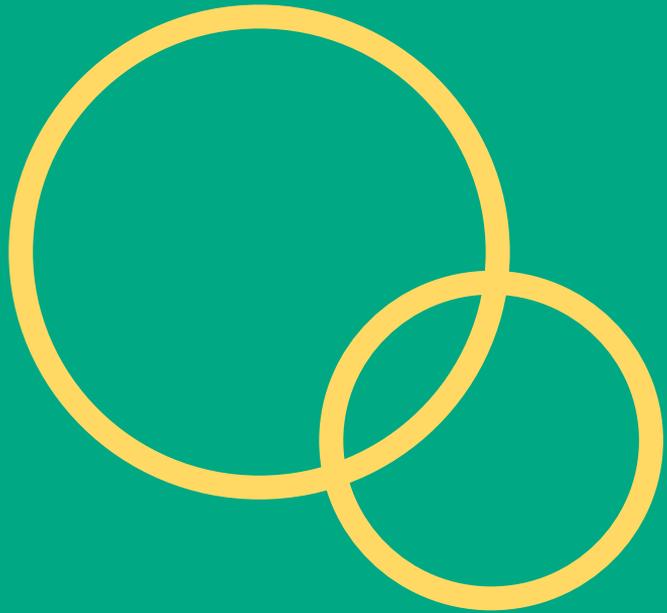


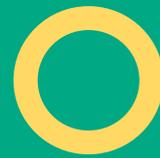
**studio
you**

a platform powered by



Understanding the impact of Studio You

2024-25 evaluation findings



Funded by



We're helping girls to feel more confident being active

In the 2024-25 academic year*

722,177

girls were potentially exposed to Studio You

Since Studio You's launch in 2021...*

68%

of secondary schools in England registered to Studio You

44,093

of girls using Studio You (weekly average)

Why is Studio You needed?

83%

of girls feel self-conscious about their ability in PE

88%

of girls feel self-conscious about their appearance in PE

Self-consciousness is a barrier to exercise that cuts across teenage girls, and can affect feelings of exclusion, even amongst girls who generally enjoy PE. Teachers agree, recognising social media, puberty, and a curriculum focused on traditional sports as factors contributing to these feelings.



Motivating girls to do PE is a struggle in terms of what they see on social media. They see boys have more exposure, and girls are shown as 'doing silly dances on TikTok'."

~ PE Teacher

How is Studio You helping girls?

98%

enjoy using Studio You

97%

feel confident about getting active when using Studio You

96%

say using Studio You has made them feel more included in PE

98%

say using Studio You has improved their experience of PE

Girls using Studio You say PE feels fun and engaging.

Studio You offers them:

- ✓ **Autonomy** – 93% of teachers agree Studio You enhances students' choice of activities in PE lessons
- ✓ **Belonging** – Studio You feels inclusive for girls: 91% agree they can relate to instructors, and 97% like that they can adapt the moves to their ability level.

94%

of teachers agree Studio You has helped them engage students who have previously been resistant to PE

94%

of teachers agree Studio You has helped them engage students who are less active



We weren't really fond of PE that much. [Since using Studio You] we look forward to it. Now there is more interaction and less competition. I get involved a bit more."

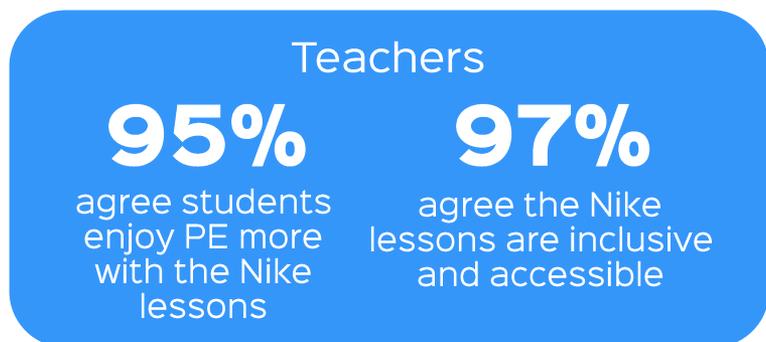
~ Year 10 Girl

Nike Partnership

Launched in May 2025, key features include...

- ✓ Co-designed with 11-16-year-old girls
- ✓ Sessions led by expert Nike Trainers
- ✓ Involvement from Nike partner, Disability Sports Coach, to provide instructors with adapted movements
- ✓ New disciplines focusing on mental wellbeing like Breathwork and Mental Fitness
- ✓ Supporting resources to help teachers go further to engage students
- ✓ All hosted on a new Studio You x Nike hub with a distinctive look and feel

How has the Nike partnership been received?



“ [Students] are having fun, and that’s something that you don’t often see with competitive activities. They’ve definitely been participating more, and that’s a good sign.”
~ PE Teacher

“ This one girl in our class, she used to not really do anything, she’d just stand there. But ever since we saw these lessons, she’s been more interactive in lessons and actually trying.”
~ Year 10 Girl

- ✓ Teachers and girls recognise the Nike brand, giving extra credibility and excitement around the lessons.
- ✓ Girls find the diverse, enthusiastic Nike Trainers motivating.
- ✓ The Nike lessons have helped girls feel less stressed or anxious and enjoy physical activity more.

The new disciplines focusing on mental wellbeing have been used outside of PE...

“ I’ve used it outside of PE for exam stress. We gave the video about mindfulness and breathing to the whole year 11 group before an exam.”
- PE Teacher

The co-creation element of the partnership has worked well for girls, with...

94% saying that girls their age helping to design the platform and video content is important to them.

Developing Studio You further

To help us to build on the positive impact we’re already making to girls and teachers, our focus moving forward is to...

- **Broaden the audience:** Explore how disciplines like breathwork and meditation can help with challenges beyond PE lessons to help students manage stress or improve focus
- **Deepen engagement:** Highlight the full flexibility of Studio You so more PE teachers can easily bring content into their classrooms.
- **Be led by girls and powered by teachers:** Keep girls’ voices at the heart of Studio You.