

Lidl

#SeriousSupport

Players Programme Support Pack



OFFICIAL RETAIL PARTNER

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Our research has shown that by age 13, 1 in 2 girls drop out of sport. Girls are 3 times more likely to give up sport than boys. Yet we discovered that girls who continue to play team sports are 4 times more likely to feel body confident, 50% feel more supported and 80% are more likely to have positive mental wellbeing when compared with their peers who do not play sport. Lidl's mission, in partnership with the LGFA, is to increase the number of girls playing sport and Gaelic football, to improve girls physical, social and mental wellbeing and to support clubs, families and young people in understanding the value of sport. That's why we are extending our #SeriousSupport to players. We are aiming to deliver interventions that aim to reduce the drop-off rate in sport participation amongst girls aged 13-16 years. The Lidl #SeriousSupport Schools programme has delivered proven results and provides the opportunity to make a considerable impact amongst young females.

A review of the Lidl #SeriousSupport Schools programme found that

- 99% of participants rated the programme as 'very good' or 'good'
- 98% felt the programme increased their team work
- 96% felt the programme increased their aspirations
- 92% felt the programme increased their confidence

How It Works

The Lidl #SeriousSupport Players' Programme involves two elements. Players will attend two workshops delivered by one of our athlete mentors. Players' are also asked to undertake a personal development project between workshops, applying the concepts and values discussed during the programme.

Lidl #SeriousSupport Players' Programme Structure

1. Apply to be a part of your local Lidl #SeriousSupport Players' Programme.
2. 30 girls, who meet the relevant selection criteria, will be selected for each regional programme.
3. Successful applicants will attend a programme introductory webinar.
4. Attend the first #SeriousSupport workshop at designated venue.
5. Complete your Personal Development Project.
6. Attend the second #SeriousSupport workshop at the same venue.
7. Celebrate your success and completion of the programme.

Application Process & Selection Criteria

The #SeriousSupport Players' Programme aims to reduce the drop-out rate in sport participation and increase the confidence and resilience among girls aged 13-16 years through workshops led by specifically trained athlete mentors.

Your athlete mentor will deliver inspirational #SeriousSupport workshops to the group selected. Spaces on the programme are limited to 30 per regional programme. In order to ensure that the programme reaches those who will benefit most from the #SeriousSupport workshops, participants must meet certain criteria:

1. Girls who are playing ladies Gaelic football at club level but potentially lacking confidence.
2. Girls who are playing ladies Gaelic football at club level and want to be educated on the physical and mental health benefits of sport and play.
3. Girls must be aged 13 to 16 years old as of 1st January 2024 and be a current LGFA member
4. Girls must not be involved in an Under 14 or Under 16 county panel for the 2024 season, however, they can be involved with the Player Development Programme.
5. Girls must be available to attend both workshops within their selected region(s).

If you have a player wishing to be involved in the programme then parents or guardians of the player can apply here: **Application Form**. Applications will not be considered if received beyond the application deadline.

How The Athlete Mentor Workshops Work

Each region will receive two workshops which will be held within two months of each other. Players should work on their own individual personal development project between workshops. A typical workshop involves the below:

2 Hours - #SeriousSupport Workshops

The workshops will see the group work with their Athlete Mentor for two hours. The workshops will include activities to develop personal skills relating to respect, responsibility, trust & recognition and improve lifestyle choices. The first session of the programme will involve Athlete Mentors sharing their own story detailing the positive effects of sport and physical activity on their life.

All our athlete mentors are current or former inter county footballers so their experience is from the highest level. They all have inspiring stories to share about how football has played a crucial role in their lives and are committed to using sport to transform the lives of young people. The athlete mentors will introduce players to the Lidl values, which are key to the success of elite athletes.

Meet the Mentors

AISLING HANLY

Roscommon

EILISH WARD

Donegal

ORLAGH FARMER

Cork

ANNA GALVIN

Kerry

LAURIE RYAN

Clare

SAMANTHA LAMBERT

Tipperary

ANNE MARIE DORAN

Wicklow

LEAH CAFFREY

Dublin

SHANNAN McQUADE

Fermanagh

CARLA ROWE

Dublin

LUCY HANNON

Galway

THERESE SCOTT

Monaghan

CATHY CAREY

Antrim

MEABH DE BURCA

Galway

DEIRDRE O'REILLY

Cork

NIAMH MCEVOY

Dublin

Further information including workshop venues,
dates and times is available here:

<https://ladiesgaelic.ie/serioussupport-players-programme/>

#SeriousSupport Values

Respect

Responsibility

Recognition

Trust