We've carefully designed the HerTime budget to offer excellent value for money while fairly compensating experienced, qualified facilitators delivering high-impact, community-based fitness. Every line item reflects a specific delivery need, benchmarked against national guidance and rooted in participant experience.

Facilitator Costs:

Our two core facilitators, both Level 3 Personal Trainers with over 5 years' experience, will be paid £30 per hour, depending on session format. This is in line with sector pay guidance from EMD UK, CIMSPA, and Protectivity (2025 rates). These rates also account for their added qualifications in trauma-aware delivery, nutrition coaching, safeguarding, and their deep embeddedness in the community.

Guest facilitators (e.g. for self-defence and Pilates) are paid £40/hour, which falls below the specialist average for short-form empowerment and wellbeing sessions. All facilitators are DBS-checked, insured, and trained to support women with a range of lived experiences. Their contribution represents a mix of paid time and in-kind value through discounted delivery compared to commercial rates.

Venue Hire:

We've secured community venues at significantly reduced rates. Spikes Gym, used for Sculpt Saturdays and Bootcamp sessions, typically charges £50/hour for private use, but has offered a £25/hour rate due to our community focus and commitment to using our own equipment. For larger events, we've been given a quote of £35//hour based, again at a discounted rate due to our community involvement.

Refreshments:

We've allocated 75p-£1 per head for refreshments, tailored to each session type. For weekly sessions, this covers water, fruit, or light snacks to support energy and socialising. For celebratory events, we've budgeted £3/head to offer healthy meal bowls or salad-based light meals. This is key to participant retention, wellbeing, and creating a welcoming, non-intimidating environment to prevent fear of judgement and non-belonging.

Equipment:

We've included a modest £779.80 for purchasing dumbbells and essential kit. Many of our sessions run in venues without gym equipment, so this allows us to maintain quality, consistency and hygiene. It also enables us to avoid wear-and-tear fees at gym spaces, which in turn supports our discounted venue rates.

Admin & Marketing:

We've budgeted £780.60 for a part-time project administrator (60 hrs/year @ £12.78/hr, slightly above the £12.60/hr real living wage). This covers monthly session monitoring, logging attendance, expenditure tracking and compiling evaluation data.

Marketing/outreach is budgeted at £390.30, combining 30 hours of community engagement and digital outreach across the year plus £87.36 toward flyers and physical collateral.

Final Cost:

Our total project budget is £14,773.90, fully allocated to eligible costs, with every session, hour and item accounted for. Our per-participant cost is £3-£4, making activities much more accessible than commercial equivalents (£6-£12/session in Leicester). The project brings high-quality fitness to those least likely to access it, while generating a lot of worth of in-kind professional time and reducing inactivity among women in Leicester's underserved

communities. We also welcome any advice on monitoring, evaluation, or legacy planning to help HerTime thrive beyond this grant.

How will you make it happen?

We will be delivering the project across two Leicester-based venues that have already been identified as safe, accessible, and suitable for our audience. Sculpt Saturdays and Bootcamp sessions will take place in a private, women-only gym setting, hired exclusively to ensure a supportive, judgment-free environment. Run Club+ and empowerment walks will take place in local parks and community spaces, with mapped routes and safe meetup points.

The core delivery team consists of two community-trusted, culturally competent women:

Shuvz (Core Facilitator): A qualified Level 3 Personal Trainer and Nutrition Coach, with over 5 years' experience leading inclusive strength-based sessions for women. She will lead Sculpt Saturdays and Strength Bootcamp delivery.

Nay (Core Facilitator): A Level 3 Personal Trainer and qualified Social Worker, with Enhanced DBS and safeguarding training. She leads trauma-aware work, including HIIT Bootcamp and Run Club+, bringing lived experience and professional care to every session.

Together, we have built deep trust within Leicester's female community and are known for creating non-intimidating, uplifting environments.

