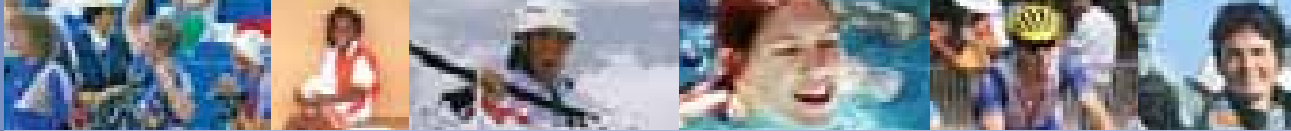


UK STRATEGY FRAMEWORK > FOR WOMEN AND SPORT



PROGRESS MADE TOWARDS OBJECTIVES AND TARGETS SET FOR 2005  
AND ANALYSIS OF THE CURRENT SITUATION

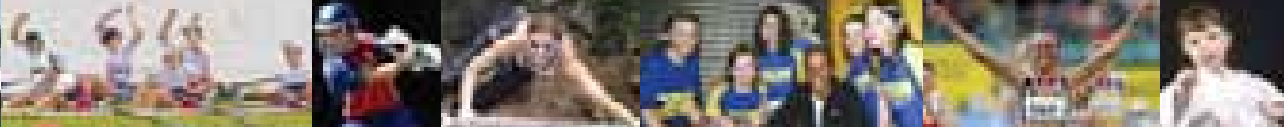




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## Executive summary

The UK Strategy Framework for Women and Sport sets out three high-level objectives. These are: to increase women and girls' participation in sport; enhance their performance and excellence; and increase leadership in sport. The Framework sets out three targets to be achieved by December 2005, against which this report attempts to measure progress. The report also includes additional statistics and examples of good practice to build up a complete picture of women and girls' experience of participation in sport and physical recreation.

This report was prepared by Christine Lillistone, Women's Sports Foundation on behalf of UK Sport.

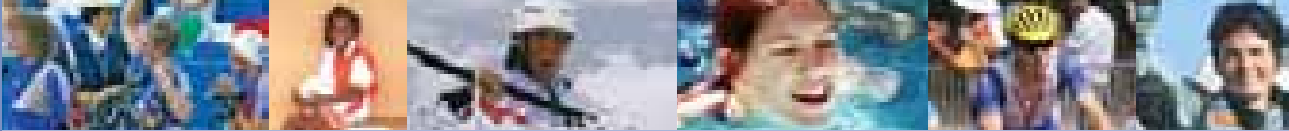
### WOMEN'S PARTICIPATION

- ❑ **Framework objective:** Increase participation by women and girls in a wide variety of sports, physical recreation activities and in physical education.
- ❑ **Framework target:** 5% increase from 38% in 1996 who took part in physical activity at least once during the past four weeks to 43% by December 2005.
- ❑ **Progress:** In 2002 the comparable figure was 36%. In 2005, the provisional estimate from the new *Taking Part Survey* was 49% (this figure must be accepted with caution as it is for the period July-Sept 2005, so may be influenced by seasonality).
- ❑ Women are 28% less likely to take part in activity than men.
- ❑ Participation in exercise and physical activity declines with age from 65% of women aged 16 to 19, to 10% of those aged 70 and over.
- ❑ Just 22% of 16 to 24-year-old mothers currently do 30 minutes exercise five times a week in comparison with the national average of 29% for this age group without children.
- ❑ In 2000-01, 33% of women with a disability in England took part in some physical activity in comparison with 44% of men.
- ❑ On average, women make up around 17% of all membership of sporting organisations.
- ❑ Among women who participated in sport, 14% had participated competitively. As would be expected, the youngest group (16 to 19 year-olds) is the most likely to participate competitively.
- ❑ There is still a sizable minority not enjoying sport. In 2003-04, 3% of girls said they rarely take part in PE and one in five girls stated that they take part in PE only because they have to. Around 15% of girls stated that they do not enjoy PE and 30% of girls did not think they will be physically active when they leave school.

### PERFORMANCE AND EXCELLENCE

- ❑ **Framework objective:** Enable women and girls with sporting ability to achieve excellence in the sport of their choice.
- ❑ **Framework target:** Increase in the number of elite female athletes receiving funding from 476 to 506 by December 2005.
- ❑ **Progress:** Overall in 2005-06, 589 elite female athletes were funded by the five sports councils. This is an increase from 509 in 2004-05.
- ❑ Women made up 48% of those being funded in 2005. This is an increase of 2 percentage points since 2004.
- ❑ Women receive a smaller proportion of the funding available and less money on average than their male counterparts. For example, while 73% of those athletes being funded by Sport England are women, they received just 63% of the money available.





## LEADERSHIP

- ❑ Framework objective: Increase the number of women leaders at all levels and in all capacities in sport and physical recreation.
- ❑ Framework target: An increase in the number of women on strategic sports boards and committees from 23% to 30% by December 2005.
- ❑ Progress: Overall, at the end of 2005, women made up 26% of strategic sports boards and committees.
- ❑ On average, 50% of staff members at the selected governing bodies and sports councils were women.
- ❑ Just one in four coaches is female in the UK, and only 30% have a coaching qualification in comparison with 41% of male coaches.

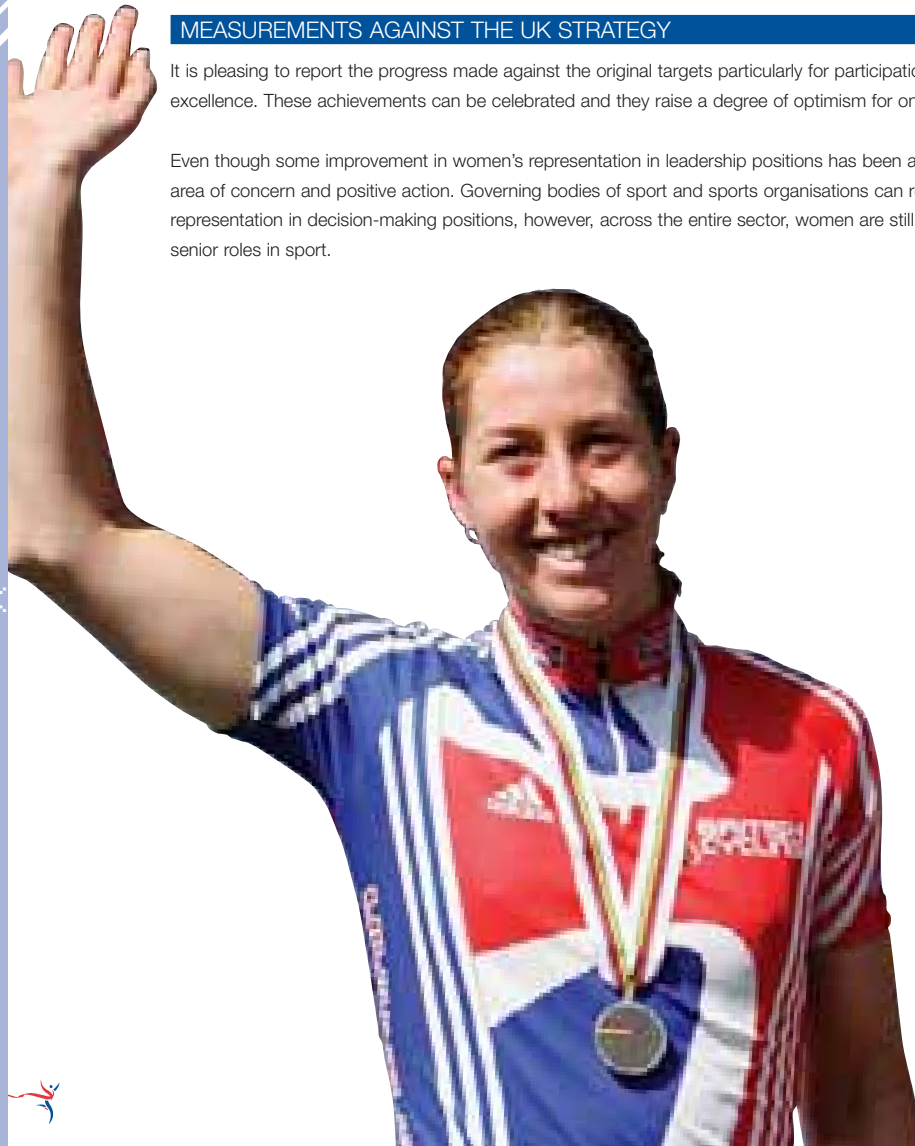
## WOMEN IN THE MEDIA

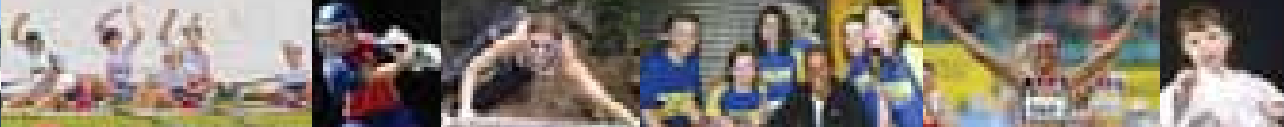
- ❑ Around seven in ten (71%) of people believe women's sport deserves to have the same amount of television coverage.
- ❑ Of the 513 members of the Sports Writers Association of Great Britain only 24 were women in 1992 and there were no sports editors of British national or daily newspapers. By 2005 this picture has improved very little – of the 553 members, only 59 are women.

## MEASUREMENTS AGAINST THE UK STRATEGY

It is pleasing to report the progress made against the original targets particularly for participation and performance and excellence. These achievements can be celebrated and they raise a degree of optimism for ongoing progress.

Even though some improvement in women's representation in leadership positions has been achieved, this remains an area of concern and positive action. Governing bodies of sport and sports organisations can reflect on improved representation in decision-making positions, however, across the entire sector, women are still less likely to achieve senior roles in sport.





# 1 Background

In 1994 the first World Conference on Women's Sport was held in Brighton, England organised by the then GB Sports Council. One of the main outcomes of the conference was the Brighton Declaration – a ten principle commitment to gender equity in sport (see **Appendix 1** for the principles of the Declaration). In 2001, UK Sport, along with the Women's Sports Foundation (WSF), set up the UK Coordinating Group on Women and Sport (UKCGWS) in order to develop a strategy that would ensure the UK was working towards the ten principles.

In 2003, with the support of the home country sports councils, UK Sport and strategic sporting and non-sporting agencies across the UK, the UKCGWS published the *UK Strategy Framework for Women and Sport*. The aim of the Strategy was to 'change sporting culture in the UK to one that values the diversity of women and enables their full involvement in every aspect of sport'.

To challenge the inequality, the UKCGWS has set out three high-level objectives within the Framework. These are: women and girls' participation in sport; performance and excellence; and leadership. Against these objectives the UKCGWS has set specific, measurable and time-limited targets to be achieved by December 2005:

- ❑ Increase participation by women and girls in a wide variety of sports, physical recreation activities and in physical education from 38% to 43%;
- ❑ Increase the number of female athletes receiving funding from 476 to 506; and
- ❑ Increase the number of women on strategic sports boards and committees from 23% to 30%.

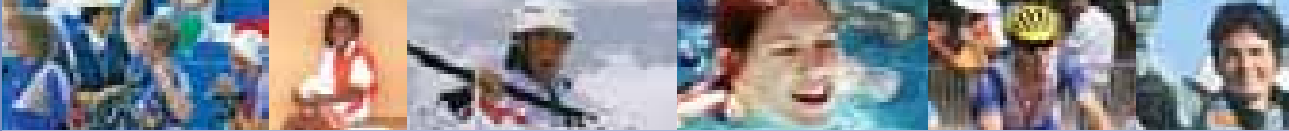
The sports councils are the lead agencies for sport across the UK and, along with WSF, they have been tasked with taking the lead in promoting the strategy and targets, and monitoring progress.

## 2 Purpose of this report

The purpose of this document is to report on the progress made towards meeting the three targets set out in the Strategy Framework and this is the second progress report to be produced. The first report, published in March 2005, demonstrated a shortfall against the original targets and much that needed to be done. The report also highlighted the lack of regularly updated or consistent data on which conclusions might be based (see the section on *methodology and data sources* for more detail). In compiling this second report we have returned to all original suppliers of data and where possible updated the statistics. We have also included new data sources and research, which help to highlight the current state of women and girls' sport and attitudes towards it.

We have also taken the opportunity to highlight projects and initiatives that sporting organisations in the UK have put in place to reduce the gender gap and provide a complete picture of the sporting arena and women and girls' experience of sport.

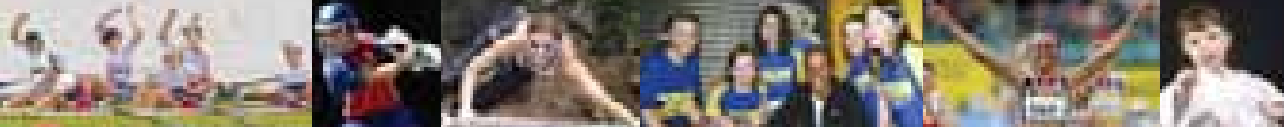




### 3 Fourth World Conference on Women and Sport: Kumamoto

Since the Brighton Declaration was created in 1994 the International Working Group on Women and Sport has met every four years to chart the progress made against the ten principles. World conferences have since been held in Windhoek, Namibia in 1998, and Montreal, Canada in 2002. The next conference in the series will be held in Kumamoto, Japan in May 2006. The conference will provide an opportunity for delegates to assess progress made since the 2002 conference, share good practice, foster international networks, and provide a vision for women's sport over the next four years. We hope that this report will play a pivotal role at this international forum in demonstrating the progress being made in the UK.





## 4 Methodology and data sources

This report was compiled using a variety of sources. It includes government statistics from the Office for National Statistics (ONS), Department for Culture, Media and Sport (DCMS) and Department of Health (DoH); research commissioned by sporting organisations such as WSF, Sport England and **sports**scotland and research commissioned by non-sporting organisation interested in health and fitness such as Norwich Union and Nike. Other sources of data include WSF fact files and various sporting and government websites.

For the first progress report a sample of the major national governing bodies in England, and a small number in Scotland and Wales were asked how many of their members, staff and executive board were women. We have repeated this exercise, but this time extended it to a much larger number of governing bodies and sporting organisations in England, and their Welsh and Scottish counterparts.

Every attempt has been made to use the same sources of data as used in the first progress report to chart progress.<sup>1</sup> However, as expected, in some instances new data has not become available since the last report. That is not to say that 2005 has not been a great year of research: there have been a large number of independent one-off studies carried out that provide a snapshot of the physical activity levels of women and girls and their attitudes towards it, and these have been included. Also included are the first quarterly findings from the DCMS's new *Taking Part* survey.<sup>2</sup> While this information is useful in demonstrating current activity, the data cannot be directly compared to the statistics taken from the 2002 General Household Survey (GHS) used in the previous report. The *Taking Part* data is subject to seasonal variation, and can only be taken as a reflection of the period in which it was carried out. (It was carried out during the summer, so is likely to show higher levels of activity than the average annual picture would show.) However, in the future, this survey and the new *Active People* survey<sup>3</sup> being carried out by Sport England will be valuable in explaining women's physical activity levels and attitudes, for different regions and ages, as well as change over time.

In some instances data from the 2005 report have been repeated as they remain the best available and will enable users to read this report without having to refer back to the first progress report for context.

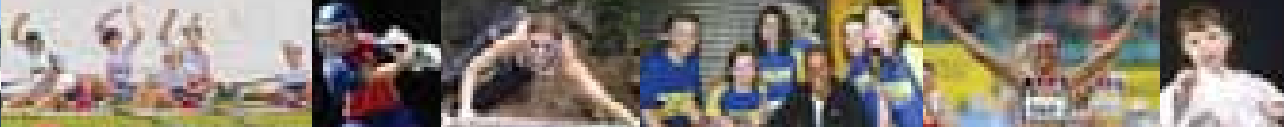


<sup>1</sup> See **Appendix 2** for more information about the data sources used to set the original targets and the sources used in this report and the previous progress report to measure against the targets.

<sup>2</sup> *Taking Part* is a new continuous household survey in England, which looks at, among other things, peoples' activity levels, what sports they play, and attitudes towards sport. Headline data at a national and regional level will be available on a quarterly basis, with more detailed results available annually (first annual data available July-Sept 2006). Around 27,000 households will be contacted.

<sup>3</sup> *Active People* is a survey of individuals' participation in sport. Around 1,000 people in every local authority in England (350,000 people in total) will be asked questions about their activity levels, which sports they take part in and how frequently. It does not ask attitudinal questions. Sport data will be available from regional level down to local authority level. Data will be published in November 2006. It is expected to be repeated in three years time to enable change to be measured at a local area level.





## 6 Women's participation in sport and physical activity

**Objective:** Increase participation by women and girls in a wide variety of sports, physical recreation activities and in physical education.

**Target:** 5% increase from 38% in 1996 to 43% by December 2005.

**Progress:** In 2002 the comparable figure was 36%.

In 2005, the provisional estimate from the new *Taking Part* survey was 49%. (This figure is not comparable with the 2002 estimate as it is based on a new methodology. The figure must also be accepted with caution as the survey is for the period July-September 2005 and will be influenced by seasonality.)

### 6.1 THE CURRENT PICTURE

Provisional quarterly estimates (July-September 2005) from the new DCMS's *Taking Part* Survey show that 49% of women aged 16 and over in England took part in at least one *active sport* in the previous four weeks. This compares with 63% of men.

Around 47% of women compared with 59% of men participated in at least one type of moderate intensity level<sup>4</sup> sport during the past four weeks.

Around 22% of women participated in moderate intensity level sport for at least 30 minutes on three separate occasions during the past week.<sup>5</sup>

### 6.2 PROGRESS

Between 1999 and 2002 there was a decline in the physical activity of women aged 16 and over from 38% to 36%.<sup>6</sup> Male participation declined from 54 to 51% over the same period.

It is not possible to report exact progress since 2002 as the survey used in setting the original target has not been repeated. Although the new *Taking Part* survey estimates mentioned in 6.1 are available, the figures cannot be directly compared as they are based on a new methodology.

### 6.3 POPULAR ACTIVITIES

After walking, keep fit/aerobics and swimming and the most popular activities that women take part in.<sup>7</sup>

<sup>4</sup> To count as moderate intensity level sport the effort put into the sports needs to be enough to have raised a person's breathing rate (for example it will not include, yoga, snooker, darts, archery, fishing and shooting).

<sup>5</sup> Three separate occasions per week is defined as participation on at least 12 separate days in the previous four weeks.

<sup>6</sup> These figure exclude walking.

<sup>7</sup> Office for National Statistics (2004), Sport and Leisure, General Household Survey, 2002.







As **Table 1** shows, overall, the picture is of a slight decline or a staying the same in most activities. There was more change between 1987 and 1996, where increases were seen in keep fit and yoga, cycling, weight training, tenpin bowling, tennis and horse riding.

**Table 1** Top ten most popular sports and physical activities participated in by women; Great Britain; 1987, 1996 and 2002

Activity	1987 (%)	1996 (%)	2002 (%)
Walking	35	41	34
Keep fit/yoga	12	17	16
Swimming	–	17	15
Cycling	7	8	6
Cue sports	5	4	4
Weight training/lifting	2	4	4
Tenpin bowling	1	3	3
Running	3	2	3
Tennis	1	2	2
Horse riding	0	1	2

Comparable figures not available

**Source:** General Household Survey, 2002, Office for National Statistics

## 6.4 DEMOGRAPHIC FACTORS DETERMINING PHYSICAL ACTIVITY LEVELS

### 6.4.1 Age

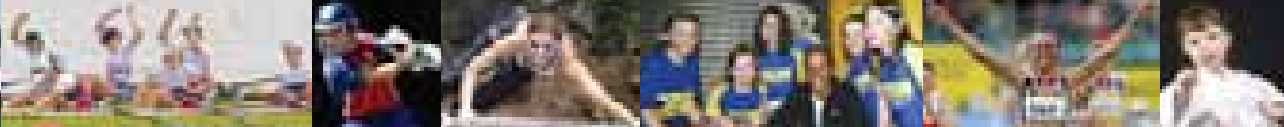
**Figure 1** shows physical activity participation rates for women by age. It shows participation including and excluding walking. Age has a considerable impact upon activity levels. If women aged 50 and over are omitted from the overall participation rate (excluding walking) the figure would have been 48% in 2002 instead of 36%.<sup>8</sup>

Walking makes a big impact on the activity levels of older women. If walking is included it doubles the participation rates of women over the age of 60.

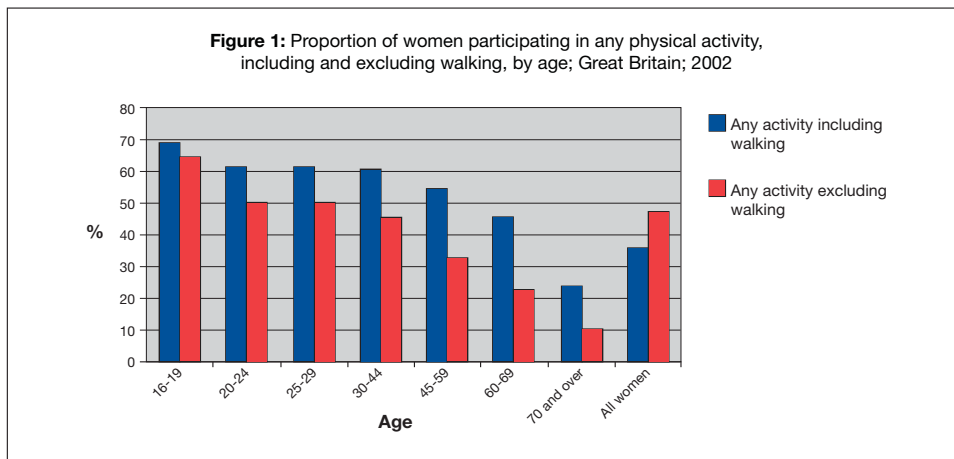


<sup>8</sup> Sport England analysis of the General Household Survey, 2002.





**Figure 1: Proportion of women participating in any physical activity, including and excluding walking, by age; Great Britain; 2002**



Source: General Household Survey, 2002, Office for National Statistics

In England around 30% of women aged 16 to 54 are taking the recommended levels of exercise to benefit their health.<sup>9</sup> Once women hit 55, this drops off further – just 20% of women aged 55 to 64 and 14% of women aged 65 to 75 are doing the recommended levels. Once women reach 75 and over, only 4% are taking the recommended level.

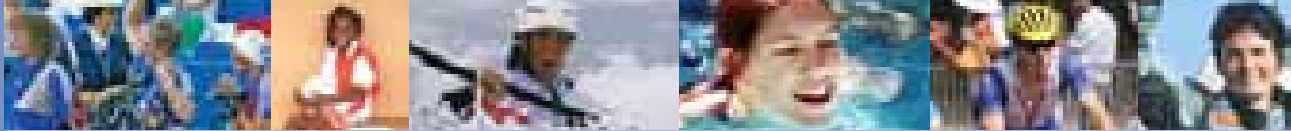
In 2005, WSF carried out two focus groups and ten interviews with older women living in Cornwall to get a better understanding of their perceptions of physical activity, media messages and perceived barriers.<sup>10</sup>

#### The findings include:

- ✘ Contemporary exercise regimes designed primarily for physical health benefits (for example weight training and machine based activities) were not popular among participants;
- ✘ Physical activity is primarily a conduit through which older women build and maintain social networks and relationships. Friendships take a higher priority to personal health improvement;
- ✘ The loss of an exercise partner (which may be another person or a dog) acted as a trigger for inactivity;
- ✘ The women interviewed were more interested in living for today than preparing for tomorrow. Regardless of the long-term health benefits of physical activity, older women will not continue to participate in any form of physical activity solely to achieve a physical health benefit in the future;
- ✘ Concerns about personal safety and lack of transport, either because of living in rural areas, with poor services or because they were no longer able or confident to drive;
- ✘ Participants felt that few exercise groups were offered which were appropriate for their needs; the majority of advertised groups were targeted at younger people;
- ✘ Typically these women avoided forms of physical activity, which they felt were not for them. Other forms of physical activity, which were not considered sport were very popular (for example walking, dancing and cycling).
- ✘ Many older women resented the arrogance of exercise and health promotion experts who assume to understand their needs better than they do themselves.
- ✘ Many women lacked confidence about their abilities and weight, which prevented them from joining events where they felt that would not know what they were doing or be stared at.

<sup>9</sup> Government recommendation is 30 minutes five times a week.

<sup>10</sup> Women's Sports Foundation (2005), Physical activity in older women living in Cornwall.



## 5 The Equality Standard: A Framework for Sport

The four home country sports councils and UK Sport have demonstrated their commitment to achieving equality within sports organisations, by developing the *Equality/Equity Standard: A Framework for Sport* for governing bodies and national and regional sports organisations. This is an action planning tool that supports sports bodies in taking practical steps to achieve equality.

The Equality Standard, which was launched in November 2004, aims to increase participation in sport and physical activity by under represented groups and communities, especially women and girls, ethnic minority groups and disabled people. This goal will be achieved by helping sports organisations develop policies, structures and processes that include equality issues and ensure continuous improvement in this area.

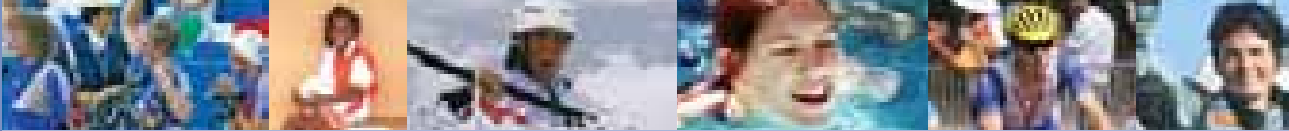
While some organisations are working hard to become inclusive, others need more encouragement. This is why funding agreements between Sport England, governing bodies and national and regional sports organisations in England depend on achieving the Standard.

The four home country sports councils collaborated with UK Sport to develop the Standard, which is supported by the CCPR, (the umbrella organisation responsible for UK governing bodies) and the three equity organisations in England: WSF; the English Federation of Disability Sport (EFDS); and Sporting Equals.

The Standard has four levels: Foundation, Preliminary, Intermediate and Advanced. A target has been set by the sports councils for 38 governing bodies across the UK to be part of the pilot project, which is being used to test the Standard itself. An additional 22 governing bodies in England are also working towards the Standard and it is expected that the majority of these governing bodies will have achieved at least the Foundation Level of the standard by October 2006.

Initially support will include one to one consultancy, a dedicated website, guidance notes and fact sheets, access to advice, training opportunities and the dissemination of good practice examples. WSF, EFDS and Sporting Equals will also oversee the development of a training programme and offer advice. Each home country sports council will develop its own implementation plan and UK Sport, with CCPR, has appointed a team of consultants to directly support governing bodies. For more information on the Equality Standard visit: [www.vagaassociates.com/eqss](http://www.vagaassociates.com/eqss)





## CASE STUDY

### Research into ageing and activity

Sport England and **sportscotland** have also carried out research into physical activity and the implications for older people and ways of increasing activity. *Driving Up Participation in Sport & Physical Activity: Understanding the Reasons for Inactivity and Non-Participation*, 2005 (Sport England) and *Older People, Sport and Physical Activity: a Review of Key Issues*, 2004 (**sportscotland**).

