

**WOMEN  
N  
SPORT**

**IMPACT REPORT**

**INFORM  
INNOVATE  
INSPIRE**

# OUR IMPACT IN NUMBERS IN 2016 AND 2017 YOU HELPED US:

**10.6 MILLION**

Reach over 10.6 million people through our Women's Sport Week campaign



**17,000**

Improve P.E. and sport provision for 17,000 secondary school girls

**700**

Empower 700 girls to directly influence sport provision in their schools



**150**

Assist 150 women to advance their careers in sport

**1 POLICY CHANGE**

Make 1 major change to national government policy, creating more female leaders in sport



**100**

Train 100 sports organisations to develop programmes for women and girls



**10**

Work with 10 universities to better engage female students

Support disabled women to get active in 5 regions of the UK



**5**

**£1 MILLION**

Raise over £1 million to support projects to transform women's and girls' lives through sport

Image: The FA

# FOREWORD

**2018 marks an important milestone; 100 years since some women in Great Britain got the right to vote. An important milestone, yes, but the truth is, the race for equality is yet to be won.**



Today, many women and girls in the UK remain disenfranchised; not from the right to vote but from equal access to many aspects of society including the lifelong benefits of playing sport and being physically active.

Each week there are 1.5 million more men playing sport than women and each day only 8% of young girls are meeting recommended exercise guidelines.

We want to change this. Being active not only makes women and girls healthier and happier. Through sport, women and girls also build confidence, unleash their potential and unlock their ambition.

Elite athletes are doing a lot to normalise sport. When the England women's hockey team put the News at Ten on hold and the women's cricket team lifted the World Cup people took notice. But our research shows that the key influencers for girls are much closer to home. They are people like you and me; mothers, sisters, aunts, friends, teachers, dads and brothers.

Women's sport is reaching a 'tipping point' I hear them say. But the thing with tipping points is they have the potential to go either way. We need your support to maintain momentum and make sure women's sport continues to thrive and

to inspire the next generation.

Women in Sport's vision is a society where gender equality exists in every sphere - so as well as creating equality on the field of play we also want to see it in the boardroom. To this end we are proud of the work we have done to influence national policy. We called for National Governing Bodies of Sport (NGBs) to have a minimum of 30% women on the board and in 2016 this requirement was enshrined in the new Code for Sports Governance. In the years ahead, we will turn our attention to how we can support the sector to achieve this target and to improve gender diversity in sport beyond the NGBs.

None of this would have been possible without the generous support of people like you - our donors, fundraisers and partners.

Let's continue to work together to make sure that in the next century when they say: "Look how far we have come", we can say, "Yes we have. The race for equality has been won."

**Ruth Holdaway**  
Chief Executive

Image: Getty Images



**ARE YOU IN?**

Find out more about how you can support us by contacting [info@womeninsport.org](mailto:info@womeninsport.org) or 020 3137 6263.

[WOMENINSPORT.ORG](http://WOMENINSPORT.ORG)

# WHAT WE DO

Women in Sport exists so that every woman and girl in the UK can experience the transformational lifelong rewards of sport.

## TO ACHIEVE THIS WE:

**INFORM:** leading research into women and girls and their relationships with sport and physical activity, and using our insights to inform the work of sports organisations across the UK.

**INNOVATE:** partnering with sports deliverers to design and test innovative projects that engage women and girls in physical activity.

**INSPIRE:** using our insights and expertise to inspire changes to policy, practice and attitudes that lead to greater opportunities for women and girls in sport.



“As an athlete, and as a mum, I know first-hand how important it is for young girls in particular to have strong role models in their lives to encourage them to take part in sport.”

Rebecca Adlington OBE,  
Patron of Women in Sport

75% of women want to do more sport<sup>1</sup>, but there are many factors that hold them back. Women and girls identify a range of barriers to getting active:

- ▶ Discrimination
- ▶ Body image concerns
- ▶ Fear of judgement
- ▶ Lack of childcare
- ▶ Societal cultures, attitudes and behaviours
- ▶ Absence of female role models

Yet the benefits of sport can be transformational and include:

- ▶ Increased confidence and self-esteem
- ▶ Lower self-objectification and body image concerns
- ▶ Lower likelihood of engaging in risky behaviour or becoming pregnant at an early age
- ▶ Better academic outcomes and career prospects

75%  
of women want  
to do more sport

WE WANT TO ENSURE WOMEN AND GIRLS HAVE ACCESS TO SPORT TO CREATE A BETTER SOCIETY IN WHICH THEY CAN FLOURISH

“Women in Sport is a leading sector voice on girls and women’s relationship with sport and physical activity. Its ground-breaking research and expertise in this area have contributed to bringing about sustainable change in attitudes and mindsets.”

