

HELPING WOMEN AND GIRLS TO GET ACTIVE: A PRACTICAL GUIDE



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This practical guide contains advice, suggestions, hints and tips that will make it easier for you to get more women and girls active in your local area.

CONTENTS

1 INTRODUCTION:
PAGE 3

2 BEFORE YOU GET
STARTED: PAGE 6

3 ATTRACTING WOMEN'S
ATTENTION AND
ENCOURAGING THEM TO
ATTEND: PAGE 10

4 RUNNING
YOUR
SESSIONS:
PAGE 21

5 KEEPING WOMEN
AND GIRLS
COMING BACK:
PAGE 28

6 LEARNING FROM
OTHERS: PAGE 33

7 APPENDICES:
PAGE 47

8 ANY
QUESTIONS?:
PAGE 54

“ This guide will help you get more women and girls in your area active – even if you’re not directly involved in the sport or leisure sector. It provides hints, tips, suggestions and answers to your questions about how to attract more women and girls to your sessions. And it will help you run sessions that will appeal to them and keep them coming back. The guide has been designed so that you can read it as an end-to-end document, or simply jump to the sections that are most relevant to you. Ready to get started and help engage more women and girls in sport and physical activity? ” **Sally Gunnell OBE, Olympic gold medalist 400m hurdles**



SECTION 1:

INTRODUCTION WHY FOCUS ON WOMEN AND GIRLS?

Gender has a big influence on activity levels. Currently, about 41.7% of men play sport at least once a week, compared to only around 31.6% of women¹. That means two million fewer women than men get regular exercise, yet women and girls really want to get involved.



Despite 13 million women and girls saying they want to play more sport, nearly half of these are currently inactive. Clearly, something is stopping women and girls taking part and together we can start to change that.

By doing so you'll be getting more women and girls active, and attracting more enthusiastic people to your sport and physical activity sessions.

¹ APS 9 Q2 ages 14 plus figures
(<http://www.sportengland.org/research/who-plays-sport/>)

JUMP TO:

Who is this guide for?

4

What's included?

5

What's this guide based on?

5

WHO IS THIS GUIDE FOR?

It's for you, even if you're not directly involved in sport or leisure. Helping more people get active benefits all parts of society.

If we're going to succeed, then we all need to work in partnership as much as possible. So this guide will encourage you to work with other organisations in your area, whatever their size, and whether they are in the public, private or charity sector. Because we all have one thing in common – we care about getting more women and girls involved in physical activity.

Thank you for taking the time to read this guide.

A Word version of this document is also available. Please email IWIYW@sportengland.org for further information.



WHAT'S INCLUDED?

This guide contains practical advice, suggestions and top tips from various projects and other organisations that have previously or are currently working to encourage more women and girls into sport and physical activity. Feel free to use as much or as little of the information from the guide as you wish. Even using small sections of it will help you to take advantage of the demand created by Sport England's This Girl Can campaign and get more women and girls active in your local area.

If you haven't already done so, start by reading **Sport England's 'Go Where Women Are' insight pack** [🔗](#). It shares the latest understanding of women, their motivations, barriers and triggers to getting more active, and how this can help you to shape your sport and exercise activities.

This guide, *Helping Women and Girls to Get Active: A Practical Guide*, builds on *Go Where Women Are*. It begins with a short warm-up section on the things to think about before you get started, and provides hints, tips and suggestions throughout.

The final section contains a range of case studies about the experiences of others who have already encouraged more women and girls to take part.

What's this guide based on?

We have reviewed the large amount of evidence from across England looking into how to get women and girls more active.

Sport England has funded programmes aiming to increase the attraction of sport and physical activity to women and girls – including more than £2m for a large-scale practical investigation in Bury, Greater Manchester called *I Will If You Will (IWIYW)*. We have spent time pulling together all of this valuable learning, and we hope that you find this resource useful.

Click here [🔗](#) to visit the Women in Sport resource library for more helpful information.



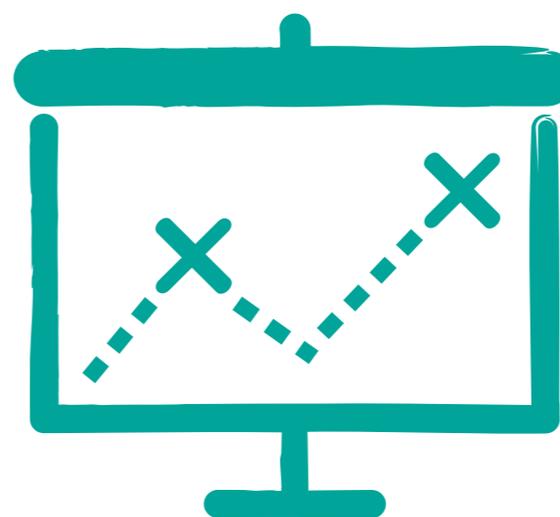
🔍 ARE YOU LOOKING FOR FUNDING TO HELP RUN YOUR SESSIONS OR BUY EQUIPMENT? [CLICK HERE FOR ADVICE.](#) [🔗](#)

🔍 NEED MORE HELP? EMAIL US AT IWIYW@SPORTENGLAND.ORG

SECTION 2:

BEFORE YOU GET STARTED

To succeed in getting more women and girls involved in sport and physical activity it's important that you start with a little planning. The first stage is to make sure that you are clear who you're targeting, and that you understand their motivations and barriers to taking part. This will help you to shape your activity so that the women and girls want and feel confident to take part in your sessions.



JUMP TO:

What do I need to know about local people before I get started?

7

Where can I find out more about what women and girls want?

8

WHAT DO I NEED TO KNOW ABOUT LOCAL PEOPLE BEFORE I GET STARTED?

If you can answer these three questions, then you're in a great position to plan and deliver sport and physical activities that attract more women and girls:

1 WHICH WOMEN AND GIRLS IN YOUR LOCAL AREA ARE ALREADY ACTIVE?

Your area could be very different to the national picture, or to another area nearby, so it helps if you know how many local women and girls are taking part in regular activity. Also, which particular groups of women and girls are active? Which groups are not? If you would like help with this, try asking your local authority or County Sports Partnership (CSP) for advice. [Have a look at the CSP Network website to find your local CSP](#) .



2 WHO ARE YOU TRYING TO REACH?

If you haven't already done so, then this is the time to identify the specific groups of local women and girls you're looking to reach. The more you can target your activities, the more success you'll have. [Start by trying out the exercise here](#) .

3 WHAT OTHER ACTIVITIES ARE GOING ON AROUND YOU?

Before you start planning anything new, make sure you understand what other activities are already going on in your local area. As well as making sure there's a market for your activity, it might reveal that there's someone you could partner with. Think about the full range of potential partners who could help you get more women and girls active. Remember, even if a partner organisation isn't currently involved in delivering sport, an increase in physical activity in the local area could still help it to achieve its own goals.

WHERE CAN I FIND OUT MORE ABOUT WHAT WOMEN AND GIRLS WANT?

Demand and desire to take part in sport and physical activity are high amongst women and girls, but the emotional and practical barriers are even higher. As we mentioned before, have a read of Sport England's [Go Where Women Are insight pack](#). It will give you a great sense of what encourages women and girls to get more active – and what puts them off.



The pack includes a [checklist](#) to help you apply its lessons to your local area. The content of the checklist is also woven throughout this guide, so the two documents work well together.

In addition to reading the national research, do whatever you can to get a solid picture of what is going on in your area. If you don't have a research budget, there's still lots that you can do to get local insight. It's important to speak directly to people who aren't

currently regularly physically active. For example, you could organise small focus groups with local women. Or you could spend an afternoon in the areas you're looking to deliver activities in, talking to women and girls on the street. You could post some questions on the Facebook page of a local community group. Or perhaps ask people who already attend your sessions to ask their friends and family to talk to you about their attitudes to physical activity.

WHAT STOPS PEOPLE FROM DOING EXERCISE AND PHYSICAL ACTIVITY AT THE MOMENT? [🔗](#)

WHAT WOULD MAKE THEM WANT TO DO MORE EXERCISE OR PHYSICAL ACTIVITY? [🔗](#)

KEY THINGS YOU'RE LOOKING TO UNDERSTAND

WHAT SORTS OF SPORTS OR ACTIVITIES WOULD APPEAL?

WHAT WOULD ATTRACT THEM TO SESSIONS AT YOUR VENUE?

[NEED MORE HELP? EMAIL US AT IWIYW@SPORTENGLAND.ORG](mailto:IWIYW@SPORTENGLAND.ORG)

OKAY,
LET'S GET STARTED...

SECTION 3:

ATTRACTING WOMEN'S ATTENTION AND ENCOURAGING THEM TO ATTEND

The next step is to create communications that will grab the attention of women and girls and encourage them to attend your sessions. You can have the best session in the world, but if your marketing isn't right, you won't attract the people you want. This is especially important for women and girls, where your communications need to help them overcome their practical and emotional barriers to attending.

HEY, YOU!

JUMP TO:

What communications channels should I use?

11

How do I create great communications materials?

15

WHAT COMMUNICATIONS CHANNELS SHOULD I USE?

All of your communications should aim to target women and girls as they go about their daily lives, across a range of the places they visit and platforms they use. Things to consider include:



MAKE THE MOST OF YOUR SOCIAL MEDIA AND ONLINE PRESENCE

- Add a page or section to your organisation's website to house information about your activities. Or create a new website for your programme, if resources allow.
- Create an open-access Facebook page for your sports or activities.
- Create Twitter and Instagram accounts and link them to the Facebook page you've created – these are great ways to attract wider audiences and keep people engaged with your activities.
- Ensure you post to and update your social media accounts regularly to make the most of them and keep people following.
- This Local Government Association online guide provides lots of useful information on getting the most out of social media [click here](#).