## CASE STUDY

### Initiatives for improving activity in older people

The concern about inactivity and older people and the impact that inactivity will have on their health has led to the introduction of two new initiatives – the National Coalition for Active Ageing (NCAA) and the Active Ageing in Minority Communities Project.

The NCAA was established in 2005 by the CCPR to bring together key stakeholders to act as a collective voice promoting physical activity with older people of all interests, abilities and ages.

The Active Ageing in Minority Communities Project is a UK-wide initiative funded for three years and has been set up by the Policy Research Institute on Ageing and Ethnicity. The project, funded by the Department of Health, is designed to increase the physical activity of older people from black and ethnic communities. The project will pay particular attention to the cultural factors that influence physical activity and over the next three years and will focus on research, positive images, exchanging knowledge, events and road shows and the development of a culturally diverse physical programme.

## 6.4.2 Socio-economic factors

Women who are economically inactive have lower participation rates than those who are in work or unemployed.<sup>11</sup> Around 40% of economically inactive women had participated in at least one sports activity in the four weeks before interview (including walking) in 2002 compared with 64% of women who worked full-time or were unemployed.<sup>12</sup>

## 6.4.3 Ethnicity

For women from ethnic minority communities the participation rate in some form of physical activity (excluding walking) in 1996 was 32% compared with the national average for all women of 38%.<sup>13</sup> In 2003 this had declined to 26% (the national average was 36%).<sup>14</sup> As **Figure 2** shows, women in the White Other group do the most physical activity (48%), while Pakistani and Bangladeshi women do the least (14%). If walking is included, it doubles the activity for Asian women.



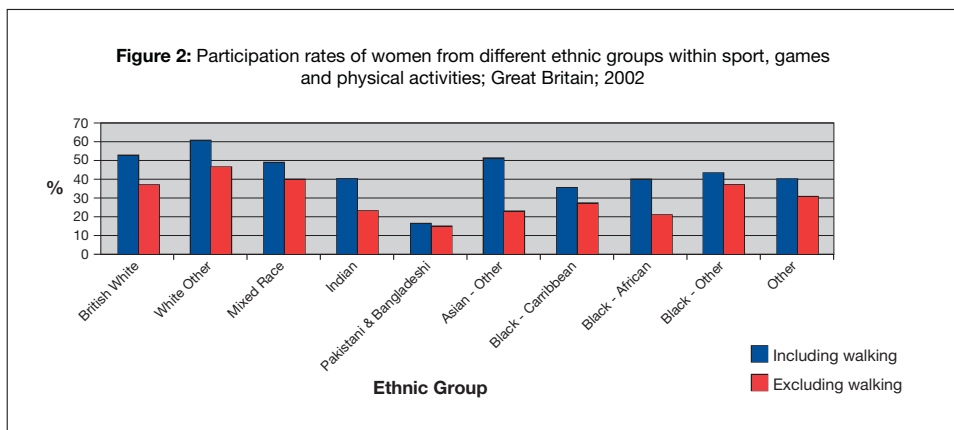
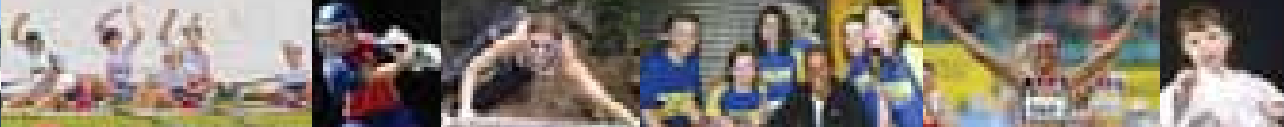
<sup>11</sup> Economically inactive people are those who want a job but have not been seeking work in the past 4 weeks; those who want a job and are seeking but are not available to start; and those who do not want a job, for example, they have personal money, or have caring responsibilities. Unemployed people are those people aged 16 and over who are without a job want a job, have actively sought work in the last four weeks and are available to start in the next two weeks or are out of work have found a job and are starting in the next two weeks.

<sup>12</sup> Office for National Statistics (2004), Sport and Leisure, General Household Survey 2002.

<sup>13</sup> Sport England, Sports Participation and Ethnicity in England: National Survey 1999/2000.

<sup>14</sup> Sport England analysis of the 2002 General Household Survey.





Source: Sport England analysis of the General Household Survey, 2002

#### 6.4.4 Disability

In 2000-01, 33% of women with a disability in England took part in some physical activity (excluding walking) in comparison with 44% of men with a disability. Only 3% of women with a disability aged 16 to 59 are members of a sports club compared with 11% of disabled men.<sup>15</sup>

#### 6.4.5 Motherhood

Just 22% of 16 to 24-year-old mothers currently exercise for 30 minutes five times a week in comparison with the national average of 29% for this age group without children.<sup>16</sup>

### 6.5 CLUB MEMBERSHIP

Of those women who say they took part in sport in the previous four weeks 31% were members of a sport or health and fitness club.<sup>17</sup> The proportion of men belonging to a sport or fitness club was 44%.

**Table 2** shows membership figures for a selection of sporting organisations across England, Wales and Scotland 2005.<sup>18</sup>

On average, women make up just 17% of all governing bodies membership. Membership ranges from virtually 100% membership for traditionally female sports such as netball in England (even though men can join) to 1% of traditionally male sports like rugby. General membership of governing bodies varies widely, which means that the larger governing bodies can slant the figures. For example, if football and rugby union, the two most popular activities for the general public excluded from the total, female membership of governing bodies increases to 30%.

In this report we have included a wider selection of governing bodies than in the previous report. To enable an exact comparison with the last report, we carried out a separate analysis looking at just those governing bodies included in last year's report and female membership is still 17%. Adding a greater number of governing bodies has made no difference to the overall proportion, mainly due to the impact that membership of the English FA and the Rugby Football Union have on the overall figures. There are no changes from 2004, when average membership was also 17%.<sup>19</sup>

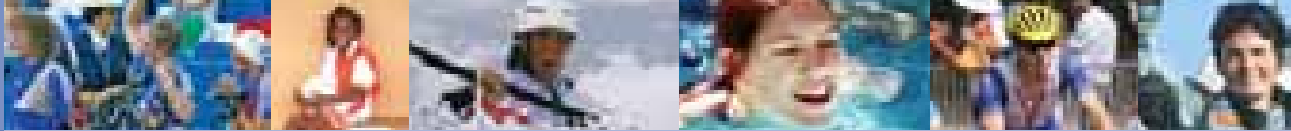
<sup>15</sup> Sport England (2002), Adults with a disability and sport: national survey 200-2001.

<sup>16</sup> Department of Health (2004), Health Survey for England 2003.

<sup>17</sup> Office for National Statistics (2004), Sport and Leisure, General Household Survey, 2002. Clubs includes health and fitness centre, social club, youth clubs and sports clubs.

<sup>18</sup> All of the England and UK priority sports' governing bodies were contacted. Effort was made to contact the similar governing bodies in Wales and Scotland.

<sup>19</sup> In the previous version of this report, we quoted that women made up one in four members (26 per cent). We have since found that this was incorrect. The Rugby Football Union membership and English Golf Union figures quoted were incorrect, which skewed the figures upwards 9 percentage points



**Table 2 Female membership at selected sporting organisations, 2005**

Governing bodies	Date <sup>1</sup>	Number of clubs	Number of affiliated members	Members who are female	Proportion of members who are female (%)
England Netball	2004-5	2,908	58,454	58,318	100
Welsh Netball Association	Nov-05	184	3,998	3,988	100
Welsh Women's Rugby Union	Nov-05	48	950	910	96
Women's Cycle Racing Association <sup>1</sup> (GB)	Nov-05	39	332	289	87
British Gymnastics (UK)	Nov-05	1,100	120,000	94,000	78
Scottish Lacrosse Association	Sept-04-Aug-05	10	295	190	64
Welsh Hockey Union	Nov-05	121	6,100	3,725	61
Welsh Lacrosse Association	Jul-05	11	195	118	61
English Lacrosse Association	Nov-05	79	9,000	5,021	56
Amateur Swimming Association (England)	Nov-05	1,243	171,839	91,896	53
England Hockey	Nov-05	1,084	95,050	46,000	48
Lawn Tennis Association (GB)	Nov-05	2,663	325,636	146,536	45
Tennis Wales	Nov-05	96	11,473	4,701	41
Welsh Badminton Union	Nov-05	154	4,692	1,900	40
Amateur Athletics Association of England	Nov-05	-	128,276	51,930	40
Badminton Association of England	2004-05	2,119	50,760	19,796	39
British Orienteering Federation	Nov-04	-	8,137	3,150	39
Amateur Rowing Association (England)	Nov-05	545	20,722	7,324	35
England Basketball	Nov-05	700	17,000	5,600	33
British Triathlon Union	Nov-05	354	7,500	1,875	25
British Judo Association (England stats)	Nov-05	900	22,000	5,400	25
Scottish Hockey	Nov-05	126	6,000	1,350	23
English Table Tennis Association	Nov-05	-	2,728	611	22
Squash Wales	Nov-05	130	3,158	558	18
Royal Yachting Association (UK)	Nov-05	1,330	101,709	16,934	17
England Squash	2004-05	890	33,000	5,400	16
England Women and Men's golf combined <sup>2</sup>	2005	3,707	870,992	131,488	15
British Cycling Federation	2005	1,310	18,881	2,207	12
The FA	2004-05	7,500	1,400,000	131,000	9
Scottish Angling	Nov-05	300	30,000	2,140	7
English and Wales Cricket Board	2001-2	6,385	215,788	14,538	7
Rugby Football League	Nov-05	433	61,326	1,000	2
Rugby Football Union <sup>3</sup>	Nov-05	1,900	1,193,602	11,000	1
Amateur Boxing Association (England)	Nov-05	620	8,450	-	-
British Canoeing Union	2003	628	26,481	-	-
British Equestrian Federation (England and Scotland)	2005	1,269	183,052	-	-
National Federation of Anglers (England and Wales)	Nov-05	294	3,226	-	-
British Mountaineering Council	Nov-05	36	62,153	-	-
<b>Sub total excluding The FA and Rugby Football Union</b>		<b>17,202</b>	<b>2,405,991</b>	<b>728,893</b>	<b>30</b>
<b>Total all governing bodies<sup>4</sup></b>		<b>26,602</b>	<b>4,999,593</b>	<b>870,893</b>	<b>17</b>

Note: Some data were supplied rounded, while some are exact numbers. As a result the total figures and proportions for all organisations should be taken as a guide to overall membership.

- data unavailable.

1 Although the WCRA is a women's cycling group, they do have some male associates.

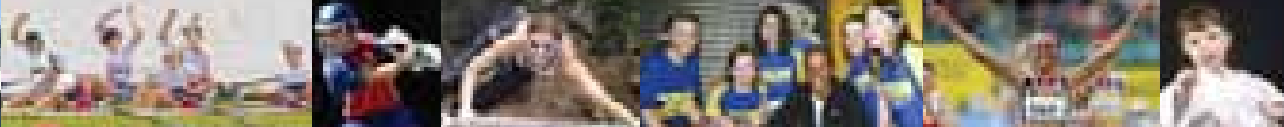
2 England Golf Union is for men only and the English Federation for Women Golfers is for women only, so these have been added together.

3 Includes the Women's Rugby Football Union, which has its own board, but is affiliated to the RFU.

4 The total proportion of members who are female includes only those organisations that are able to split their membership by sex.

Sources: Governing bodies





## 6.6 COMPETITIVE PARTICIPATION

Just 5% of all women participated in competition in the 12 weeks before interview in 2002.<sup>20</sup> Among women who participated in sport, 14% had participated competitively, an increase from 10% in 1996. As would be expected, the youngest group (16 to 19 year-olds) is the most likely to take part competitively.<sup>21</sup>

### CASE STUDY

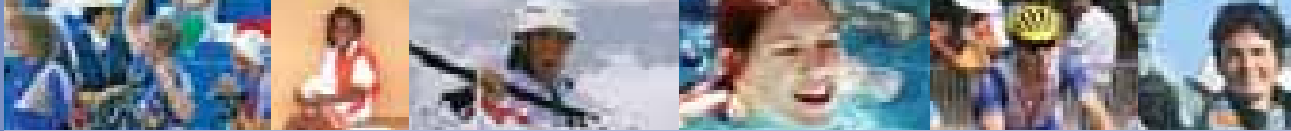
#### What works for women? – Women's Sports Foundation

With support from Sport England, the WSF has set up and is managing a new website, called [whatworksforwomen.org.uk](http://www.whatworksforwomen.org.uk). The website [www.whatworksforwomen.org.uk](http://www.whatworksforwomen.org.uk) is dedicated to show-casing initiatives in the UK that have encouraged women and girls to be active. The site explains how different initiatives have overcome the barriers that are often cited as preventing women and girls from participating. The site is in its infancy but WSF hopes that sports deliverers will be inspired by it learn from it and also add their own case studies to the site. For more information visit [www.whatworksforwomen.org.uk](http://www.whatworksforwomen.org.uk).



<sup>20</sup> Sport England analysis of the General Household Survey, 2002.

<sup>21</sup> Office for National Statistics (2004), Sport and Leisure, General Household Survey, 2002.



