

# Women's Participation in Physical Activity and Sport



# Women in Sport / Physical Activity

- Physical Activity provides a wide range of physical and mental health benefits.
- Inactivity is estimated to cost the UK economy £7.4 billion a year and accounts for 1 in 6 deaths.
- Women's participation, for many years has lagged behind their male counterparts.
- 2m fewer women than men participate with more men than women participating in sport, at almost every age group.



# Women in Sport / Physical Activity

- Physical activity rates in Leicester had been steadily on the rise since 2015, meeting national averages. However, Covid is likely to have had an impact, which isn't yet known.
- In the city there is a 5% gap between male and female participation, with the highest levels of inactivity amongst people from ethnic backgrounds.
- The joint strategic needs assessment on physical activity in Leicester(2020) , listed six target groups for increasing physical activity levels, 'women of any age' is one of those groups.



# Women in Sport / Physical Activity

- Encouraging more women to find their way into sport and physical activity needs to be a priority if the gender gap is to close.
- There are different drivers and motivations for women to be active. 13m nationally state they want to move more, yet 6m remain inactive.
- Sport England and National Governing bodies of sport, over recent years have invested into research into the subject of women in sport and physical activity to help address the gender gap.
- There are examples of best practice with the 'This Girl Can campaign' and useful 'how to engage guides'.



# This Girl Can.....



<https://www.youtube.com/watch?v=hMsZ1GBxh6o>

# Scrutiny Review

## Purpose

- Understand some of the challenge's women (18+) face with participating in physical activity / sport by:
  - Drawing on local and national research into women's participation in sport and physical activity.
  - Facilitating focus groups or individual conversations with women to gain an insight into women's attitudes, perceptions and key issues to participation.
- Understand the types of products, programs, and levels of usage by women within Sport Services facilities.
- Understand what city partners offer women to participate in physical activity and sport.
- Provide a set of recommendations for the council and city partners to utilise that will raise the awareness of city programs and encourage more women to participate in physical activity and sport.



# Scrutiny Review

## Scope

- Understanding the local, regional, and national context to the challenge women face with participation in physical activity and sport.
- A review of local and national best practice to encourage women's participation.
- Understanding women's attitudes and perceptions to sport and physical activity, particularly local Leicester women.
- Understanding what services and programs exist for women. Reviewing Lcc sport services programs and gaining an understanding of uptake.
- Understand in the City landscape for opportunities for women to participate in sport and physical activity with city partners, along with an understanding of uptake and usage (where data is available). For example, community clubs, self-employed and private operators.
- Identifying issues and gaps in provision and where improvements can be made to increase participation.



# Scrutiny Review

## Methodology

- A review of national and local research into Women's participation in physical activity and sport
- Draw on examples of best practice locally and nationally, where women's participation has been encouraged.
- Conduct a small number of focus groups and one to ones with local women to understand attitudes, perceptions, and key issues to being physically active.
- Understanding Lcc Sports data and trends and identifying gaps and issues, with suggestions on how these can be addressed.
- Explore the ways in which Lcc promotes and market's exercise and physical activity to women and provide recommendations to how techniques used can be more appropriate to improve engagement.





# Scrutiny Review

## Evidence will be gathered from:

- Lcc Sports Division leads
- Lcc Public Health lead
- City based women representatives
- Scrutiny members
- Sports Forums and agencies – local and national
- Sports England and partners
- Strategies and plans

**Time frame** : 3 months, complete March / April



Welcome feedback on the review including the purpose, scope and methodology.

Any further questions