In addition to your online and social media activity, review which types of advertising are most likely to reach your local women and girls, and that work within your budget. Potential options include:

- Ads or inserted flyers in local free papers.
- Poster placements (including bus shelter posters, bus sides and backs, noticeboards in community settings like libraries and community centres).
- Radio adverts on local commercial stations.
- Google advertising with links to the website or page containing your sport and physical activities.
- Leaflets, flyers and other promotional materials that can be handed out by 'hit squads' in community locations, or via dispensers in places like shopping centre information points or pubs.

Talk to local media to establish links with editors and reporters and explain that your activities will be the source of regular content for them.

- Write and send regular news releases to local media, featuring human interest and facts like those at the front of this guide.
- Keep it positive and inspiring, focus on the benefits.
- Be available for follow-up questions and interviews.
- Invite local media to a community launch event for any new programme of sport or physical activity.

CONSIDER ADVERTISING YOUR ACTIVITIES

WHAT COMMUNICATIONS CHANNELS SHOULD I USE?

Promotions will help motivate women and girls to attend and keep attending. There's lots that you could do here, including:

- Free taster sessions of your current and new activities.
- Loyalty cards for people who attend multiple sessions (for example, attend nine sessions, get the tenth free).
- A reward for attending a certain number of sessions (something small after three sessions, something bigger after ten). This doesn't necessarily need to be related to activity, and could be as simple as a voucher for a coffee. You could partner with local businesses, asking them to provide the reward in exchange for the free publicity, and new people using their business.



EMBRACE THE
PEOPLE POWER OF
LOCAL WOMEN

The people who come to your sessions are your best advertisements. Word of mouth from them is the most powerful way to reach new people, so ask them to spread the word.

Think about what you can do to help, for example you could:

- Create and promote a 'sport buddy' system, asking existing attendees to bring a friend to sessions. Reward both parties when this happens.
- Encourage get-togethers outside of the sessions themselves, such as 'coffee morning catch-ups'.
- Encourage people to pledge via their social media accounts to get active/fitter/try a new activity. This increases their chances of coming back, and spreads the word to their social circles at the same time. Getting a friendship group to pledge together is even more powerful.
- Give leaflets to your regulars to hand out to friends or colleagues.
- Go the extra mile to ensure people come back:
 - Use their name when greeting them.
 - Make eye contact.
 - Ask how they found the session.
 - Ask them for their contact details so that you can send them further information and remind them about the next session.

Top tip 📌 I saw a flyer which was attached to my windscreen promoting a new yoga class that's in the evenings. It appealed to me as yoga is very relaxing and the photos of the studio looked really picturesque. It made me want to join. 🗨️ **This Girl Can research participant**

Q&A

HOW DO I CHOOSE THE RIGHT COMMUNICATION METHOD FOR MY AUDIENCE?

It depends. If your audience is really active on social media, you would focus your attention there. However, if they spend less time online, then you would use other, offline marketing methods in the community. For example, leaflet door drops near your venue, or posters on community boards in local businesses, supermarkets and public buildings.

To get the best results, you'll probably need to use a mix of methods, some online and some printed. Here are a few top tips from other successful projects:

- Avoid communication channels or locations that feel either 'too public health' or 'too sporty', as these don't work for women who are less active.
- Instead, place messaging in environments where women are going about their daily lives such as mother and baby groups or the school gates – keeping it local really helps.
- Get your messages out there frequently, as it makes it more likely that women will respond to your communications.
- Word of mouth is also really powerful and great value for money. Of course, this relies on you making the experience great so that people will want to talk about it!

HOW CAN I GET WOMEN TO OWN THE CONVERSATION THEMSELVES THROUGH SOCIAL MEDIA?

The aim is that over time your attendees will post items to your Facebook and/or Twitter or Instagram accounts themselves, giving your online presence a life of its own. However, this won't happen overnight, so be prepared to get active on social media yourself.

Initially you'll be posting all the content. Make sure you post things regularly, keep it interesting and mix it up. It doesn't need to all be about sport or sharing information (although this is important) – it could be something as simple as posting photographs or asking questions that require a specific response.

Top tip “Over time people will post content on your Facebook pages or Twitter pages themselves but at least initially you need to make sure that you're regularly saying things and posting engaging content. It doesn't have to all be about sport either – the point is you're trying to get these women to engage with you and with each other. We found that even just posting a picture of a local landmark stimulated conversation.”
Nicola, Partnership & Contracts Coordinator, IWYW, Bury Council

[Click here](#) to view the IWYW Facebook page and get some ideas that might help with your own social media activity.

Q&A ?

HOW DO I GET THE MOST OUT OF SOCIAL MEDIA?

Vary the content that you post and make sure you post regularly to keep people engaged.

Top tip 🗨️ We found Facebook was better for generating conversations than Twitter as you're not restricted to the number of characters and it's easier to create a sense of community as people can see and respond to each other's posts easily and do more with it. 🗨️ **Pritesh, Operations Programme Manager, IWYW, Bury Council**

Check your social media accounts at least once a day – ideally more frequently – and respond to queries or questions promptly.

Your social media accounts are one of the key ways people will keep in touch with you and request information, so set them up on your phone so you can even respond when you're out and about.



HOW DO I CREATE GREAT COMMUNICATIONS MATERIALS?

Great communications include carefully crafted messages that raise awareness of your activity, and provide essential information for attendees. They also reassure women and girls that they won't be judged and that they will be able to participate and have fun whatever their level of ability or experience. To get this right you need to 'start where women are'. This means:

1 MAKE YOUR COMMUNICATIONS GENUINE AND WELCOMING

- Use their language – speak the way local people speak. Keep the tone warm, friendly and professional, just like your sessions will be.
- Keep photography real – use people of all shapes and sizes, backgrounds, non-disabled and disabled, living real lives. They should be people that your participants can identify with.
- Show an understanding of everyday issues (don't be afraid to show women looking sweaty, embracing the pressures of time and juggling full lives).
- Giving your communications the personal touch means that the person is more likely to pay attention – use local language and local women where possible and refer to local places. Remember, your local women will be your local role models, inspiring others.

Top tip 🗨️ People's perceptions are formed from the very first communication they receive, so make sure yours set the right tone, and reflect the nature of the actual activity or session. 🗨️ **Cassie, Insight Manager, England Netball**

Top tip 🗨️ Single images, or images of women in small groups, were more successful than group images, where the visual impact got lost. And people love seeing the names of friends in communications. 🗨️ **Nicola, Partnership & Contracts Coordinator, IWIYW, Bury Council**

Top tip 🗨️ Images of normal women in relaxed, non-traditional sporting clothes resonate with women much more than really sporty images. Always try to use non-traditional images, even if it means taking them yourself! 🗨️ **Pritesh, Operations Programme Manager, IWIYW, Bury Council**



HOW DO I CREATE GREAT COMMUNICATIONS MATERIALS?

2 SHOW WOMEN WHAT PHYSICAL ACTIVITY CAN DO FOR THEM

- Use role models showing women happy and confident to be themselves – Sport England's This Girl Can campaign is a great example of this ([click here](#) to see 'hot and not bothered' poster).
- Show women that sport is a social thing, and it can be fun exercising with the girls, a partner or with the kids.
- Include the sense of personal achievement women can feel from having completed a session.
- And it's fine to include the health benefits of getting active, though they don't need to be the primary focus of your communications, unless you are targeting a specific audience with health issues.

Top tip “ I've started taking a good friend with me, it's really nice to share the new yoga experience together. I asked her to join me after my first week as I thought she'd like it. It's good to have someone to have a giggle with after too! ” **This Girl Can research participant**

3 MAKE SURE YOU PROVIDE ALL THE IMPORTANT DETAILS AND INFORMATION SO YOUR WOMEN AND GIRLS WILL KNOW EXACTLY WHAT TO DO AND WHAT TO EXPECT

- Where to go
- When to arrive
- What to expect
- What to bring and wear
- How much and how to pay

Top tip “ My ideal exercise setting is in a hall with only a few people who I know would be there. I'd prefer just my friends and my family members to be there. **NO MIRRORS!** I'd like the atmosphere to be relaxed, easy going and enjoyable. ” **This Girl Can research participant**

Top tip “ We made short 30-second videos that we uploaded to our Facebook page, so that people could see what a session actually involved and what it looked like. We just took them on a phone so it wasn't anything fancy but it worked really well to visually convey loads of information in a really simple way. ” **Hannah, Marketing Officer, IWYW, Bury Council**

Q&A

DO SIMPLE COMMUNICATIONS TEMPLATES EXIST THAT I CAN USE?

There are no ready-made templates, as it's always more effective to shape your communications to suit your local audiences and their needs.

However, you can [click here](#) to register on the This Girl Can partner site to access logos and images you can use.

Top tip 🗨️ The key thing to remember in creating your communications materials is consistency – make sure that if you've got a flyer, a poster, a banner and a press release that they all look part of the same family to maximise the impact that they have and make your product stronger. Also remember that too much text can dilute the impact of your communications – keep things streamlined for clarity. 🗨️ **Hannah, Marketing Officer, IWYW, Bury Council**

[Click here](#) to see some examples of IWYW's communications materials, with a consistent visual style used to target different groups of women and girls.

IS THERE A BANK OF IMAGES I CAN ACCESS?

Yes. Sport England has an image bank. [Click here](#) to download print-ready images for free.

Or you can [click here](#) to register on the This Girl Can partner site to access images you can use.



