

HELPING WOMEN AND GIRLS TO GET ACTIVE: A PRACTICAL GUIDE

YOUR AT-A-GLANCE SUMMARY



And that **13 million women and girls** in England
say they want to play more sport. **Let's help them.**

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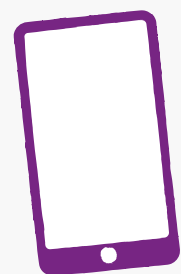
WHAT IS THE GUIDE?

This document is a quick summary of **Helping Women and Girls to Get Active: A Practical Guide**. [!\[\]\(529949c2c3dadbaa4e538e8c643454bc_img.jpg\)](#)

The full guide is a **brand new resource** from **Sport England** to help all of us to work together to close that **2 million gender gap** in sporting participation.

With proven tips, suggestions and case studies throughout, the guide makes it easier for you to attract more women and girls to your local activities, and to keep them coming back.

1 DOWNLOAD THE FULL HELPING WOMEN AND GIRLS TO GET ACTIVE: A PRACTICAL GUIDE FROM HERE. [!\[\]\(0f848bbd71cef6b345273b16f905912a_img.jpg\)](#)



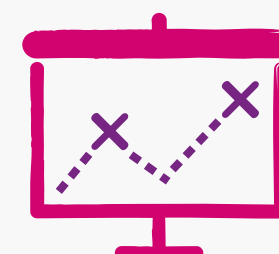
2 READ THE PARTS OF THE GUIDE MOST RELEVANT TO YOUR ACTIVITIES AND STAGE OF PLANNING AND DELIVERY.

Content includes:

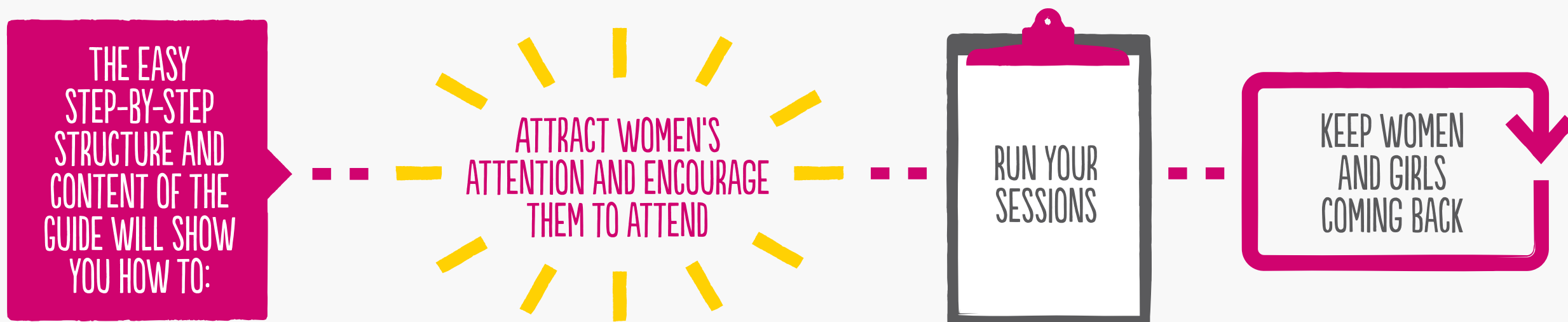
- How to understand your women and girls
- How to attract their attention and encourage attendance
- How to run good sport and physical activity sessions
- How to keep women and girls coming back.



3 USE THE INSIGHTS, TOP TIPS, TOOLS, SUGGESTIONS AND CASE STUDY FINDINGS THROUGHOUT THE GUIDE TO HELP YOU PLAN, SHAPE, COMMUNICATE AND DELIVER YOUR LOCAL SPORT AND PHYSICAL ACTIVITY SESSIONS.



HOW WILL IT HELP ME?



Top tip 🗨️ We found our social media accounts were really useful for getting people engaged in our sessions and more likely to keep coming back. The Facebook page particularly was a great way to keep everyone informed of upcoming activities, and prompted lots of discussion and camaraderie. 🗨️
Hannah, Marketing Officer, IWIYW, Bury Council

Top tip 🗨️ People's perceptions are formed from the very first communication they receive, so make sure yours set the right tone, and reflect the nature of the actual activity or session. 🗨️ **Cassie, Insight Manager, England Netball**

Top tip 🗨️ I saw a flyer which was attached to my windscreen promoting a new yoga class that's in the evenings. It appealed to me as yoga is very relaxing and the photos of the studio looked really picturesque. It made me want to join. 🗨️ **This Girl Can research participant**

As well as being full of tips like these, **Helping Women and Girls to Get Active: A Practical Guide** also answers essential questions like:

- Where can I find images of women to use in my marketing materials?
- What makes for a good welcome?
- How should I communicate with potential attendees?
- And much, much more.

HERE'S A QUICK TASTER OF THE GUIDE'S ADVICE:

- 1 Make sure the changing rooms have full length mirrors and good quality hairdryers
- 2 Mirrors in studios can make some women feel self-conscious
- 3 Selling the sport or activity doesn't always work, instead sell the benefit, promoting the fun, friendship, social aspects, as well as de-stressing effect
- 4 Consider alternatives to sporty images, ads with women in relaxed clothing having fun can resonate better
- 5 Avoid stock photos, people prefer to see either local women or women who feel like them in marketing material
- 6 Images of women exercising on their own or in small groups appeal more than images of large groups
- 7 Record a quick video demonstrating the class and post online so possible attendees can see what the activity is like and the people taking part
- 8 Reduce the fear factor by advising women what to wear, what to bring, how much it is, and that there will be other people at a similar level to them there either on your website, Facebook page or by talking to them.

AND THAT'S JUST FOR STARTERS.

The full guide is packed with tips, advice, case studies, tools and much more. Together we can get more women and girls engaged in sport and physical activity.



DOWNLOAD YOUR FREE COPY HERE:



THOUGHTS AND QUESTIONS? GET IN TOUCH:

