



INCLUSIVITY GUIDE – WOMEN IN SPORT

BACKGROUND

Women and girls are often under-represented in sport. Karate has a strong representation of Female participation compared to other sports, but there is still a level of imbalance. In order to address this gender imbalance, it's vital to understand the barriers that women and girls face when engaging in physical activity.

INSIGHT

13 million women in England want to be more active, yet over 6 million are inactive.

THE BARRIERS

Below are the key barriers identified by Sport England's 'Go Where Women Are' research:

- Fear of judgement
- Lack of time
- Personal safety
- Lack of confidence
- Access to facilities

TIPS TO BREAKING THE BARRIERS

- Family friendly sessions make it easier to fit sessions within busy schedules
- Female only sessions can provide a friendly, supportive environment
- Offer taster and drop in sessions, with no financial or social commitment
- When advertising, don't focus on sport - talk about the benefits the activity can bring
- Incorporate a social element to the session, bring a friend discounts are great to do this
- Tailor sessions to ability by offering beginner, intermediate and advanced sessions
- Pair confident, sportier people with shy people to create a supportive environment
- Change the offer to suit the women you're targeting, don't expect them to change
- Use positivity and encouragement to motivate and drive action

