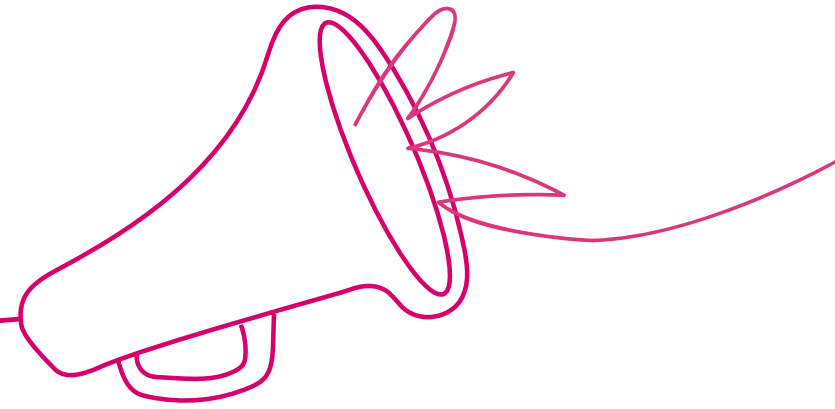




Department  
for Culture  
Media & Sport



# **Interim Report of the Government's Women and Sport Advisory Board**

**October 2014**

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**“ Making women playing sport  
and working in sport the norm ”**

# Contents

■ Foreword by Helen Grant MP, Minister for Sport and Tourism	1
■ Women and Sport Advisory Board	2
• Baroness Karren Brady CBE, Vice-Chair of West Ham United	3
• Clare Connor OBE, Head of Women's Cricket, England and Wales Cricket Board (ECB)	4
• Tracey Crouch MP, Conservative MP for Chatham and Aylesford	5
• Simon Green, Head of BT Sport	6
• Helena Morrissey CBE, CEO of Newton Investment Management	7
• Judy Murray, Tennis Coach and Captain of the British Fed Cup team	8
■ Shining the spotlight on women's sport	9
• Increasing women's participation in sport	11
• Improving the media profile of women's sport	13
• Increasing commercial investment in women's sport	15
• Improving women's representation in leadership and the workforce	17
• Encouraging greater recognition for women's sporting achievements	19
■ Sport England: new campaign	21
■ National conference on women's sport	22
■ Organisations working on women and sport	23
■ References and picture credits	27

# Foreword

## Helen Grant MP, Minister for Sport and Tourism



Since taking on the role of Minister for Sport and Tourism in October 2013, I am ever more determined to see women enjoying sport; playing, watching and working in sport, free from unnecessary obstacles or social prejudices.

Following the huge success of London 2012, which showcased so many inspiring role models for women and girls across the country, sport is slowly becoming a real choice for women; a normal way of life.

Sport has always been a huge part of my life. It helped shape me growing up, teaching me valuable life lessons such as leadership, teamwork, discipline and respect. I represented my county in hockey, tennis and athletics. I was also north of England and southern Scotland junior judo champion.

So I know first-hand the positive impact that sport can have on women. Aside from the obvious health benefits it helps boost self-esteem and confidence. It also encourages women to become part of a team and strive to be the best they can be. I firmly believe that there is a sport out there for every woman.

As Chair of the Government's Women and Sport Advisory Board, it is a privilege to be working alongside such dedicated and enthusiastic experts in the fields of sport, broadcasting, politics and business.

Our vision for women's sport is long-term but there have been notable signs of progress and we are gaining momentum.

Over the last year the number of women playing sport has increased by 62,800, the Winter Olympic Games in Sochi 2014 provoked another peak in media interest and the overall percentage of women on the Boards of National Governing Bodies has risen from 23% last year to 27% this year.

Nevertheless, the task at hand is challenging.

Women are still playing far less sport than men, nearly half the National Governing Bodies of sport have less than 25% women represented on their Boards, women's sport accounts for just 7% of all sports media coverage and only 0.4% of the value of reported sponsorship deals in sport. With continued efforts however, we will see change.

I'm delighted to be launching this interim report on the same day as the Government's first national women and sport conference. Hosted in conjunction with Women in Sport, this event explores and showcases the Government's key priority areas for women and sport, as set out in this report.

Members of the Women and Sport Advisory Board have already made a significant amount of progress and I look forward to working with them for the remainder of this Parliament to continue that momentum, culminating in a final report in spring 2015. I have confidence that with the continued dedication of individuals and organisations alike we can precipitate change to make women playing sport and working in sport the norm.

# Women and Sport Advisory Board

In summer 2013, the Government established a 'Women and Sport Advisory Board' in order to engage more strategically with the sectors that influence the sporting landscape. The Board met for the first time in September 2013 and has since been meeting quarterly to share ideas and strategies for furthering the Women and Sport agenda. Each Board member has committed to raising the profile of women's sport within their area of expertise and as a group they have advised and informed the Government's work programme on women and sport.

## The Interim Report

Just over a year on from its inception, the Women and Sport Advisory Board is releasing this interim report to provide a short overview of the key issues surrounding women and sport and a snapshot of action being taken by the Government, its primary delivery bodies for sport and key stakeholders to address these areas. (More information on these organisations can be found on pages 23-26.)

Furthermore, the publication of this report coincides with the Government's first national conference dedicated entirely to the area of women and sport. This one-day event at Lord's Cricket Ground, hosted by the Minister for Sport and Tourism and delivered in partnership with Women in Sport (formerly the Women's Sport and Fitness Foundation) further demonstrates the work areas to which the Board members have lent their expertise over the past year. (More information on this event can be found on page 22.)

## Board Members

The Board is chaired by the Minister for Sport and Tourism and includes experts from the fields of sport, broadcasting, politics, and business. Originally, there were six members on the Board, appointed for a one-year term. In order to build on the momentum gained so far and to effectively pursue the Board's work, the Board's term has been extended to March 2015, and two new members joined in September 2014.

The following section includes contributions from the six original board members outlining why they joined the Women and Sport Advisory Board and what they see as the main priorities for women's sport.



**Baroness Brady CBE**  
(joined September 2013)



**Clare Connor CBE**  
(joined September 2013)



**Tracey Crouch MP**  
(joined September 2013)



**Karen Earl**  
(joined September 2014)



**Simon Green**  
(joined September 2013)



**Helena Morrissey CBE**  
(joined September 2013)



**Judy Murray**  
(joined September 2013)



**Barbara Slater OBE**  
(joined September 2014)



# Baroness Karren Brady CBE

Vice-Chair of West Ham United

**I am constantly impressed by each successive generation of women who challenge conventional conceptions of success at work and battle against gender inequality.**

I regularly meet young women who are starting their careers with incredible determination and I want to do everything I can to ensure they do not face prejudice because of their gender. That is why I was delighted to join the Government's Women and Sport Advisory Board; it is a fantastic group of people drawn from different parts of the sporting world. Together our aim has been to tackle the gender gap within sport and encourage women to explore their full potential both on and off the pitch.

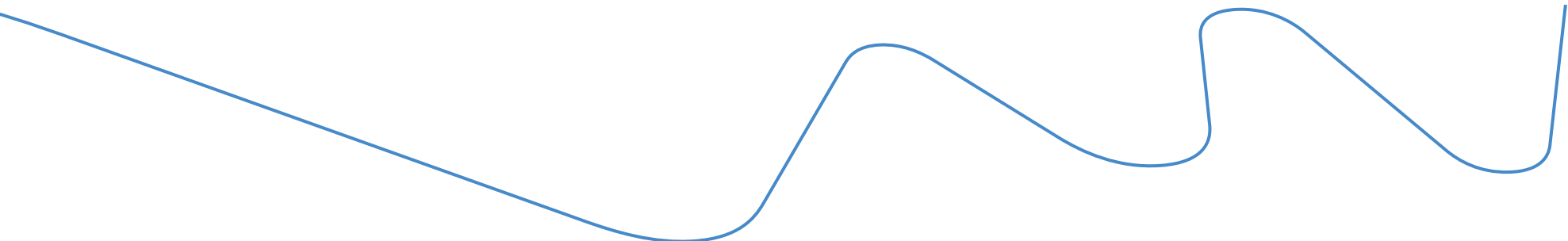
There is an assumption that football is a male-dominated industry, and this can be challenging for some women who may not have the confidence or the appetite to put themselves forward in that kind of environment. While there is more the football industry could do to present itself in a more women-friendly light, behind the scenes there are many women who are progressing throughout the industry.

When I joined Birmingham City Football Club I was the only woman. When I left, three-quarters of my senior management team were women. Similarly, when I joined West Ham United there were no women on the senior management board; however, now 50% of the board are female.

Instead of pulling up the ladder behind you, as women, we need to do our part to create an environment in which women can balance both work and family, whilst aiming for the top. After succeeding in these fields, women must not forget the significant challenges and barriers they have had to overcome; therefore, female trail blazers should share advice and create opportunities for others to follow in the footsteps of their success.

