

EMPOWERING WOMEN AND GIRLS THROUGH SPORT



OUR IMPACT 2018 & 2019

**WOMEN
N
SPORT**



This report is essential reading for anyone interested in opening up more opportunities for women to participate in sport and physical activity. It will challenge and inspire you to think differently about women and girls' relationship with being active."

Cathy Hughes, Head of Equality and Diversity at Sport England



FOREWORD

I am delighted to share some headlines from the last two years of Women in Sport. We have achieved so much in this time, building on our proud history of change-making.



This summer, the country was able to watch three of the home nations in the Netball World Cup and the English and Scottish women's teams in the Fifa World Cup on mainstream TV. With this, and the success of our female athletes at the Athletics World Championships, sportswomen were on the front and back pages of the papers. The roots of this change lie in decades of campaigning by Women in Sport and its collaborators. Our founders would be proud.

There remains so much more to do to transform the engagement of women and girls in sport and activity at all levels. The inactivity crisis is affecting women and girls disproportionately with 720,000 more women than men being inactive in England. This inequality begins to form in a girl's early years and worsens with age. By age 13-16, only 10% of teenage girls take the recommended levels of physical activity. Girls also have deep rooted, negative attitudes to sport and exercise in comparison to boys, which follow them into adulthood.

Yet sport can have a powerful impact on lives. The joy of sport, of teamwork, of the highs and lows of games, and the adrenalin kick of physical exercise all help us feel happy, healthy and self-assured.

We have delivered a transformational Daughters and Dads programme to families in London, shaped the way sport is being

delivered in clubs and youth groups through Project 51, and left a legacy of activity for disabled and non-disabled women across the UK through Get Out Get Active, and embarked on an exciting and innovative journey to Reframe Sport for Teenage Girls. It is so rewarding to hear about the journeys of Girls Active participants like Louisa, who found her voice and gained confidence she never thought she would have. Project 51 participant Caitlin used her experience from the programme to gain an engineering apprentice.

Environmentalism, like gender equality, has not always been in the public consciousness. I've spent much of my career fighting for the environmental crisis to be acknowledged by society and Women in Sport has been doing the same for gender equality in sport since 1984. Yet when I started as Chief Executive in October 2019, the sport pages of the papers had reverted to being men's sports pages.

This is just the start of my journey with Women in Sport and I'm looking forward to working with organisations in and outside of sport to bring about meaningful change to the lives of women and girls in the UK.

Success will be when we see a nation of active women and girls.

Stephanie Hilborne
Chief Executive

WHO WE ARE AND WHAT WE DO

The charity Women in Sport was founded in 1984, with the goal of giving every woman and girl in the UK the opportunity to experience the transformational rewards of sport.

Women and girls are missing out on the benefit of the lifelong rewards of sport. We want to change this now for every woman and girl in the UK.



I spent nearly half my life being an athlete so I recognise how much sport has impacted my life and given me so much more than Olympic medals. Now as a parent, it's all about lifestyle and giving my daughter opportunities, showing her great role models and encouraging and supporting her."

Rebecca Adlington OBE,
Patron of Women in Sport

HOW WE DO IT

We are the only organisation in the UK that researches sport purely from the perspective of women and girls. We use the insight gained to drive change through campaigns and partnerships.

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

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

WE 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.



THE CHALLENGE



PRIMARY

In 2017-18, only **14%** of girls aged 5-16 **achieved recommended levels** of physical activity (*Sport England 2018, Active Lives Children and Young People*).

There are **141,700 more boys than girls** in Years 3-6 meeting the Chief Medical Officer's recommended levels of activity (*Sport England 2018, Active Lives Children and Young People*).



TEENAGE

2.3m children and young people do **fewer than 30 minutes** of exercise/physical activity a day (*Sport England Active Lives Children and Young People, 2018*).

90% of girls aged 13-16 **don't meet the recommended levels** of physical activity (*Sport England Active Lives Children and Young People, 2018*).

64% of girls will have **quit sports** by the time they finish puberty (*P&G UK 2016, Always confidence and puberty*).

*CMO guidelines changed in September 2019, this data references the previous guidelines.



ADULTHOOD

26% of women are **inactive**, doing **less than 30 minutes** of moderate to vigorous activity per week (*Sport England Active Lives, 2019*).

