



Kate Dale

Sport England

When the world changed, so did we...



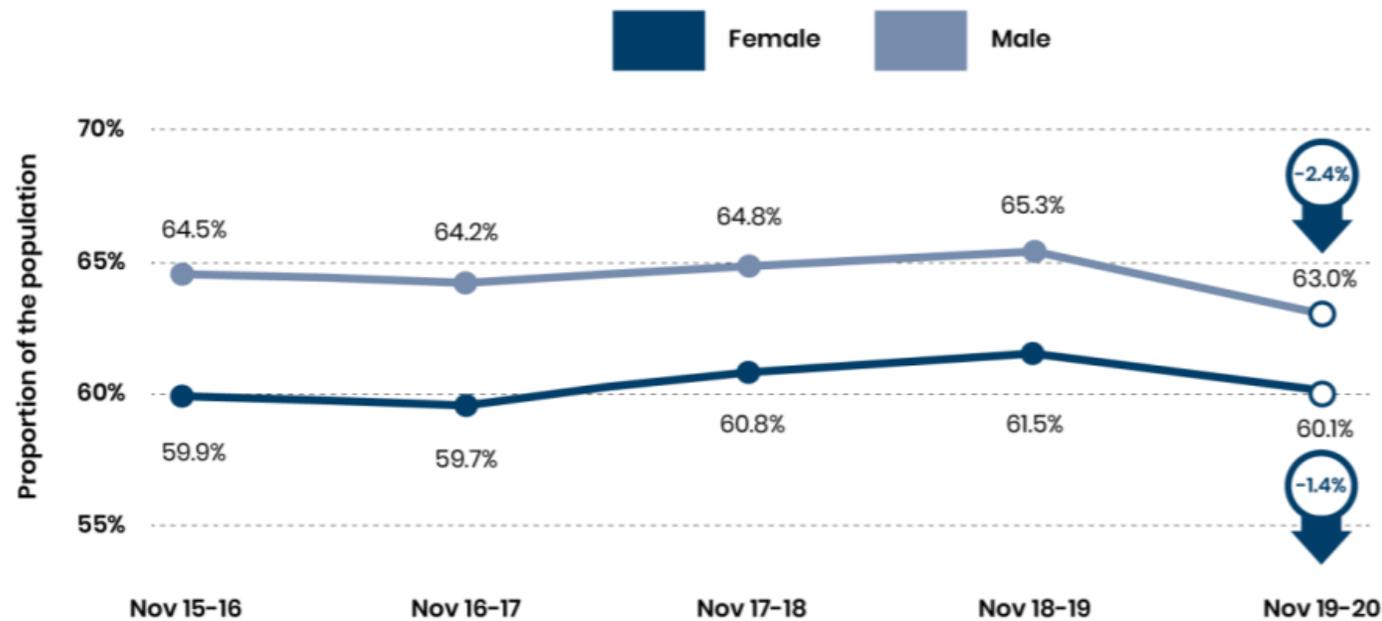
Activity Levels – Gender



Reduction in activity as a result of the pandemic levels may mean that traditional growth areas may struggle for some time.

Arrows show change in the percentage on 12 months ago. No arrows indicate no change

Active: At least 150 minutes a week (annual picture)



The proportion of women and men who were active was steadily growing before the pandemic, but both groups recorded sharp declines as a result of the restrictions.

Across mid-November 2019 and mid-November 2020 60.1% / 13.9m women were active. This was 1.4% / 256,000 fewer than 12 months earlier.

A whole range of factors shape who we are, what we think and how we behave



Building local impact



BUILD A COMMUNITY OF TRUST WITH PARTNERS



PROVIDE THOUGHT LEADERSHIP



ANCHOR ACTIVITY IN INSIGHT



BAKE SUSTAINABILITY INTO PROGRAMME DESIGN



DRIVE FOR A RIPPLE EFFECT



ADDRESS WOMEN'S HOLISTIC NEEDS



PROVIDE A PLATFORM TO ELEVATE FEMALE LEADERS



MAKE COMMUNICATIONS LOCALLY MEANINGFUL



FOSTER INTERNAL CONNECTIONS



ADOPT MULTI-LAYERED EVALUATION

The Enjoyment Gap

1. Strongly agree

Men are more likely to 'strongly agree' that they *'find sport / exercise enjoyable and satisfying'* with **37.3%** of men agreeing compared to **25.8%** of women (difference **11.5%**).