By identifying talented women in sport and business, supporting them and developing their confidence, more and more women can reach and thrive within the boardroom. There is an untapped market of women outside the sport sector who have the potential to inject unique and diverse insights to any sporting board. I was delighted to be closely involved in the women on sports' boards event earlier this year which brought together Chairs of sports' boards with 'board-ready' women from the corporate world. The event really helped break down the perceived barriers on both sides of the room!

Through my work on the Women and Sport Advisory Board, I hope that we can continue to increase the opportunities and ease with which young girls and women can access and thrive in the world of sport.





# Clare Connor OBE

Head of Women's Cricket, England and Wales Cricket Board (ECB)

The best way for me to explain why I am so committed to the women in sport movement, specifically through the Women and Sport Advisory Board, is to tell you a little of my own life in sport.

My passion for sport started from a very young age. I was encouraged by my parents and teachers to play a range of sports but over and above all the 'conventional' sports for girls, it was cricket that captured my imagination; I quite literally fell in love with it. Why? I'm not sure. My earliest memories are of Sunday mornings in the garden with Dad throwing catches at me, bowling at me and then showing me how to sand and oil his bat before setting off for Preston Nomads, our beautiful cricket club nestled in the South Downs. I grew up there, I learned the sport by watching it and talking about it there, I played my first games there as an 8 year old in 1984, I learned to succeed and fail there.

I was the only girl in all the club and school teams I played in from the age of 8 through to 17. Looking back, none of this felt odd to me as a girl growing up, even during my teens with all the other distractions and interests that emerged. Yet it was clearly very odd! When I try to analyse why it didn't feel strange to me at the time, it must have been the constant and unconditional support of my parents, teachers and coaches who nurtured me to believe I could achieve anything. I was so lucky.

Fast forward to 1995 and my debut for England, aged 18. I missed 7 weeks of my first term at University for a tour of India, towards which we all had to contribute £500 and pay for our England blazers. By 2006 I had played for England over 100 times. I announced my retirement from international cricket having played for England for 11 years and captained the team for 6 years. We had regained the Ashes from Australia after 42 years and we were approaching an era of semi-professionalism.

In 2008, the role I'm currently in came up - Head of Women's Cricket at the ECB. I made the move away from teaching, my profession of 7 years. When I stopped playing, I never thought I would move into such a role but it was an opportunity I couldn't resist. And I love it. I sit on the ECB's Leadership Team, I chair the ICC Women's Committee and sit on the ICC Cricket Committee. I travel the world and am immersed in the sport I love to improve opportunities for women and girls in cricket so that there is a natural, "normal" pathway for them, unlike the one I so fortuitously took. We have a sport in its healthiest state - with 1 million girls having been engaged in the *Chance to Shine* coaching programme in schools at the grassroots end and with a fully professional England women's squad at the elite end.

Throughout my life, sport has been the constant; it has given me so much. It's taught me resilience, it's given me confidence, it's taught me to understand other people, and it's given me lifelong friendships. Sport has taught me to know my place - there's always someone better than you, yet you can always achieve more. It is unimaginable to conceive what my life would have been without cricket. It is for all these reasons that I am passionate about the work of the Women and Sport Advisory Board and its work to make a real difference for women and girls in sport, from the pitch to the boardroom.





# Tracey Crouch MP

Conservative MP for Chatham and Aylesford

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**I have been involved in sport since I was a child. I am part of the pre-computer console generation so spent my entire time outside playing.**

Being one of only two girls on an estate full of boys I soon learnt to play every sport under the sun. I could throw, catch and kick as best as the rest by the time I was a fully formed tomboy teenager and thought nothing of it. Football was my number one game though. I spent hours practicing my kicking, heading, shooting. My poor mum's flower pots rarely survived my imaginary FA cup final.

In hindsight I suffered the discrimination in sport that we talk about today - although to be fair at the time I didn't realise it. At primary school I wasn't allowed to play football with the boys, so was restricted to netball and rounders. I then went to an all-girls secondary school so again PE was netball, hockey, athletics, but definitely no football. I didn't play my first competitive game of football until I was at University and then had the pleasure of spending 3 years in the first team.

I continued to play until I was 30 and then time and age caught up with me. I wanted to stay involved in the game so took my coaching badge and have managed a girls team for the past 8 seasons, taking the same set of girls from cute under 10s to rather opinionated under 18s. It is being involved with the grassroots that has made me passionate about women in sport. I don't want my girls to experience the same type of discrimination that I did. They can do pretty much anything in their life - walk on the moon, captain a ship, run a country but regularly seeing their female role models on the TV or in a newspaper is practically an impossibility!

There is no silver bullet to the problems women in sport face. They are often linked. Commercial sponsorship is difficult to find when media coverage is sparse thus in turn having an impact on participation. That is why I was delighted to be involved in the Advisory Board which is looking at these and other matters in detail. I hope that this Report is viewed positively by all those involved and progress can be made so the next generation of female sports enthusiasts, from the amateurs to the elite, will feel supported and appreciated in a country that loves its sport!







# Simon Green

Head of BT Sport

**I have an interest in women's sport at many levels. Growing up I was a mad keen participator in anything involving a ball or a race that offered the opportunity to play and to express myself.**

Now as a father to 10 year old girl-boy twins I have seen the difference in enthusiasm, commitment and participation levels of not only my own children, but also the institutions that surround their lives. Ed has been encouraged by many including me to see sport as a tremendous opportunity. An opportunity to make friends, to be part of a team and to learn the ups and downs of winning and losing - to derive the health benefits physically and mentally that participation offers. However, I confess I did find myself paying less attention to Rosie's equally important participation in the same sports and felt unsure about how I should address that. Thankfully Rosie is now an active netball player and my eagerness to see her achieve what she can is the same as for Ed.

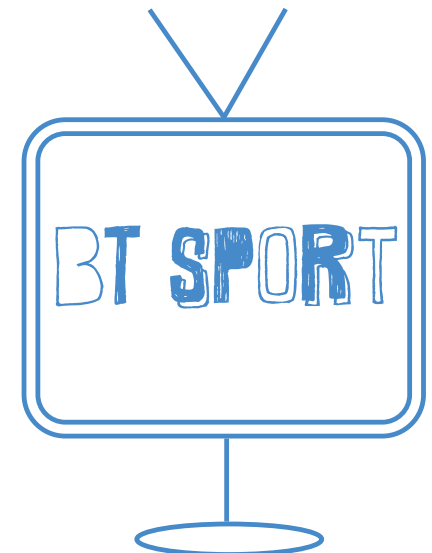
During my early television career there was little negative sentiment to women or their participation in sport but just that it rarely reached any discussion or negotiation table. The core proposition was always live men's football supported by rugby league. Other than tennis rarely did viewers see female participation anywhere. For broadcasters it is more recently that attitudes and enthusiasm for women's sport has changed. Who'd have thought that Nicola Adams would capture our attention like Amir Khan did at the London Olympics? Or that the British women's cycling and rowing teams would produce personalities that became household names in a similar way to the men? This for me, and apart from better modern funding in many sports, is largely due to the outstanding coverage of the Olympics by the BBC. The emergence of new digital technology has enabled

these sports to secure air time and so tell their stories that are essential if the public's imagination is to be fired up and interest kept going.

At BT the interest in sport has driven the launch of BT Sport and one challenge we set ourselves at the start was to be different to other broadcasters as well as building credibility and a BT identity. The WTA tennis and the FA WSL football provided live action from two of our nation's favourite sports featuring top stars including British women on a regular basis. The recent season finale to the FA WSL season seeing Liverpool crowned champions is a brilliant example of this and allowed us to meet the challenge of telling a story the BT Sport way.

There is still much to do. Sponsorship and television income into sport is staggeringly one sided. Newspaper articles on women's sport are very rare. However attitudes have changed for the better. Sky has a show dedicated to women in sport and we at BT Sport now include women's action alongside the men's in review and preview shows. Women make up a proportion of talent and production staff that is vastly different to how it was. The BBC has continued its commitment to women's sport and its role in this as public service broadcaster should be encouraged and applauded.

Clearly commercial concerns are always at the heart of discussions about the future of BT Sport, but there is certainly a positive and ambitious attitude to including coverage of women's sport into the strategy and aspiration. For my children I hope that this will be one small step to helping them experience a world that allows young women to flourish and enjoy all the healthy physical and psychological benefits that taking part and consuming sport offers.





# Helena Morrissey CBE

## CEO of Newton Investment Management

**I'm (obviously) not on the Advisory Board because of any sporting prowess but because of my interest in improving gender equality. I believe that the relatively low proportion of girls participating in team sports at school has a bearing on many aspects of how women's lives develop - not just our health, but our careers too.**

It's all part of a continuum that starts early in life, leading to different experiences and expectations for women compared with men.

