By 4pm we hope you will...

- be motivated to adopt the insight cycle
- be inspired by new insights into seasonal drop off and keen to join us explore the next steps
- see how local women and girls have been successfully engaged and retained in sport
- be enthused by new perspectives on insight in the sports sector
- have identified opportunities for partnership working
Here’s how we’ll get you there...

10.30 – 11.30am  Women in Sport: Insight into Action

11.30am – 12.15pm  Panel: Insight and how it’s changing the way we engage more women and girls in sport

12.15 – 12.45pm  Developing insight-led approaches locally

12.45 – 1.30pm  Lunch and networking

1.30 – 2.45pm  Case studies

2.45 – 3.15pm  Interactive task

3.15 – 3.45pm  The future of insight-led sport

3.45 – 4pm  Summary and close
Here’s what we would like you to be...

- open
- proactive
- challenging
- collaborative
- Supportive......

- ......and (with your phone on silent)......

- an #InsightSeries tweeter
WELCOME
NICOLA MILLER
DIRECTOR OF CAMPAIGNS AND COMMUNICATIONS, WOMEN IN SPORT
WE ARE
WOMEN IN SPORT
The UK’s leading women’s sport charity
OUR VISION
To transform sport for the benefit of every woman and girl in the UK
WHAT WE DO...

PARTICIPATION

NORMALISING SPORT

WORKFORCE
WHO WE WORK WITH

SPORT ENGLAND

The FA

the asa
swim for life

Department for Culture Media & Sport

NEWTON
The Power of Ideas

UKSPORT

Aberdeen
Asset management

DH
Department of Health

Government Equalities Office

Funded by
COMIC RELIEF

Garfield Weston
FOUNDATION

Virgin
ACTIVE

Youth Sport Trust

London Sport

THIS GIRL CAN
THINGS ARE CHANGING...

THIS GIRL CAN
...BUT THERE IS MUCH MORE TO BE DONE

There are 1.73 million* more men than women playing sport once a week in England.

Only 8% of 14 year old girls meet recommended activity levels

7% of media coverage is on women’s sport

0.4% of commercial investment goes into women’s sport

Only 17% of qualified coaches are women

* APS 9 December 2015
WELCOME
PETER FITZBOYDON
CEO, LONDON SPORT
London Sport:

“Making London the most physically active city in the world”

Peter Fitzboydon
Chief Executive, London Sport
Contents

1. What we have set out to achieve
2. How we will do it
3. How we can help
What we want to achieve
What we want to achieve

VISION: To make London the most physically active sporting city in the world

TARGET: An overall target to get 1,000,000 Londoners more physically active by 2020

1) We’re about more than just sport

2) We want London to be the very best in the world
What we want to achieve

VISION: To make London the most physically active sporting city in the world

Currently London is 9th in Europe, when compared against counties

(3x30min / week)
Contents

1. What we have set out to achieve
2. How we will do it
3. How we can help
Numerous people and organisations deliver physical activity in London...
How we work

London Sport tries to make things work better...

- Local Authorities
- Leisure Providers / Trusts
- Teachers
- Leisure Centres
- Coaches
- Volunteers
- Colleges & Unis
- Instructors
- Sports Clubs
- Parks
- Health Referrers
- Schools
- Charities
- Funders
- TfL
- Gyms / Heath Clubs
- Colleges & Unis
- Sports Clubs
- Parks
- Health Referrers
- Schools
- Charities
- Funders
- TfL
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- Parks
- Health Referrers
- Schools
- Charities
- Funders
- TfL
- Gyms / Heath Clubs
1,000,000 people: who?

Population growth

Inactive people

Active people

more active

more active

1,000,000 people

MAYOR OF LONDON
Population Growth

Overall population

8.7m now

9.1m by 2020

Not migration! 90% of this will be natural growth
Population Growth

Population by ethnicity

Ethnic majority by 2040
Population Growth

Population by age

- **0-16**: Proportionately reducing
- **17-50**: Proportionally down
- **50+**: Population increases to almost a third of the population (over 1m more by 2040)
- **51+**: Children proportionately reducing
Inactive people

• Poor disability physical activity rates

Twice as likely to be inactive if you have a limiting illness / disability
Inactive people