Cathy Hughes, Sport England



# THE GAME OF LIFE

There are key stages in a woman's life when she is more likely to drop-out of sport. Women in Sport's work has an impact at all these stages, from early years and throughout her life.

## 7-8 YEARS OLD

At age seven, the proportion of girls meeting recommended physical activity levels is roughly equal to that of boys. At age 11 this drops sharply to just 12% of girls, compared to 21% of boys.<sup>1</sup>



**12%**  
of girls aged 11 meet recommended physical activity levels

## 11-18 YEARS OLD

Only 8% of girls aged 11-18 years are meeting the Chief Medical Officer's recommended daily physical activity targets. The figure for boys is double that at 16%.<sup>2</sup>

- ▶ **Project 51** is engaging with disadvantaged girls to raise their aspirations and challenge gender stereotypes through sport.
- ▶ **Girls Active** is working in partnership with the Youth Sport Trust to improve P.E. and school sport for girls in secondary schools.
- ▶ We are undertaking research exploring **the impact of puberty** on girls' participation in sport.

## 16-21 YEARS OLD

Only 49% of female students take part in physical activity once a week compared to 65% of their male counterparts.

- ▶ We work with **This BUCS Girl Can** to increase young women's participation in sport at college and university.

**49%**  
of female students take part in physical activity once a week

1.5 million fewer women than men take part in physical activity

**1.5M**



## ADULTHOOD

1.5 million fewer women than men take part in sport and physical activity each week in England.<sup>3</sup>

- ▶ **Get Out Get Active** is increasing inclusive sport and physical activity opportunities in sport for women.

**34%**  
of women say they are less active since experiencing the menopause

## MENOPAUSE

A third of women (34%) say they are less active since experiencing the menopause.<sup>4</sup>

- ▶ Our **menopause research** is exploring the impact of the menopause on women's participation in sport.



## OLDER AGE

Only 21% of women aged 75-84 meet recommended guidelines for physical activity, compared to 43% of men.<sup>5</sup>

- ▶ Our **Silver Linings insight** shines a light on women's relationships with sport and physical activity in later life.

<sup>1</sup> Health Survey for England, 2015)  
<sup>2</sup> Youth Sport Trust and Women in Sport, 2017

<sup>3</sup> Sport England, Active People Survey 10 Q4, 2016  
<sup>4</sup> British Menopause Society, 2017  
<sup>5</sup> Health Survey for England, 2012

# BEYOND 30%: FEMALE LEADERSHIP IN SPORT

Since 2004 we have collected and published data on the gender make-up of the boards and executive teams of publicly funded sports organisations, and campaigned for gender diversity at senior levels in sport.

Of the Governing Bodies of sport in England and Wales:

<30%

Half have a board comprising less than 30% women



Nine of the 68 have no women at all in Senior Leadership roles (excluding the CEO)<sup>1</sup>

After years of dedicated campaigning, in November 2016 Women in Sport secured a commitment from Government that all publicly funded governing bodies of sport **must have a minimum of 30% women on their board.** This is a hugely important milestone for sport; gender diversity at the leadership level of organisations makes for better productivity, greater success and a more inclusive culture – making the sport sector a more attractive place for women to work.

### WHAT NEXT?

We will support sports organisations to make the culture change needed to support women's progression into leadership roles.

We will continue to hold the sector to account and monitor progress towards the 30% target.

We will support women aspiring to senior leadership positions in sport and encourage more men in the sport sector to advocate for and champion inclusivity.

“It’s brilliant that we have organisations like Women In Sport who can constantly push the agenda and champion diversity. In sport, this is crucial – because we ultimately have a ‘product’ that should be accessible to all.”

Georgina Usher, CEO of British Fencing



# GIRLS ACTIVE

The Girls Active programme – developed by the Youth Sport Trust and delivered in partnership with Women in Sport and This Girl Can – is changing the way P.E. and sport is taught in secondary schools across England and Northern Ireland.

### OUR RESEARCH SHOWS

Pressure of school work and low confidence are much bigger barriers to taking part in physical activity for girls than boys (24% of girls compared to 13% of boys).<sup>2</sup>

Satisfaction with body image for girls declines with age. One in four are unhappy with their body image at 11-13 years and one in three by the time they reach 14-16 years.<sup>2</sup>

Girls do not see the relevance of the skills they learn in P.E. to their lives (45% of girls compared to 60% of boys).<sup>2</sup>

Girls Active works with secondary school aged girls to help shape the P.E. curriculum for their schools – diversifying the options on offer and making lessons more relevant and attractive, and developing leadership skills and confidence along the way.

### WHAT NEXT?

We will continue to work with the Youth Sport Trust to engage more schools with the programme.

“Just the very thought of sport used to make me feel bored and uncomfortable. Now I’m involved with Girls Active, it makes me feel really good mentally and physically. I am way more confident and happy now.”