42% of women are **not active enough** for good health (*Public Health England, 2019*).

There are **721,800 more inactive women than men** in England (*Sport England Active Lives, 2019*).



MENOPAUSE

30% of women are **less active** since starting menopause (*Women in Sport, Menopause, Me and Physical Activity, 2018*).



LATER LIFE

56% of women over the age of 55 are **inactive**, **increasing to 70%** of women over the age of 75 (*Sport England Active Lives, 2019*).

OUR WORK



Help ensure girls engage with sport at the times they are at risk of dropping out: primary school and the transition to adulthood

THE PROBLEM

Girls are missing out on the rewards of sport and physical activity.

In 2017-18, there were **115,400 more primary-aged boys than girls** meeting Chief Medical Officer's guidelines each week (*Sport England Active Lives Children and Young People, 2018*)

Negative attitudes towards sport and physical activity can start to form in the late primary years and become increasingly worse with age as other physical and emotional barriers present themselves.

Amongst 14-16-year-old girls, **42% say their period prevents them from taking part** in physical activity in school. Pressure of school work is also a much bigger barrier to taking part in physical activity for girls this age (37% of girls compared to 16% of boys). **Confidence is another barrier:** 25% of girls say that lack of confidence prevents them from taking part, compared to just 9% of boys. (*Women in Sport and Youth Sport Trust, 2017*).

We are providing essential insight to the sector and collaborating with partners to develop programmes that put girls at the heart of the solution.

*CMO guidelines changed in September 2019, this data references the previous guidelines.



DAUGHTERS AND DADS

Daughters and Dads Active and Empowered is an 11-week programme which aims to increase physical activity levels, sports skills and social-emotional wellbeing of primary-school aged girls by challenging stereotypes about playing sport and physical activity and increase fathers' confidence and ability to act as role models in relation to their daughter's participation.

This programme replicates a project which was designed by the University of Newcastle, Australia and is delivered in the UK in partnership with the Fatherhood Institute and EFL Trust.

In its pilot year, working with Fulham FC Foundation, the programme engaged 14 families in Merton, south London.



It's like I had a blindfold on when it came to being active with [my daughter]. It's been such fun to find out more and more things we can do together, and both enjoy."

Daughters and Dads participant



WHAT NEXT?

Over the next two years, the Daughters and Dads programme will be delivered by six different football club trusts and foundations in some of the most deprived areas of England: Fulham Football Club Foundation, Middlesbrough Football Club Foundation, Leyton Orient Trust, The Albion Foundation, Potters Foundation and Foundation of Light.



Taking part in the Girls Active scheme has enabled me to do the most incredible things in and out of school. I have been able to build my confidence in my ability and inspire others to do the same.”

Louisa, Girls Active participant

GIRLS ACTIVE

The Girls Active programme is changing the way P.E. and sport are taught in primary and secondary schools across England and Northern Ireland.

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

Girls Active has been developed by the Youth Sport Trust and delivered in partnership with Women in Sport and This Girl Can.

We have been working with the Youth Sport Trust to gather insights and evaluate the programme, in addition to delivering the Girls Active Awards which celebrate the work girls are doing to transform sport in their schools.

WHAT NEXT?

In 2020, we will celebrate five years of working with the Youth Sport Trust. We will continue working with them to engage even more schools in the programme and continue to deliver the annual Girls Active Awards.

SINCE 2015, 727 PRIMARY AND SECONDARY SCHOOLS AND 82,000 GIRLS HAVE ENGAGED IN THE GIRLS ACTIVE PROGRAMME.

YST GIRLS ACTIVE



In my school I've decided to carry out a survey to see if girls and boys have different experiences in sport. Once I do the survey, I'm going to go back to the PE department to see what can be done and see if girls will be able to play football at the school. If they see actually how many people want to play football, then I think it will change. Women in Sport has carried out similar surveys in other schools, so I wanted to do my own and see how the boys' and girls' opinions of sport are different.”

Sophie Corbett, Project 51 Young Influencer

PROJECT 51



Project 51 is a partnership programme between Sported and Women in Sport, funded by Comic Relief, that helps girls in the most deprived areas of the UK to fulfil their potential.

