

**studio
you**

a platform powered by

**THIS
GIRL
CAN**

Understanding the impact of Studio You

2025-26 evaluation findings

Funded by



**SPORT
ENGLAND**

In the 25-26 academic year...*

699,986

girls were potentially exposed to Studio You

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

72%

of secondary schools in England registered for Studio You

41,999

of girls using Studio You (weekly average)

Why is Studio You needed?

84%

of teachers say girls feel self-conscious about their appearance in PE

82%

of teachers say girls feel self-conscious about their ability in PE

53%

of teachers say girls do not always look forward to PE lessons

Girls' engagement in physical activity drops off between Y7-8 and Y9-11*. Teachers report that confidence in doing physical activity declines with age, along with self-belief and general interest. Self-consciousness, cultural influences and perceptions that sport is "for boys" can undermine girls' confidence and engagement.

How is Studio You helping girls?

We visited a school in the South East of England to talk to girls in Year 10 about the impact of using Studio You...

52%

of girls agreed that they like the variety of activities on Studio You

44%

of girls agreed that they enjoy using the Studio You videos

42%

of girls agreed that using Studio You has motivated them to be more active outside of their PE lessons

Girls feel that Studio You offers them the chance to try a variety of new activities in a safe and supportive environment while remaining fun and increasing openness to future movement.

Girls are particularly positive about disciplines including yoga and meditation, as they enjoy the slower pace, and they appreciate that the Studio You trainers match their ability levels.



Studio You is a great website with many exercises to choose from and makes me feel better. It's calming and clears my mind.

- Y10 girl

*Figures recorded from platform data to the end of the 25/26 academic year

**CYP Active Lives, 2025

Studio You is helping teachers to deliver lessons that improve engagement and enjoyment

Amongst teachers who regularly use Studio You:

96%

agree that Studio You has helped to engage less active girls

95%

agree that Studio You helps them provide a good PE lesson to mixed ability classes

93%

agree their students have enjoyed using Studio You in their PE lessons

92%

agree that Studio You has helped to engage girls previously resistant to PE

Teachers value Studio You for increasing girls' confidence and willingness to engage in PE, providing a variety of activities and disciplines which can meet different girls' needs and abilities – to support this, the new Studio You x Nike hub has added activities like meditation, breathwork and mental fitness.



My students love Studio You, especially the yoga and dance lessons – they're way more engaged now. Attitudes towards PE have improved, and they're more willing to join in. As a resource, it's easy-to-use and saves me planning time.

~ PE Teacher

Recognising the bigger picture

Our evaluation shows that the impact of Studio You is influenced not only by the quality of the resource itself, but also by the wider school environment in which they are used. Teachers cited factors such as class size, varying ability levels, competing priorities and leadership support as important considerations when implementing the programme. While many of these factors sit beyond Studio You's direct control, they highlight practical considerations for schools looking to maximise its effectiveness. If you are looking for inspiration on how to use Studio You in your classroom, please check out our [teacher case studies](#).

Looking ahead

As Studio You enters its sixth year, we will:

- ✓ Expand girls' choice in PE, including through new content in partnership with Nike.
- ✓ Make it easier for teachers to find and use our free resources, curriculum links and planning tools.
- ✓ Keep building on what we've learned to help more girls discover enjoyable, positive experiences of movement.
- ✓ Seek new partners that will sustain and grow our impact in schools across England.