Watching my sons play rugby, football and cricket has reinforced for me the importance of learning to be part of a team, depended upon and depending on others, dealing with performance nerves, overcoming disappointments and enjoying victory. The huge gender gap in sports participation - at age 15, half as many girls as boys play the amount of sport deemed necessary for good health - means that girls currently have less opportunity to develop these skills. I'm often asked how to build girls' self-esteem to help their future career opportunities; playing more sport, especially team sports, is an important part of the answer.

So more equality on the school playing fields will help level the playing field for men and women at work. Businesses can create the change. Newton sponsors the Oxford and Cambridge Women's Boat Race - which in 2015 will take place over the same 6.8km course as the world-famous (men's) Boat Race,

for the first time ever. We started the sponsorship in 2011, after discovering there was literally no money invested in the women's race. The women rowing for Oxford or Cambridge each had to pay for their own kit and transport, and they had no professional coaches or access to the gym. They even had to time their outings on the river around the men's training schedule.

Now, the financing is split equally between the two races. That's huge progress in a short space of time - and I can't wait to see the women on the Tideway next year. While a welcome breakthrough, I'm very conscious that this is one race, in one sport. Based on Newton's experience, investing now - when many women's sports are on the cusp of broader interest - makes good commercial sense, as well as helping women to progress.

Finally, I believe that sports' Governing Bodies need to be more diverse. We've seen tremendous progress towards more representation of women on UK corporate boards over the past four years. The argument is won that the decision-making process is better and more in touch with all stakeholders when the board is more diverse. As sports aim to attract more girls and women to play, better gender-balanced Governing Bodies will help. The Women and Sport Advisory Board has held one successful 'recruitment fair', introducing prospective female candidates to the Chairs of Governing Bodies and I'm looking forward to these becoming regular events.





# Judy Murray

Tennis Coach and Captain of the British Fed Cup team

As a tennis coach, sport has had a major influence on my personal and professional life. Finding creative ways of engaging people in sport and helping them develop, improve and challenge themselves is really important to me. Lately I've been looking closely at what this means for girls. If we want to see a future where women in sport is the norm, we need to start with girls.

Recently I've been working on developing my Miss-Hits programme which teaches 5 to 8 year-old girls to play tennis in a fun environment. I really think that the key to getting kids into sport from an early age is to make it a fun learning experience for them. Parents and primary schools are the drivers of this, plus it's the mums and dads who enrol kids into classes, so when developing my programme, I was keen to make sure this important role was taken into consideration. Miss-Hits gets the mums helping their daughters learn skills too. By encouraging parents to get active with their kids and play a role in developing a love of sport, "being active" becomes a way of life. Plus, if the parents get interested, they may be motivated to learn a new sport too!

For me, the best way to get more school-aged girls participating in physical activity - and enjoying it - involves looking at what girls want, and doing our best to provide it. Dance, for example, being an incredibly popular physical activity for girls, is a great way of encouraging them to get active. It's non-competitive, can be delivered easily to large groups and is accompanied by music (another massive influencer on girls). Not everyone likes dance, and perhaps recent events (or TV shows to be precise) have made me somewhat biased, but the general principle of making activity enjoyable remains the same - the answer lies in a variety of fun, lively classes, led by fun, lively teachers!

I also think that volunteers could make a real difference to helping kids engage better with PE lessons at primary school level. I'd love to see a volunteer workforce of parents and secondary school students helping out during PE lessons to free up teachers to deliver more in less time. A 30 minute fun, lively PE lesson plus a range of interesting after-school sports classes and team activities is a sure way to getting more girls participating in sport and leading healthier, more active lifestyles.

Obviously I'm incredibly passionate about coaching and I think it's really important to be developing our women coaches and ensuring there is a clear coaching pathway and a dedicated staff member tasked with "female coach development". We could really improve the landscape of coaching for women with just a bit more emphasis on specialist training, advice and support. This can be simple things to start with, like coaching workshops on "how to work with female athletes" or setting up a closed female coach Facebook page so coaches can swap ideas and experiences.

It's been fantastic to work with the Advisory Board and see how we can pool our expertise to tackle different areas because there really are so many ways to make a difference. For me personally, I think we need to find out what works for girls and build upon this model and make the most of female sporting and coaching role models to promote sports to girls and deliver key messages. If we can get more and better coverage on TV of women's sports then we're at least starting to filter through a positive message. If you can see it, you can be it!



# Shining the spotlight on women's sport

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After the great success of London 2012, the Government committed to delivering a genuine and lasting sporting legacy throughout the country. Events like Wimbledon each summer, Sochi 2014 and Glasgow 2014, and the Rugby Women's World Cup, are an inspiring reminder of the possibilities for women's elite sport.

We want to see a world in which women and girls play more sport, sportswomen feature in the media as prominently as sportsmen, more women and girls are visible playing sport no matter their ability, investment in women's sport increases and more women are working in sports organisations and represented on the boards of sporting bodies.

Yet the world of sport remains, in many ways, a male environment. Girls continue to grow up thinking that sport isn't for them. Research published by Women in Sport<sup>1</sup> found that 43% of girls think there aren't many sporting role models for girls and over half of all boys and girls agree there are more opportunities for boys to succeed in sport than girls. Sport is still seen as a masculine pursuit, with almost half of girls and one third of boys agreeing that getting sweaty is not feminine. Sport also plays a more central role in boy's culture and social identity than in that of girls, with the research noting that the sporting ability of boys is linked to their popularity, whereas for girls it isn't.

Women in Sport followed up this research with their project 'Understanding Women's Lives'. This work explores what drives women's decision-making and how sport can realign itself to be a viable choice as part of every woman's life.

Similarly, Sport England has undertaken extensive research<sup>2</sup> to gain insight into women, their attitudes to and relationship with sport. Its work focuses on understanding how sport can fit into

women's lives, to allow sport to connect with women in an environment that suits them, rather than trying to change women to fit sport.

Sport England's research identified three areas where sport does not currently fit well with women's lives, be it how they feel, the way they see themselves or what they currently value.

## **Emotional barriers**

Many women and girls do not have a positive relationship with sport, and even the word 'sport' itself can be off-putting. Some women and girls struggle with low body image, particularly teenage girls, and do not like having their body on show. Supporting this insight is the GirlGuiding Attitudes Survey, which shows that girls are increasingly unhappy with their bodies, rising from 26% in 2011 to 29% in 2012 and 33% in 2013<sup>3</sup>, and this can put them off doing sport.

## **Capability barriers**

Many women have a perception that they're not good enough at sport and don't have the correct skills to take part. Young women especially have a more conservative view of their abilities

compared to men, and assume they're not fit enough to play sport. Many women say sport is too competitive and they worry about not knowing all the rules or having the correct equipment to be able to participate.

## **Opportunity barriers**

There are also a number of practical barriers to women and girls playing sport. Many women cite a lack of time as a key barrier to playing sport, and prioritise family and children ahead of their own physical activity. Challenges around cost and location are also frequently cited.

As well as attempting to minimise exposure to the barriers women face in sport, we must recognise and understand women's wider attitudes and motivations in life and address how we sell sport and its benefits in a way that appeals to them. Many women take part in sport for wider reasons than just enjoyment of the sport itself, such as health or social benefits.



**33%** of girls are unhappy with their bodies.<sup>4</sup>

**48%**

of girls and one third of boys think getting sweaty isn't feminine.<sup>5</sup>



Sport England works closely with sports' National Governing Bodies (NGBs), County Sport Partnerships (CSPs), Local Authorities (LAs), Higher Education (HE) and Further Education (FE) Institutions amongst others to address these barriers and make sport more attractive to women and girls. Specific projects focusing on women such as the 'I Will If You Will' pilot in Bury are also designed to tackle these barriers.

But these attitudes do not exist in a cultural vacuum and it is important to look at the wider social context to understand why women hold these views about sport.

Women's sport accounts for just 7% of total sports media coverage - for television this figure is 10% and for national newspapers it is 2%.<sup>6</sup> Following a slight increase in the number of sponsorship deals for women's sport around London 2012 to 5.4%, by 2013 the number dropped down to a mere 2%. For the period September 2011 to December 2013, the value of reported sponsorship deals going to women's sport was just 0.4%.<sup>7</sup>

Women in Sport research, Trophy Women, shows that the number of women on sports boards is gradually increasing, and is now at 27%, although 49% of sports' NGBs still have less than a quarter of women on their boards.<sup>8</sup>

Sport England and UK Sport have an expectation that all their funded NGBs will have 25% female representation on their Boards by 2017.

The figures for women coaches are going in the right direction, with women making up around 28% of all coaches.<sup>9</sup>

It's crucial that we challenge the wider social barriers that are preventing women and girls from playing sport and working in sport. The Government is investing more than £1bn through its Youth and Community Sport Strategy to get more people active - this includes specific projects focusing on women's participation. In addition to this, the Advisory Board is looking at the wider cultural context that prevents women engaging with sport to their full potential and investigating what more can be done to help normalise women in sport. It has chosen five specific areas to focus on:

- Increasing women's participation in sport
- Improving the media profile of women's sport
- Increasing commercial investment in women's sport
- Improving women's representation in leadership and the workforce
- Encouraging greater recognition of women's sporting achievements.