We will also bring in specialist guest facilitators to enhance delivery:

Taeo Sewell-Robinson (Self-Defence Guest Facilitator): A Risk Advisor at Warner Bros. Discovery Sports and certified instructor with 12+ years of experience in security and self-defence. Taeo holds Level 3 and 2 BMABA-accredited qualifications in Self-Defence, Knife Awareness, and Close Protection. He is fully insured, safeguarding-trained, and delivers confidence-building sessions titled "Strong & Aware" for women.

Sonal Patel (Pilates Guest Facilitator): A qualified mat-based Pilates instructor delivering group and 1:1 classes, Sonal began her journey in Australia and now helps women reclaim strength and self-awareness through mindful movement. She brings a calm, trauma-informed energy to her delivery and will support women in reconnecting with their bodies safely.

The plan is:

Sculpt Saturdays: Weekly (40 sessions total), 1.5 hours

Run Club+: Weekly (40 sessions total), 1.5 hours

Bootcamps (HIIT + Strength): Twice per year, 8-week cohorts with 2 sessions per week (16 HIIT + 16 Strength)

Monthly Specials: 10 additional empowerment sessions e.g. self-defence, Pilates

All sessions run during term-time weekends or weekday mornings/evenings, based on feedback from local mums and carers. This timing supports women with family responsibilities and maximises retention.

We've already piloted many of these elements in smaller formats, including Sculpt Saturdays (growing from 3 to 15+ women weekly) and the new Sunday Run Club+. Feedback from over 40 women in 2025 focus groups shaped this larger delivery plan. Venue agreements, safeguarding, insurances, and delivery partners are all lined up. We've also built a detailed delivery calendar and developed risk assessments and policies to ensure the project's success.

Coaches and Fees/ Expenses

Equipment Hire/ Purchase

Facility Alteration

Hire of Facilities

Promotion/ Publicity

Staff Costs

Transport/ Travel Costs

Other

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HerTime: Fitness & Empowerment for Women in Leicester

HerTime is a year-long fitness and empowerment project for mums, carers, and women in Leicester who face barriers to getting active. The programme includes 40 Sculpt Saturdays (strength training), 40 Run Club+ sessions, and two 8-week Bootcamp cohorts with HIIT, mindset, and nutrition support.

We will also host 10 monthly guest-led empowerment events and provide ongoing virtual coaching for those unable to always access in-person activities.

All sessions are women-only, low-cost (£3-£4), and led by trusted female coaches in safe, inclusive spaces, helping women move more, feel good, and build confidence together.

The idea for this project came directly from women in our community. Soul and Sculpt CIC is a Black women-led organisation in Leicester, and for the past two years we've been running fitness programmes focused on safe, supportive spaces for women. Again and again, we heard the same themes, mums and carers telling us they didn't have the time, money, confidence, or safe space to get active.

In January and February 2025, we ran three focus groups and gathered informal feedback from over 40 women. The message was clear: they wanted somewhere just for them. Somewhere that felt energising, safe, low-pressure, and genuinely welcoming.

The barriers they shared weren't just about cost or access, they were about identity. We spoke to mums who had lost their sense of self, carers who hadn't exercised in years, and women who had experienced violence or trauma and were afraid to go back to the gym. One mum said, "I don't need a six-pack, I need to feel like I belong again."

That's why we've designed HerTime, a year-long programme made up of three core strands:

- Sculpt Saturdays: Strength-based fitness led by women, for women.

- Run Club+ / Fighting Chance: trauma-aware movement and empowerment, including monthly guest workshops.

- Bootcamp Cohorts: 8-week blocks of HIIT, strength, nutrition and mindset support, with both in-person and virtual options.

All sessions are led by two qualified, culturally competent female trainers with lived experience and deep trust in the community. To increase accessibility, we're also offering ongoing support through the Kahunas app for virtual coaching and check-ins.