It aims to use sport to overcome the impact of negative gender stereotypes, which is one of the key barriers preventing more women and girls getting active.

As part of Project 51, community groups across the country took part in interactive Women in Sport workshops about the values and motivations that guide girls' decision making. Sported also provided volunteer support for six months to help clubs embed the insight into their day-to-day activities and develop an action plan that focuses on improving female engagement and inclusion.

“I've had so many opportunities [as a result of Project 51] and my eyes have been opened. The facts that I've learned. The things that I've seen and been a part of. Just by knowing the information, e.g. knowing that a lot of girls don't want to play because of periods. That wouldn't have crossed my mind as I've always just played sports. Knowing that information means that you can start off conversations and appeal to people. I can now talk openly with people.”

Caitlin, Project 51 Young Influencer

WHAT NEXT?

We are continuing to grow awareness of engaging girls across Sported's 3000 community clubs through their Girls Unite programme, which is empowering more girls to take part in sport and physical activity.

REFRAMING SPORT

In 2018, we released a foundational piece of insight that shines the spotlight on the wider world of teenage girls, putting them at the heart of the research.

Through online ethnographic work, co-creation sessions and discussions, we let girls lead our understanding of their lives. We also reviewed over 30 reports, shared knowledge and developed thinking together with 25 other organisations from inside and outside the sports sector.

This has helped us to start the journey of reframing how sport and physical activity can have both relevance and appeal during this time.

WHAT NEXT?

We're reframing how sport is delivered and working with the sector to develop new programmes that support teenage girls to get active. We've been running a Reframing Sport for Teenage Girls Innovation Series to bring organisations together from across the sector to work collaboratively and creatively.

We have given organisations a deep understanding of teenage girls by immersing them in their world, while also enabling them to explore new and different thinking in this space.



“
This research has inspired us to work with Women in Sport for future programmes for girls and embed the Reframing Sport for Girls Insight into our work.”

Reframing Sport workshop participant

OUR WORK



Harness the opportunity that menopause offers to encourage women to take physical activity onto the next stage of their lives.

THE PROBLEM

A third of women (34%) say they are less active while experiencing the symptoms of menopause (British Menopause Society, 2017), but 71% of those experiencing menopause want to be more active (*Women in Sport, 2018*).



MENOPAUSE, ME AND PHYSICAL ACTIVITY

We wanted to explore the impact this life stage has on women's participation in sport.

We conducted a national survey and series of focus groups to explore active and inactive women's (aged 45-60) relationship with sport and physical activity during menopause.

WHAT NEXT?

Through this work, we found that menopause is a complex stage of life that represents both loss and opportunity. Menopause is a time of re-appraisal for women and provides a great opportunity to re-introduce and support physical activity behaviours in their lives.

We'll soon begin the next stage of this work, where we will look at women's journeys through menopause and how we can support them to get active. We'll be testing physical activity sessions with women and launching a campaign to challenge stereotypes that exist around menopause.

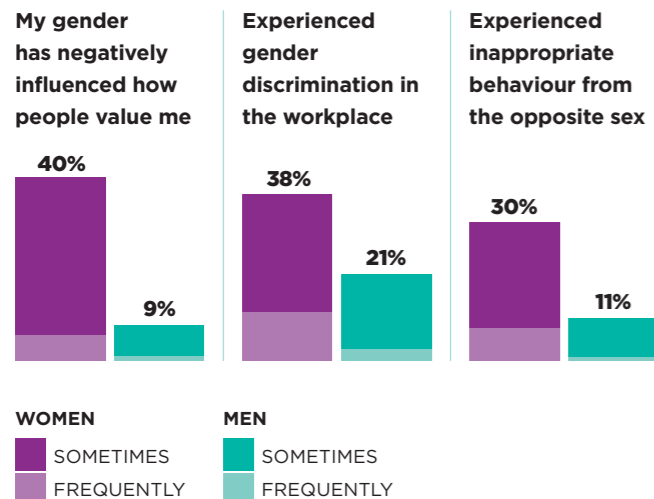
OUR WORK

AIM 3 Change the culture of sport so that sexism and discrimination become a thing of the past

THE PROBLEM

In 2004, we began collecting and publishing data on the gender balance of the boards and executive teams of publicly-funded sports organisations.