## 7 Girls' participation in sport and physical activity

There have been a number of studies published in 2005 and early 2006 that have concentrated on young people's behaviours and attitudes towards sport and fitness (in and out of school). Among others, these include:

- ❑ *Listening to Tomorrow's Athletes: 2005 update*, Norwich Union, 2005.
- ❑ *Girls Participation in Physical Activities and Sports: Benefits, Patterns, Influences and Ways Forward*, Centre for Physical Education and Sport Research, Canterbury Christchurch University, 2005.
- ❑ *Determinants of sports and physical activity participation amongst 15-19 year old young women in England*, Sport England, 2006.
- ❑ *Girls in Sport Monitoring and Evaluation final report*, carried out the Institute of Youth Sport on behalf of Nike/Youth Sport Trust, 2006.
- ❑ *Physical Activity in Scotland Schoolchildren (PASS) Project, 2004/05*, Child and Adolescent Health Research Unit, 2005.
- ❑ *Increasing Demand for Physical Activity for Adolescent Girls in Scotland*, sportscotland, 2005.

### 7.1 SPORT WITHIN SCHOOL CURRICULUM

- ❑ In 2002, 82% of girls and boys took part in sport in lessons at least ten times in the year, a decline of 3 percentage points from 85% in 1994.<sup>22</sup>
- ❑ Around 80% of the girls surveyed indicated that they would like to be more physically active.<sup>23</sup>
- ❑ However, there is still a sizable minority not enjoying sport. In 2003-04, a different study found 3% of girls said they rarely take part in PE and one in five girls stated that they take part in PE only because they have to. Around 15% of girls stated that they do not enjoy PE and 30% of girls did not think they will be physically active when they leave school.<sup>24</sup>
- ❑ One in five believed that being good at sport is not important for girls and also that it was not 'cool' to be good at sport. It is evident the image of sport in many secondary schools is a serious factor. This deteriorates gradually from Year 7 to 11.<sup>25</sup>
- ❑ Body-consciousness and dislike of PE kit were significant issues: 30% of girls did not like their PE kit and over 40% felt self-conscious about their bodies in PE lessons.<sup>26</sup>



<sup>22</sup> Sport England (2003), *Young people and sport in England, trends in participation, 1994-2002*.

<sup>23</sup> As above.

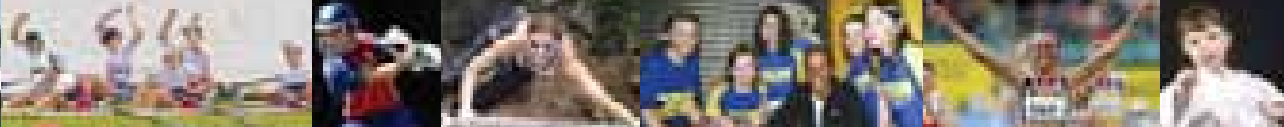
<sup>24</sup> Institute of Youth Sport (2006), *Girls in Sport Monitoring and Evaluation final report* Nike/Youth Sport Trust.

<sup>25</sup> As above.

<sup>26</sup> As above.







CASE STUDY

### The Nike/Youth Sport Trust Girls in Sport Programme

The Girls in Sport programme, first established in 1999 by Nike and the Youth Sport Trust, aimed to increase girls' involvement in sport by equipping secondary school teachers and senior management teams with the appropriate skills and ideas to provide forms of physical education (PE) and sport opportunities that would foster long-term change in girls' sport involvement. This included:

- A four-hour training and development workshop available for PE department staff;
- A user manual for each secondary school;
- Assistance in developing a tailor made action plan;
- Research support through the Institute of Youth Sport (IYS); and
- A national award scheme.

Since the project was launched nationally in 2000, 66% of secondary schools in England have attended one of 250 workshops. 75% of schools implemented changes to their extra curricular provision and 28% of schools made links with local sports clubs in the community. The impact so far has been:

- Around four in five teachers (83%) who implemented change perceived an improvement in participation levels in either PE or school sport;
- Almost three quarters (70%) who implemented change in schools perceived that these changes reduced girls' non-participation in school PE;
- Over three in four teachers (77%) perceived that the changes increased participation in extra curricular sport; and
- Around nine in ten (92%) schools that implemented school policy changes reported a positive increase in participation in PE. However, only 15% of schools implemented this type of change.

The research analysed the progressive process of change and looked at schools plans for future development within this area. Around nine in ten schools (92%) that entered the national award scheme indicated that they had plans for future development. Many of these initiatives are being expanded to cater for minority groups or developing initiatives with partner primary and secondary schools.

CASE STUDY

### Get Girls Active, Scotland only

Get Girls Active is a four-hour workshop on girls' physical activity and sport delivered to 600 Active Schools Co-ordinators and Managers from September 2005-December 2006. The workshops are delivered by sportscotland's Women, Girls and Sport Officer in all 32 Local Authorities in Scotland. In total 60 workshops will be offered across Scotland covering the following issues:

- Provide background information on the levels of girls' participation in sport and physical activity and sport;
- Discuss and assess current national statistics and research on girls' participation in physical activity and sport;
- Discussions and dissemination of good practice on "what works for girls"; and
- Workshop activity and discussion on the barriers for girls and how to develop an active school where girls needs are taken into consideration.

The outcomes of the training are:

- Provide a general understanding of the barrier and the issues relating to girls physical activity;
- Increased understanding of the national and local issues relating to girls physical activity;
- Better knowledge and confidence in how to provide activities for girls that are successful in increasing girls participation; and
- Increased participation by girls and more activities on offer that are suitable for girls.



## 7.2 SPORT OUTSIDE SCHOOL CURRICULUM

- ❑ In 2005, 21% of secondary school girls in Great Britain did no exercise outside school compared with just 13% of boys the same age. Just 6% of primary school boys and girls did no exercise outside school illustrating the sharp participation drop off rates.<sup>27</sup>

## 7.3 AGE AND IMPACT UPON ACTIVITY

- ❑ Scottish data from 2004 show that the proportion of girls taking part in sport more than twice per week (either inside or outside lessons) declines from 61% in the 8-11 age group to 46% in the 12-15 age group. Furthermore, the guideline of 60 minutes of daily physical activity of at least moderate intensity is being met by 66% of girls at age 10-11, but this also declines to 36% at age 14-15 years.<sup>28</sup>
- ❑ At primary school age, sport was ranked as girls' favourite pastime alongside reading books and shopping for clothes. Secondary school aged girls ranked sport as their fifth favourite activity.<sup>29</sup>

## 7.4 ATTITUDES TOWARDS PHYSICAL ACTIVITY

- ❑ Enjoyment was the main reason for taking part in physical activity and sport for the majority of girls (73%). However, 18% of girls would not continue taking part in sport and physical activity if it did not help with weight management.<sup>30</sup>
- ❑ Around one-third of girls (31%) did not like others to see how they look when taking part in sport and physical activity. Girls whose main motivation to participate was enjoyment, rather than to change their body image, were far less likely to feel self-conscious about taking part.<sup>31</sup>
- ❑ One in five secondary school girls (20%) say that 'sport is boring', compared with just 7% of boys and compared with 17% of girls in 2003. For the younger age group, only around 7% of primary school girls and 3% of primary school boys think 'sport is boring'.<sup>32</sup>

## 7.5 PARENTAL AND SOCIAL INFLUENCES

- ❑ Parents are vital facilitators of sport but for daughters, parents seem to reinforce a stereotype that 'sport is for boys'.<sup>33</sup>
- ❑ Around three-quarters (76%) of parents admitted worrying about their daughters when they are out because of the threat from paedophiles (compared with 65% of boys' parents).<sup>34</sup>
- ❑ Around two in five (37%) secondary girls do not play regular sport with a family member, compared with 26% of boys the same age.<sup>35</sup>
- ❑ Less than 8% of primary school boys and 18% of primary school girls did not take part in sport regularly with a member of their family in 2005.
- ❑ Only 15% of parents of secondary school girls regularly take them to see live sporting events compared with 40% who take their secondary school sons.<sup>36</sup>
- ❑ One in five secondary school girls (20%) say 'my friends don't do sport, so I don't either' compared with 7% of boys.<sup>37</sup>
- ❑ Research by Sport England found that the transition within education or from education to employment had a detrimental impact upon girls' activity levels, even for girls who enjoy sport. They found they have less time, less energy, increased workload and their social groups change. However, that said, young women who still participate in sport, despite recognising the negative impact of transitions, also acknowledged the transition of growing up and taking responsibility for personal health and fitness.<sup>38</sup>

<sup>27</sup> Norwich Union (2005), Listening to Tomorrow's Athletes, 2005 Update.

<sup>28</sup> sportscotland (2005), Increasing Demand for Physical Activity for Adolescent Girls in Scotland.

<sup>29</sup> Norwich Union (2005), Listening to Tomorrow's Athletes, 2005 Update.

<sup>30</sup> sportscotland (2005), Increasing Demand for Physical Activity for Adolescent Girls in Scotland.

<sup>31</sup> As above.

<sup>32</sup> Norwich Union (2005), Listening to Tomorrow's Athletes, 2005 Update.

<sup>33</sup> As above.

<sup>34</sup> As above.

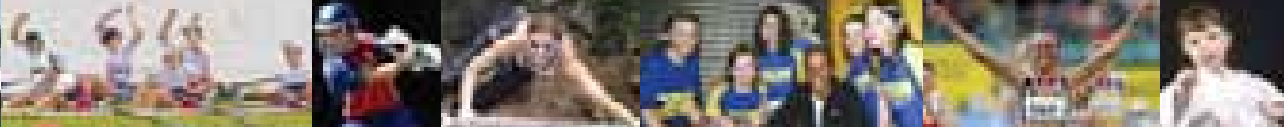
<sup>35</sup> As above.

<sup>36</sup> As above.

<sup>37</sup> As above.

<sup>38</sup> Sport England (2006), Determinants of sports and physical activity participation amongst 15-19 year-old young women in England.





## 7.6 GIRLS' FOOTBALL

From a research study involving over 2,000 young people and adults, more than one in three girls now say football is their favourite sport to play, ahead of traditional female sports such as netball. The study found that 83% of children say girls should be 'allowed' to play boys' sports, such as football or rugby at school and this view gets stronger the older they get up to 90% in the 13-16 age group.<sup>39</sup>

### CASE STUDY

#### British Women's Tennis Association (BWTA)

The BWTA has been awarded a grant from the Lawn Tennis Association to be spent on encouraging girls aged 8 to 14 to play competitively. *Girls Only Spring Parties and Mini Green Tournaments* have been organised throughout the country, with the emphasis on fun drills and coaching, with a small competition to end. The organiser/coach is selected as a person who is sympathetic to the needs of girls and young teenagers. Follow-up evaluations show that many of the girls continue to play in local events, whilst a few feel confident to enter sanctioned events. For more information visit [www.bwta.net](http://www.bwta.net)

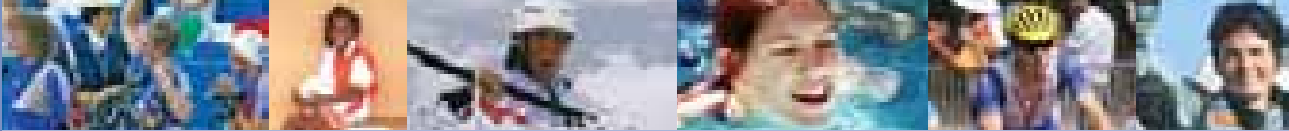
### CASE STUDY

#### International research

The Child and Adolescent Health Research Unit (CAHRU) at Edinburgh University is preparing a major survey to take place in 2006. The Health Behaviour in School-aged Children (HBSC) survey is a cross-national research study that has been carried out since 1983 conducted in collaboration with the World Health Organisation (WHO) Regional Office for Europe. The survey aims to increase understanding of young people's health and well-being, health behaviours and their social context. The 2006 survey will be carried out by 40 countries across Europe and North America. The survey will be conducted during January-March 2006 and will involve between five and six thousand pupils from more than 200 schools across Scotland. For more information visit [www.hbsc.org](http://www.hbsc.org)



<sup>39</sup> Tesco's Sport for Schools and Clubs, 2005.



## 8 Performance and excellence

**Objective:** Enable women and girls with sporting ability to achieve excellence in the sport of their choice.

**Target:** Increase in the number of female athletes receiving funding from 476 to 506 by December 2005.

**Progress:** Overall in 2005-06, 589 elite female athletes were being funded by the five sports councils. This is an increase from 509 in 2004-05. Women made up 48% of those being funded, but they still receive less money on average than their male counterparts.

### 8.1 HIGH PERFORMANCE IN 2005

A snapshot of some of the British female athletic successes in 2005:

- ✘ England Women's Cricket team won the Ashes from Australia.
- ✘ Ellen Macarthur – world record for sailing solo around the world.
- ✘ Zara Phillips – individual and team gold at the European Eventing Championships.
- ✘ Victoria Pendleton – Gold at the Cycling World Championships.
- ✘ Anna Hemmings – World Canoeing Champion.
- ✘ Beverley Jones – Cerebral Palsy 100m and 200m World Champion.
- ✘ Elena Little – World record for shooting and current European Champion.
- ✘ Kim Lumley – British water-ski racing Champion, World Champion and current European Champion.
- ✘ England hosted the Women's Euro 2005. (While the England team only made the quarter finals, the event was a significant step up for women's sport, in terms of media coverage and spectators (see the *Media* chapter).
- ✘ British women's quadruple sculls team - Gold at the World Rowing Championships.
- ✘ Isabel Newstead – Open European Air Pistol Champion.

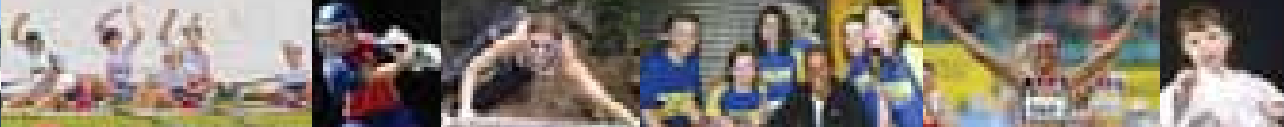
### 8.2 OLYMPICS

While the 2004 Olympics occurred over 15 months ago, it is still the most recent multi-sport global event in which women participate. Women made up 39% of the British entrants (total 272) to the 2004 Olympic Games in Athens (compared with 41% of all athletes at the Games in total) and it has been around this proportion since 1992. British women won 39% of the medals that Team GB brought home in 2004. Women made up 40% of the GB Paralympians in Athens in 2004 and won 43% of the medals.