# Increasing women's participation in sport

The benefits of playing sport are huge, including improved physical and mental health, higher self-esteem, improved body image, increased social cohesion and the development of life skills such as teamwork, dedication, and resilience.

The good news is that women and girls' participation in sport continues to grow with almost 63,000 more women playing sport than last year.<sup>10</sup> While the numbers look encouraging, with over 6 million active women in the UK, women are still playing far less sport than men and there are significant drop off points for young women in particular.

We know there are various obstacles, both perceived and real, that put women off sport, (as discussed on page 9). Increasing women's participation in sport requires an understanding of the wider motivations and attitudes of women's lives. Understanding what women want generally, not just what sport they want to do, can better position NGBs and other sports providers to align their sport to women's lives.

Through our £1bn Youth and Community Sport Strategy, we are developing innovative solutions to engage women and girls in sport and develop a sporting habit for life. Even women who are already engaged in sport can drop out, as changes in life circumstances can cause interruptions in sporting behaviour.

Sport England is working with NGBs, CSPs, LAs, HE and FE Institutions amongst others, helping them to design and market sport in a way that appeals to women and fits around their lifestyles. We want to see women connect with sport, whether that means traditional sports such as rugby and football, or newer activities such as zumba and piloxing.

To coincide with the women and sport conference on 30 October, Sport England launches a new campaign to promote sport and exercise to women and girls.

The campaign will be 'sport' in the widest sense of the word from jogging, dance and cycling to formal competitive team sports such as rugby and football. In order to reach as many women and

girls as possible, the campaign includes social media and all forms of digital communication as well as broadcast, outdoor and press advertising. This will be a long term campaign, and a key part of it will be the creation of a suite of marketing material which partners and brands who share the values of the campaign can use. (More information on the campaign can be found on page 21).





**1.97m**

more men play sport than women



down from **2.2m** in 2011.<sup>11</sup>



**2.9m**

more women than men play no sport.<sup>12</sup>

**12m**

women say they would like to do more sport,



of which

**6m**

are not currently active.<sup>13</sup>

### I Will If You Will

In May 2013, Sport England invested £2.3m into a year-long pilot in Bury to encourage more women to play sport. The project was designed to test, for the first time, the factors that work to create an environment in which women and girls doing sport would be seen as the norm, rather than the exception. The programme is seeing positive results, learning how best to engage women locally, drive behaviour change in individuals and communities and ultimately participation is increasing. There are now 24,600 women playing sport in Bury; an increase of 2,100 since the programme began.<sup>14</sup>

### Active Women

In 2011 Sport England launched a 3 year 'Active Women' Programme to increase the amount of activity undertaken by women living in disadvantaged areas and women caring for children under 16. £10m of National Lottery funding was used to support 20 projects across England tasked with creating activity sessions that would appeal to women in order to increase and sustain activity levels. Over 140,000 women took part in Active Women projects. 77% of Year 1 and 2 survey participants reported that the Programme had a positive impact on the amount of activity they did. Furthermore, 82% of women felt better about themselves; 80% felt fitter; 79% felt more confident and 71% felt less stressed.<sup>15</sup>

### Miss-Hits Tennis Pilot

Judy Murray and British Tennis have recently launched a brand new programme called "Miss-Hits". Specifically targeted at girls aged 5-8, Miss-Hits is a unique and exciting way to attract more young girls into tennis and focuses on having fun whilst also enabling girls to develop new skills. This summer Judy and the Lawn Tennis Association ran training courses in London, Bristol, Bolton and Stirling to raise a coaching workforce which is now over 60 strong, and there are plans to roll out the programme more widely.<sup>16</sup>



# Improving the media profile of women's sport

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Our successful female athletes are fantastic role models, and we want to improve their visibility to inspire others to get involved in sport. The achievements of Nicola Adams at London 2012, for example, had an inspirational effect on participation, with record numbers of women taking up boxing as a result.

Increased coverage of women's elite events also normalises women playing sport and makes women part of our sporting culture. This visibility is crucial to give cultural permission to women and girls to play sport and be part of the sporting world.

We would also like to see more female sports journalists and female sports commentators, covering both men's sport and women's sport, so the perception of sport changes and women are seen as part of our sporting fabric, rather than a token addition to a pundits' panel. Chelsea striker, Eniola Aluko, recently became the first female pundit on

Match of the Day, illustrating the progress being made by the BBC. Similarly, The Offside Rule (We Get It!) Podcast<sup>17</sup> is a great example of women leading the way and establishing themselves as media commentators in this space.

Women in Sport conduct regular media audits, the latest of which shows just 7% of sports media coverage is about women's sport. Yet there is appetite, from both men and women, to see more women's sport in the media. Broadcasters, especially, are making some real progress and serving up some women's sporting delights - most notably BT Sport's live coverage of the 2014 FA Women's Super League season including the hosting of the dramatic last day finale from three venues simultaneously.

Women's magazines also have a role in changing the perception of sport, and we have held several collaborative roundtables between the Government, the magazine industry and representatives from sport to investigate how magazines can feature sport in a way that connects with their readers and inspires them to get involved. This reflects Sport England's approach to package sport in a way that aligns with women's lives.





## Broadcasters' Progress

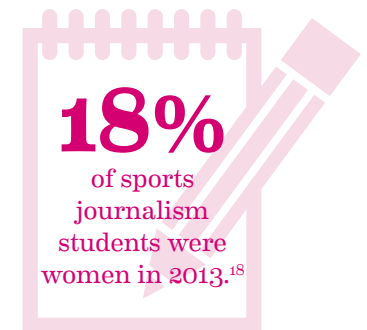
The Government held a number of high level meetings with broadcasters and sporting bodies to discuss the issue of improving coverage of women's sport and we have seen some real progress. BT Sport now has a weekly blog on women's sport and has formed a media partnership with the Women's Sport Trust as well as showcasing many hours of live women's tennis and football. The BBC has enhanced its coverage across the full spectrum of women's sport, in particular football, and for the first time next year it will show live coverage of the Women's Boat Race. Sky Sports also now has a weekly show focusing specifically on women's sport.

## Networking event for magazines and sports

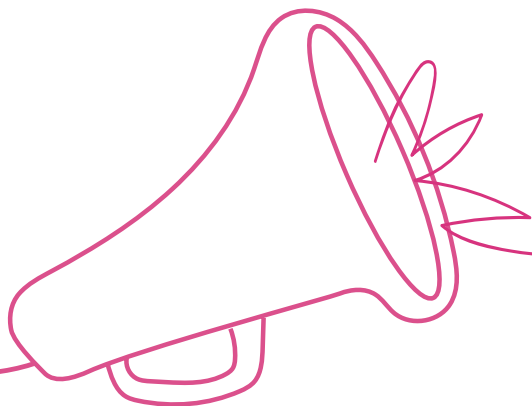
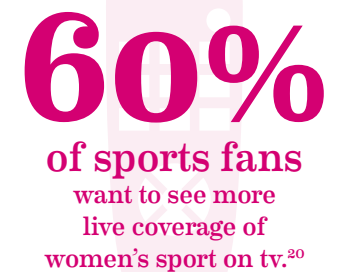
In March 2014, Tracey Crouch MP hosted an event at the House of Commons, in partnership with the Professional Publishers' Association, to forge connections between magazine editors and sports bodies. Over 100 people attended, including athletes, representatives from NGBs, editors and journalists. Following the event, a number of magazines brands competed in a special tournament organised by England Netball to further progress the links between sport and the media.

## Reporting on women's sports results

The Advisory Board collectively wrote to sports editors of the main national newspapers this year to address the poor frequency of reporting of women's sports results. Editors who responded expressed a commitment to increasing the coverage of women's sport while being responsive to the demands of their readers.



of the TV audience for **BBC Sport.**<sup>19</sup>



# Increasing commercial investment in women's sport

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There is huge disparity between the levels of commercial investment that go into men's sport compared to women's sport. The value of investing in women's sport is still not recognised, despite the opportunities it can provide.