WHAT DO I HAVE TO THINK ABOUT IF I WANT TO INCLUDE IMAGES OF LOCAL WOMEN?

Don't just grab images from the internet – getting permission to use them can be complicated. For local imagery, you're much better off just taking photos with your phone or digital camera. Using images of you and your colleagues, mates or family will get you started before you have other session attendees to photograph, and it's definitely better than using traditional sporty photos. Photograph people wearing normal clothes, show people of various shapes and sizes who are like those you're looking to reach, and show local places if you can. And make sure you get the written permission of the people in your images before you use them. [Click here](#) for an example permission form. If those photos include children, please ensure you follow the guidance shown on [page 18](#).

Q&A

WHAT DO I HAVE TO THINK ABOUT IF I WANT TO INCLUDE IMAGES OF GIRLS UNDER 18?

If you want to take and use images or video of girls under 18 years of age to promote your activities, then there are a number of essential safeguarding guidelines you must adhere to:

- Always get signed consent from the young person's parent or guardian to both take and use the images. [Click here](#) for an example permission form.
- [Click here](#) 'Vulnerable children' require extra safeguarding and consent from social workers.
- Keep your shots general, and avoid close-ups.
- Do not manipulate or amend the images, other than cropping.
- Do not include any information that could lead to the identification of the children – so no names or location details.

[Click here](#) to learn more about child safeguarding and marketing.

HOW DO I CHOOSE THE RIGHT MESSAGE FOR MY AUDIENCE?

It really depends on who you want to attract to your sessions. There's no one-size-fits-all approach. But there are some guidelines:

- Use simple, straightforward language and avoid jargon such as acronyms or technical terms. Also avoid phrases that make women feel unwelcome, such as "don't be a big girl's blouse".
- Think about who you're talking to, what you want them to do and what they need to know to encourage or enable them to attend.
- Don't try to sell the sport to them – instead tell them how the activity will make them feel (for example, fun, social, feel-good).
- Make sure you provide contact details and where to go for more information.
- Remember that both the image and the words can convey the message that you want. In fact, an image can often be more powerful than words and directly appeal to different audiences. [Click here](#) to see examples of communications from IWIYW in Bury that were tailored for older and younger audiences.
- For advice on creating inclusive communications that will help you reach a wider audience, including more disabled people, [click here](#) for a guide from English Federation of Disability Sport (EFDS).

IS THERE A BANK OF STORIES ABOUT WOMEN'S JOURNEYS THAT I CAN ACCESS?

Yes. There's a few things that may give you some ideas:

- The [This Girl Can](#) website contains a number of real-life stories you could use in your communications.
- Also the IWIYW team has a number of women who have kept 10-week video diaries about their own journeys to getting more active. [Click here](#) to watch them.
- Ideally, you would use your own local stories as they will have the most impact. Think about the people you know whose sport and exercise journeys would inspire others – anyone who runs one of your sessions is likely to know the best candidates. If you don't know anyone, look on Twitter or Facebook to see who is following your social media accounts, then approach them online and ask whether they would be prepared to share their story. [Click here](#) to see a simple permission form that may be useful.

CREATING GREAT COMMUNICATIONS MATERIALS

We've created a handy and print-friendly checklist to help you ensure each of your communications materials provides the information your women and girls need to know in the most appropriate way.

[👉 Click here](#) to get started.

🗉 NEED MORE HELP? EMAIL US AT IWIYW@SPORTENGLAND.ORG

**GREAT,
PEOPLE ARE INTERESTED...**

SECTION 4:

RUNNING YOUR SESSIONS

If you've done a good job with your marketing and communications you should have women and girls keen to attend your sessions. It's crucial that the experience meets their expectations, lives up to promises you made in your marketing and delivers what they require from sport and physical activity. This isn't about rebranding what you already have, but delivering what will truly appeal to your local women and girls and increase attendance.



JUMP TO:

How do I get the right people to help?

22

Do I have the right activities in place?

52

HOW DO I GET THE RIGHT PEOPLE TO HELP?

Working in partnership with other people and organisations is a very effective way of:

- Increasing the awareness of your activities.
- Encouraging people to attend/take part in your activities.
- Potentially increasing support resources at your activities.

1 WHO SHOULD YOU LOOK TO PARTNER WITH?

It is important, for the good of any partnership, that you work with appropriate people/ organisations. A partner should:

- Help to get women active.
- Have values that reflect your own.
- Have a presence in your local area and a similar target audience.
- Assist in raising public awareness of your activities (perhaps through promoting you in their own marketing and communications, including social media).
- Potentially help to plan and deliver your new programme of events, or provide a link to a sport or physical activity.

Partners could include: local retailers, banks, cafés, leisure centre operators or local media.

2 HOW DO YOU SECURE THEM AS PARTNERS?

The easiest way of securing partners is to use your existing network of contacts, whether that's current partners, people you know or possibly even work colleagues. You should ensure that any written approach, whether you know the person or not, is short and concise (no more than two A4 pages) and covers:

- Who you are and why you are approaching them.
- What you would like from them or how they can lend support, such as:
 - Promoting your activities in their offices/shops, on their website or social media channels.
 - Providing staff to attend or help run activities.

- What you can offer partners in return for their support. (Note: Obviously make sure that these are appropriate to the organisation and that you can deliver them):
 - Free places for staff to attend activities.
 - A hyperlink to their website from your own site.
 - Coverage/content on social media.
 - Access to logos, images and content for them to use in their marketing materials.
- Next steps, phone call or face-to-face meeting.

HOW DO I GET THE RIGHT PEOPLE TO HELP?

3 ASK PEOPLE TO VOLUNTEER

- The right people with the right skills are key to delivering successful sessions. While volunteers don't have to be sporty they do need to have the right knowledge, skills and attitude to deliver your sessions. You also need to consider why someone is volunteering and ensure that their motivations are met. It's also important to make sure that the volunteer feels supported and valued.
- Where can I find the right volunteers? [Click here](#) **This good practice guide** from The National Council for Voluntary Organisations (NCVO) takes you through the stages of successful recruitment. There are also lots on online 'matching services' where you can advertise volunteering opportunities and find the right people. Here are three of the most popular services:
 1. [Click here](#) **Join in**
 2. [Click here](#) **Do-it**
 3. [Click here](#) **NCVO**

In addition, the Sainsbury's Inclusive Community Training Programme provides training for those who support local disabled people into physical activity. [Click here](#) **Learn more here.**
- Working in partnership is the best way to get results. Consider contacting colleges, universities and local community groups (such as Girl Guides and the Women's Institute) to offer your volunteering opportunities – they are often looking for ways to get in touch with community projects. Volunteers don't need to be sporty to support sport and physical activity. [Click here](#) to learn more about various volunteering myths.
- County Sports Partnerships (CSPs) are networks of local agencies working together to increase participation in sport and physical activity. They are experienced at dealing with volunteer requirements, can provide guidance and support and help you find and retain volunteers. [Click here](#) to learn more about CSPs.
- Don't forget to seek volunteers from your own sessions and make clear what you need a hand with, and maybe start with small tasks to build up their confidence.

Top tip [Click here](#) Passionate and well supported volunteers can be incredible advocates for community programmes. As well as attracting people to initial sessions, volunteers can help support people's ongoing attendance. [Click here](#) **Rachel, Head of Volunteering, Sport England**

How will the volunteers be managed?

- It is important that you make it clear to the volunteer what their role is (think of it like a job description or task for paid staff). [Click here](#) to see the Club Matters resource from Sport England which is full of useful hints and tips.
- National Governing Bodies of Sport are also very experienced at managing volunteers and can provide useful guidance. The England and Wales Cricket Board (ECB) has a useful guide on [Click here](#) **managing volunteers** that can be related to all activities, not just cricket.

DO YOU HAVE THE RIGHT ACTIVITIES IN PLACE?

[Click here](#) **Try this exercise to find out.**

Q&A 

WHAT ACTIVITIES APPEAL TO WHICH TYPES OF WOMEN?

Success is less about which activities work for specific groups of women, and more about appealing to women by clearly demonstrating what the experience is like and the benefits of participation.

IWIYW in Bury produced a series of 30-second videos for their website and social media channels that showed people what the sessions would be like. This is a great way to show the fun of attending and break down any myths surrounding the activity. [Click here](#) to watch the videos.

“The videos were a great way of saying ‘it’s not hard, it’s not for the elite, come and see for yourself you’ll be very welcome and will enjoy it.’” Nicola, Partnership & Contracts Coordinator, IWIYW, Bury Council

WHAT TIME IS THE RIGHT TIME?

That depends on who you’re trying to reach and what will fit in with their lifestyles.

For example, if you’re trying to attract workers, then lunchtime or pre-work might work best. However, if you’re looking to cater for new mums with kids, then daytime is best. IWIYW in Bury showed that older people prefer morning sessions. What time of day would best suit the lifestyle of the women and girls that you’re looking to attract?

Think about how long the session should be. It doesn’t need to be 45 minutes or an hour. For example, consider running 30-minute lunchtime sessions for workers, so they can take part, change (and shower if they need to), and eat – all within their lunch hour.

Consider what sessions you run at which times. Taking workers again as an example, they’re less likely to want to take part in high-intensity activities that leave them hot and sweaty at lunchtime – they’re much more likely to want to do something lower impact. So run your high-intensity sessions after work instead.

Make sure you check in with participants as you go to assess what’s working and what isn’t.

[Click here](#) to read the section on evaluation.

HOW FAR ARE WOMEN AND GIRLS PREPARED TO TRAVEL?

The more local the sessions the better. Having activities on your doorstep reduces many barriers associated with the time and cost of travel, and increases confidence as people are familiar with their surroundings.