Leicester has fitness options, but few are designed around women's real lives, especially those juggling childcare, caring responsibilities, financial pressures and emotional burnout. The women we support want to feel strong again. They want to prioritise themselves without guilt. HerTime offers a space to move, grow, and connect, with no judgement, no pressure, and no need to "get fit first" to show up.

We know from both first-hand consultation and our own experiences as mums, and reinforced by Sport England's This Girl Can campaign, that women want to be active, but only if the environment feels right. Fear of judgement, not feeling fit enough, and safety concerns hold many women back. That's why HerTime is women-only, community-led, and rooted in confidence over

competition. The focus is on enjoyment, mental wellbeing, and making movement feel possible.

We've already seen early success. Sculpt Saturdays grew from 3 women to 15 regulars. Our new Sunday Run Club is already becoming a safe space for sisterhood and strength. This project brings everything together, scaling it in a structured, sustainable way that reaches even more women across Leicester.

We believe every woman deserves a space to move her body, lift her mood, and be part of something bigger. That's why HerTime matters, because we believe when women thrive, families and communities do too.

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At the heart of HerTime is the goal to help women feel like themselves again, stronger, more connected, and more confident in their ability to be active on their own terms.

In the short term, we want participants to build physical activity into their routine in a way that feels safe, realistic and enjoyable. Through 96 in-person sessions and virtual coaching, women will gradually improve fitness, increase their energy, and experience the mental benefits of movement. By offering a choice of activities, ie. Bootcamp, Run Club+, and Sculpt Saturdays, we're creating multiple access points to get moving and stay engaged.

In the long term, we want women to see themselves as active people. Whether they continue in our groups or transition into mainstream clubs and classes, the goal is sustained behaviour change. Our participants will leave with more than just muscle, they will gain confidence, peer support, and the belief that their health matters.

We will measure success through:

- Regular attendance tracking (target: 120+ women engaging across the year).
- Participant self-assessments (confidence, energy, motivation to stay active).
- Pre- and post-programme feedback to monitor improvements in mood, physical activity levels, and sense of belonging.
- Long-term follow-up to see if participants continue moving 3+ months after taking part.

We are addressing multiple obstacles. Women in our community have told us that time, cost, confidence and safety concerns are the main reasons they don't participate in exercise.

HerTime breaks these barriers by offering:

- Subsidised sessions (£3–£4 per head) to remove financial pressure.
- Women-only spaces to reduce fear of judgement and increase comfort.
- Trauma-aware, culturally competent facilitators with lived experience.
- Flexible delivery including early mornings, weekends, and online access.

We also know that women are more likely to stay active if they feel emotionally supported, which is why we are emphasising community before exercise, although the latter is still equally important. Our sessions always end with refreshments and conversation, helping women build friendships and networks that last beyond the workout.

Beyond physical activity, this project will improve mental wellbeing, reduce isolation, and increase participation in community life. It will also boost the confidence of local women leaders (our facilitators) and create pathways for volunteer or peer roles in the future.

HerTime's wider benefit is simple: when a woman feels strong and supported, everyone around her benefits.

- She becomes a role model to her children.
- She shows up with more energy at work or in her caring role.
- She advocates for her own needs.

Overall, we want this to be a wellbeing intervention rooted in belonging, joy, and community, by removing barriers and centring lived experience, which in turn will help women to move more and feel more powerful doing so.

HerTime will be delivered by Soul and Sculpt CIC, a Black women-led organisation in Leicester committed to creating safe, empowering spaces for women to move, grow, and connect.

Locations:

- Sculpt Saturdays will take place at Spikes Gym, a private women-only training space that offers full privacy and safety.
- Bootcamp sessions (HIIT and strength) will be held at accessible hired venues in Leicester with capacity for 15 women per session and private hire.
- Run Club+ and Fighting Chance events will take place in local parks and community green spaces, with clear risk assessments and routes already scoped.
- Virtual support will be delivered through an online platform, offering weekly prompts, online coaching, and ongoing engagement for those who may miss in-person sessions.

