

Women's
SPORT
AND
FITNESS
FOUNDATION



**How the Women's Sport
and Fitness Foundation
can help you**

**Women's Sport and
Fitness Foundation**

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**SPORT
ENGLAND**

How the Women's Sport and Fitness Foundation can help you unlock the potential of women and girls in sport

What we do

Our vision is of a nation of active women, where sport and exercise is an integral part of everyday life.

We research the barriers women face in sport, and using our insight:

- advise sports deliverers on how to tailor their products and services to the individual needs of women and girls
- provide consultancy support to policy makers to help them shape strategies and policies to benefit women and girls

We are the only organisation in the UK solely focussing on helping more women and girls into sport, and as such, we are the recognised experts in the field.

We are committed to helping organisations maximise the potential that women and girls offer. We are helping the sector to understand that women and girls aren't a "hard to reach group", they are half the population and are the most under-utilised opportunity that sport has.

How we can help you

You can benefit from our insight and advice in a number of ways:

Online

Our website should be your first point of call: www.wsff.org.uk Here you can find a number of easy to use factsheets, case studies and research reports spanning a variety of different subject areas. Current factsheets include:

- Barriers to sports participation for women and girls
- How can sports clubs attract and retain women and girls
- How should NGBs work with women and girls
- Sport and the equality duty
- Teenage girls and dropout
- The player pathway for women and girls
- Funding
- Developing your female coaching workforce
- 11 compelling reasons why sports should work with women and girls
- Creating a Nation of Active Women - A Framework for Change (including case studies)

Tailored consultancy

Should you have any specific issues concerning the participation of women in your sport, our one-to-one services include:

- Tailored advice in understanding women's needs relating to sport or activity in the context of strategy, policy and delivery
- Intervention and programme design
- Gender Impact Assessments for proposals
- Strategy development advice
- Guidance on monitoring and evaluation
- Access to, and analysis of, research data
- Access to good practice case studies
- Guidance on player, coach or official pathways
- Advice on marketing your sport to women and girls
- Help implementing Equality Action Plans
- Equality Standard Advisor support
- Support for funding applications
- Training workshops
- Dynamic market insight regarding women and your sport

In addition to one-to-one advice, we are happy to address a wider audience at workshops and conferences. WSFF can offer expert presenters and facilitators to contribute at your event.

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Women's Sport and Fitness Foundation

The team is headed by Tim Woodhouse. Tim has been employed in the sports sector for a number of years, and has experience working with ISPAL, two local authorities and most recently Sport England. He joined WSFF in May 2008 and in addition to the Consultancy, he is also leading the policy support to the Commission on the Future of Women's Sport.

Tim is supported by Liz Davidson who has been with WSFF since 2006. She previously spent five years working for an NGB and has also worked within local authority leisure services. Liz is a qualified Equality Standard Advisor and has helped over 35 NGBs and CSPs to achieve levels within the Standard. She has also provided detailed support to a wide range of organisations on their strategies and programmes regarding delivery to women and girls.

How to get in touch

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