However, IWIYW in Bury demonstrated that people will follow a good instructor, and that the cost and quality of sessions are also important in determining how far people will travel.



Q&A ?

WHAT PRICE IS THE RIGHT PRICE?

The IWIYW programme also showed that pricing needs to take into account your local area, the price of existing activities, and the value of the experience that you're providing.

So take the time to see what's on offer locally and what women and girls are prepared to pay. Make sure you do charge for your activities, but consider offering a free taster session to demonstrate the value of the experience. Think about concessions for certain groups such as students, the unemployed or retired.

WHAT SKILLS SHOULD SESSION LEADERS HAVE?

It generally doesn't matter if men or women are running your sessions, or how old they are – it's all about their people skills and their ability to encourage people to join in and provide a quality experience.

It is also important that they respect any restrictions on women related to their religion/faith.

“ You need people who are understanding, friendly, approachable, empathetic and encouraging. They need to provide a quality experience but they don't necessarily need to have the greatest technical ability. They should have a genuine interest in people not just sport. ” Pritesh, Operations Programme Manager, IWIYW, Bury Council

WHAT IS A GOOD WELCOME?

Making people feel welcome, comfortable and relaxed from the very beginning is vital:

- Make sure reception staff are welcoming and well informed.
- Take time to welcome anyone new.
- Say hello to people and tell them it's nice to see them.
- Tell people what to expect, where to go, what to do and what (if any) equipment to get.
- Reassure them that they can take it at their own pace.
- Invite people to tell you about their needs, but allow for this to be done discreetly.

A great example of this is the LTA's 'Tennis Tuesdays' scheme, you can [click here](#) to read the case study in section 6.

If you don't have time to do all of this yourself, then organise in advance for one of your regulars to provide the welcome instead. This has the added benefit of instantly connecting them with other people in the session. Whoever gives the welcome should try not to draw too much attention to the fact that a participant may be new to the venue or the activity.



Q&A 

HOW DO I FIND NEW SUITABLE VENUES?

Very local, accessible venues in the community are more familiar and friendly and therefore present less of a barrier to women and girls.

Experience in IWYW showed that activities in parks and local venues like community centres and church halls were better attended than activities at leisure centres. You could also use school halls, open spaces or activities close to the school gates to attract parents dropping off children.

Consistency of availability is also really important to ensuring women keep coming back – this is a potential barrier to using very local venues that close, or are used for other purposes at key times of the year.

“ Think about how you can adapt to suit the venues available to you. For example, you could run table tennis in a conference room or another activity in a pub function room where there's loads of availability and hiring costs can be cheap. ”

Pritesh, Operations Programme Manager, IWYW, Bury Council

HOW DO I MAKE THE SESSIONS SOCIABLE WITHOUT TAKING UP TOO MUCH ACTIVITY TIME?

There are lots of things that you can do without impacting on the session. For example:

- Ask people what they've been up to at the start of the session, or build in a 5-minute break part way through.
- Share something about your day during the warm up.
- Include paired activities as part of the session structure and encourage conversation between women and girls.
- Direct people to the nearest coffee shop/pub after the session.
- Plan informal get-togethers outside of the class, such as social activities to celebrate events in the calendar, or charity events where families are invited.

“ Many women are intimidated by gyms because they think they're full of people who look like the women in adverts. A more relaxed and supportive approach to bringing children along is needed. Facilities and changing rooms must be encouraging and supportive environments, reinforcing positive messages. Women-only sessions with screens help females to feel more comfortable and confident. ”

Jackie, Operational Lead, IWYW, Bury Council



 NEED MORE HELP? EMAIL US AT IWIYW@SPORTENGLAND.ORG

**NOW,
GROW THEIR INTEREST...**

SECTION 5:

KEEPING WOMEN AND
GIRLS COMING BACK

Once you've done the hard work of getting women to your session, you need to keep them engaged and coming back. The two main things to think about are how you monitor progress and how the actual sporting experience evolves – aka evaluation!



Top tip 🗨️ Monitoring and evaluation influences everything – what we deliver, how we deliver it, where we deliver, how we price it, and how we communicate. We've learned some really useful specific things, like our local women preferred Tuesday sessions to Thursday sessions. We just wouldn't have known that without evaluating. 🗨️ **Nicola, Partnership & Contracts Coordinator, IWYW, Bury Council**

JUMP TO:

How can I maintain
and grow attendance?

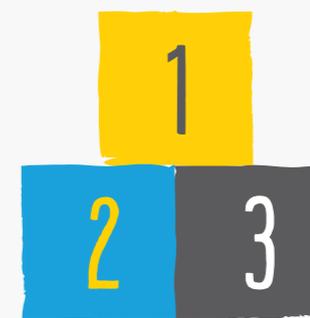
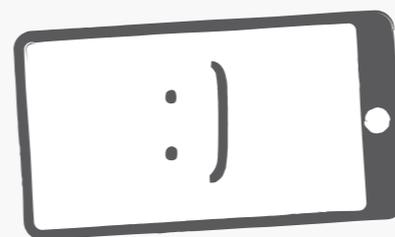
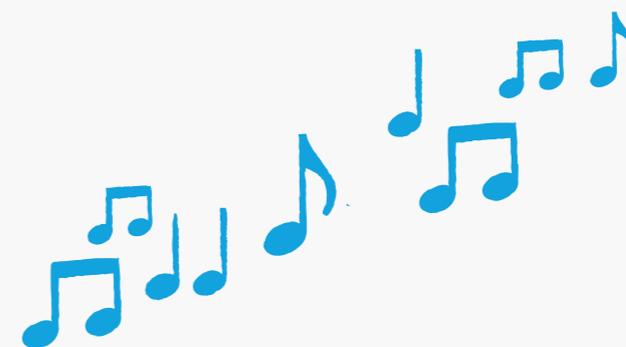
29

How can I
evaluate success?

31

HOW CAN I MAINTAIN AND GROW ATTENDANCE?

The best way to encourage repeat attendance is to keep your women and girls interested and engaged. There are a number of things to get right here:

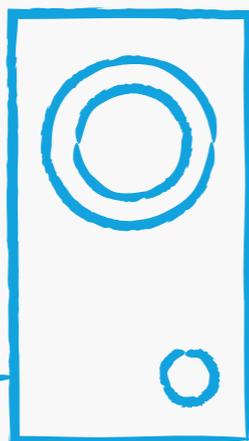


1 MAKE YOUR SESSION APPEALING

- Use music and lighting to make the sessions as sensory and compelling as possible, and mix it up each week so that the experience stays fresh.

- Use feedback from participants to keep improving the experience. Start by asking them what method of feedback they prefer (in person, email, text). Then use that method to ask them what they like and what could be done better, and act on this immediately so they can see that you take their feedback seriously.

- Set achievable challenges for attendees and reinforce personal successes, potentially with a reward of some kind. This is more important for those less familiar with the activity.



Top tip 🗨️ We meet as a team on a weekly basis to quickly review how things are going, what's gone well in the last week and what hasn't gone so well, and we think about whether we want to do anything differently as a result. If so, we change it that week rather than waiting any longer. 🗨️
Pritesh, Operations Programme Manager, IWYW, Bury Council

MONITORING AND EVALUATION

Follow our tips for monitoring and evaluation 🔄. Remember that the number of participants will reflect the appeal of your sessions. People often vote with their feet!

2 COMMUNICATE BETWEEN SESSIONS

- Keep in touch with your women and girls between sessions to build relationships and encourage them to keep coming back.
- Collect email addresses and other contact details from participants and follow up the session with a thank you or well done message to the group, personalising it if possible.
- Send out a calendar email reminder of follow-up sessions or text people/tag them on Facebook the day before to remind them to attend.
- If you notice that someone hasn't been for a couple of weeks get in touch to say you're missing them. And if someone has been coming for a few weeks in a row, get in touch to say well done and keep going.

Top tip “ We found our social media accounts were really useful for getting people engaged in our sessions and more likely to keep coming back. The Facebook page particularly was a great way to keep everyone informed of upcoming activities, and prompted lots of discussion and camaraderie. ”
Hannah, Marketing Officer, IWYW, Bury Council

- Make the most of your social media presence:
 - Post Facebook updates on what a great session it was.
 - Include photos and videos taken at the session (though nothing that any of the participants might find personally embarrassing).
 - Encourage people to post their own images from the session on their social media feeds, and retweet or link to them as appropriate.
 - Prompt discussion amongst your group on what they enjoyed and what they would like to do next time.
 - Alert people ahead of the next session and remind them how much they enjoyed it last time.
 - Encourage them to bring a friend to the next session, and incentivise them to do so with discounts or other loyalty rewards.
 - Emphasise the social benefits of engaging in sport and physical activity.



3 PLAN WAYS FORWARD

- The perfect time to promote additional sessions is while participants are enjoying that post-exercise buzz. So have hand-outs about other sessions available, with spares for participants to give to friends.
- If you are running beginner sessions, there may well come a point where your group is ready to graduate to a follow-on session, or even alternative activities. **In this case:**
 - Identify the potential follow-on activities that would fit your group or individuals.
 - Provide participants with information about their options for next steps, appropriate to their ability level and the experience they are looking for.
 - Encourage them to talk about their experiences of your activity to persuade others to follow in their footsteps.
 - Aim to keep follow-on sessions on the same day and time to encourage ongoing attendance. Also try to keep groups together when they graduate, as friends moving to different days or times is a major reason why many women and girls drop out of sport and physical activity.

HOW CAN I EVALUATE SUCCESS?

