

## 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.



# 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?

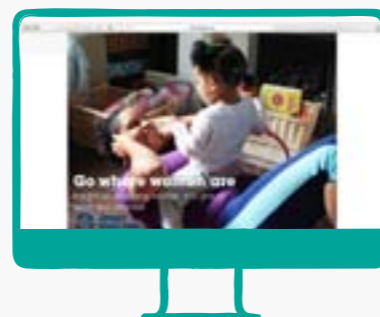
If you haven't already done so, then this is the time to identify the specific groups of local women and girls you're looking to reach. The more you can target your activities, the more success you'll have. [Go to page 48 in Section 7 – Appendices for help to identify local women and girls to target.](#)

## 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)