2. Strongly agree/ Agree

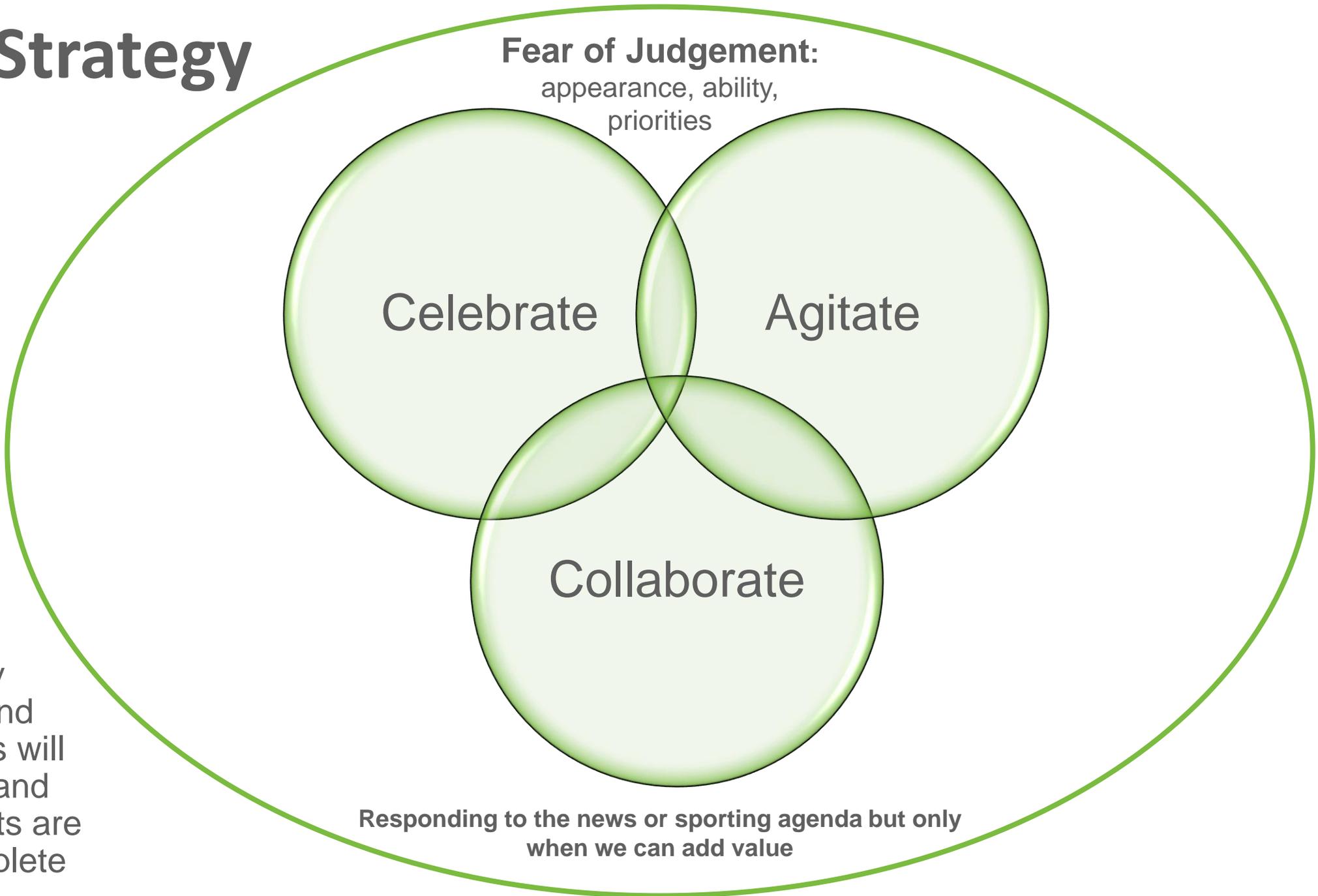
When we look through the lens of overall agreement (strongly agree and agree combined) **76.8%** of men in and **69.3%** of women agree (difference **7.5%**).