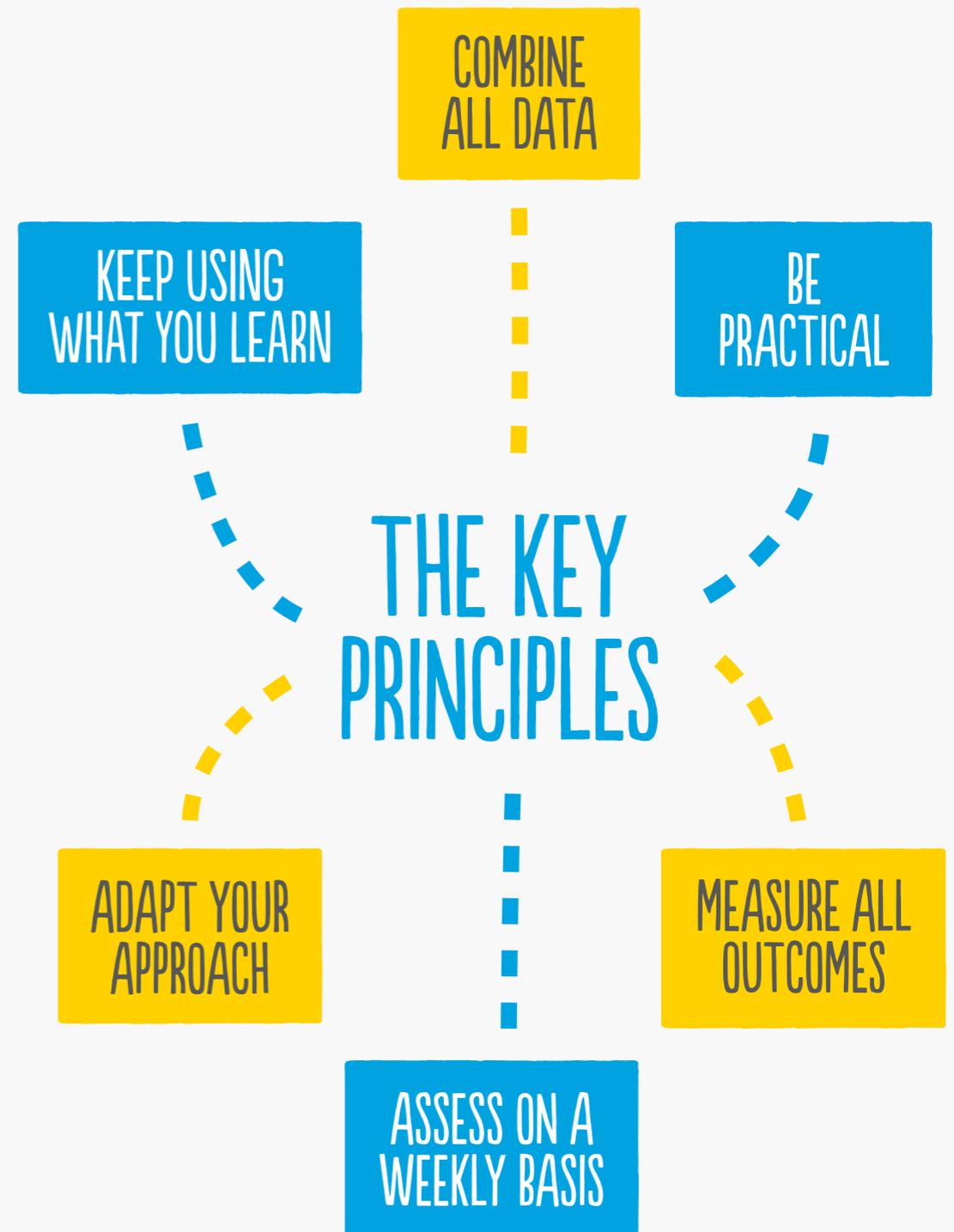
Monitoring and evaluation allows you to identify how well you're doing, whether you're meeting your objectives, what impact you're having, what's working well and what could be improved. It will also help you allocate resources more efficiently in the future.

Monitoring and evaluation can take many different forms, but there are key principles that always apply:

- Combine multiple sources of information (i.e. statistics from other sources/projects and participant/activity leader feedback) to get the best possible insight.
- Be practical about what you can achieve and focus on answering the most useful questions that will be feasible to implement.
- Measure and take on board the less positive outcomes as well as the good.
- Combine the lessons learned on a weekly basis with more formal measurement at key milestones.
- Change and adapt your approach to monitoring and evaluation as you go and learn from what's working for you.
- Take time to embed the findings properly so that evaluation becomes central to what you do, not just an add on.

The nature of your activities is likely to depend on whether you're involved in directly delivering sessions or whether you manage their delivery. There's no one-size-fits-all model for how to evaluate your activities, but the diagram on the following page is a great starting point.

Top tip 🗨️ Ask yourself how, why, what and so what? 'How' do I want to improve, 'why' am I evaluating this aspect, 'what' do I need to ask, and once you've got your data back 'so what' do I need to do as a result of what I've learned? Be clear about what questions you need to ask to inform your next move, and ask them. 🗨️ **Nicola, Partnership & Contracts Coordinator, IWYW, Bury Council**



HOW TO EVALUATE YOUR ACTIVITIES

WHAT'S YOUR ROLE?

YOU DELIVER ACTIVITY TO WOMEN

To find out what women do and don't like about your activity so it can continue to be improved and also show how successful your activity is.

You could seek informal feedback before or after the activity. You can ask their opinion on things like the venue, atmosphere/welcome, ease/difficulty/enjoyment of the activity and the best way of keeping in touch.

You might also want to record and review what times/days/activities are most popular and explore why.

Consider asking for group feedback over a cup of tea or perhaps use easy-to-complete feedback forms.

Look to introduce feedback early on so you don't miss any useful tips or risk losing some women because you don't know how they feel.

Use registration forms to keep track of attendance and to capture useful details like whether they are already regularly active, whether they have a disability and how best to keep in touch with them.

YOU MANAGE THE DELIVERY OF ACTIVITIES TO WOMEN IN YOUR AREA

WHY YOU MIGHT CARRY OUT EVALUATION

To find out and share with others what women in your area do and don't like so improvements can be made and to demonstrate activities that are successful at attracting women who aren't currently active or who are typically hard to reach.

HOW YOU MIGHT DO THIS

You could keep track of what times/days/activities are most popular across activities. You can explore why by seeking feedback from women coming to sessions and the deliverers too. You can ask their opinion on things like the venue and facilities, atmosphere/welcome, ease/difficulty/enjoyment of the activity, the quality of communication and the cost.

Regularly reviewing this information can help you spot things that are working well and things that you might want to improve, and to share this insight with your deliverers. It also allows you to track your success over time in helping more women to become active.

THINGS TO THINK ABOUT

Ask for the same information across activities so that you can make better comparisons. You may want to understand whether things like the difference in price, time or location are positively or negatively affecting feedback.

Capturing whether someone is new to being active is important in showing that activities are attracting a wider network of women. It also highlights where someone may need a little extra reassurance at the beginning.

To help evaluate success across a number of activities and places, you may wish to use online or app-based systems to collect, store and help you analyse the data. This could include data from registration forms, turnstiles or loyalty cards.

SECTION 6:

LEARNING FROM OTHERS

This section contains a range of resources, including case study summaries that show how other organisations have encouraged more women and girls into sport and physical activity. Each example contains a range of useful findings that could help you increase participation in your local area. Where available, we've provided a link for you to read more.

- [Case study 1: Local imagery gets results >](#)
- [Case study 2: Grow attendance with local talent >](#)
- [Case study 3: Put your participants at ease >](#)
- [Case study 4: Inspiring others >](#)
- [Case study 5: Fit into their lifestyles >](#)
- [Case study 6: Combine sport with other lifestyle interests >](#)
- [Case study 7: Harness social media to drive engagement >](#)
- [Case study 8: Local instructors, local champions >](#)
- [Case study 9: Meet their needs >](#)
- [Case study 10: Create great tools >](#)
- [Case study 11: Finding funding >](#)
- [Case study 12: This Girl Can >](#)
- [Case study 13: Get inspired >](#)

CASE STUDIES

1: LOCAL IMAGERY GETS RESULTS

DELIVERER:

I Will If You Will (IWIYW), Bury Council

WHAT THEY DID:

Using imagery of local people rather than stock shots can give your communications a real boost and ensure they connect with your local audiences. During Bury Council's IWIYW campaign, the team used imagery from a wide range of real local women and girls in its campaigning materials – it's been a hugely successful element of the programme, generating a real buzz about IWIYW amongst its target audiences, and putting IWIYW right at the heart of the community.

THE BENEFITS:

The use of real people helped attract 7,500 to participate in IWIYW activities, with 2,100 more women regularly playing sport after a year of the project.



LEARN MORE:

Watch the IWIYW video



CASE STUDIES

2: GROW ATTENDANCE WITH LOCAL TALENT

DELIVERER:

Get Berkshire Active, Project 500* and Sportivate – Windsor Netball Club (WNC)

WHAT THEY DID:

The WNC had local demand for a junior team, but lacked the required coaches. So it identified three potential young coaches from amongst its volunteers, who registered with female coach development initiative Project 500. The club then secured funding from Sport England's Sportivate fund to support their training and to boost its junior section via eight weeks of 14-18s netball sessions for new players.

THE BENEFITS:

With Sportivate funding support and new young coaches the club has attracted more girls to netball – three new WNC under-14s teams are now competing in local junior leagues. In addition, 28 girls were retained throughout the eight-week project.

* Project 500: More Women, Better Coaching is a regional coach development initiative across the South East. Seven County Sports Partnerships have recruited, developed or deployed 500 women in coaching.