Despite increases in the number of women in leadership roles, there is still evidence of discrimination in the sports workplace and a negative culture.



SOURCE: Women in Sport: Workplace culture survey (1152 respondents)

BEYOND 30%

After years of dedicated campaigning we influenced a change to national policy in 2016. Now all publicly funded governing bodies of sport in England must have a minimum of 30% of each gender on their board. This has been instrumental in bringing more women into the governance of sport.

This year, Sport England's Annual Survey on Diversity in Sport Governance revealed that women now make up an average 40% of board members across Sport England and UK Sport-funded bodies. However, a quarter of organisations still do not achieve the 30% minimum target. We believe it is vital that these organisations continue to make progress.

We have developed our Beyond 30% work with funding from Comic Relief and are now diving deeper into the culture of sports workplaces to ensure that there is a pipeline of talented female leaders.

We want the number of women leading and influencing in sport to grow, and to develop solutions to the cultural barriers which currently exist.

WHAT NEXT?

Our latest work, Level Up: Winning Culture, has brought together women working in sport and created a community in which they can share their experiences. We're using the insight from this online community to build innovative solutions and create sports workplace cultures that allow men and women to thrive.



As someone who supports organisations to create cultural change, I personally see how critical it is to move beyond quotas and policies and to take the brave next step to address the softer issues of cultural ways and behaviours, which seem to be at the crux of what keeps inequality alive. Women in Sport's work is educating and informing the sector and also shining a light on what still needs to be done."

Letesia Gibson, New Ways of Working



WHERE ARE ALL THE WOMEN?

In 2018, we released a European Union-funded report that explored the visibility of women's sport in the media.

IN 2017, WOMEN'S SPORT ONLY ACCOUNTED FOR 4% OF SPORTS MEDIA COVERAGE IN THE UK.

We worked alongside EILD (Greece), FOPSIM (Malta), West University Timisoara (Romania) and Girls in Sport (Sweden) to identify how the media represents women's sport across five European countries. Based on this insight, we created a toolkit of best practice and guidelines for reporting on women's sport.

To launch the research, we delivered a conference to over 250 delegates at the Museum of London. The Empower Conference featured workshops, panels and talks from leading individuals and organisations in the sports sector including Nielsen, Anna Kessel, Dame Sarah Storey and Judy Murray.

WHAT NEXT?

Over the last year, women's sport media coverage has increased thanks to the launch of dedicated women's sport platforms like The Telegraph's Women's Sport and Sportsbeat's HerSport wire. The 2019 Fifa Women's World Cup and Netball World Cup attracted record viewing figures, with 10.7 million tuning in to the BBC to watch the Lionesses' semi-final loss to the USA in France.

We will continue to highlight the inequalities in women's sports media coverage and campaign for more exposure for all women's sport.

INSIGHT TO ACTION

GET OUT GET ACTIVE

Get Out Get Active (GOGA) is a four-year project, led by four home nation organisations, that aims to get some of the UK's least active people moving through fun and inclusive active recreation.

We have been working with local authorities, disability sports organisations and community sports clubs in 18 localities through the Get Out Get Active project and provided specialist advice on engaging women and girls in sport.

The programme, which is funded by Spirit of 2012, supports disabled and non-disabled people to take part in fun and inclusive activities together.

Get Out
Get Active

43% of the least active move from being inactive to active as a result of GOGA

50% of participants didn't take part in physical activity before joining GOGA

65% of GOGA participants were women

WHAT NEXT?

Over the next three years, we will support phase two of Get Out Get Active to encourage and support even more inactive women to get active.



“Women in Sport's support in changing, simplifying and directing our promotional materials such as posters has been a great help... we have significantly increased our members joining our different activities.”

GOGA Forth Valley volunteer

OTHER PROJECTS WE HAVE WORKED ON:

British Weightlifting on the Strong is Not a Size campaign to empower women of all abilities to feel comfortable and confident stepping into weights areas in gyms.

Sported to support Girls Unite, a project which aims to get more girls (aged 11-18) from socially deprived areas of the UK participating in sport and physical activity.

Laureus to understand collaboration and networking in the sport for development sector and its impact on gender equality.