Gracie Rowe, 14 year old pupil from The John Warner School, Hertfordshire



<sup>1</sup> Women in Sport, 2017

<sup>2</sup> Women in Sport and The Youth Sport Trust, 2017

Image: The Youth Sport Trust

# INSIGHT INTO ACTION

Only 15.8% of women with a disability participate in sport once a week, compared to 18.2% of men with disabilities and 31.9% of women overall.<sup>1</sup>

Women from black and minority ethnic groups are missing out on the benefits of sport. Only 24% of women from Asian communities participate in sport once a week compared to 32% of white British women.<sup>1</sup>

Women in Sport works with **over 100 sports organisations every year**, providing workshops, guidance and training to help them improve their sports provision and workplace practices to create better opportunities for women and girls to take part in sport. As a result, tens of thousands of women and girls benefit from being able to access sport and physical activity programmes that are tailored to their needs.

## WE HAVE WORKED WITH:

**parkrun** to investigate women's motivations for running and barriers they face or perceive.

**London Sport** to educate 150 sports club staff, coaches and volunteers about rethinking sport for women and girls, through the ClubWorks project.

**Local authorities, disability sports organisations and community sports clubs** in five UK localities through the Get Out Get Active project, getting the most inactive more active.

**6 community-based sport and youth organisations in Northern Ireland** through our work with Sported on the EngageHER project.



## GET OUT GET ACTIVE

**Get Out Get Active (GOGA) is a four-year project, led by the four home nation disability sport organisations, that aims to get some of the UK's least active people moving through fun and inclusive active recreation. Women in Sport is providing specialist advice on engaging women and girls in sport and physical activity, in Wrexham, Thanet, London (Lambeth and Roehampton), Forth Valley, and Bradford.**

**5,000 PARTICIPANTS**

To date, 5,000 people have participated in the programme – 80% were doing less than 30 minutes physical activity per week before joining up. 60% of participants overall are female, and 74% of the least active participants are female. Over half of all GOGA participants have difficulty learning, concentrating, or remembering, and a similar proportion face mobility challenges.

**OVER 80%**

Over 80% of those involved with GOGA say it has enabled them to connect with activities they haven't done before, and there are signs that the programme is starting to demonstrate particular success with women.

“**Rochdale's GOGA hub exudes happiness! During my visit I had the pleasure of meeting the Women's Muskaan Group. Muskaan is a word derived from the Indian language, meaning 'smile' and 'happiness'. These are perfect words to describe the demeanour of this group of women with mild learning difficulties, who have become regular members of the accessible cycling sessions.**”

Julie Bunnage, GOGA Project Manager

## WHAT NEXT?

We will continue to participate in the **Get Out Get Active** project, building on our success in engaging women from diverse backgrounds in sport.

We will launch a dedicated **Research & Advice service** for sports organisations across the UK to access our research, resources and learning opportunities to help them improve sports provision for women and girls.

We will commence delivery of **Project 51**, a partnership programme with Sported, in disadvantaged areas of the South West of England, the West Midlands and Scotland. The programme will support community-based organisations to help them engage and support girls in their community and deliver sports programmes that help to challenge harmful gender stereotypes and raise aspirations.



<sup>1</sup> Sport England Active People Survey 10 (2015/16)

# THANK YOU

None of our work would be possible without the generous support of grant-makers, charitable foundations, companies, volunteer fundraisers, partners, donors and event participants. We are so grateful to all those who have invested in us to create a more equal world for women and girls.

## OUR THANKS GO TO:

Cath Giles  
 Comic Relief  
 Department for Communities Northern Ireland  
 Department for Digital, Culture, Media & Sport  
 English Federation of Disability Sport  
 European Union (Erasmus+ Sport)  
 Garfield Weston Foundation  
 Investec  
 Isabelle Jones  
 Katie Holmes  
 London Sport  
 Nike Global Community Impact  
 Rosa  
 Simmons & Simmons  
 Spirit of 2012 Trust  
 Sported  
 Sport England  
 Sport Wales  
 StrongHer  
 TAG Heuer  
 Two Circles  
 University of Plymouth Netball Club  
 UK Sport  
 Youth Sport Trust



There is still much work to do to level the playing field. We need your help. Play your part in creating a happier, healthier future for women and girls in the following ways:

## INVEST

We work with companies and grant-makers who are passionate about improving lives through sport and creating a more equal future for women and girls. We have a range of projects where your investment can make a big difference, helping us extend our impact and reach.

## FUNDRAISE

We have a range of opportunities for adventurous, committed individuals and organisations to take part in sporty fundraising challenges, raising vital money for our work.

## PARTNER

We work with organisations both within and outside the sport sector that are looking to transform the lives of women and girls through sport. We provide a range of services, from workshops and training to bespoke research and support, which can be tailored to your objectives.

## ARE YOU IN?

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