



## #17 The ideal sports club for women

Developed by: Women in Sport

Year and country: 2011, UK

Type of project: Research + guidelines

<https://www.womeninsport.org/resources/the-ideal-sports-club-for-women/>

### Synthesis of the case study

This research was conducted to identify the factors that create the ideal sports club environment for women.

### Context and approach

The 'sports club' no longer caters only for more experienced, competitive sports participants, but increasingly offers opportunities for participants with more recreational and social motivations to be involved in the club. The culture of the 'sports club' therefore faces a challenge: how to appeal to participants at various stages of the participation process, as well as servicing the talent pathway for their main sport. Further insight is required to explore the ways that the female market currently perceives the "sports club", and in what cases negative perceptions are formed and could act as a barrier to the memberships of the club.

### Objectives/Challenges

Further insight is required to explore the ways of how the female market currently perceives the "sports club", and how negative perceptions are formed and act as a barrier to the membership of the club. We wish to understand what women actually want from a sports club, and therefore what the sports club needs to consider in order to engage and retain the female market.

### Target

Sport clubs

### The deliverable (What did they do specifically?)

The research involved a mixed-methodology approach, combining both quantitative and qualitative data among both club members and non-club members to identify the perceptions women have of sport clubs.

### Key learnings/Questions to think about

Focus on the existing members: if they are happy, it could start a snowball effect.

#### Contact information

WomenInSport

<https://www.womeninsport.org/>