

My Pocket Case Study:

Good Practice in Co-production in Aberdeen

How the Active Girls Committee make effective use of Crowdfunding Aberdeen

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**Which of the four Co's is this about –
co-commissioning, co-design, co-delivery or co-assessment?**



Which service users and local communities are co-producing with which public services?

Active Girls Committee

Sport Aberdeen

Aberdeen City Council

General public

How are they improving services and outcomes?

Aberdeen City Council set up the internet platform Crowdfunding Aberdeen -

<http://www.crowdfunder.co.uk/aberdeen/crowdfund-aberdeen> - to support individuals, local community groups, third sector organisations and businesses to seek additional funding from the general public for their projects. The platform allows them to take their

project from being just ideas on paper to being a reality, unlocking the potential of community support through crowdfunding.

By utilising Crowdfunding Aberdeen, the Active Girls Committee sourced additional funding from the general public which has facilitated the expansion and growth of its work.

What difference has it made? E.g. improved services, better outcomes, savings.

On 2 May 2017, the Active Girls Committee had raised £875 with 16 supporters in 42 days via the crowdfunding platform. The project has been able to use the money to help fund two large events: One was a launch event on 22 May 2017 at which the Committee laid out its aims and objectives for addressing the barriers facing girls' participation in sport and physical activity. The second event was a 'Girl's Big Day Out', a free event, held at Aberdeen Sports Village on 19 June 2017, which during the day welcomed over 300 girls from secondary school years 2–4, from ten different Aberdeen City schools.

The Girls Big Day Out was co-designed by the Active Girls Committee, to address issues surrounding barriers to young girls taking part in sport. The event offered a unique mix of physical activity opportunities that were non-traditional (e.g. a Harry Potter inspired game of Quidditch, team training and circuits and Martial Arts, including So Yang Do), aimed at engaging with the girls, and included talks on mental and physical health delivered by the Active Girls Committee themselves. The money raised by the Active Girls Committee via the crowdfunding platform paid for the entire day, including buses to and from school, facility costs and coaching costs.

Without the crowdfunding the Active Girls Committee would have struggled to host these two events. Outcomes of the events can be found in the Girls Committee Pocket Case Study

Where is further information available? E.g. URL, report, blog etc.

For more details about the Active Girls Committee:

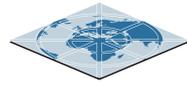
<http://www.sportaberdeen.co.uk/activities/kids/active-girls-committee/>

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For more details about Crowdfunding Aberdeen:

<http://www.crowdfunder.co.uk/active-girls-committee>



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