3. Priority groups

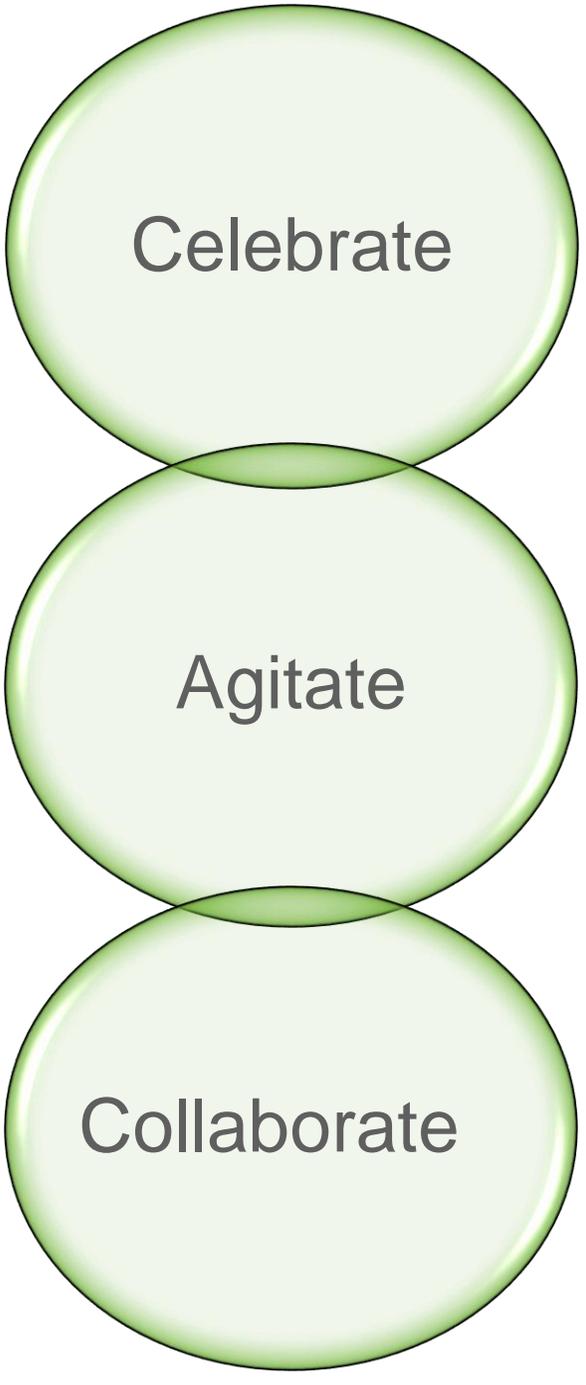
Across every like-for-like demographic, women consistently find exercise less enjoyable compared to men.

- White -11.2%
- Asian (ex. Chinese) -13.3%
- Black – 16.7%
- Ethnic (other) – 9.8%
- Lower-socio economic groups - 10.4%
- **Disability -8.6***

The Strategy



Naturally
tactics and
channels will
overlap and
these lists are
not complete



Celebrate

How getting active can make us feel - joyful, free, strong

- New creative material and updated messaging
- Updated website
- New social media strategy
- Stakeholder briefing

Agitate

Challenge the cultures and structures that reinforce emotional practical barriers:

- Body image & representation
- Tackling harassment, intimidation and fear
- Impact of lockdown on women's lives
- No woman left behind
- Social media, PR strategy, TGC blog, stakeholder and influencer briefings

Collaborate

Work with a wide range of partners to better understand and meet the needs of our target audiences:

- Community Fund
- Brand and activation partners
- Local and community groups
- Motherhood orgs
- Selected charities/orgs tbc



‘Clear safety protocols in place’

Jamie Klinger
‘Reclaim the Streets’

‘Clearly signposted safe travel routes to venues’

Sara Hepworth,
Council worker

‘Women only spaces’

Xxx

‘Safe environments for activity after work’

- XXXX

WHAT DOES “SAFETY” MEAN FOR WOMEN?

The sport and exercise industry has both structural and educational shortcomings that have led to intimidating environments, especially in gyms, for many women. This lack of feeling safe is a major factor that puts women off engaging in activity.