Women have fewer opportunities to win medals at the Games as they participate in fewer sports and are involved in fewer events. However, the International Olympic Committee (IOC) maintains a policy that any new sports wishing to be included in the Olympic programme must include female events. There were just two sports in which women did not compete: baseball – because women played softball instead – and boxing. Boxing may be included for women at the 2012 Olympics.

The inclusion of women in Olympic teams is not uniform throughout the countries represented at the Games. At the 1988 Seoul Olympics, 42 of the 160 countries competing did not send any women athletes. By Sydney, 190 out of the 199 nations represented had female participants and 53 teams had 50% or more athletes.





CASE STUDY

### Boxing in Wales

Hopes are high that women's boxing will be fully incorporated into the Olympic programme by the time the London 2012 Games arrive. With a strong possibility that women will feature when the Olympics reach British shores in six years, the Welsh Amateur Boxing Association (WABA), in partnership with Sports Council for Wales (SCW), is turning its attention to the formation of a women's squad to take on the best in the world. On the back of a highly successful first squad session which saw 12 women box to praise from the Welsh National Coach, there was a second session at the Welsh Institute of Sport on 22-23 October 2005. WABA is hopeful of drawing more women and taking the sport to the next level.

The sport has already made its mark in countries such as Finland, Sweden and Norway and now the WABA wants to see the same success in the Principality, with the hope of challenging the leading nations in years to come.



<sup>30</sup> Women's Sports Foundation  
<sup>31</sup> Working in Fitness (2004), Skills Active



### 8.3 ELITE FUNDING

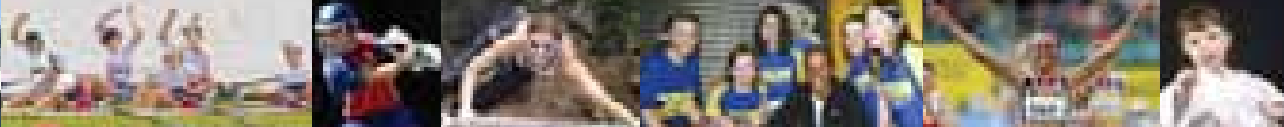
Through National Lottery and Exchequer funding in the four years leading to the 2004 Olympics, UK Sport invested more than £80 million in UK sportswomen and men including £15 million in the Paralympic team. Funding up to 2008 is anticipated to be £98 million, with investment expected to increase further in the run up to the London Olympic and Paralympic Games in 2012.

The funding is centred around a 'no compromise' approach, targeting resources and activity solely at those athletes capable of delivering medal-winning performance. Individual sports are allocated funding through the World Class Performance Programme, the amount determined by a formula combining results from the last Games and current rankings. National Governing Bodies then use the Programme funds to cover coaching, sports science and training facilities and personal awards which go directly to the athletes to assist them with basic living costs, personal training and sports equipment.

The original UK Strategy Framework target was set at 506 women being funded by 2005. **Table 3** shows the number of elite women receiving funding from UK Sport (through its World Class Performance Programme (WCPP)); **sportscotland** (through its Athlete Support) and Sports Council for Northern Ireland (SCNI) (through its Talented Athlete Programme (TAP)); Sports Council for Wales (SCW) (through Elite Cymru) and also Sport England (through their WCPP) and where possible the average amount per head.

- ❑ Overall, the total number of women being funded in the financial year 2005 (as at November 2005) by all five sports councils was 589, compared with 628 men.
- ❑ As a proportion of all athletes funded through the various programmes, women make up almost half (48%) of all those being funded. This is an increase of 2% since 2004 (when 509 women and 668 men were funded). However, in 2005 there are some stark variations across the sports councils with the proportion ranging from 34% in Northern Ireland up to an exceptional 71% of athletes funded in England.
- ❑ Women receive a smaller proportion of the money available and less money on average than their male counterparts. For example, while 73% of those athletes being funded by Sport England are women, they receive 63% of the money available. This works out at £6,314 per athlete per year compared with £9,170 for men. This is the most extreme example, but the trend is the same for the other sports councils where figures are available (there are no figures available from **sportscotland**).
- ❑ Women received £2.1 million from UK Sport in 2005 in comparison with £3.1 million awarded to male athletes. Per head, this is £12,398 for each woman, compared with £13,030 for each man.





**Table 3 Funding from sports councils for elite female athletes, United Kingdom, 2005-06**

Funding Organisation	Number of female elite athletes being funded	Percentage of female athletes being funded in comparison with male athletes	Percentage of all funding available going to female elite athletes	Amount of funding per female athlete on average	Amount of funding per male athlete on average
Sports Council for Northern Ireland (TAP)	29	34	30	£6,198	£7,398
sportscotland (Athlete Support) <sup>1</sup>	234	54	-	-	-
UK Sport (WCPP)	173	42	41	£12,398	£13,030
Sports Council for Wales (Elite Cymru)	75	43	42	£3,145	£3,783
Sport England <sup>2</sup> (WCPP)	78	71	63	£6,314	£9,170
<b>Total</b>	<b>589</b>	<b>48</b>	<b>42<sup>3</sup></b>	<b>£8,600<sup>3</sup></b>	<b>£9,846<sup>3</sup></b>

- data not available

1 Athletes funded from April 2005 to November 2005

2 Snap shot of athletes being funded as at November 2005

3 Figures do not include sportscotland athletes

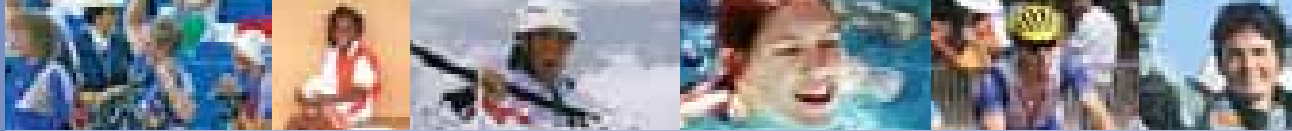
**Sources:** UK Sport (WCPP); Sports Council for Wales (Elite Cymru); sportscotland (Athlete Support); Sports Council for Northern Ireland (TAP); and Sport England (WCPP)

## 8.4 WOMEN'S ELITE FOOTBALL

The FA invested £4million in women's football in 2005, not including staff wages. Evidence is not available to show how much money is invested in men's football in comparison with women or even with other countries.

While female England footballers may get paid around £400 per session (i.e. a match or training) and £100 for personal appearances, they are unlikely to receive payment for playing club football. They are not paid enough on which to support themselves and a family. Most secure other jobs (often in sport or football coaching) or are in education. Some can be considered 'semi professional' and may support themselves from sponsorship deals, appearances and community work. For example Faye White, England and Arsenal Captain works for Arsenal as a sport development officer and often undertakes appearances at events.





## 9 Leadership

**Objective:** Increase the number of women leaders at all levels and in all capacities in sport and physical recreation.

**Target:** An increase in the number of women on strategic sports boards and committees from 23 per cent to 30% by December 2005.

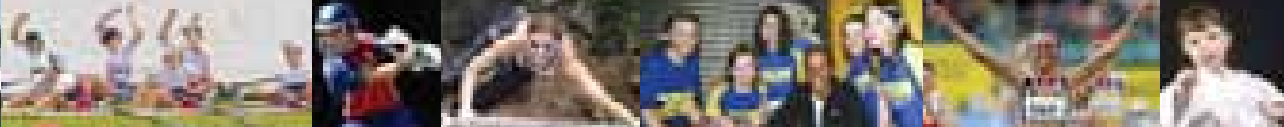
**Progress:** Overall in 2005 women made up 26% of all strategic sports boards and committees.

**Table 4 Women working for sports councils and selected sporting governing bodies and board members; Great Britain; 2005**

Organisation	Date <sup>1</sup>	No. of staff	No. of staff who are women	Proportion who are women (%)	No. on board /exec committee	No. of women on board/exec committee	Proportion of board/exec committee who are women (%)
<b>Sports councils</b>							
sportscotland	Nov-05	235	115	49	12	4	33
Sports Council Northern Ireland	Nov-05	-	-	-	15	5	33
Sports Council for Wales	Nov-05	185	92	50	10	3	30
UK Sport	Nov-05	75	38	51	14	4	29
Sport England	Nov-05	281	131	47	6	1	17
Sub-total		776	376	48	57	17	30
<b>Selected sports organisations</b>							
CCPR	Nov-05	21	13	62	11	5	45
Sportscotland	Nov-05	88	49	56	10	4	40
British Olympic Association	Nov-05	46	27	59	14	5	36
British Universities Sports Association	Nov-05	14	10	71	34	11	32
Youth Sports Trust	Nov-05	155	108	70	10	3	30
Northern Ireland Sports Forum	Nov-05	1	1	100	14	3	21
British Paralympic Association	Nov-04	16	10	63	8	1	13
Sub-total		341	218	64	101	32	32
<b>Selected sports governing bodies</b>							
English Ladies Golf Association	Nov-05	11	11	100	14	14	100
Welsh Netball Association	Nov-05	21	21	100	7	7	100
England Netball	Nov-05	45	36	80	9	8	89
Scottish Lacrosse Association	Nov-05	1	1	100	17	13	76
Welsh Lacrosse Association	Jul-05	0	0	0	11	8	73
England Women's Rugby Football Union	Nov-05	18	12	67	9	6	67
Welsh Rugby Union	Nov-05	5	4	80	3	2	67
Women's Cycle Racing Association (GB)	Nov-05	6	4	67	5	3	60
British Gymnastics (UK)	Nov-05	81	56	69	13	6	46
England Squash	Nov-05	32	13	41	12	5	42
Lawn Tennis Association (GB)	Nov-05	204	98	48	5	2	40
Welsh Hockey Union	Nov-05	18	11	61	10	4	40
English Lacrosse Association	Nov-05	9	5	56	11	4	36
Amateur Rowing Association (England)	Nov-05	75	34	45	12	4	33
British Triathlon	Nov-05	35	9	26	9	3	33
Amateur Swimming Association (England)	Nov-05	183	102	56	10	3	30
Scottish Hockey	Nov-05	10	6	60	10	3	30
Amateur Athletics Association (England figures)	Nov-05	12	8	67	35	8	23
Badminton Association of England	Nov-05	49	25	51	9	2	22
England Hockey	Nov-05	40	25	63	9	2	22
England Basketball	Nov-05	24	7	29	5	1	20
British Orienteering (UK)	Nov-04	19	13	68	21	4	19
Tennis Wales	Nov-05	9	7	78	17	3	18
Royal Yachting Association (UK)	Nov-05	133	82	62	40	7	18
Welsh Badminton Union	Nov-05	5	3	60	7	1	14
British Equestrian Federation (England and Scotland)	Nov-05	11	9	82	8	1	13
England and Wales Cricket Board	Nov-05	127	40	31	16	2	13
British Canoe Union (GB)	Nov-04	-	-	-	10	1	10
English Golf Union	Nov-05	30	16	53	49	1	2
Amateur Boxing Association of England	Nov-05	6	3	50	9	0	0
British Cycling (UK)	Nov-05	122	26	21	9	0	0
British Judo Association (England figures)	Nov-05	34	14	41	8	0	0
British Mountaineering Council (GB)	Nov-05	24	6	25	10	0	0
National Federation of Anglers (England and Wales)	Nov-05	7	2	29	11	0	0
Rugby Football League (England)	Nov-05	88	29	33	5	0	0
Rugby Football Union (England)	Nov-05	-	-	-	13	0	0
Scottish Angling	Nov-05	1	0	0	6	0	0
Scottish FA	Nov-04	87	37	43	11	0	0
Scottish Golf Union	Nov-05	17	8	47	25	0	0
Squash Wales	Nov-05	3	1	33	8	0	0
The FA (England)	Nov-05	278	117	42	14	0	0
English Table Tennis	Nov-05	31	13	42	-	-	-
<b>Sub total for governing bodies</b>		<b>1911</b>	<b>914</b>	<b>48</b>	<b>522</b>	<b>128</b>	<b>25</b>
<b>All organisations</b>		<b>3028</b>	<b>1508</b>	<b>50</b>	<b>680</b>	<b>177</b>	<b>26</b>

- data unavailable  
Sources: Governing bodies; sports councils; selected sports organisations





## 9.1 WOMEN WORKING IN THE SPORTS SECTOR

### 9.1.1 Full-time and part-time sporting jobs

In 2005 there were 379,000 jobs in recreation, culture and the sporting industry in the UK, with women filling almost half of these jobs (187,000). However, as would be expected the distribution between full-time and part-time jobs is quite different. Women filled less than half the full-time jobs (106,000 jobs compared with 155,000 jobs for men) but more than double the number of part time jobs (82,000, compared with 37,000 for men).

As **Table 4** shows that on average women made up exactly half of all employees within all organisations listed however the selected sports organisations had the highest proportion of women at 64%.