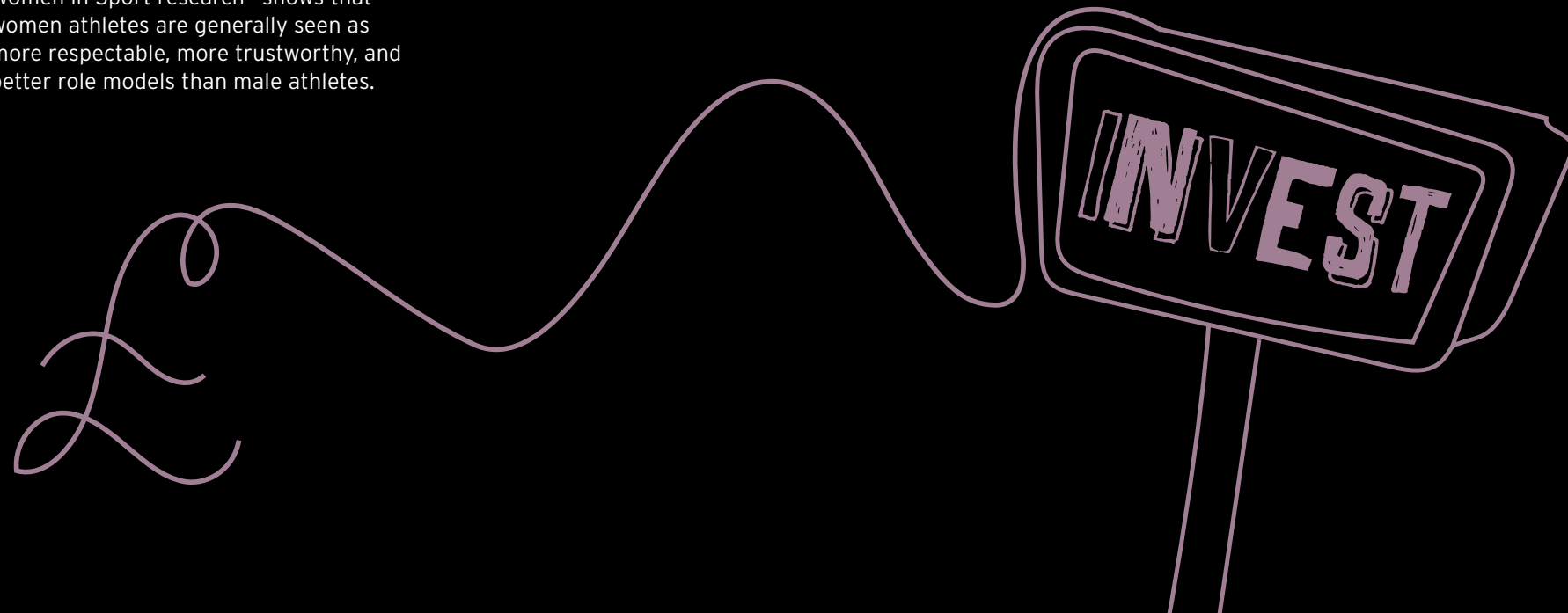
Companies looking to strengthen their corporate social responsibility programmes could consider investing in women's sport. Investment can improve the visibility of positive role models, and Women in Sport research<sup>21</sup> shows that women athletes are generally seen as more respectable, more trustworthy, and better role models than male athletes.

Women's sports that are in the early stages of development also provide an opportunity for companies to invest in the sport early on and be associated with that sport from the beginning, allowing the company and the sport to grow the relationship and build the brand over the long-term.

For those sports that are televised there is, of course, the traditional return on investment through greater exposure to the brand.

We want girls to grow up believing that a career in sport is viable and financially rewarding, and greater investment in women's sport is crucial to achieve that. At the moment, many elite sportswomen have to balance training and competing with full-time work and it's only this year that England's rugby players and cricket players received central contracts and are able to focus on their sport full-time.

Greater investment in women's grassroots sport would also translate into better facilities and equipment. Women and girls often identify poor facilities as something that puts them off taking part in sport so greater investment could help to increase participation. We want to see more NGBs working with companies to develop commercial partnerships that unlock the value of women's sport at both elite and grassroots levels.



### Kia Sponsors the England Women's Cricket Team

In July 2014, the ECB announced the first ever standalone commercial arrangement for the women's national team as they signed a 2 year sponsorship deal with car manufacturer Kia. Under the terms of the agreement, Kia is the partner of England women's cricket and the sole title sponsor of England women's home Test matches for the next two years, including the Women's Ashes Test against Australia next summer. This follows the historic announcement in May that the ECB has awarded central contracts to 18 members of the England Women's Performance Squad, demonstrating their commitment to the women's game at the highest level.<sup>22</sup>

### Commercial Sponsorship Toolkit

The Advisory Board commissioned Sport England to report on the value of women's sport and provide advice to NGBs on how to attract financial investment in both grassroots and elite level sport. This report, Transforming Commercial Investment in Women's Sport, includes practical examples for NGBs on how to package their sport and build valuable partnerships. The report will be available later this year alongside The Sponsorship Toolkit - an online resource Sport England developed to assist NGBs and other funded partners to engage more effectively with the private sector.

### Newton Investment Management Sponsors the Women's Boat Race

Newton Investment Management announced a deal to sponsor the Women's Boat Race in February 2012. Through this funding, the women's crews have been able to invest in professional coaching and first-class equipment. They've also gained better access to training facilities including shared boathouses with the men's crews. From 2015, the women's race will take place and be broadcast alongside the men's race, resulting in a huge increase in exposure.<sup>23</sup>

## The top 5



women's sponsorship deals totalled **£1.7m** in 2013.<sup>24</sup>

On the Forbes list of the top

**100**

highest paid athletes in the world, just

**3**

are women.<sup>25</sup>

**2 out of 3**

sports fans say they would feel good about a brand if they sponsored women's sport.<sup>26</sup>



# Improving women's representation in leadership and the workforce

Sports' bodies have made significant progress over recent years to ensure women are represented on their boards. Since 2009, Women in Sport has published an annual report, *Trophy Women*, which monitors the levels of female representation in sports' boardrooms.

Overall, 27% of board members are female, although almost half of NGBs do not yet meet the Government's aim of 25% representation.<sup>27</sup>

Addressing the lack of female representation on the boards of sports bodies is crucial. We know that more diverse boards bring a wider range of knowledge and experience to the table and can result in better decision-making.

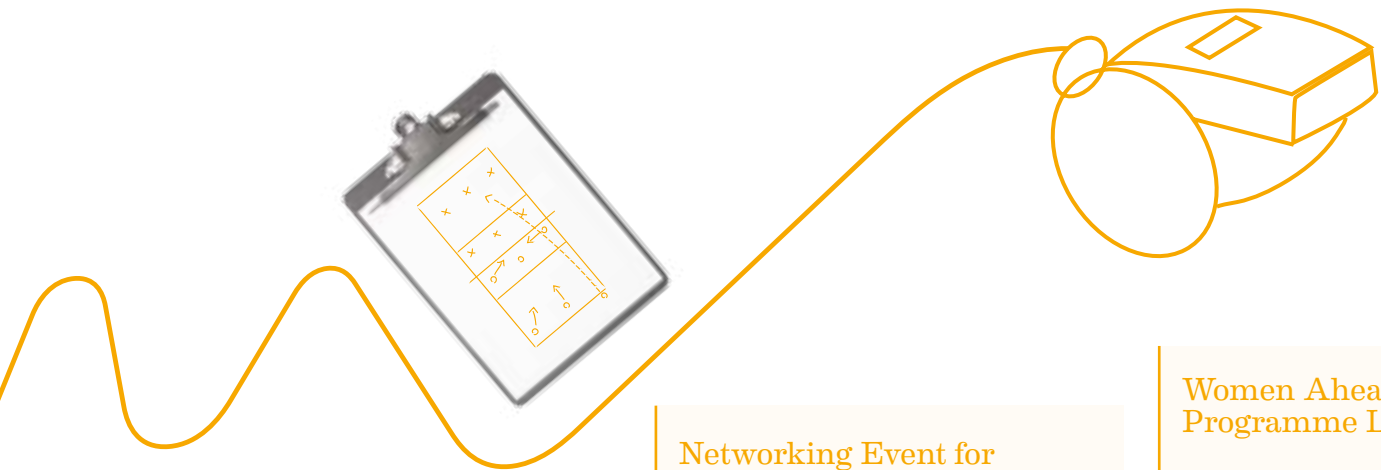
It's not just at the senior level that sports bodies need to ensure they are attracting and recruiting women. Throughout sports organisations, it's important that women and girls have access to the same careers and are not put off by perceptions of sport being a 'blokey' industry to work in.

Within our own remit, DCMS has been very proactive in attracting women to apply for the recent UK Sport and Sport England Board positions. The job specification for these appointments was drafted to ensure it was gender neutral, with reference to lessons learnt best practice by Sports Council Wales. We have seen good progress with UK Sport recently welcoming Sarah Springman and Elisabeth Astall to their board while Kate Bosomworth, Sally Gunnell and Debbie Jevans were appointed to the Sport England Board.