- Poor female physical activity rates

30% more likely to be insufficiently active if you are female
Inactive people

• BAME physical activity rates

Similar story for BAME groups, but not as stark
Inactive people

- Physical activity rates by age

Likelihood of *inactivity* increases with age

Likelihood of being *active* reduces with age
Target population(s)

We will need to be targeted, both in terms of groups and areas:

- Older People
- Disability
- Female
- BAME

“The rest”

- Poorer current participation rates and so biggest scope for improvement
- Changing London population makes these even more important
- The rest of the population cannot be ignored though...!
Engaging women

• Key sector of the London population
• Two million fewer women than men are physically active (14-40 year olds)
• 75 per cent say they want to be more active

• Women in Sport – embedded in our programmes
• Expert advice
Contents

1. What we have set out to achieve
2. How we will do it
3. How we can help
How we can help you

We can help in various ways:
1. Grant funding programmes
2. Funding advice
3. Insight advice
4. Relationship building
How we can help you

Grant funding Programmes:

• **Sportivate** - grants for activities for 14-25 year old participants

• **Satellite Clubs** - linking community clubs with local schools

• **ClubWorks** - providing tailored 1:1 support to increase the capacity of clubs

• More to come - watch this space!

• Visit [www.londonsport.org](http://www.londonsport.org) for details
How we can help you

Funding advice:
• Help you to navigate what is available for you
• ‘Hand holding’ and ‘critical friend’ advice for your application
• Best practice sharing
How we can help you

Insight advice:

• Whatever you want to know about London! Perhaps to:
  – support a funding application
  – help you focus your resources more effectively
How we can help you

Relationship building:
• Creating mini-communities of like-minded clubs / organisations
• Thought-leadership events
• Networking events
• Introductions to people
How we can help you

Overall, we pride ourselves in being the:

“First-stop-shop for sport London”

(In other words, please get in touch. Even if we can’t help you directly, we’ll try to put you in touch with someone who can!)
Summary

1. We are aiming big...to be the most active city in the world
2. London is changing rapidly, and so we have to act now to change participation rates in key groups, and key places
3. We are here to help you...or at least find someone else who can
www.londonsport.org

#MostActiveCity
INSIGHT INTO ACTION
I swim because I love my body. Not because I hate it.

I run to stay in shape.

Let's give it a go. I will if you will.

Tennis Tuesdays

"I'm making my mark on court."

SoccerCise
Get fit with football.

This Girl Can

Why We Run
RunEngland.org/WhyWeRun
The success of the process depends on the effective delivery of specific and relevant customer insight into the organisation and the commitment of stakeholders to fostering a culture of customer focus.

* Government Communications Network’s Engage Programme
THE INSIGHT CYCLE

Start here

Define
What’s the question we’re trying to answer?

Scope
Find out what you already know

Explore
[If needed] Conduct research to address unanswered questions

Share & plan
Engage and discuss actions with stakeholders

Analyse
Identify themes and uncover insights to answer research questions

Take action
Develop appropriate interventions based comms / sport delivery.

Remember to learn lessons before kicking off the cycle again!
We defined some clear questions that we wanted the research to answer:

• What’s important in women’s lives in modern Britain?
• What are women’s perceptions of sport vs. fitness and how can we reposition sport to speak to women?
• How can we tap into women’s values and priorities to move them along the behaviour change journey towards increased levels of physical activity?
EXAMPLE
Understanding Women’s Lives

Scope

• Initial desk research – review what we already know from previous research studies
• ‘Insider interviews’ with experts including journalist, GP, trainer, coaches and sports psychologist
• Interactive stakeholder clinic - hands-on workshop with Sport England, National Governing Bodies and other partners

Set of ideas and hypotheses to further explore in the main fieldwork stages
EXAMPLE
Understanding Women’s Lives

Explore
- ‘Semiotic analysis’ to understand how culture has shaped women’s ideas of sport and fitness
- Online discussion forum (auto ethnography) in-home interviews, and accompanied sports participation to record spontaneous responses and frank reflections on personal motivations and barriers
- ‘Co-Creation’ sessions to test hypotheses and emerging recommendations.

Conduct primary research to address unanswered questions

Analyse
- Sharing emerging findings with Women in Sport and agreeing key themes and framework to engage sports deliverers.
- Identify themes and uncover insights to answer research questions
EXAMPLE
Understanding Women’s Lives

• Interactive Debrief Workshop with National Governing Bodies to share the findings of the research
• Begin to shape frameworks, workshop approaches, case studies and bespoke solutions to drive change for individual sports
• Present research at series of events including Insight Series 2014, NGB Forums, priority NGB work, sector conferences etc.

