

## The Women's Sport and Fitness Foundation can help sports take advantage of these reasons by providing expert advice on;

- Market insight on what women and girls find attractive in sport
- Developing strategies and whole sport plans which attract and engage women
- How to source funding for women and girls' programmes
- How to stop teenage girls dropping out of sport
- How to attract more female coaches and volunteers
- How to develop talent pathways which enable girls and women reach their potential
- Understanding and overcoming barriers to participation
- Meeting legal obligations under the Gender Equality Duty

Contact **Tim Woodhouse** [tim@wsff.org.uk](mailto:tim@wsff.org.uk) or **Liz Davidson** [liz@wsff.org.uk](mailto:liz@wsff.org.uk) to find out how the WSFF can help your sport.

### Women's Sport and Fitness Foundation

3rd Floor, Victoria House,  
Bloomsbury Square, London  
WC1B 4SE

Tel: 020 7273 1740  
Fax: 020 7273 1981  
[www.wsff.org.uk](http://www.wsff.org.uk)

Women's Sport and Fitness Foundation Company Limited by Guarantee.  
Registered in England No. 3075681. Registered charity No. 1060267



**11** compelling reasons why sports should work with women and girls

## Growing and sustaining participation

- 1 Increasing numbers taking up the sport**

Most sports are experiencing declining participation numbers. By making a few changes, governing bodies can make the sporting offer more attractive to women and considerably increase take up.
- 2 Reducing drop-out**

Women and girls have higher dropout rates than men and boys. By understanding the reasons why women are dropping out of their sport, governing bodies can start taking actions which will keep them playing. It's a lot easier to keep someone playing rather than attracting a brand new participant.
- 3 Fresh ideas, vibrant workforce**

Not only can women and girls boost participation numbers, they also offer sports a way to boost coaching and volunteer numbers. By diversifying workforces and getting more women involved in all areas of the sport, governing bodies can bring a wider set of ideas, new skills and more engaging techniques to encourage participants to start and stay in sport.

## Increased funding

- 4 Increased funding from Sport England**

Sport England are offering extra financial support to governing bodies who can grow their sport and to those sports which can reduce drop out. As 51% of the population, women and girls offer the biggest untapped market and the best potential way of doing this. To quote from Sport England's 2008-2011 Strategy "**For NGBs, developing the girls' and women's game is not an optional extra but a vital part of what they will be required to do. If any sport does not accept this challenge, funding will be switched to those that do**".
- 5 Increased funding from UK Sport**

UK Sport don't discriminate with their funding. They will reward medal winning sports no matter whether it's men or women who gain success. Ensuring the talent development pathway works for women is crucial to elite success.

- 6 Increased sponsorship opportunities**

Many private companies are looking to sponsor community sport, but are struggling to identify the right package. Programmes around women and girls are attractive to companies both as they are currently under represented in sport and because they offer companies a large and relatively untapped market.
- 7 Cheaper route to international success!**

Sports which take the plunge and invest seriously into their elite women often have dramatic success at a faster and more sustained rate than their male counterparts.
- 8 Protecting investment after the 2012 Games**

Governing bodies have never had a better opportunity to showcase their sports, but if they fail to deliver on the most popular Legacy aim of widening participation, the Government desire to continue funding at record levels will soon dry up. Making sport more attractive to women and girls will make it much harder for Ministers to reduce funding.

## Positive profile

- 9 Better reputation with the public**

Generating a reputation for being welcoming and treating people fairly will attract participants. If a sport is seen as cliquy or 'not for people like me' people will develop their skills in another sport.
- 10 Enhanced relationship with the media**

There is a growing interest in women's sport in the press and on TV. Sports that promote their athletes and teams effectively can take advantage of the increased exposure that is available.
- 11 More attractive to everyone**

In the 21st century treating women and girls fairly, is expected by both the public and the law. Sports which are seen as positive and progressive are more likely to flourish and succeed going forward.