Delivery Team:

Core Facilitators

- Shuvz (Level 3 Personal Trainer, qualified nutrition coach) will lead strength-based sessions and Sculpt Saturdays.
- Nay (Level 3 Personal Trainer, qualified social worker, safeguarding trained, and DBS-checked) will lead trauma-aware Run Club+ and HIIT Bootcamp sessions.

Both have over 5 years of community-based fitness experience, deep trust within the women they serve, and a track record of inclusive, high-energy delivery.

Guest Facilitators

- Guest facilitators (e.g., self-defence experts from SYLA CIC) will be brought in for 10 monthly Fighting Chance specials, complementing Run Club with empowerment sessions.

Schedule:

We have carefully timed the offer around women's availability and feedback:

Sculpt Saturdays: weekly, 10–11.30am (40 sessions/year).

Bootcamp Cohorts: 2 blocks of 8 weeks (16 sessions total), held September and March during seasonal motivation peaks ('back to school, back to gym' and 'spring reset').

Run Club+: weekly Sunday sessions (40 total), including 10 monthly guest events.

Virtual support: weekly throughout the year for active and previous participants.

All sessions are 1.5 hours, allowing for warm-up, activity, cool-down, refreshments and informal peer bonding. Class sizes are capped at 15 for in-person, with virtual access extending to 30+ women.

Action Plan:

Consultation complete: Three focus groups held, feedback from 40+ women used to shape design.

Venues scoped and costed: Spikes Gym confirmed. Other venues are flexible and budgeted.

Delivery calendar and budgeting completed.

Marketing plan underway: Leveraging existing community WhatsApps, social media channels, and referral networks to recruit.

Monitoring plan ready: Self-evaluation tools and attendance trackers are prepped.

Facilities:

This project does not involve physical improvements to buildings or equipment upgrades requiring planning permission.

HerTime is designed to be accessible, scalable, and rooted in the lived experiences of the women it serves. With our trusted delivery team, solid community engagement, and a detailed plan already in place, we’re ready to deliver from day one—and build something that lasts long beyond the final session.

🟢 SECTION-BY-SECTION: SPORT ENGLAND MOVEMENT FUND APPLICATION

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1. Project Summary – What do you want to do? *(Max 500 words)*

Soul and Sculpt CIC is delivering a 12-month women-only fitness and wellbeing programme across Leicester, targeted at mums and carers from racially diverse and low-income backgrounds.

Our project includes:

- **Sculpt Saturdays**: 40 weeks of strength-based gym sessions in a safe, private, women-only space.
- **Fighting Chance Run Club+**: 40 weeks of trauma-informed running and empowerment walks, including optional self-defence and trauma-aware movement sessions.
- **Bootcamp Cohorts**: Two 8-week bootcamp programmes (16 sessions total) combining high-energy HIIT and strength conditioning with nutritional guidance and mindset coaching.
- **Monthly Special Events**: 10 guest-led sessions offering self-defence and confidence-building workshops.
- **Online Wellbeing**: Ongoing access to our coaching app (Kahunas) for progress tracking, virtual engagement, and motivation.

Sessions are affordable and accessible—just £3–£4 per head—with Sport England subsidising costs for women who would otherwise be excluded due to finances, time constraints, or safety concerns.

Our approach is trauma-aware, community-led, and built on extensive consultation with over 40 women via focus groups. All sessions are facilitated by Level 3 qualified female trainers with lived experience and cultural competence.

By the end of the project, over 120 women will have improved their physical activity levels, self-confidence, and mental wellbeing.

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2. Why is this project needed?

Leicester has one of the highest inactivity rates for women in England—particularly among Black, Asian, and low-income communities. Many

women in our network are mums, carers, and survivors of trauma. They've told us they want non-judgemental, culturally safe, and affordable spaces to get active again.

