

Sport England agrees with us that “It’s Time”

The government and Sport England have responded to our It’s Time research and other campaigning efforts, in their latest strategy documents published in June 2008.

Both the DCMS strategy “Playing to win”, and the Sport England 2008-2011 strategy carry the message that Governing Bodies must start to take action on improving sport for women and girls, in fact they even contain the same paragraph,

“Developing the girls’ and women’s game ... is not an optional extra, but a vital part of what governing bodies will be required to do. If any sport does not wish to accept this challenge, funding will be switched to those that do.”

While we at the Women’s Sport and Fitness Foundation welcome the Government’s willingness to get tough with NGBs, we hope that it won’t be necessary. Our Chief Executive Sue Tibballs explains why,

“As NGBs put their funding bids together over the summer for Sport England to consider, we will be helping them to realise that without working with women and girls they won’t be able to grow or sustain participation in their sports in the way that Sport England are requiring them to do.

It comes down to common sense, if a sport is serious about encouraging more people in, and keeping those that are already participating, then women and girls (as 51% of the population) offer them the best way of doing that. It doesn’t make business sense to ignore the majority of your potential market!”