LEARN MORE:

Read the full case study



Visit the Project 500 website



CASE STUDIES 🔍

3: PUT YOUR PARTICIPANTS AT EASE

DELIVERER:

I Will If You Will (IWIIW), Bury Council

WHAT THEY DID:

Discussions with community groups identified the need for exercise opportunities in a more private setting. One solution was the 'mobile pool', which used a local school rather than a leisure centre venue to make local women more comfortable in the water. In addition, staff profiles were displayed on-site so swimmers could see who they would be meeting, and one staff member would put participants at ease by greeting them at the school's main reception and talking with them prior to the session getting underway.

THE BENEFITS:

42 women from Bury Asian Women's Centre participated in sessions at the mobile pool – for most, exercise had not previously been a part of their lives. The sessions have contributed to the 2,100 additional women regularly getting active in Bury at the end of Phase 1 of IWIIW.



LEARN MORE:

Watch the IWIIW video



CASE STUDIES

4: INSPIRING OTHERS

DELIVERER:

Oxfordshire Sport and Physical Activity, Project 500* and Kent Sport

WHAT THEY DID:

Oxfordshire Sport and Physical Activity and Kent Sport worked with Project 500 to support 10 local female running enthusiasts to move up from Run Leaders to Coaches in Running Fitness. Creating new female coaches in this way offers additional resource for furthering the development of many more young women. Rita Hollington, a graduate of the training in Oxford, said: "It was a good opportunity to give something back to a sport I have personally enjoyed for so long. I think more women coaches as role models would be fantastic encouragement."

THE BENEFITS:

Engaging enthusiastic volunteers to formalise their training not only increases the number of available session leaders, but generates great role models to inspire other women and girls to consider their own coaching potential.

* Project 500: More Women, Better Coaching is a regional coach development initiative across the South East. Seven County Sports Partnerships have recruited, developed or deployed 500 women in coaching.



LEARN MORE:

Read the full case study



Visit the Project 500 website



CASE STUDIES

5: FIT INTO THEIR LIFESTYLES

DELIVERER:

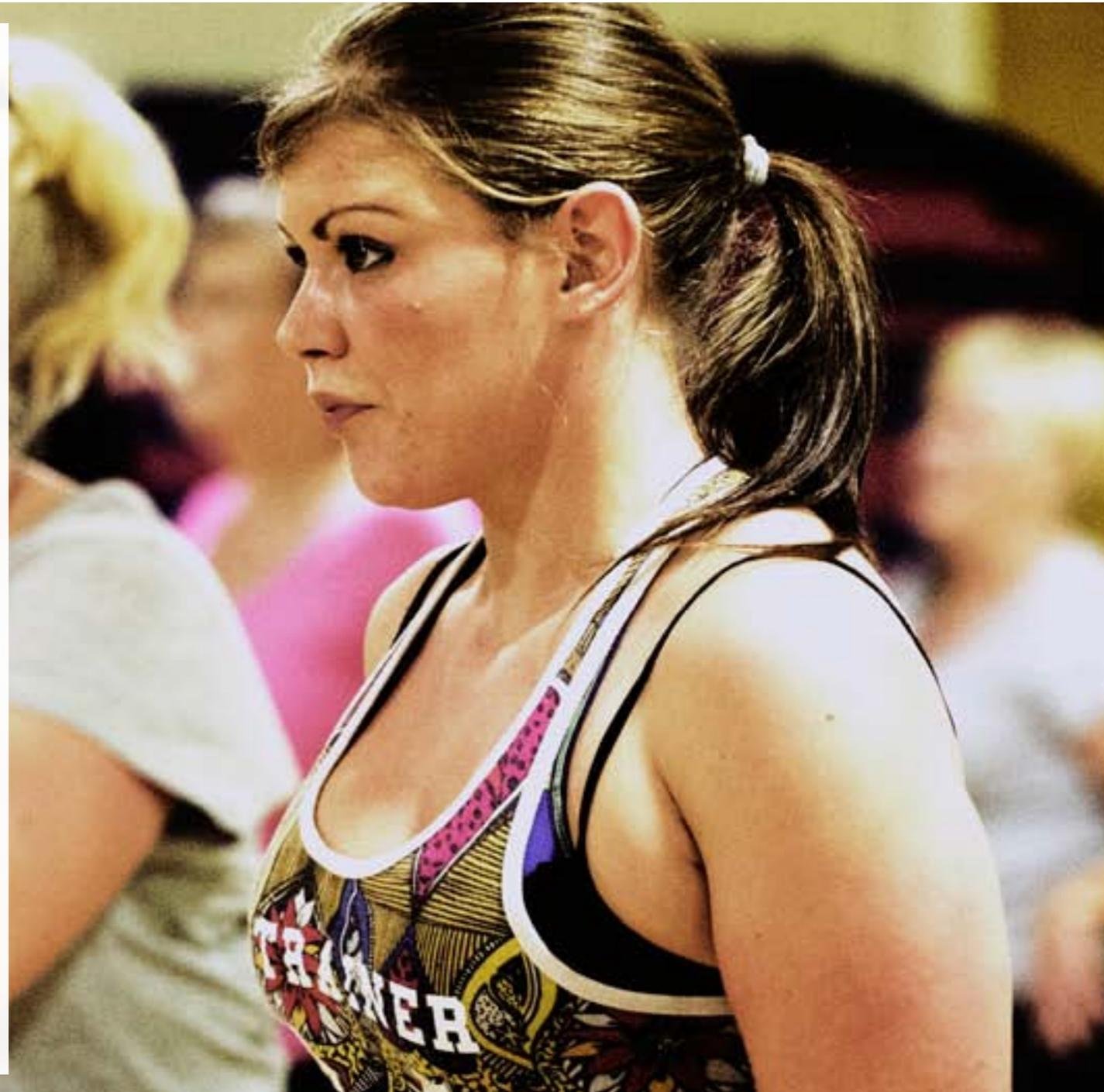
I Will If You Will (IWIYW), Bury Council

WHAT THEY DID:

Bury Council recognised the importance of helping women and girls overcome key barriers to participation. In a great example of this, the team provided crèche service to help mums attend a variety of classes, including Zumba and swimming lessons, safe in the knowledge that their children were being cared for by a fully trained crèche team. Participants were hugely positive about the childcare incentives, and they are now seen as an important contributor to getting more women active.

THE BENEFITS:

Services like complimentary crèche facilities helped attract 7,500 women and girls to participate in IWIYW activities, with 2,100 more women now regularly playing sport in the area.



LEARN MORE:

Watch the IWIYW video



CASE STUDIES

6: COMBINE SPORT WITH OTHER LIFESTYLE INTERESTS

DELIVERER:

BloominGirls – Cherry London, Sport England and National Governing Bodies (NGB) partners

WHAT THEY DID:

Held in July 2014, BloominGirls was a lifestyle event for 14- to 17-year-old girls who have traditionally dropped out of sports participation. The event combined tasters of four sports (football, hockey, netball and rugby) with live music, fashion sessions and a range of lifestyle brand partnerships. Some 800 participants were encouraged to take part in physical activity, and see how sport could fit within the context of their wider interests.

THE BENEFITS:

Bringing sports, fashion and music together gave a huge uplift in attitudes to sport amongst those who attended. Post-event, 96% felt more positive about sport and 80% said they would increase participation in sport.



LEARN MORE:

Watch a video on BloominGirls



CASE STUDIES

7: HARNESS SOCIAL MEDIA TO DRIVE ENGAGEMENT

DELIVERER:

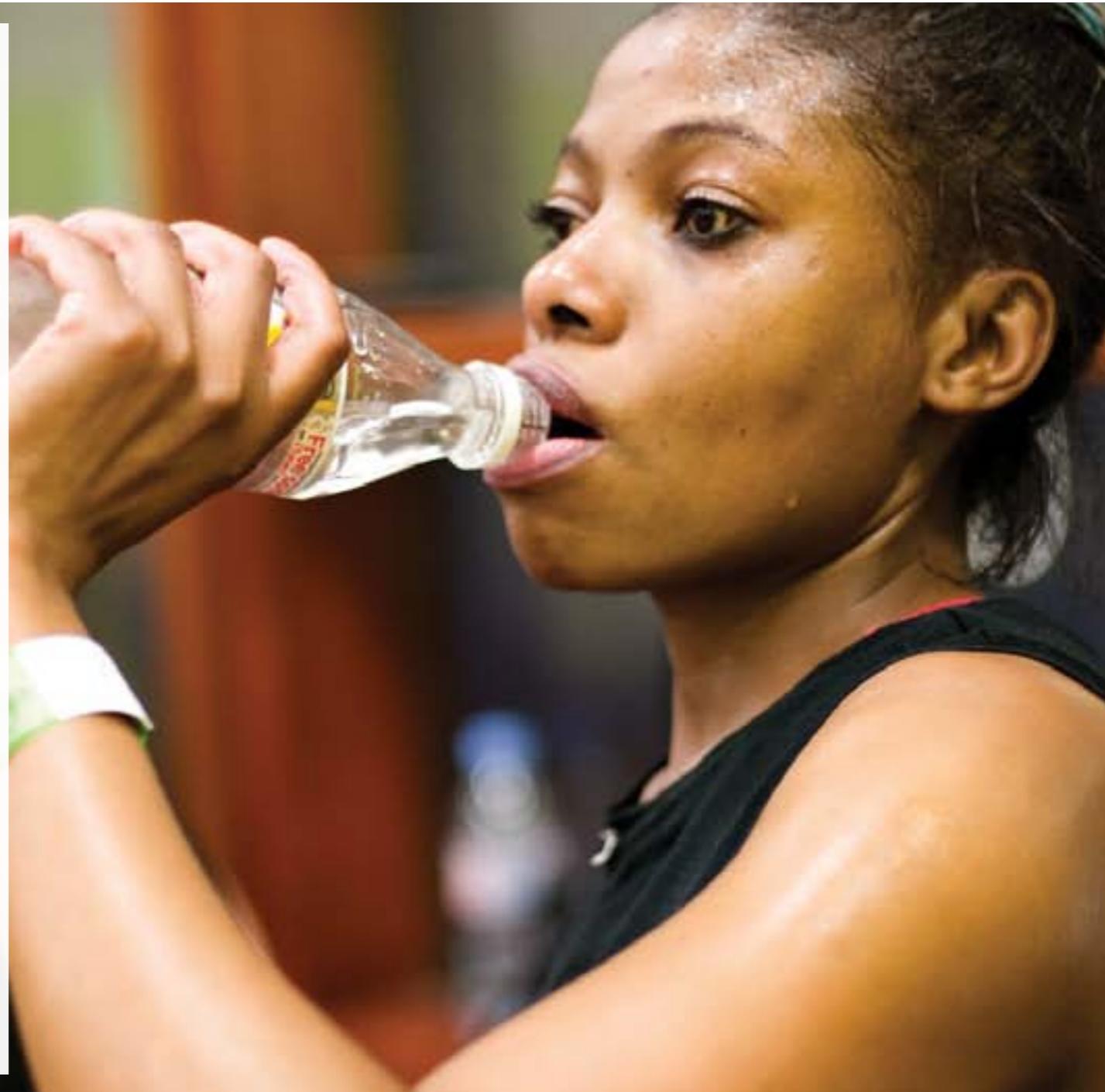
ukactive (National Fitness Day) and the London School of Basketball (Brent Ballers)