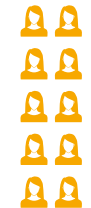
We are also keen to see more women progress in the field of coaching, and sports coach UK has undertaken a lot of work to advance this. The figures for women coaches are going in the right direction, with women making up around 28% of all coaches overall. There has also been an increase in the percentage of Level 1 qualifications awarded to female coaches (a proxy for entry into coaching) from 11.5% in 2008/09 to 17.1% in 2013/14. However, the majority of coaches who gain qualifications and move to higher levels of coaching are still overwhelmingly male; just 17% of qualified coaches are women.<sup>28</sup>

Project 500, a two year programme launched in 2013, aims to engage more women in coaching and has been endorsed by a range of NGBs. It promotes a culture of support and self-improvement, creating local and national networks for like-minded female coaches to share ideas, practice, experiences and progress in coaching.<sup>29</sup>





**17.1%**  
of Level 1 coaching qualifications were awarded to women in **13/14**, up from **11.5%** in **08/09**.<sup>32</sup>



**10**  
NGBs have female Chief Executives, up from **8** in 2013.<sup>33</sup>



**The Youth Sport Trust** has a target to get **2000** girls involved in leadership **by 2018**.<sup>34</sup>

### Networking Event for Chairs of Sports' Bodies and Board-Ready Women

In May 2014, the Minister for Sport and Tourism hosted an event in partnership with the Southbank Centre, which focused on breaking down the barriers to women being appointed to board positions in sporting organisations. Over 100 people attended, including Chairs from NGBs and CSPs that are looking to recruit more women, and senior business-women interested in a position on a sport's board. Helena Morrissey chaired a lively panel discussion with representatives from Sport England, UK Sport, and a mix of women and men who currently sit on sports' boards. A number of women were appointed to sports' boards as a result of the event. England Athletics appointed two women directors and encouraged a selection of their applicants with specific skills to become members of their consultative groups (sub groups of their main Board) to help develop them and bring their skills into the organisation.

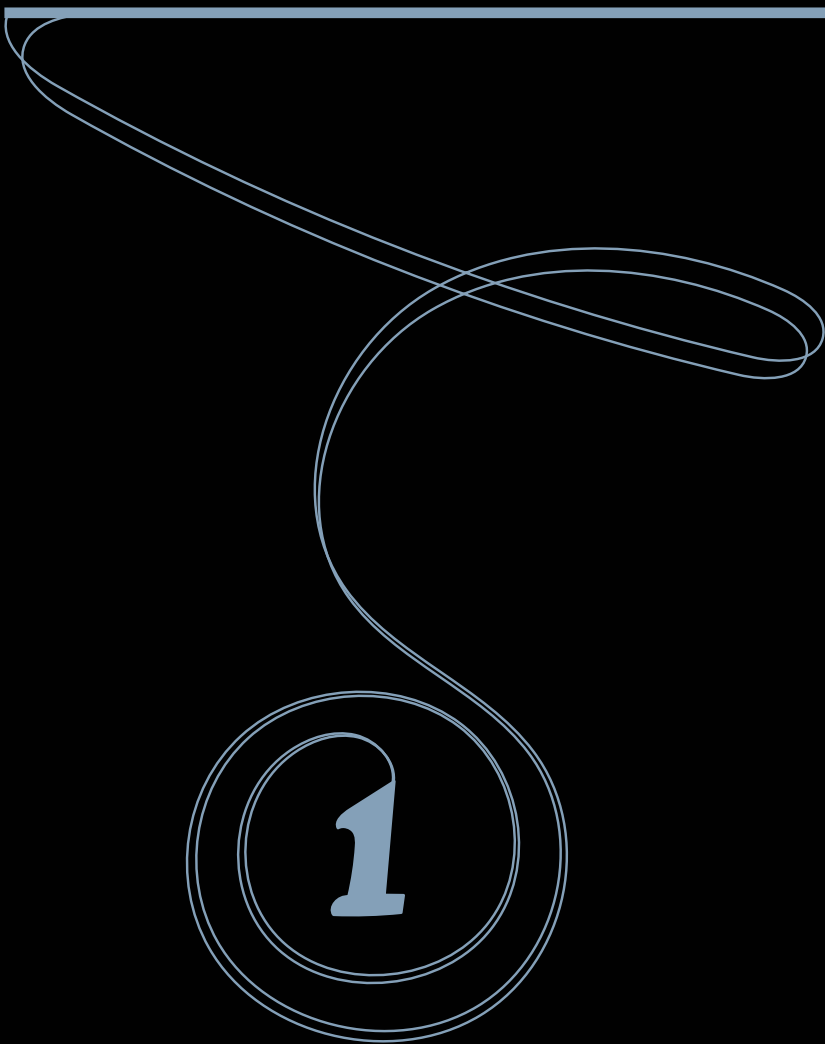
### Inspiring Women into Sport

The Minister for Sport and Tourism has joined with Inspiring the Future to promote an upcoming campaign to encourage more girls to take up careers in sport. The campaign aims to have 1000 women working in sport commit to going into a local school to talk to girls about their careers. The Inspiring Women into Sport Campaign will take place in early 2015 and organisations already committed to support it include BT Sport, England Netball, the England and Wales Cricket Board, the Football Association, Women in Football and the British Olympic Association.<sup>30</sup>

### Women Ahead Mentoring Programme Launch

On 7 October, Women Ahead launched their new mentoring programme. Helena Morrissey spoke on a panel with Victoria Pendleton, Ruth Holdaway and Professor David Clutterbuck to talk about the case for change and how mentoring can be used to share learning across business and sport. Based on the understanding that structured, effective mentoring - particularly for women - generates two-way learning, improves career progression and increases confidence, this programme will connect senior businesspeople with women in sport to enable sportswomen to benefit from the knowledge, experience and wisdom gained by leaders in the world of commerce. From January 2015, Women Ahead will be delivering a targeted mentoring programme for the Women's Sport Network. This network is run by Women in Sport and brings together women working in sport and women looking to develop their careers in sport as a means to support the promotion of women into leadership positions within the sector.<sup>31</sup>

# Greater recognition for women's sporting achievements



As part of the vision to make women in sport the norm, it is essential that we recognise all women contributing to the sports sector, be it through managing, coaching, competing or volunteering.

These role models inspire women and girls to play sport and work in sport. This visibility is crucial to give women and girls cultural permission to be part of the sporting world.

The Board identified the Queen's Birthday and New Year's Honours as an opportunity to recognise women in sport at all levels.

Letters were sent out to sports' governing bodies calling for Honours nominations. Emphasis was placed on matching, and even increasing, the number of women nominated in previous years. 2014 saw a large increase, with 40% of sporting Honours going to women overall, compared to 31% in 2013.<sup>35</sup>

From a wider equality perspective, the 2014 New Year Honours list saw a remarkable moment in history for women where, for the first time since the Order of the British Empire was founded in 1917, there were more women recognised than men (611 to 584, or 51% women).



Women received  
**40%**  
 of Sporting Honours  
**in 2014.**  
 up from 31% in 2013.<sup>36</sup>

**2** out of **3**  
 young people believe  
 that top sportswomen are  
 better role models than  
 other celebrities.<sup>37</sup>

Following  
 London 2012,  
**42%**  
 of BBC Sports  
 Personality  
 of the Year  
 nominations were  
**women.**<sup>38</sup>

## Encouraging nominations of women at UK Coaching Awards 2014

The UK Coaching Awards supported by Gillette are taking place on 19 November 2014. The Minister for Sport and Tourism supported organisers sports coach UK in their drive to encourage more women nominations in all categories. There has been a steady rise in the number of women nominated each year - from 13% in 2009 to 35% last year. We hope to see that trend continue in 2014. Support from Gillette also covers the Great Start programme, providing funding for coaches to develop by gaining qualifications. Around 30% of this year's grants have been made to women coaches.<sup>39</sup>

## Sky Sports and Sunday Times Sportswomen of the Year Awards

In 2013, for the very first time in their 26 year history, the Sky Sports and Sunday Times Sportswomen of the Year Awards were broadcast on live television. This was a huge milestone in the recognition of sportswomen's achievements as people watched Christine Ohuruogu be awarded Sportswoman of the Year. This year's Awards Ceremony will take place on 19 November 2014.

## Honours

The number of women receiving sports Honours each year has seen a steady rise, from 31% in 2013 to 40% in 2014. Board members have put forward their own women in sport nominations to be considered for Honours. In addition, the Government writes out to key sports organisations twice a year to encourage nominations for Honours, particularly for women. The next round of Honours awarded will be announced in January 2015.<sup>40</sup>



# Sport England: new campaign

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At the women and sport conference, Sport England CEO, Jennie Price, is unveiling a new campaign to encourage more women to play sport and become more active.

The campaign is taking a fresh and innovative approach to this challenge. Sport England is advocating a new way of thinking and talking about women and girls exercising and playing sport. The campaign sets a different tone and uses images featuring real women which will resonate for the long term.

Following the conference, the campaign will be publicised through social media and selected titles.