### 9.1.2 Earnings

**Table 5** shows full-time male employees earned 19% more money than women working in recreation, culture and sporting industries (a median of £22,977 a year compared with £19,280). However, it is not all bad news. There has been a slight reduction in the pay gap since 2004 when men earned 21% more than women.<sup>40</sup>

**Table 5 Median and mean earnings for men and women working full time in recreation, cultural and sporting activities; United Kingdom; 2005**

	Full time women	Full time men	Percentage difference in annual earnings 2005	Percentage difference in annual earnings 2004
Number of jobs <sup>1</sup>	106,000	155,000		
Median annual earnings	£19,280 <sup>1</sup>	£22,977	19	21
Mean annual earnings	£23,855	£34,346 <sup>1</sup>	44	50

<sup>1</sup> This figure may not be statistically reliable

**Source:** Annual Survey of Hours and Earnings, 2005, Office for National Statistics

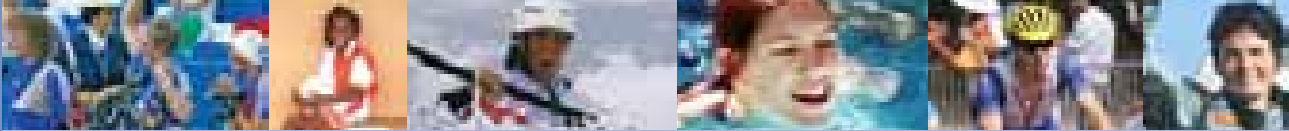
This earnings gap may be explained in part by the fact that women tend to work in lower grade positions than men. A study<sup>41</sup> carried out in June 2003 into the position of women in employment within the sports sector in the North East of England found that while women are well represented in employment in the sports sector, making up half of the workforce, they were concentrated in clerical and secretarial roles. Women were markedly under-represented in senior management roles. While we can speculate about why they are in lower positions, it may be due to lack of qualifications, opportunities, training, self-confidence, lack of role models or support. The women interviewed in the study stated that they were interested in moving up the career ladder within the sports sector, however, they were unsure about the direction they would like their careers to take and how they would go about realising their ambitions. In addition, many women take time out of a job, or go part time to look after children, so are not necessarily taking up promotion opportunities while they are concentrating on their family commitments.

In a study by Skills Active,<sup>42</sup> researchers found that even in similar roles women earn less. For example, in 2005, male club duty managers earned £17,500 compared with £17,000 for female duty managers. Other positions showed greater inequalities: male personal trainers earned £17,200 compared with female trainers earning just £14,800. Two explanations cited by researchers were that men had spent longer in the industry and were marginally more qualified.

<sup>40</sup> While an average (the mean) is often used to describe what is happening within a population, in the case of understanding a population's earnings, it can be misleading. This is because the figure is skewed upwards by a minority of people earning a lot of money, giving the impression that people 'on average' earn more than they really do. Knowing a population's median earnings is a more accurate measure of what people are really earning, as an equal number of people earn above and below it.

<sup>41</sup> Women's Sports Foundation (2003), A Sporting Chance for Women, 2003, CURDS, University of Newcastle upon Tyne.

<sup>42</sup> Skills Active (2005) Working in Fitness.



## 9.2 WOMEN IN LEADERSHIP POSITIONS

The researchers carrying out the study of women working in sport in the North East found that there was a general perception that the position of women in employment in the sports sector has improved over recent years. However, there was also evidence of a strong belief among female employees that women have to work harder than men in order to succeed. Younger women were more optimistic than older, more experienced women.

### 9.2.1 Heads of leisure

According to the Institute of Leisure and Amenity Management (ILAM) in a study of their membership database in 2004, only 13% of Heads of Leisure were women. In 1999, 11% of Heads of Leisure were women. While this is a step in the right direction, over a five-year period this might be expected to be more substantial.

### 9.2.2 Board membership

**Table 4** also shows the proportion of women on sports boards and committees at the end of 2005<sup>43</sup> where women made up 26% of all board members. However, this figure includes a wider range of governing bodies and more sporting organisations than used in the 2005 report. To enable direct comparison with last year's report, we carried out a further analysis including only those organisations that were included in the previous report. The comparable figure was then 24%, an increase of 1% (23% at the end of 2004).

National governing bodies vary quite considerably. Understandably women-only bodies have high proportions of women on the board, while among the mixed governing bodies as many as 12 organisations have no female representation on their boards at all. For some, this does reflect membership, for example the Royal Yachting Association, however, for others it does not, for example the Amateur Swimming Association.

The selected sports organisations have the highest proportion of women in decision-making positions (32%) followed by sports council boards where women's representation is 30% (a decline of 3 percentage points since 2004).

Governing bodies have the lowest number of women in leadership positions: just 25% of all board members are women. However, more positively, there has been a real increase since the end of 2004. Of those governing bodies surveyed in 2004, 21% of board members were women. In 2005 the figure for exactly the same governing bodies was 23.

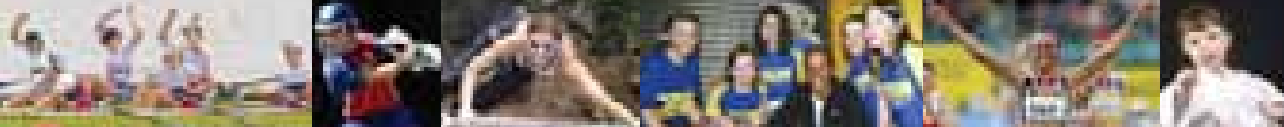
In 2004, **sportscotland** carried out a study looking at women in leadership.<sup>44</sup> The results mirror similar findings from surveys in other countries and show significant inequalities between the numbers of men and women in leadership positions. What is interesting is that when asked how the governing bodies and clubs felt about this gender representation both reported a very high satisfaction with the situation (in clubs 87% saw the gender split as very satisfactory or fairly satisfactory. In governing bodies the figure was slightly lower at 69%). It is unlikely that without a real understanding of the influence of gender on the running or representing of the clubs any significant change will take place.

Another popular view from the Scottish survey was that everyone had an equal chance of obtaining a leadership position since they were generally elected and voluntary – '*All members are eligible for election to any post*'. This view, however, poses serious problems, as women are less likely to put themselves forward. Often leaders are recruited from among the most active, visible or vocal groups in the club, groups, which generally are male as they have more leisure time than women. They may also be nominated through word of mouth or because they are already committee members. While this in itself might not bar women it is creating a culture which makes it more difficult for them to gain access to leadership opportunities.

<sup>43</sup> A large proportion of the England and UK-priority and developmental sports' governing bodies were contacted. Effort was made to contact their equivalent bodies in Wales and Scotland, although it was not possible to secure responses from them all.

<sup>44</sup> **sportscotland** (2004), Women in Leadership in Scotland.





Some of the respondents in the Scottish survey showed a lack of understanding of the issue of equality through comments such as 'Gender is immaterial' or '*...often now in clubs we need males at the top as it is a business being run. The females are needed for balance, for organisation of the social running of the club*'. These comments imply a limited understanding of the contribution women can make to the decision-making process and effective leadership.

CASE STUDY

UK Sport in partnership with the British Olympic Association has developed the Women and Leadership Development Programme in an attempt to address the current imbalance. A group of women with the talent and desire to achieve senior decision making positions will be selected to receive support, training and mentoring in order to prepare for leadership in sport. The aims of the programme are:

- To increase representation by women in leadership positions in sport
- To build the competence and confidence of women in decision making positions
- To increase support among organisations for the contribution women can make to sports leadership
- To foster networking between women leaders in the UK and internationally

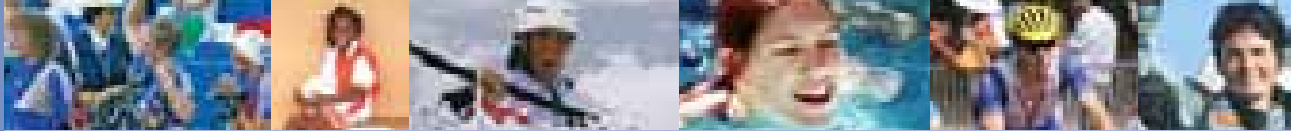
The programme is supported by IOC Solidarity funding and there is an international dimension whereby the women leaders will be able to attend conferences or meetings overseas with the possibility of exchange opportunities.

As well as enhancing the skills and competencies of the women leaders, the Women and Leadership Development Programme will also benefit the sports bodies themselves as the programme will:

- Increase the number of women in leadership positions in sports organisations
- Provide an example of good practice in women's professional development that can be cascaded through sport nationally and internationally
- Contribute to the ongoing improvement in governance and management practice of sports bodies
- Sports bodies may benefit from women's contribution to leadership
- Build on existing good practice in gender equality

The programme is expected to run until 2009 with ongoing evaluation to measure its success.





## 9.2.5 Leadership in the Olympic Movement

The IOC established targets in 1997 for National Olympic Committees (NOCs) and International Federations (IFs) to have at least 20% of all officials in decision-making structures held by women by 31 December 2005.

### Of the 184 NOCs:<sup>45</sup>

- 181 NOCs (98.4%) have at least one woman on their executive body – an increase of 12 NOCs since the end of 2003;
- 125 NOCs (67.9% of all NOCs) have more than 10% of women on their board – an increase of 11 NOCs since the end of 2003; and
- 54 NOCs (29.3%) have met the target with more than 20% of women on their executive body – this is six more NOCs since the end of 2003.

### Based on information provided by 34 of the 35 International Federations (as at June 2005)

- 32 (91%) have at least one woman on their executive body – no change from 2004.
- 19 (54%) have met the target of 10% reps on their board; and
- Ten (29%) have met the target with more than 20% women on their board (an increase of two since 2004).

While the NOCs and IFs are improving, the 20% target will not be met. Of the IOC itself, there is just one woman out of 15 members on the Executive Board.

## 9.3 COACHING

In the UK, just 24% of all coaches are women (see **Table 6**) and only 30% have a coaching qualification in comparison with 41% of male coaches.<sup>46</sup> Although men make up around three in five paid coaches, a higher percentage of female coaches are paid than male coaches (31% compared with 15%), perhaps reflecting that they are more likely to coach sports from which payment is received, for example swimming and aerobics.

**Table 6 Sports coaching by sex; United Kingdom; 2004**

	Total (number)	Men (number)	Proportion of coaches who are male (%)	Women (number)	Proportion of coaches who are female (%)
Current coaches <sup>1</sup>	1,220,000	930,000	76	300,000	24
Qualified coaches	470,000	380,000	81	90,000	19
Paid coaches <sup>1</sup>	230,000	130,000	57	90,000	43

<sup>1</sup> Figures may not sum due to rounding. Number of coaches rounded to 10,000

**Source:** Sports Coaching in the UK, 2004, Sportscoach UK

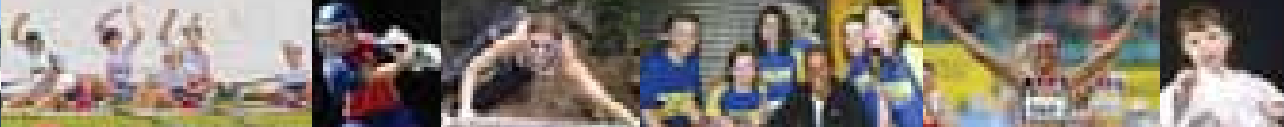
The 2004 **sportscotland** study of women in leadership<sup>47</sup> found the gender differences are greatest among unqualified coaches and coaching at an introductory level, with less difference at club level and national level. Around 91% of governing bodies employed at least one male coach and 73% at least one female coach. Governing bodies were much more likely than clubs to employ coaches at the higher levels. There are more women at the introductory level of coaching and it was reported that women face difficulties progressing to the higher levels of coaching.

<sup>45</sup> Women in Sport Leadership, Evaluation of the 10%-20% Objectives, International Olympic Committee website, November 2005.

<sup>46</sup> Sportscoach UK (2004), Sports Coaching in the UK 2004.

<sup>47</sup> **sportscotland** (2004), Women in Leadership.





### 9.3.1 Coaching and the Olympics

British female coaches at the Olympics are disproportionately few if compared with the number of female athletes. Of the 116 British coaches who went to the 2004 Olympics, 10% were women, compared with 39% of female athletes. Of the 101 staff included in the GB Paralympic team in Athens, 38% were women. Of the 16 sports, women were in charge of just three.<sup>48</sup>

#### CASE STUDY

#### Women into Coaching – London

The Women's Sports Foundation (WSF) is running a two-year project, which began in January 2005, that will see 70 women trained as coaches in London. 'Women into Coaching – London', funded through the European Social Fund, provides women with the skills and training required to move into or progress within sports coaching or leadership. It uses sport as a means to engage in learning and up-skill, as well as provide support to women who face traditional barriers to employment within the sector. The objectives of the project are:

- To increase the number of women involved in sports coaching and leadership in London;
- To increase the number of women attaining coaching and leadership accreditation;
- To provide a learner centred framework to support women throughout and beyond the programme;
- To raise the profile of women as sports coaches and leaders in London; and
- To share best practice to influence equitable access for women at all levels of the coaching pathway.

Partners on the project include: Sport England London; SkillsActive; the Sector Skills Council for Active Leisure and Learning; Sports Leaders UK; sportscoachUK; London Active Partnership; Rugby Football Union for Women; The FA; the Amateur Swimming Association; and British Amateur Gymnastics Association.

Planned outputs and outcomes include:

- At least 75 women trained as sports coaches/leaders;
- At least 25 beneficiaries to achieve a Level 1 qualification and at least 50 beneficiaries to achieve a Level 2 qualification. The disciplines on offer are rugby, football, gymnastics, swimming and community sports leadership;
- 25 beneficiaries progressing towards further learning, training or education on leaving the Programme; and
- A report focusing on employer needs within the sector.

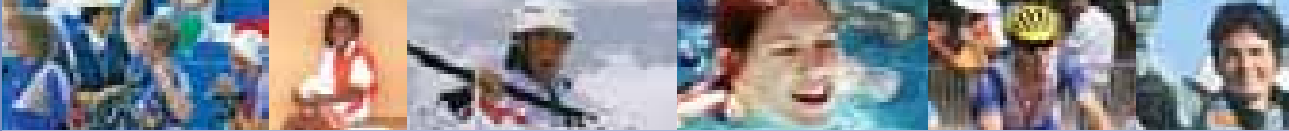
Flexible training provision, shadowing opportunities and the support of a personal mentor will form part of a tailor made programme of continuous professional development. Delivery includes contributions by successful female coaching role models who will share with beneficiaries their own experiences of overcoming barriers (for example disability or culture) to sports coaching or participation.

