

BLABY

Investment: Total funding secured to support local delivery: £262,975



JUST Get Involved

JUST Get Involved is a nine-week programme aiming to increase inactive women's activity levels by encouraging them to attend existing community classes, with everything from badminton to Zumba on offer. The programme is promoted using social media and incentives such as subsidies and rewards.

This year, 697 women signed up to JUST, with 261 attending all sessions and receiving a JUST t-shirt and bag. On average, participants increased their physical activity levels from 2.8 days to 4 days a week. 76% of participants said that JUST was responsible for benefits including better mental health and improved physical fitness and without the programme they would not have made the changes to their behaviour.

27% of the JUST sign ups who were classed as inactive (185 participants), received a 'Gold Card' giving them £2 off each session. Out of those who attended and gave feedback, all increased their physical activity levels by an average of 58% after the nine weeks. Overall, the programme was extremely successful and both instructors and participants enjoyed being involved.

"I've absolutely loved being a part of JUST Get Involved this year and attending my Yoga session. I will continue despite the subsidy finishing because I've noticed the benefits and I really enjoyed the classes. The social side was brilliant too. I've now formed positive habits of exercise as a result of the programme - thank you!"

JUST Get Involved Participant

www.activeblaby.org.uk



LET'S
GET
MOVING