To join the conversation, start following @thisgirlcanuk on Twitter and like it on Facebook. These social media sites will provide all you need to know about the campaign as well as exclusive previews of some of the great films that have been produced for the campaign.

Sport England is keen for as many people and organisations who share the values of the campaign to be involved as possible. Whether you are a brand, an NGB, a local club, a Council or a private sector provider of sport you will be able to use the campaign collateral in your own marketing. This will include the campaign logo in various sizes and formats, available under licence but free of charge to those organisations who share the campaign's values.

If you have any questions, comments or requests, please contact Sport England.

**#thisgirlcan**





# National conference on women's sport

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On 30 October 2014, to coincide with the publication of this report, the Minister for Sport and Tourism, together with the Advisory Board, are taking part in the first national conference on women's sport. Focusing on similar themes to this report, the conference brings together informative and inspirational speakers in panel discussions and breakout sessions.

## Participation

Four breakout sessions are focusing on the theme of participation. Sport England is delivering an exciting session that shares insight from their pilot project in Bury, I Will If You Will (see page 12) as well as lessons learnt from its other research into women's participation such as the Active Women project (see page 12). Virgin Active is unveiling new findings from its Active Inspiration campaign to address the high dropout rate from sport and physical activity among teenage girls. The Premier League is running a session providing an overview of their core programmes aimed at women, including Premier League Girls Football. While Women in Sport is helping participants better understand women's lives and how they can market their sports accordingly.

## Commercial Investment and Media Coverage

Two panel discussions are focusing on this theme. The first includes Barbara Slater, BBC Sport, Alison Kervin, Daily Mail, Simon Green, BT Sport, and Jo Elvin, Glamour magazine. To accompany this, Sky Sports is delivering a breakout session to NGBs on how to increase the media profile of their sport. The second panel discussion includes Helena Morrissey, Newton Investment Management, Fiona O'Hara, Accenture, and Marion Bartoli, Wimbledon singles champion 2013. In addition, three breakout sessions focus on commercial investment. Sport England is presenting its commercial sponsorship toolkit (see page 16) so NGBs can better understand the business case for investing in women's sport and Matrix Vulpine Cycling and Kia with the ECB are each delivering a session on their own journeys around women's sport sponsorship.

## Leadership and Workforce

The Women in Leadership panel discussion features some of the most senior women in sport, including Debbie Jevans, CEO Rugby World Cup 2015, Jennie Price, CEO Sport England and Liz Nichol, CEO UK Sport. Women Ahead is delivering a session around mentoring, encouraging participants to share perspectives, learning and experience. Sport coach UK is exploring the difficult landscape of gender equality in coaching, while UK Sport is focusing on challenges around employing elite athletes. EY complement this session by exploring the transition from elite sport into business leadership.

# Organisations working on Women and Sport

## The 30% Club

The 30% Club launched in the UK in 2010 with an aspirational goal of 30% women on FTSE-100 boards by the end of 2015. Since its inception the proportion of female FTSE-100 directors has risen from 12.5% to 22.2%.

The 30% Club is committed to better gender balance at all levels and sees business leadership as key to taking the issue beyond a specialist diversity effort and into mainstream talent management. Pipeline initiatives include a cross-company mentoring scheme, a career strategy programme and a speakers for schools programme, and efforts are now international with 30% Clubs launched in the US, Hong Kong, Ireland and South Africa - Canada and Australia will follow later this year.

By shining a spotlight on the issue of women in sport through engagement in public debate and the hosting of large-scale events, the 30% Club aims to influence policy-makers, build momentum and evolve both thinking and action around the issue. [30percentclub.org](http://30percentclub.org)

## Dame Kelly Holmes Trust

Through the Dame Kelly Holmes Trust, which was launched in 2008, disadvantaged young people receive mentoring and support from world class athletes to get their lives on track. These athletes form their GiveBack Team.

Many athletes experience a difficult transition period when retiring from sport and the Trust helps them with training and support opportunities. The world class athletes know what it is like to overcome adversity and it

is these world class attitudes that they then foster in their young people; enabling them to realise their potential and improve their quality of life. All the programmes that the Dame Kelly Holmes Trust delivers encourage young people to be active and healthy and many projects have a more targeted approach aimed at girls and young women. The Trust has worked closely with Street Games, and has provided inspirational role models from the athlete GiveBack team for the Us Girls programme.

[www.damekellyholmestrust.org](http://www.damekellyholmestrust.org)

## Equality and Human Rights Commission

The Commission is a Non-Departmental Public Body, sponsored by the Government Equalities Office. Its mandate involves challenging discrimination and protecting and promoting human rights. One strand of the Commission's current Sports Inclusion Programme addresses the issue of girls' participation in sport declining at a very young age; the fact that high profile sports are still male dominated (e.g. football, rugby) with professional sportswomen often lower paid, and women-only matches showing much lower attendance figures. Through developing partnerships with organisations such as Sports Council Equality Group, they aim to help support equality in sport. Finally, the Equality Act came into force from October 2010 providing a single legal framework to more effectively tackle disadvantage and discrimination. [www.equalityhumanrights.com](http://www.equalityhumanrights.com)

## Girlguiding

Girlguiding is the leading charity for girls and young women in the UK. Thanks to the dedication and support of 100,000 amazing volunteers, Girlguiding is active in every part of the UK, giving girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities. The charity aims to build girls' confidence and raise their aspirations. It gives them the chance to discover their full potential and encourage them to be a powerful force for good. [www.girlguiding.org.uk](http://www.girlguiding.org.uk)

## Muslim Women's Sport Foundation

The Muslim Women's Sport Foundation is a volunteer led charity which was set up in 2001 to provide opportunities for women from "black and minority ethnic communities to participate in sports without compromising their religious or cultural values". The MWSF focused on delivering adapted programmes and opportunities for women of all abilities to access female only club training sessions, casual sessions and competitions. They ran a School Outreach Programme to encourage girls, 15-16 to get active and educate them about opportunities beyond sport at school. Now, with an imminent re-launch at hand, the organisation will focus its energies on providing consultation services and research in this area, both in the UK and internationally.

[www.mwsf.org.uk](http://www.mwsf.org.uk)

### Sport and Recreation Alliance

The Sport and Recreation Alliance is the organisation for the governing and representative bodies of sport and recreation in the UK, representing more than 320 members, such as The FA and UK Athletics. The Alliance promotes and champions the interests of the sports that they represent to the people who make executive decisions and they campaign on significant issues. This includes the under-representation of women in sport. The recent Culture, Media and Sport Select Committee report on women and sport contained recommendations and evidence from a number of organisations, which included the Sport and Recreation Alliance. It also conducts other projects, such as the Alliance Directors Club which is vital in spotting and developing the female leaders of the future.

[www.sportandrecreation.org.uk](http://www.sportandrecreation.org.uk)

### Sport England

Sport England is the Government agency working with grassroots sport. It uses insight, expertise and investment to get more people playing sport regularly, and works with National Governing Bodies of sport, local authorities and other National Partners. Sport England is committed to increasing the number of women who play sport regularly, and to reducing the gender gap in participation that exists in sport today. Sport England has invested in a wide range of programmes including 'Active Women' and projects such as Breeze, Back to Netball and US Girls. Sport England has also invested in a behavioural change pilot in Bury called I Will If You Will. Through research, Sport England identifies barriers to women's participation and

applies its insight to the design of programmes which will help women overcome these barriers. Sport England also invests in organisations such as Women in Sport to provide advice and expertise on the issues surrounding women's sport. More information on Sport England's work to get more women and girls playing sport regularly can be found here: [sportengland.org](http://sportengland.org)

### Sport NI

Sport Northern Ireland is the leading public body for the development of sport in Northern Ireland. The corporate vision is to promote "a culture of lifelong enjoyment and success in sport which contributes to a healthy, fair and prosperous society". In practice, this means Sport Northern Ireland creates and develops programmes and partnerships that will address its three strategic objectives: 1) Increased participation in sport and physical recreation; 2) Improved sporting performances; and 3) Improved efficiency and effectiveness in the administration of sport. Sport NI is committed to seeing more women and girls take up sport and encourages funding applications for programmes and projects which target this underrepresented group. [www.sportni.net](http://www.sportni.net)

### Sportscotland

Sportscotland is the lead agency for the development of sport in Scotland and invests its time, expertise and public funding in developing a world class sporting system at all levels. This system connects school sport, club sport and performance sport. This involves advising the Scottish Government and supporting delivery of its policies and investing Scottish Government

and National Lottery resources to develop a world class sporting system in Scotland.

Sportscotland strives to ensure that every person in Scotland has opportunities in sport. It recognises that some children and young people may find it more difficult to get involved in sport and wants to do more to understand and address this.