In early 2025, we held focus groups with 40+ women. We heard consistently that fitness felt either unsafe, unaffordable, or unrelatable. Many are living with low confidence, anxiety, isolation, or the mental load of caregiving.

They asked for women-only sessions, flexible times, trauma-sensitive trainers, and community connection—not just fitness. Soul and Sculpt was created in response to that.

We are based in a priority PNC area and have existing trust and reach into communities Sport England aims to prioritise. This project bridges the gap between gym access, mental wellbeing, and safety.

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3. Who is the project for?

Women aged 18+, especially:

- Mums and unpaid carers
- Women from Black and racially minoritised communities
- Women with lived experience of trauma or low confidence
- Those facing barriers such as affordability, cultural safety, isolation, or mental health challenges

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4. What difference will this make?

- At least 120 women will become more physically active
- 100+ will report improved fitness, strength, or energy
- 75% will report improved mental wellbeing and reduced stress
- 30+ will continue fitness independently or join other activities
- Multiple women will progress into informal peer support roles
- All will gain access to supportive community, virtual tools, and safe movement options

5. How will you know if your project is successful?

We'll track attendance, feedback, and pre/post wellbeing check-ins using:

- Kahunas app for ongoing progress tracking
- Weekly logs from facilitators
- End-of-cohort surveys
- Focus groups at midpoint and project end
  We'll use this data to adjust session formats and demonstrate impact. Participants will also help shape the next phase of our work.

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6. Where will the project take place?

- Sculpt Saturdays: Spikes Gym (Leicester) – women-only sessions in a private facility
- Bootcamps: Same venue plus outdoor green space
- Run Club+ and empowerment walks: local parks/routes pre-risk-assessed
- Monthly Specials: local community spaces
- Virtual support: Kahunas coaching app and Zoom

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7. When will the project start and end?

Start: September 2025
End: August 2026 (12 months total)

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8. How much money are you applying for?

£14,000

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9. What will the funding pay for? *(List or short paragraph)*

- 40 x Sculpt Saturdays (facilitator, venue, refreshments, subsidy)
- 40 x Run Club+ sessions (facilitator, refreshments)
- 16 x HIIT Bootcamp sessions (facilitator, venue, refreshments, subsidy)
- 16 x Strength Bootcamp sessions (facilitator, venue, refreshments, subsidy)
- 10 x Guest-led Specials (facilitators, support)
- Kahunas coaching app (annual subscription)
- Leaflets and community outreach
- Project management/admin support

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10. How have you worked out your costs?

- All facilitator rates are set at £20/hour, based on local average
- Venue hire is £25/hour at a women-only private gym
- Refreshments are budgeted at £0.50–£1 per head
- Participant subsidy is based on £3–£4 per session to remove financial barriers
- All costs are new and directly related to the delivery of this project
- We've delivered similar projects and know these rates are realistic

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11. Is your project free to take part in?

It's low-cost to reduce barriers. Participants pay £3–£4 per session. The rest is subsidised by this funding.

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12. How will you make your project inclusive and welcoming?

- Women-only sessions
- Female facilitators with lived and cultural experience
- Low-cost pricing and financial subsidy
- Trauma-informed, beginner-friendly formats
- No judgment, no pressure environments
- Refreshments and post-session socials for connection
- Flexible delivery (online + in-person)

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13. How will your project continue after the funding ends?

We're using this year to build a strong model and virtual coaching hub. After the grant, we'll continue with a mixed income model:

- Small participant fees
- Local sponsorship
- Volunteer-led sessions
- Additional grant funding
  We're also developing peer leadership to grow community-led delivery.

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14. Environmental Considerations (optional but recommended)

- Participants are encouraged to walk or take public transport
- We use compostable cups, reusable water bottles, and eco snacks
- Our virtual offering reduces transport-related emissions
- Where possible, sessions are outdoors in green space