



## #7 Keeping women warm to sport in winter

Developed by: WomenInSport

Year and country: 2016, UK

Type of project: Guidelines

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

### Synthesis of the case study

It has been outlined in this factsheet how you could apply our insights to begin tackling autumn/winter dropout rates in sport amongst women.

### Context and approach

The guidelines were based on Sport England's Active People Survey that demonstrates a decline in participation in sport during the autumn/winter period. We wanted to check and challenge the assumptions why women stop from doing sport this time of year. We found that many of our assumptions are true — it is inherently more difficult to take part in when it's cold and dark outside.

### Objectives/Challenges

To define the barriers that keep women participating in sports during the colder period and how to engage them in outdoor sports.

### Target

Everyone

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

Survey was carried out among women and barriers were identified so they could be tackled.

### Key learnings/Questions to think about

You should think about different kind of barriers and how to make trainings as attractive as possible during the colder times. It's all about communicating the right message.

### Contact information

WomenInSport

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