WHAT THEY DID:

If used well, social media is the perfect tool to drive engagement and participation. ukactive's National Fitness Day was a UK-wide campaign where 2,000 gyms opened for free for one day in September 2014. The campaign primarily used Twitter to drive people to learn more at the campaign's website. On a smaller scale, the Brent Ballers, part of the London School of Basketball, wanted to use social media to increase membership and participation. They used sponsored tweets, Facebook posts and targeted online adverts to engage potential players.

THE BENEFITS:

Both campaigns were hugely successful. National Fitness Day trended on Twitter with 2,426 tweets, leading to 19,000 website visits. The Brent Ballers increased their Facebook Likes by 327%, their Twitter followers by 472%, and drove more than 3,000 clicks to their site.



LEARN MORE:

Read the full case studies



Read more about making the most of social media



CASE STUDIES

8: LOCAL INSTRUCTORS, LOCAL CHAMPIONS

DELIVERER:

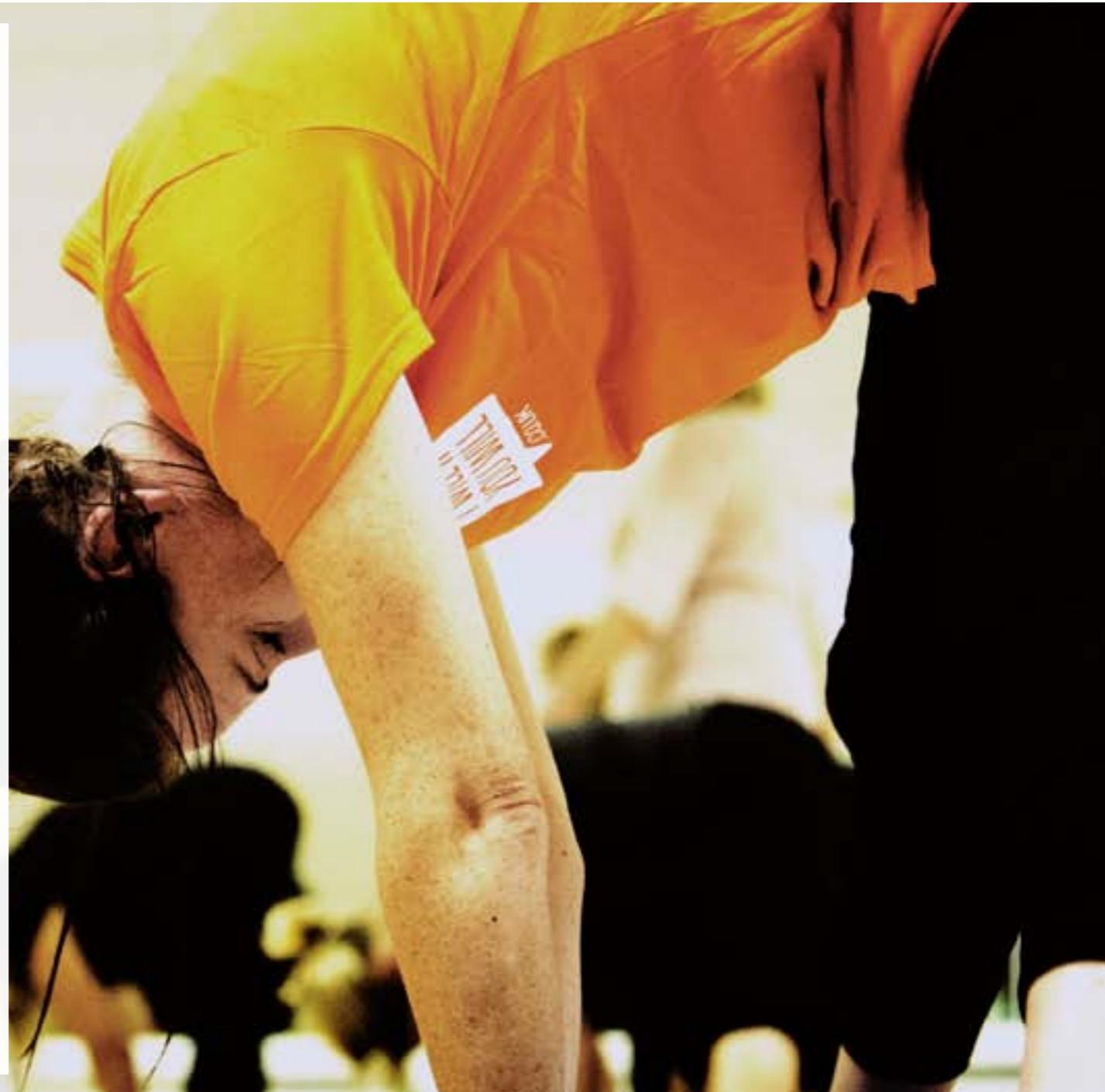
I Will If You Will (IWIIYW), Bury Council

WHAT THEY DID:

Bury Council recognised the benefits of sourcing its strongest supporters from the surrounding communities. For example, Zumba class participant Leanne had so much fun at her sessions that she enquired about taking her involvement further. The IWIIYW team asked her to become an instructor and helped her to take her Exercise to Music exam through the campaign. As Leanne says: “The support I’ve had has just been amazing. I would never have had the opportunity to be an instructor if it wasn’t for IWIIYW.”

THE BENEFITS:

65 IWIIYW community champions were created during the pilot, and this local focus helped the campaign reach 68% prompted brand awareness amongst women in Bury. It has also generated more than 2,000 Twitter followers and more than 8,000 Facebook likes to date.



LEARN MORE:

Watch the IWIIYW video



CASE STUDIES

9: MEET THEIR NEEDS

DELIVERER:

Lawn Tennis Association (LTA) – ‘Tennis Tuesdays’

WHAT THEY DID:

After identifying an uplift in seasonal play among young women in parks in the South East, the LTA identified the opportunity to get more of this audience to play earlier in the year and more frequently in the summer months. Detailed research helped to shape the resultant ‘Tennis Tuesdays’ pilot programme, which included its weekday after work slot, hassle-free smartphone booking, free equipment use, a partnership with a recognisable brand (Nike), keeping the sessions women only, and selection of the pilot sites based on targeted audience density.

THE BENEFITS:

The methodical approach taken by the LTA delivered great results. Nearly 500 players attended a Tennis Tuesdays session during the pilot, with 60% being new players at the venues, and participants attending an average of four weekly sessions. Most impressively, half intended to continue playing each week beyond the pilot programme, and into the autumn and winter months.

[go back to page 25](#)



LEARN MORE:

For more about Tennis Tuesdays visit the website



CASE STUDIES

10: CREATE GREAT TOOLS

DELIVERER:

StreetGames – ‘Us Girls’

WHAT THEY DID:

The Us Girls programme from StreetGames is designed to increase and sustain women’s participation in sport and physical activity in some of the country’s most disadvantaged communities. Us Girls started in 2011 with an aim to get females aged 14-25 more active, by providing them with fitness and sport opportunities within their local community. StreetGames produced a range of Us Girls tools and resources to help local delivery partners engage and retain young women in sport. These include a series of 16 practical ‘How To’ guides for coaches and deliverers, and an interactive three-hour Engaging Women and Girls workshop aimed at community sport project leaders, coaches, volunteers, NGB development staff, colleges and students.

THE BENEFITS:

Us Girls has been hugely successful. This award-winning programme is now delivered in more than 100 locations across the UK.



LEARN MORE:

For more on the Us Girls programme and the tools and workshops available visit the website



CASE STUDIES

11: FINDING FUNDING

DELIVERER:

Active Sussex, Project 500* and Flipitas Gymnastics Club

WHAT THEY DID:

Former national sports aerobics champion Pippa Couch runs not-for-profit gymnastics club Flipitas in Findon, West Sussex. To keep attracting young people (pre-school to young adult) into the club, Flipitas needed additional coaches. With funds tight, Pippa looked to the female coach development initiative Project 500 to help fund the training of three female coaches, with direct financial support as well as access to free courses.