In particular sportscotland will continue to focus on barriers to participation for teenage girls, with targeted activity to engage and support girls in sports participation and leadership. An example of its work includes the creation of a short term working group for women in sport to consider the key areas in raising the profile of women in sport. Sportscotland programmes such as 'Active Girls' aim to increase the number of teenage girls participating in PE, physical activity and sport, while improving access to leadership opportunities and roles for girls and young women in school and community sport. Sportscotland also participates in events such as the FAB (Females Achieving Brilliance) event, providing inspiration from female leaders in sport and business to enable more women to develop their leadership skills.

[www.sportscotland.org.uk](http://www.sportscotland.org.uk)

### Sport Wales

Sport Wales is the national organisation responsible for promoting sport and physical activity in Wales, distributing National Lottery and Welsh Government funds to community and elite sport in Wales. Established by the Royal Charter in 1972, Sport Wales share expertise and knowledge with the sports sector

to deliver key sporting opportunities across Wales. Sport Wales addresses and researches issues surrounding women in sport and aims to raise their profile whilst getting more women and girls to participate in sport. As part of the Welsh Women in Public Life Campaign, Sport Wales organised sessions for those who want to pursue careers in professional sport, or just get involved in sporting activities. Other projects include the Women in Leadership Programme to address the low levels of women in senior positions in sport in Wales. In their Strategic Equality Plan 2012-2016 Sports Wales aims to deliver a women and girls' communications campaign to highlight issues and influence participation levels, working with key partners to increase opportunities for women and girls' participation opportunities in 2014/15.

[www.sportwales.org.uk](http://www.sportwales.org.uk)

### **Sporting Equals**

Sporting Equals is an organisation designed to promote increased involvement by all disengaged communities in sport or physical activity. Working closely with National Governing Bodies and local authorities, Sporting Equals links them to under-represented communities and users of sporting opportunities. They provide consultancy, research and training for NGBs and other sports providers to help them to integrate under-represented groups into the sports agenda. Whilst their focus is on the needs of black and minority ethnic communities, their overall aim is to increase diversity in sport, including women. Projects include SportZones designed to break down barriers by "allowing people to try out sports for free in a fun, safe and culturally sensitive environment". [www.sportingequals.org.uk](http://www.sportingequals.org.uk)

### **sports coach UK**

sports coach UK is a not-for-profit organisation with charitable status, who support partners to develop and recruit the coaches that they need to achieve their participation and performance goals. sports coach UK drives policy and investment in sport and provides research and shares good practice to benefit coaching. To increase female participation in this aspect of sport, sports coach UK organises and delivers events such as the Fit 4 Women 2014 Coaching Conference with Women in Sport, providing incredible role models for women and sport and raising awareness of this key issue. sports coach UK works with Women in Sport on an ongoing basis to provide coaches with the most up to date and relevant guidance and research about women in sport. They aim to create positive action programmes to identify specific opportunities for getting more women involved in sport. [www.sportscoachuk.org](http://www.sportscoachuk.org)

### **StreetGames**

Launched in 2007, the charity StreetGames supports a network of projects which give sports and volunteering opportunities to young people in disadvantaged communities across the UK. They use the method of Doorstep Sport in which they bring sport close to the home of disadvantaged communities, championing social action and volunteering. Projects include Doorstep Sport Clubs, Us Girls, StreetGames Young volunteers, StreetGames - Legacy Leaders and Training Academy Programmes. Funded by Sport England, Us Girls was named the UK's Best Sport Project, as part of the National Lottery Awards 2013. Us Girls has enabled over 30,000 young women to take

advantage of the opportunity to get involved in a variety of sports including football, badminton and cycling. [www.streetgames.org](http://www.streetgames.org)

### **UK Sport**

Established by Royal Charter in 1997, UK Sport is responsible for investing around £100 million of public funds each year in high performance sport. With an emphasis on equality in sport, UK Sport has developed initiatives to encourage and support the role of women in sport - targeted at various participants such as athletes, coaches or administrators. UK Sport developed the UK Coordinating Group on Women and Sport in 2001 with the objectives of increasing participation, encouraging girls/women to achieve sporting excellence and to increase the number of women in leadership roles. The Women in Leadership Development Programme has been in response to the low numbers of women in senior administrative positions such as on sporting boards. UK Sport emphasises the importance of providing resources for more women to achieve excellence and enter the elite standards of sport. [www.uk sport.gov.uk](http://www.uk sport.gov.uk)

### **Women in Football**

Women in Football is a network of professional women working in and around the football industry who support and champion their peers. They aim to increase female representation at all levels of the game, through recognising their achievements, challenging discrimination, lobbying for change, sharing professional contacts and expertise and offering mentoring opportunities to the next generation. Women

in Football also conduct surveys and research across their network, revealing in March 2014 that over two thirds of the respondents ascribed sexism as a characteristic of their working environment.

[www.womeninfootball.co.uk](http://www.womeninfootball.co.uk)

### Women in Sport

Women in Sport (formerly the Women's Sport and Fitness Foundation) is dedicated to transforming sport for the benefit of every woman and girl in the UK.

Celebrating its 30th anniversary in 2014, Women in Sport offers a range of services to the sport sector. Through its consultancy service, Women in Sport works to help sports understand more about how to engage with women and girls to increase the number playing sport. Through its Women's Sport Network, the charity promotes sport as a career for women and girls and supports them through to leadership positions. Through campaigns, Women in Sport works to achieve increased commercial investment in, and media coverage of, women's sport, to normalise sport for women and girls. [www.womeninsport.org](http://www.womeninsport.org)

### Women on Boards

Women on Boards UK is a social enterprise supporting women seeking to leverage their professional skills and experience into non-executive director and other board level roles. Women on Boards UK have three main methods of achieving their goals - through building a pool of female role models, increasing the transparency of the board recruitment process

and carrying out advocacy around issues affecting women and leadership. In addition to this, Women on Boards has endorsed the charity Wellbeing of Women since their launch. In July, Women on Boards released the Gender Balance in Global Sport Report, which highlights the challenges that many of the top global sports governing bodies have. The report turns the spotlight on the fact that fewer than 20 per cent of global board seats are held by women.

[www.womenonboards.co.uk](http://www.womenonboards.co.uk)

### The Women's Sport Trust

The Women's Sport Trust is a grassroots movement aiming to "make the most of sport's ability to generate positive social change for women". They raise the visibility and impact of women's sport through three different avenues: role models, media and funding. By increasing the profile of inspiring athletes, forging media relationships that lead to greater coverage and connecting with businesses who are potential sponsors - they are helping to change the decisions that affect women's sport. [www.womenssporttrust.com](http://www.womenssporttrust.com)

### Youth Sport Trust

Youth Sport Trust is an independent charity established in 1995, which has driven many of the improvements in PE and school sport over the last two decades. They deliver high quality physical education and sport opportunities in schools across the UK, offering new ways to inspire young people to participate, compete, volunteer and officiate in sport. They have a range of initiatives designed to increase participation, which in turn raise aspirations

and achievement within young people. Some of this activity is geared specifically for girls, such as Girls Active. This 12-month pilot aimed to tackle the negative attitude that girls have towards their body image, improve their attitude towards PE, and to work with schools to make sport more relevant to girls' lives. Fit for Girls is another example, which is a joint initiative between the Youth Sport Trust and sportscotland, promoting physical activity amongst girls through bespoke training for education providers. Further information about all their work can be found at [www.youthsporttrust.org](http://www.youthsporttrust.org)

**For more information please contact organisations directly.**



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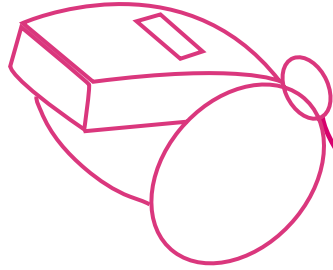
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**"I am determined to see women enjoying sport; playing, watching and working in sport, free from unnecessary obstacles or social prejudices."**

Helen Grant MP, Minister for Sport and Tourism

**"Female trail blazers should share advice and create opportunities for others to follow in the footsteps of their success."**

Baroness Karren Brady CBE, Vice-Chair of West Ham United

**"Sport has given me so much. It's taught me resilience, it's given me confidence, it's taught me to understand other people, and it's give me lifelong friendships."**

Clare Connor OBE, Head of Women's Cricket, England and Wales Cricket Board

**"I hope that progress can be made so the next generation of female sports enthusiasts, from the amateurs to the elite, will feel supported and appreciated in a country that loves its sport."**

Tracey Crouch MP, Conservative MP for Chatham and Aylesford

**"The emergence of new digital technology has enabled sports to secure air time and tell their stories that are essential if the public's imagination is to be fired up and interest kept going."**

Simon Green, Head of BT Sport

**"Investing now - when many women's sports are on the cusp of broader interest - makes good commercial sense."**

Helena Morrissey CBE, CEO of Newton Investment Management

**"By encouraging parents to get active with their kids and play a role in developing a love of sport, 'being active' becomes a way of life."**

Judy Murray, Tennis Coach and Captain of the British Fed Cup Team