



#19 Helping Women and Girls Get Active. A practical guide

Developed by: Sport England

Year and country: 2015, UK

Type of project: Toolkit

<https://www.sportengland.org/media/3168/helping-wg-get-active-practical-guide-aug15.pdf>

Synthesis of the case study

This practical guide contains advice, suggestions, hints and tips that will make it easier for you to get more women and girls active in the local area. This toolkit gives advice on communication, making the sessions attractive, maintaining and growing attendance, and shares good examples.

Context and approach

Gender has a big influence on activity levels. Currently in the UK about 41.7% of men play sports at least once a week, compared to only around 31.6% of women.

Objectives/Challenges

This guide will help to attract women's attention and encourage them to attend the sessions, run the sessions themselves and establish a long-term engagement in sports.

Target

Everyone

The deliverable (What did they do specifically?)

It's a comprehensive Q&A-style toolkit that gives great guidance on how to attract an audience, run a session and also keep them coming back. It also redirects to useful links and case studies. There are also some checklists as exercises to make sure you've put the toolkit into good use.

Key learnings/Questions to think about

Everyone can make a difference in their local community and there are several programs that help can help you activate local people.

Contact information

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