

# Clubbercise – Getting Inactive Women More Active

A new dance workout called 'Clubbercise' has been set up in Bamford, Rochdale, through GM Moving funding in a bid to get inactive women participating in regular exercise. The aim of this initiative is that it will attract ladies who aren't really interested in mainstream exercise sessions and those who need a bit of motivation, encouragement and confidence. The class takes place in a darkened room with disco lights and glow sticks with the emphasis on having a night out rather than working out.

The first class was delivered in September 2017 and has proved a huge success. It attracted 40 ladies within the first 12 weeks alone! 28% of whom were inactive and 87% did less than the 150 minutes recommended government weekly levels of exercise. The class has motivated them to go on to do additional exercise, make lifestyle changes and encourage family and friends to do the same.

There has been lots of positive feedback and the numbers are growing by the week as they start to spread the word.

Nicola Houghton who has been coming to the class from the start said, ***"I've been coming to Clubbercise for 4 months now, since it started really. I heard about it through the church. I've really, really enjoyed it. It brightens my day up. I find that I have more energy when I actually finish the class than when I arrive."***

***It's so easy to flake out watching TV but when you're here, it livens you up. I think it's keeping me toned up as I don't do much other exercise. It's definitely toning my arms up too. I can't do all of the moves yet but I do enjoy it and I'll keep coming."***

Sarah Shard, coordinator for the project said, ***"The Clubbercise class has gone really well. It's been great to have a good mix of people who've benefitted in different ways. We've a group of teenage girls who come with their mothers, bringing the family together. We've a couple of ladies who re-live their youth with the songs they remember from growing up. We've had a lady who has anxiety and this class has really benefitted her both physically and mentally and she's also started bringing along some of her friends."***