#### CASE STUDY

#### Women into High Performance Coaching

In 2000, sportscoach UK (scUK), along with WSF, launched the Women into High Performance Coaching Programme (WHPC). The three-year pilot programme was designed in partnership with the four governing bodies of cricket, football, rugby union and rugby league to develop female coaches and provide them with the skills and competences to move into a high performance coaching environment. In March 2004 scUK commissioned an evaluation of the success of the programme. The results showed that 95% of those who responded were very satisfied with the programme, 75% confirmed the programme had helped to increase their coaching knowledge and 60% agreed it had increased their confidence. There was an increase of 40% holding a Level 3 qualification or above and just over a third reported that they were now coaching at a higher level.

<sup>48</sup> Women's Sports Foundation analysis (2004).



## 10 Women in the media

Although the UK Strategy does not set a target for increasing sports women's profile in the media, it is an area where women are under-represented and is worthy of a mention in this report. Since 2003, WSF has been campaigning to increase the coverage of women's sports and female athletes in the media.

### CASE STUDY

#### Campaign for Coverage

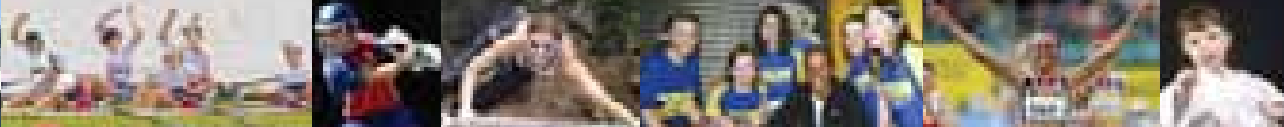
In 2003 the WSF launched the Campaign for Coverage to highlight the lack of media coverage for female sports and personalities. Since it began, WSF have, among other things:

- Published three pieces of research that demonstrate people want to see more women's sports and female athletes in the media;
- Brought together key media with athletes and national governing bodies to discuss the issues concerning women's sport in the media at the Oval Cricket Ground;
- Produced *Britain's Best Kept Secrets* highlighting the inequalities within the media;
- Given a presentation to the BBC Sports senior management team highlighting the inequalities in media's coverage of women's sport and what WSF wanted to see change;
- Lobbied the media and the BBC (through the BBC Charter review) for more media coverage of women's sports, in particular Women's Euro 2005 and the 2005 Women's Ashes Test Series; and
- Responded to letters published in the daily Metro newspaper about the media coverage of Women's Euro 2005.

#### Since it was launched, the campaign has resulted in a number of successes:

- WSF has prompted the BBC to carry out a qualitative research study to find out how women view sports coverage;
- The BBC has revamped its website with respect to women's football. It now has analysis, photos and results;
- The BBC has shown all of the Euro 2005 matches that England played in as well as the final;
- Euro 2005 was heavily promoted on the FA and BBC website and received blanket coverage across all media, even the tabloid press; and
- BBC television viewing figures were positive: 15.2% of the audience share watched England v Sweden (three million at peak).





## 10.1 COVERAGE OF WOMEN'S FOOTBALL AND CRICKET IN 2005

### 10.1.1 Euro 2005

Women's Euro 2005 was an unprecedented success with respect to the British media coverage it received, obviously helped by the event being hosted in England. The FA website covered every aspect of the tournament – before and during the event, including results, match analysis, background to the players and links to other relevant sites. You could also join in a virtual tournament on line. A European record was set as 29,092 fans saw England beat Finland, which was testament to the effort put in by the FA, WSF and broadcasters to promote the event. The BBC also covered the England games. The BBC match commentary was delivered in the same style as for any men's match. The tournament was also covered in all newspapers, with dedicated pages, albeit not on the back pages and not to the extent Euro 2004 was covered.

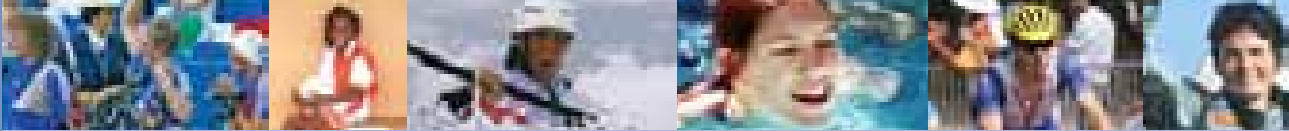
### 10.1.2 Women's Ashes 2005

Like The FA, the England and Wales Cricket Board website covered the whole of the female Ashes, with live match results, analysis and player diaries. The media coverage was better than in previous events and the winning female squad paraded on an open-top bus through central London to celebrate their success.

## 10.2 WORKING IN SPORTS MEDIA

With respect to women and men working in sports media, there are still large inequalities. However, this may reflect the level of female interest in sport generally. Some media have seen greater improvements than others. In television and radio, for example, female sports reporters regularly appear on our screens. In terms of staff, the BBC estimates that a quarter of the journalists, producers and editorial staff in its sports department are now women. This represents a substantial improvement over the last 20 years. However, print media remain predominantly male. In 2002, of the 513 members of the Sports Writers Association of Great Britain only 24 were women. By 2005 this picture has improved little – of the 553 members, only 59 were women. If women are not working as sports writers in the first instance then it is not surprising that there are no female sports editors or deputy editors of national newspapers in the UK. And in reverse, with no female sports editors, there are no role models for aspiring female sports writers.





## 11 2012 Olympics and Paralympics

The 2012 Olympics represent a fantastic opportunity to increase participation among women in sport and physical activity. Already research<sup>49</sup> has shown that almost one in seven children are inspired to play sport following London winning the Olympics. However, many women still need convincing that the Olympics are going to be a positive thing. Just over a third of women said they would consider attending the Games compared with over two thirds of men.<sup>50</sup> A key concern about the Olympics was future debt and the burden on the taxpayer. Just under two-thirds of respondents were anxious about the financial implications of the games due to the recent overspending that occurred at the Athens Olympics and four-fifths would not pay £50 to see the 2012 Games.

The investment into improved infrastructures and clubs up to 2012 and the promised legacy after the event should see the UK well placed to deliver quality sport for all. The opportunities must reflect the interests of the population and that the barriers that many women face are taken into account. For example, having World Class facilities will only be possible if they are truly accessible.

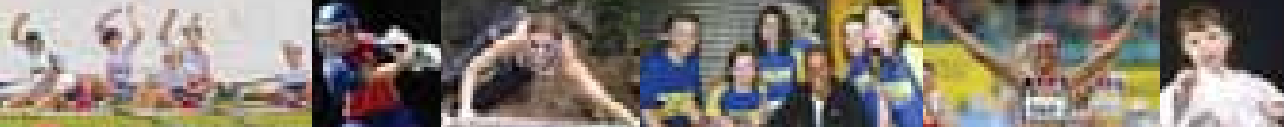


<sup>49</sup> Tesco's Sport for Schools and Clubs (2005).

<sup>50</sup> Venue Solutions Survey (2005), [www.venue-solutions.com](http://www.venue-solutions.com)







## 12 Now and the Future

### 12.1 INCREASING PHYSICAL ACTIVITY

Due to the change in the way that participation statistics have been collected since the original target of 43% was set, it is not possible to say exactly what the progress is from the 36% participation in 2002. What is clear is that regardless of whether the *General Household Survey* or the new *Taking Part* survey is used, female participation still lags behind men's.

On a positive note, policy makers and sports deliverers are becoming aware of the issues and have made public declarations to rectify the situation. The DCMS has set a Public Service Agreement (PSA) target of increasing physical activity levels of women by 3% between 2005 and 2008 in England. Sport England is ultimately accountable for the achievement of this target.

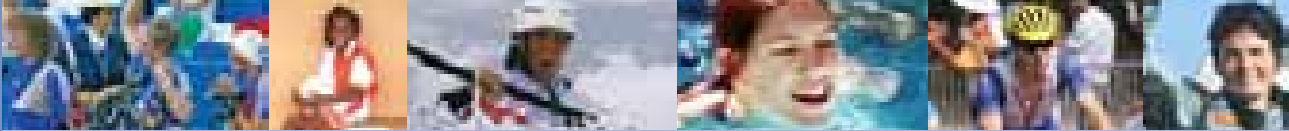
While the other sports councils are not bound by the DCMS PSA target, they do still have a responsibility to reduce inequalities within their respective countries and each council has strategies in place and is intending to set targets in the future that focus on developing opportunities for women and girls. Below are listed some of the initiatives in which the four home country sports councils are involved.

#### 12.1.1 Sports Council for Northern Ireland and Irish Sports Council

The Sports Council for Northern Ireland has made women and girls its priority group for 2006.

In October 2005 the Irish Sports Council launched the €750,000 Women in Sport Initiative aimed at promoting increased participation of women of all ages in sport. Over half a million euros have been directed into 14 innovative projects devised by various governing bodies that are aimed at bringing women and young girls into sport or to retain and re-engage former participants. A further €131,000 has also been allocated across all sixteen local sports partnerships for similar locally based projects, aimed at specific target groups. A new website, [www.womeninsport.ie/aboutus/aboutus.aspx](http://www.womeninsport.ie/aboutus/aboutus.aspx), has been launched to communicate the positive aspects of sports participation, outline existing projects, profile sportswomen and provide links to where women can find participation opportunities. While these developments are focused on the Republic of Ireland, Northern Ireland is also expected to benefit from them.





### 12.1.2 Sports Council for Wales (SCW)

The SCW has had a specific implementation plan in place to raise women and girls' activity levels since 1995. Below is a selection of the work that has been undertaken since 2000, since the introduction of the *Young People First Strategy*.

- ❑ The SCW set up a women and girls sports forum in 2000, bringing together interested parties to meet and discuss the way forward for creating a level playing field for women and girls in sport. The SCW used the forum to report on the work it has been doing and to consult on its programmes.
- ❑ In 2001 the SCW created a Women and Girls Advisory Committee, which discussed major issues including school sport and the media. In the same year they also set up the 'Girls' First Programme' to raise profile of sport and bring about a change in attitude among girls, teachers and parents and increase opportunities for activity. Grants of up to £1,000 were made available to schools to assist them. The evaluation a year later demonstrated it was filling a gap in extra-curricular provision, and that traditionally male sports such as football and rugby were proving popular. This programme was extended in 2003 to include Further Education colleges.
- ❑ The SCW have ring-fenced a significant amount of SPORTLOT funding for women and girls' activities. Local authorities, governing bodies and local groups have all accessed the funding to develop opportunities for women and girls.
- ❑ Press and Marketing – SCW has had a dedicated women and girls press officer since 1998, the post has annual targets for generating both print and broadcast news items and features. The 'Fit In' Initiative was launched in 2003 to raise the profile of women in sport. Its dedicated website [www.fit-in.co.uk](http://www.fit-in.co.uk), provides advice on all aspects of health and fitness. Since going live it has received almost a million hits.
- ❑ Ten governing bodies of sport have whole sports plans which have specific actions for focusing on women and girls' issues.

Since 2000, the SCW has found the gap between male and female participation levels has been closing. In 1999/2000 there was a 15% gap in club participation amongst school-age children. In 2004 there was a 7% difference between the 11 to 16 year-old age group and only a 4% difference between 7 to 11 year-olds.

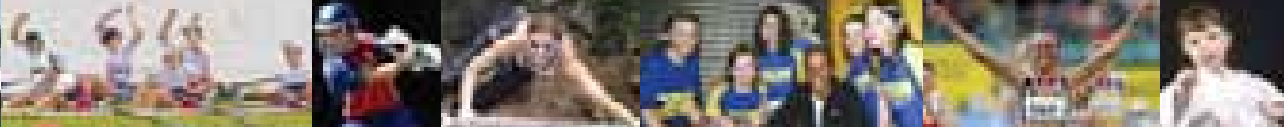
In January 2005 The Welsh Assembly Government launched its 'Strategy for Sport and Physical Activity – Climbing Higher', which has a vision for Wales that is 'active, healthy and inclusive'. The SCW wants to see the new Advisory Panels that the Council has established taking over the remit of the Women and Girls' Advisory Committee, ensuring that all women and girls' issues are mainstreamed into the work of the Council. Large-scale participation surveys will continue in order to analyse the trends in participation. Six key sports have been selected for a focus on girls in future work – rugby, football, hockey, netball, golf and cricket, although all governing bodies are actively encouraged to address the gender gap.

### 12.1.3 Sport England

Sport England is split into regional groups, each responsible for increasing participation in their region. Consequently different regions run different programmes. Listed below are a few examples from the South West Region:

- ❑ Sportslink, Bishop's Forum – an Active Communities Development Project which among other groups, targets women and girls and young mothers from deprived backgrounds or those affected by other social exclusion factors. One particular young mother took up kick boxing activity and has since become a nationally acclaimed example of how sport can change one's life for the better. She has done a number of public speaking engagements, regionally and nationally, at the BBC Road shows, and had positive articles about her published in national tabloid.
- ❑ Restoration of 'Ladies Only' swimming sessions (three times a week) at Newton Abbot Swimming Pool – Sport England South West supported the campaign and wrote to Teignbridge District Council to influence its decision to reinstate the sessions. There was wide media coverage and it was a 'political hot potato' over the summer 2005. WFS were also involved with this issue and provided helpful guidance to the campaign.