THE BENEFITS:

Project 500 support helped to put three additional Flipitas coaches through their required courses, which in turn is helping the club support more and more young people to take up the sport.

* Project 500: More Women, Better Coaching is a regional coach development initiative across the South East. Seven County Sports Partnerships have recruited, developed or deployed 500 women in coaching.



LEARN MORE:

Watch the video about Pippa and Flipitas



Visit the Project 500 website



CASE STUDIES

12: THIS GIRL CAN

DELIVERER:

Sport England

WHAT THEY DID:

This Girl Can is Sport England's campaign to get women and girls moving regardless of their shape, size and ability. It takes a completely frank approach to communications to prompt a shift in attitudes and help boost women's confidence. With hard-hitting lines like "Sweating like a pig, feeling like a fox" and "I kick balls, deal with it", the campaign encourages women and girls to be themselves, to embrace the realities of getting active, and have fun doing it.

THE BENEFITS:

This candid, natural approach is clearly effective. The campaign has captured the public imagination, with more than 13 million people having viewed the campaign's flagship video online. It has also inspired many women and girls across the country to get more exercise and participate in sport.



LEARN MORE:

Visit This Girl Can to learn more



Register to view the This Girl Can image bank



CASE STUDIES

13: GET INSPIRED

DELIVERER:

Active Sussex, Project 500* and Penny Sangster

WHAT THEY DID:

Penny Sangster is a horse rider and dressage, show jumping and cross-country coach based in East Sussex. She developed her training abilities with support from Project 500, the scheme to get an extra 500 women into sports coaching. Penny is a firm advocate of the programme and the benefits of getting more women into coaching roles: "Project 500 is really important for the equestrian world. It helps us understand and learn from training methods in other sports, and it's taught me so much about coaching."

THE BENEFITS:

With support from Project 500, Penny has embraced new creative coaching methods that she believes are more inspirational to her young students.

* Project 500: More Women, Better Coaching is a regional coach development initiative across the South East. Seven County Sports Partnerships have recruited, developed or deployed 500 women in coaching.



LEARN MORE:

Watch Penny's story



Visit the Project 500 website



SECTION 7:

APPENDICES

This section contains the exercises referred to throughout this guide. They are in a print-friendly format so you can print them out as and when required.



EXERCISE



FILL IN THE FOLLOWING TO IDENTIFY WHO YOU'RE LOOKING TO REACH LOCALLY. PART 1.

Who?

The type of people

Women and girls profile

Age range and life-stage

e.g. school age, post-compulsory education, young mums, retirees. Also consider those about to change life stages, such as having a baby or leaving school, as this is often a point where they drop out of sport.

Place they live and work

e.g. specific boroughs, communities, estates.

Age range of children**Specific ethnic groups****Disabled women and girls**

Think about the choices you can offer. Are they looking for something that is specific to their impairment/health condition or joining in with non-disabled women and girls. For guidance on how to appeal to more disabled people, [read this report](#) .

Income level and employment

e.g. socio-economic groups.

Health and life style

e.g. smokers/overweight and are your planned activities directly linked to overcoming these challenges?

My local focus

EXERCISE



FILL IN THE FOLLOWING TO IDENTIFY WHO YOU'RE LOOKING TO REACH LOCALLY. PART 2.

Who?

Women and girls profile

My local focus

Mindset

Motivations for taking part

e.g. for health purposes, to get fit, to meet new people, for fun.

Barriers to taking part

e.g. struggle for time, don't know people, don't feel fit enough.

Triggers and prompts

e.g. flyers and posters, social media groups, rewards.

Ease of access

Their transport facilities

e.g. convenient public transport routes, likely access to a car.

Accessible venues

Sport and social interests

Current sporting habits

Are they new starters, maintaining ongoing activity, or stepping up to do even more?

Wider non-sport interests

Non-sporting interests

e.g. women's groups, book clubs, mum and toddler groups.

EXERCISE



WORK THROUGH THE FOLLOWING CHECKLIST FOR EACH OF YOUR COMMUNICATIONS MATERIALS TO ENSURE THEY WILL MEET THE NEEDS OF YOUR WOMEN AND GIRLS. PART 1.

Action	Details	Plan of action in place (Y/N)
What women and girls need to know		
Where to go:	The location(s) you're using (indoors/outdoors/accessibility).	
When to arrive:	Day, date, time (including duration) and frequency of sessions.	
What to expect:	Who will be welcoming them, what kind of session is it (style, activity level), can they bring a friend if they need help or support.	
What to bring and wear:	Details of what attendees should wear (ideally whatever makes them comfortable) and any particular equipment needed (and when this is provided).	
How much and how to pay:	Include the total cost (including equipment hire) and ways of paying. Mention any discount details, e.g. for booking multiple sessions, or when bringing a friend.	
Additional info:	Include a website/Facebook address for more information, or to sign up online. A point of contact and telephone number can be useful if people have specific questions or needs they wish to discuss beforehand.	
How you talk to them		
Language:	Always tailor it for the audience you are speaking to and for the channel you are using (e.g. a tweet uses different language to a leaflet). If you're trying to attract people who aren't that sporty, try using language like 'enjoying being active and a bit sweaty', not 'doing sport' or 'getting fit'.	
Tone:	Keep it warm and friendly, avoid jargon and focus on the benefits (not the sport).	

EXERCISE



WORK THROUGH THE FOLLOWING CHECKLIST FOR EACH OF YOUR COMMUNICATIONS MATERIALS TO ENSURE THEY WILL MEET THE NEEDS OF YOUR WOMEN AND GIRLS. PART 2.

Action	Details	Plan of action in place (Y/N)
How it looks		
Design:	Ensure the design appeals to your audience of women and girls. Keep things simple and easy to read.	
Photography:	Use photos from your own sessions if possible, with a mix of different people, sizes and backgrounds. Don't be afraid to show women looking sweaty. This helps to make it feel real.	
How you're going to get the information out there		
Online activity:	Make the most of your website and social media accounts by linking a Twitter or Instagram account to your Facebook page, and keeping everything updated daily at least. Encourage your followers to keep the conversation going by answering their Facebook posts or using Twitter to message or retweet them. Think about accessible communication.	
Offline marketing activity:	Use the right mix of local advertising channels to suit your budget. It doesn't have to be expensive. Approach local media (local newspapers, local radio) to cover your activities. Harness people power by encouraging enthusiastic attendees to spread the word. Reward loyalty with simple promotions. Think about accessible communication.	

EXERCISE

DO I HAVE THE RIGHT
ACTIVITIES IN PLACE? PART 1.

The right activities could be brand new, or an existing activity given an energy boost to attract new female participants. Either way, your activities should make it easy for women and girls to participate, and not require them to change to fit the sport.

Get these eight things right and you will be making it easier for women and girls to overcome their personal and emotional barriers to getting active. Review your current and planned activities to see whether they deliver against this checklist and identify any gaps.

Focus area	Practical consideration	Personal/emotional benefit of getting this right
1. Right time	Be open, run classes to suit women's lifestyles (e.g. work and family).	Reduces the fear that exercising is time that should be spent on others.
2. Right place	Close to where women are, feels safe and has accessible, adequate facilities if at all possible (changing rooms, hairdryers, no mirrors that might make participants feel self-conscious during class).	Reduces the fear of looking silly, unattractive or 'on show' in unfamiliar and open environments.
3. Right welcome	Make sure the welcome on arrival at reception and from activity leaders is warm, informative and reassuring. If individuals have concerns or needs they would like to mention to the leader, make sure they have the opportunity to do this discreetly.	Reduces the fear of being exposed as lacking ability or familiarity with the process, equipment, or the way to the changing room.
4. Right company	Show them they will be with people like them, and that they are welcome to come with friends or family.	Reduces the fear of not fitting in or not being able to keep up with the group.
5. Right gear	Clear, simple and necessary clothing/equipment advice given before they attend.	Reduces the fear of looking like the odd one out.
6. Right price	Charging a small amount adds to the sustainability of the activity in the long term. Make sure that you cover your costs so you aren't out of pocket, any extra money can be put back into doing more. It's worth remembering cost may be an issue for some women, so make it clear if concessions are available or if some sessions are free – for example the first one, or two for the price of one.	Reduces likelihood of cost as a barrier to attendance.

EXERCISE



DO I HAVE THE RIGHT ACTIVITIES IN PLACE? PART 2.

Focus area	Practical consideration	Personal/emotional benefit of getting this right
<p>7. Right mix of activities</p>	<p>Make it clear what the activity can do for women and girls. They're looking for:</p> <ul style="list-style-type: none"> ● A healthy way to spend time with the family. ● A good way to catch up with friends or meet new people. ● An energiser before work, education, going out. ● An opportunity to do something for themselves as an effective way to de-stress after work, education, or looking after the kids. ● An opportunity to develop new skills or discover new places. 	<p>Reassures them that getting active is a good use of their time.</p>
<p>8. Right next steps</p>	<p>Make sure you link out to other activities to retain people's interest and evolve their experiences.</p>	<p>Reassures them that there's more to come after the current sessions finish, and that they can continue to have fun and achieve positive results.</p>

 NEED MORE HELP? EMAIL US AT IWIYW@SPORTENGLAND.ORG

SECTION 8:

ANY QUESTIONS?

We are keen to hear how you are getting on. If you have any questions about this guide, or to share your experiences, please email:



A Word version of this document is also available. Please email the above address for further information.