

The logo for CARGO GYM is displayed in a bold, yellow, blocky font against a solid black rectangular background. The letters are slightly shadowed, giving them a three-dimensional appearance.

CARGO GYM

**Female Beginner Gym
Sessions**

Female Beginner Gym Sessions

Project Overview

The project was carried out over 10-weeks. Participant attended one 45 weekly session tailored to beginners.

Participants were taken through basic movements – squats, press ups, rows etc. Coaches would take the participants through the fundamentals of the movements, checking form and progressing the participants to the next stage in these movements.

The project was aimed at female beginners and introduced them to resistance training along with endurance. Showing them that exercise does not have to be a chore and that it can be enjoyable.

The Need

Cargo Gym identified they needed to target women who had not been previously engaged in structured exercise through local and national statistics. These show women are less active than men. With many barriers reported as:

- Lack of confidence
- Fear of gym environments

Delivery

Location:	Cargo Gym
Area:	Eastbourne,
Duration:	10-week
Session:	10 x 45 minutes
Participants:	8 regular participants (12 participants signed up)
Activities:	Female Gym Sessions

Outcomes

The planned outcomes that worked were getting the ladies who attended to understand that exercise can be enjoyable and the importance of exercise on their health and wellbeing.

Unexpected Outcomes

Nothing unplanned happened, the confidence and progressions that were made were perhaps far beyond what Cargo Gym expected.

The impact of the programme has also seen their family and friends witness their confidence grow and being able to do more activity outside, which had a big influence on their children and others around them.

Success

Participants reported improved fitness levels. This was reported in the post feedback questionnaire with participant reporting:

- Increased the number of days they exercised, by 1-2 day per week
- Participants reported increased time exercising during the week by 30-179 minutes

Participants also reported improved confidence, enjoyment and renewed motivation.

See below for a more detailed breakdown of the success of the project.

Challenges

The programme had several challenges:

- Recruitment: Cargo gym had aimed to attract 12 participants to the sessions. Which was originally achieved, but 2 participants dropped out prior to the sessions starting. They had 10 take part, with 8 engaging weekly.
- Marketing: future programmes would look at targeted marketing.

Learning

Cargo Gym is an outside gym with a canopy which protects people from the elements. Even though participants were exercising under a roof, the weather did affect attendance.

Conclusion

The Cargo Gym programme was a success, engaging women who were sedentary and lacking confidence in exercise participation.

Participants not only became more physically active, they also developed a more positive attitude towards exercise and gym environments.

The coaches at Cargo Gym enabled participants to overcome barriers. Through their professionalism, affordability and supportive environment.

Cargo Gym Female Beginner Sessions provide strong evidence that beginner-focused, women only sessions can create behaviour change and contribute to positive health and wellbeing outcomes across Eastbourne and Lewes District.

Category	Pre-survey (n=8)	Post (n=4)	Change / Insights	
Physical activity levels	100% reported not achieving enough physical activity for their health goals	100% reported engaging in physical activity more frequently	Clear increase in overall activity participation	✓
Exercise frequency	62.5% active only 0-2 days per week	Participants increased exercise by 1-2 additional days per week.	Improved exercise consistency and routine building	✓
Weekly physical activity minutes	62.5% completed under 60 minutes of activity per week	Participants increased activity by 30-179 minutes weekly	Significant increase in weekly movement levels	✓
Self-reported fitness levels	75% described fitness as low or very low	100% reported improved fitness levels	Positive improvements in perceived physical capability	✓
Confidence around exercise	Participants expressed concerns about coping, commitment, and gym intimidation	100% reported being very likely to continue exercising	Increased confidence and reduced barriers to participation	✓
Mental wellbeing	Participants hoped to improve energy, sleep, and wellbeing	Participants described the programme as welcoming, enjoyable, and supportive	Improved perceptions of gym-based activity	✓
Programme selection	Participants joined hoping for support and guidance	100% said the programme met expectations completely	Extremely high satisfaction levels	✓

Category	Pre-survey (n=8)	Post (n=4)	Change / Insights	
Motivation for long-term activity	Some participants worried they may struggle to maintain activity	100% reported they were very likely to continue being active	Strong indicators of sustainable behaviour change	
Participant experience	Participants lacked confidence and routine before joining	Participants described improved confidence, enjoyment, and renewed motivation	Strong personal development and engagement outcomes	