



## #18 Go Where Women Are

Developed by: Sport England

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Type of project: Toolkit

[https://www.sportengland.org/media/3285/gowhere\\_womenare\\_final\\_01062015final.pdf](https://www.sportengland.org/media/3285/gowhere_womenare_final_01062015final.pdf)

### Synthesis of the case study

Go Where Women Are is about engaging women in sports and exercise on their terms and in their space, both physically and/or emotionally. This review explores our current understanding of women, their relevant motivations, barriers and triggers to getting more active, and what this means for sports and exercise activities and initiatives.

### Context and approach

There are 2 million fewer women than men regularly playing sports in the UK, but 13 million women have said that they would like to participate more in sports and physical activities.

### Objectives/Challenges

This document offers insight on how to engage women and helps to lessen the gender gap in sport and exercise. We have chosen to focus directly on women and girls – how they feel, think, and what they are telling us about sport and exercise. Once armed with a better understanding of this audience, the next step is to make use of this insight

### Target

Everyone

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

It delivers 7 key principles to pay in mind while considering how to raise women's engagement in sports. It is a collation of all the best thinking: from research projects carried out by Sport England to learning from other partner organisations, which have aimed to understand why and how various recent initiatives have been successful (or not).

### Key learnings/Questions to think about

Behavioural change is challenging: there is no 'magic bullet', things are constantly changing and we are all still learning. However, applying insight gained from this study can be an important starting point in getting the right design principles in place to support women and girls to become more active.

#### Contact information

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