Odgers Berndtson to deliver a series of workshops on inclusive workplace culture for men and women in executive roles.

RESEARCH AND ADVICE SERVICE

The Research and Advice Service is home to our insight, practical advice, toolkits and guides. As well as content, we offer bespoke services, workshops and webinars. The Research and Advice Service is set up to support organisations and help them improve their offer to women and girls.

We offer three levels of support:

INSPIRE: Be inspired by our research and insight for free. We have over three decades of experience in understanding women and girls which we combine with other sources to give you all you need to know.

INNOVATE: Get in touch – Submit an enquiry to our team if you'd like to talk about putting our insight into practice or get some general advice. Whether you're a club, sports body, corporate or brand, we can help you to think differently about women and girls and we have some practical tools and tips to help get you started.

INFLUENCE: Influence your audience by applying our research through bespoke services and workshops. We've worked across a breadth of brands, charity partners and sports organisations to pilot approaches and put the research into action.



It is important for my organisation, Global Goals World Cup to be able to find and use research in our work which not only provides evidence to the transformational nature of sport but from a girls and women's perspective. We have relied heavily on Women in Sports research / toolkits and resources on our current project which includes women from 13 EU countries who have previously had barriers to participating in sport.”

Marisa Schlenker, Global Goals World Cup

We have been delivering webinars and forums to over 200 sports organisations every year, helping 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.

WOMEN IN SPORT PODCAST



In 2019, we launched the Women in Sport Podcast, which brings to life insight, advice and expertise from across the sector.

Each episode of the podcast features a discussion on key sports issues and topics that are affecting women and girls in the UK.

This podcast is for organisations and individuals that work with women and girls as well as people who are passionate about getting girls and women active and into sport. The Women in Sport Podcast is available on Spotify, iTunes and Audioboom.

OUR IMPACT IN 2018 & 19



6
REPORTS

We released 6 reports that are uncovering new thinking

14 MILLION
REACHED

Reached over 14 million people through our campaigns

250
DELEGATES

Delivered a major conference to 250 delegates in London

£1M

Raised £1m to support projects to transform women and girls' lives through sport *financial year 2018-19

 **9,750**

Supported 9,750 women to get active in 5 regions of the UK

31,500

31,500 unique website visitors accessing and learning from our insight

27
SPORTS CLUBS

Influenced 27 sports clubs in the UK to challenge gender stereotypes



32,000

Engaged almost 32,000 women and girls through programmes and partnerships



LOOKING AHEAD

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.

There is still much more work to do to level the playing field. We need your help.

INVEST

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

FUNDRAISE

We're seeking donations to support our work. If you're interested in taking part in a challenge event or becoming a regular donor, then we would love to hear from you.

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.



THANK YOU

**TO FIND OUT MORE ABOUT HOW
YOU CAN SUPPORT US CONTACT
INFO@WOMENINSPORT.ORG**

OUR THANKS GO TO

- AKQA
- Bouda Vida
- Breast Cancer Awareness
- British Weightlifting
- Comic Relief
- Dischema Foundation
- Erasmus+
- Food & Lycra
- Garfield Weston Foundation
- GSK Community Fund
- Life Health Foods
- Laureus
- Lawn Tennis Association
- London United
- MISSFITS
- MSN
- Nike Global Community Impact
- Norton Rose Fullbright
- Odgers Berndtson
- Push PR
- RBS Fund
- Spirit of 2012 Trust
- SKODA
- Sport:80
- Sport Wales
- SRI
- Sport for Development Coalition
- Sported
- Sport England
- Sport England Families Fund
- Worcestershire Sport
- Youth Sport Trust



Argent Related is delighted to support the publication of this report and to be working with Women in Sport on our latest development project at Brent Cross in North London.

Brent Cross South will be a 180-acre mixed-use development with a significant indoor and outdoor sport, play and physical activity component. As well as providing new homes and places of work, it will also provide destination sport and leisure that will attract people locally, regionally and nationally.

Women in Sport is assisting Argent Related to ensure girls and women benefit equally from this ambitious vision by providing insights into their lives and relationship to sport and physical activity.



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Women in Sport
4th Floor, House of Sport
190 Great Dover Street
London
SE1 4YB

020 3137 6263

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