#### 12.1.4 sportscotland

In order to tackle gender inequality in sport and physical activity a five-year strategy has been put in place to address the needs of women and girls. This strategy puts into place structures for support and information for women athletes, coaches and leaders. Targeted programs are also being developed in coaching and leadership both to attract girls into leadership and to develop women as coaches and leaders. There is a dedicated Women, Girls and Sport Officer who took up post in 2005, to increase participation through training and advocacy. Part of her role is to roll out 'Get Girls Active' workshops, to 600 Active schools co-ordinators and managers in all 32 Local Authorities in Scotland.

As highlighted earlier in the report, **sportscotland** has carried out a number of research studies looking at young girls and older people and the issues relating to their activity, which will inform their strategy for dealing with girls in the future. The Women, Girls and Sport Officer anticipates carrying out research in the future into adult women's engagement/re-engagement into sport.

#### 12.1.5 Membership of governing bodies

Women and girls make up 51% of the population but membership of many governing bodies does not reflect this, with certain organisations showing very low representation. It is expected that the Equity/Equality Standard will go some way to ensuring that all governing bodies ensure that their policies are equitable, which should make it easier for women to join, as well as make them feel more comfortable about joining clubs.

### 12.2 PERFORMANCE AND EXCELLENCE

With regard to performance and excellence, while recent data suggest that more women are receiving funding than previously, and the number receiving funding has exceeded the target set of 509 in the original Strategy, elite female athletes are still in receipt of less money per athlete on average. It is for policy makers and funders to consider the implications of these data and seek to ensure equitable funding for those athletes included in the World Class and home country high performance programmes.

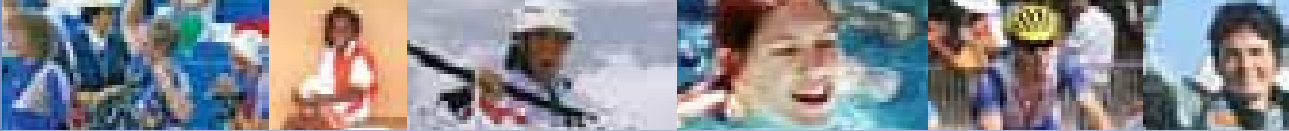
Girls and boys, women and men will be inspired by the 2012 Olympics and Paralympics not because of potential financial reward but for the honour of representing Great Britain. It is essential that they are each provided with the best opportunity and necessary support to realise their potential and achieve medal success.

### 12.3 LEADERSHIP AND COACHING

There has been an increase since the last progress report was published on the proportion of leadership positions taken up by women. If we look at selected sports organisations and sports councils, each has more than 30% of their leadership positions filled by women, which exceeds the original target set. However, when governing bodies are included, it brings the average down to just 26%. This is despite the fact that women make up 50% of all employees working for all the sports organisations. Many governing body boards do not reflect their membership and there remain at least 12 governing bodies with no female representation at all. A rise in participation would positively affect women's representation in clubs as leaders and athletes and the pool of talent and potential leaders would be widened.

Coaching represents the area requiring the most immediate focus. With only 10% of the British Olympic coaching team in Athens being female there is enormous scope to expand coaching talent base and seek.





## 12.4 MEDIA

In general in the UK individual female sport stars get more media coverage than team sports, due to their success at large events such as the Olympics and Paralympics and sporting events viewed by women. Over 86% of the people surveyed by WSF<sup>51</sup> believe that more female sports stars on the television would encourage girls to play more sport.

Football and cricket are two areas of female sport in 2005 where the media coverage was visible and more positive. In turn, the response of the public to seeing women playing has been enthusiastic. 2005 was an unprecedented year for exciting team events. Such coverage in years when there are no major tournaments and for other sports such as rugby and netball would help maintain momentum.

## 12.5 WHAT NEXT?

In this report the current situation for women and sport has been reported with an overview of some of the main findings from the plethora of research that has been carried out over the last few years.

The targets themselves as well as the means by which data are gathered will require reviews however there is tremendous scope for ongoing promotion, support and monitoring of the Framework objectives.

In 2006 the findings of this report will be presented at the 4th World Conference for Women in Sport. In addition, women who seek greater involvement in sport are set to benefit from the ongoing implementation of the Equality Standard for Sport as governing bodies take positive action to address under representation.

UK Sport and the BOA will focus their efforts on the development of a group of women leaders who will be able to practise their skills within national sports organisations and governing bodies, contributing to the ongoing improvement in governance and management practice of sports bodies

On behalf of UK Sport, the Women's Sports Foundation will continue to monitor and report on the participation, leadership and funding of women in sport.

## ACKNOWLEDGEMENTS

UK Sport wishes to thank the following their support in producing this report:

**Christine Lillistone**, Women's Sports Foundation

**Mairi Irvine**, UK Sport

**Sarah Birrell**, sportscotland

**Jill Bennett**, sportscotland

**Chiedozie Chigbo**, Sport England

**Catherine Nugent**, Sport England

**Angharad Bunt**, Sports Council for Northern Ireland

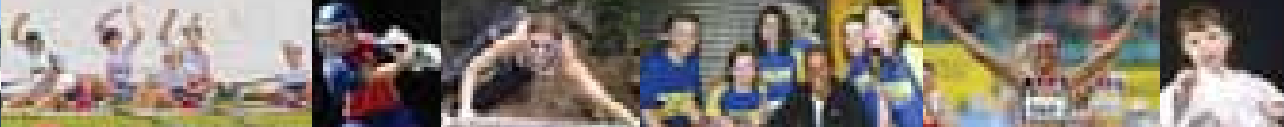
**Ashley Whittle**, Sports Councils for Northern Ireland

**Anita White**, UK Co-ordinating Group on Women and Sport Chair

All the listed national sports organisations and national governing bodies of sport

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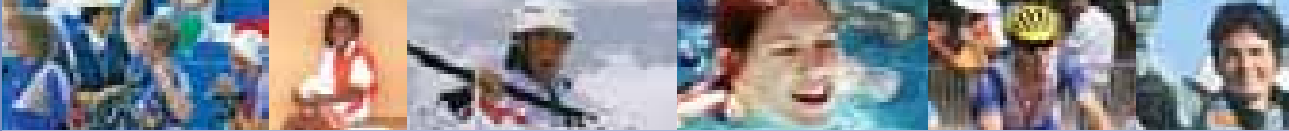




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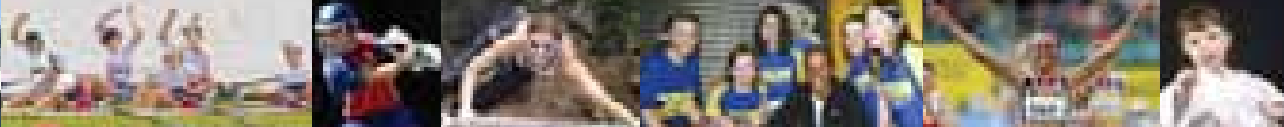
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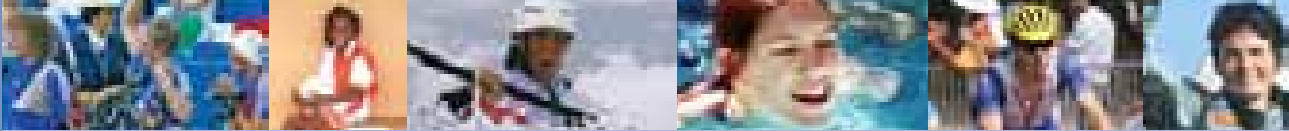
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# Appendix 1 – Principles of the Brighton Declaration

## 1. EQUITY AND EQUALITY IN SOCIETY AND SPORT

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Every effort should be made by state and government machineries to ensure that institutions and organisations responsible for sport comply with the equality provisions of the Charter of the United Nations, the Universal Declaration of Human Rights and the UN Convention on the Elimination of All Forms of Discrimination against Women.

Equal opportunity to participate and be involved in sport whether for the purpose of leisure and recreation, health promotion or high performance, is the right of every woman, regardless of race, colour, language, religion, creed, sexual orientation, age, marital status, disability, political belief or affiliation, national or social origin.

Resources, power and responsibility should be allocated fairly and without discrimination on the basis of sex, but such allocation should redress any inequitable balance in the benefits available to women and men.

## 2. FACILITIES

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Women's participation in sport is influenced by the extent variety and accessibility of facilities. The planning, design and management of these should appropriately and equitably meet the particular needs of women in the community, with special attention given to the need for child care provision and safety.

## 3. SCHOOL AND JUNIOR SPORT

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Research demonstrates that girls and boys approach sport from markedly different perspectives. Those responsible for sport, education, recreation and physical education of young people should ensure that an equitable range of opportunities and learning experience, which accommodate the values, attitudes and aspirations of girls, is incorporated in programmes to develop physical fitness and basic sport skills of young people.

## 4. DEVELOPING PARTICIPATION

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Women's participation in sport is influenced by the range of activities available. Those responsible for delivering sporting opportunities and programmes should provide and promote activities which meet women's needs and aspirations.

## 5. HIGH PERFORMANCE SPORT

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Governments and sports organisations should provide equal opportunities to women to reach their sports performance potential by ensuring that all activities and programmes relating to performance improvements take account of the specific needs of female athletes.

Those supporting elite and/or professional athletes should ensure that competition opportunities, rewards, incentives, recognition, sponsorship, promotion and other forms of support are provided fairly and equitably to both women and men.

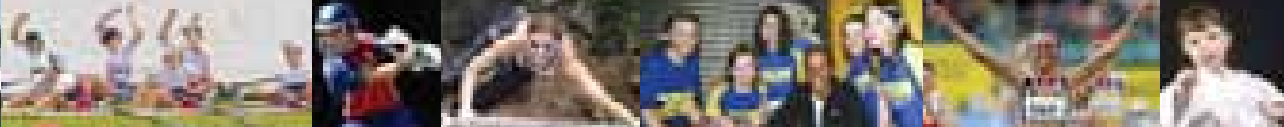
## 6. LEADERSHIP IN SPORT

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Women are under-represented in the leadership and decision making of all sport and sport-related organisations. Those responsible for these areas should develop policies and programmes and design structures which increase the number of women coaches, advisers, decision makers, officials, administrators and sports personnel at all levels with special attention given to recruitment, development and retention.







## 7. EDUCATION, TRAINING AND DEVELOPMENT

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Those responsible for the education, training and development of coaches and other sports personnel should ensure that education processes and experiences address issues relating to gender equity and the needs of female athletes, equitably reflect women's role in sport and take account of women's leadership experiences, values and attitudes.

## 8. SPORT INFORMATION AND RESEARCH

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Those responsible for research and providing information on sport should develop policies and programmes to increase knowledge and understanding about women and sport and ensure that research norms and standards are based on research on women and men.

## 9. RESOURCES

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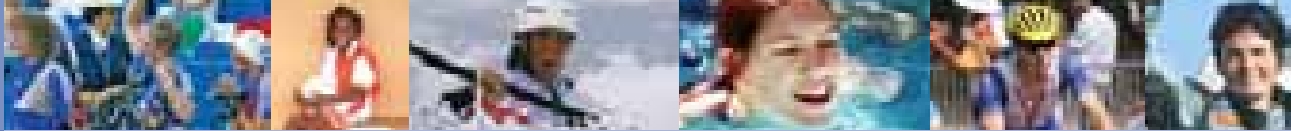
Those responsible for the allocation of resources should ensure that support is available for sportswomen, women's programmes and special measures to advance this Declaration of Principles.

## 10. DOMESTIC AND INTERNATIONAL COOPERATION

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Government and non-government organisations should incorporate the promotion of issues of gender equity and the sharing of examples of good practice in women and sport policies and programmes in their associations with other organisations, within both domestic and international arenas.





## Appendix 2 – Sources of data for the original UK Strategy Framework and subsequent reports

Target	Original data source for the 2003 Framework report	Progress report (March 2005)	Progress report (January 2006)
Increase participation by women and girls in a wide variety of sports, physical recreation activities and in physical education from 38% to 43%;	1996 General Household Survey	2002 General Household Survey	The 2002 source has not been updated. Instead statistics from the 2002 survey have been repeated and first quarterly estimates from the new <i>Taking Part</i> survey have been used.
Increase the number of female athletes receiving funding from 476 to 506;	UK Sport, Sports Council for Wales, <b>sportscotland</b> and Sports Council for Northern Ireland funding programmes.	Funding departments of Sport England, <b>sportscotland</b> , Sports Council for Wales, Sports Council for Northern Ireland, UK Sport	Funding departments of Sport England, <b>sportscotland</b> , Sports Council for Wales, Sports Council for Northern Ireland, UK Sport
Increase the number of women on strategic sports boards and committees from 23% to 30%.	<p><b>Governing bodies</b> Performance Directors Key coaches/staff</p> <p><b>Commonwealth Games Teams 2002</b> Coaches Team Managers</p> <p><b>Sport England Active Sports Programmes</b> Coaches Partnership Development Managers Active Sports Managers</p> <p><b>British Universities Sports Association (BUSA)</b> Athletic Union Presidents BUSA officers Executive board Standing Committee Chairs Other Committees</p> <p><b>British Association of Sport and Exercise Science</b> Biomechanics Physiology Psychology Interdisciplinary Research</p>	<p><b>Governing bodies</b> Major governing bodies in England, Wales and Scotland - strategic board representation</p> <p><b>Sports councils</b> Home county sports councils in the UK; and UK Sport.</p> <p><b>Other sports organisations</b> CCPR, British Paralympic Association, BUSA and British Olympic Association (BOC)</p>	<p><b>Governing bodies</b> All the 32 priority sports in England, Wales and Scotland. Not all responded.</p> <p><b>Sports councils</b> Home county sports councils in the UK; and UK Sport.</p> <p><b>Other sports organisations</b> Range of sporting organisations, including BUSA, Youth Sports Trust, and Irish Sports Forum, British Paralympic Association and British Olympic Association</p>







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