Engage and discuss actions with stakeholders
Take action

Develop appropriate interventions based on communications / sport delivery

- Impact measurement – has the use of this insight positively impacted sport and physical activity for women and girls?
- Learn and record lessons re. what has gone well / badly
- Identify and address outstanding gaps (then re-start the cycle)
REMEMBER EVERYTHING IS SCALABLE...
1. How do you apply the insight cycle in your organisations?

2. What do you do well / badly?

3. Building on the example, how could you improve insight into action within your organisations?
UNDERSTANDING SEASONAL DROP OFF
Research Objectives

Establish the scale and nature of the challenge

Understand the reasons for drop off, especially around personal safety

Develop ideas for interventions to address these barriers
RESEARCH APPROACH

1. What do we already know? – Desk research, Active People Survey

2. Understand women’s ‘in-the moment’ experiences

3. Workshop with women to discuss solutions

4. Survey
ACTIVE PEOPLE SURVEY
WEEKLY PARTICIPATION IN SPORT

Source: APS 7 & 8 (2012-14)
**SEASONAL DROP OFF BY SPORT**

<table>
<thead>
<tr>
<th>Sport</th>
<th>Female % drop</th>
<th>Male % drop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennis</td>
<td>45%</td>
<td>14%</td>
</tr>
<tr>
<td>Golf</td>
<td>39%</td>
<td>30%</td>
</tr>
<tr>
<td>Cycling</td>
<td>37%</td>
<td>24%</td>
</tr>
<tr>
<td>Basketball</td>
<td>35%</td>
<td>+17%</td>
</tr>
<tr>
<td>Football</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>Swimming</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Running</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>Bowls</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Netball</td>
<td>10%</td>
<td>Small base</td>
</tr>
<tr>
<td>Exercise, Movement or Dance</td>
<td>5%</td>
<td>Small base</td>
</tr>
</tbody>
</table>

Source: APS 7 & 8 (2012-2014) – looking at change in female participation rates between Autumn 13 & Winter 13/14
BARRIERS AND MOTIVATORS TO TAKING PART
### TOP FIVE AUTUMN/WINTER MOTIVATORS

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>To improve/maintain fitness</td>
<td>34%</td>
</tr>
<tr>
<td>To improve/ maintain general health</td>
<td>34%</td>
</tr>
<tr>
<td>To lose weight/ change body image</td>
<td>33%</td>
</tr>
<tr>
<td>To get outside/ some fresh air</td>
<td>29%</td>
</tr>
<tr>
<td>To feel good about myself</td>
<td>27%</td>
</tr>
</tbody>
</table>

“To keep fit and healthy, doing some form of exercise each day makes me feel good and not sluggish.” –48, swimming, Manchester

“This tend to eat a lot more in the autumn/winter months and it is more comfort foods, this tends to motivate me to exercise more to counteract this and ensure I do not put on any weight over the winter” –31, cycling, Bristol

“Health is very important for me, so I feel I should push myself to be proactive and do what’s best for my body” –23, cycling, London

“I like to do these exercises as they provide a social outlet for me; I always exercise with a friend, and I want to keep my weight down and stay healthy and strong. I find it quite addictive as I still get that buzz after doing the workout” –47, running, Bristol
### BARRIERS

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I didn’t have any goal to work toward</td>
<td>3%</td>
</tr>
<tr>
<td>I didn’t have the right kit/clothing prepared</td>
<td>3%</td>
</tr>
<tr>
<td>I was worried about my personal safety</td>
<td>6%</td>
</tr>
<tr>
<td>Social commitments got in the way</td>
<td>6%</td>
</tr>
<tr>
<td>There wasn’t anybody free to go with me</td>
<td>7%</td>
</tr>
<tr>
<td>I find it physically uncomfortable in this weather</td>
<td>10%</td>
</tr>
<tr>
<td>It was too dark outside</td>
<td>12%</td>
</tr>
<tr>
<td>I just wanted to relax instead</td>
<td>16%</td>
</tr>
<tr>
<td>Work commitments got in the way</td>
<td>17%</td>
</tr>
<tr>
<td>Family commitments got in the way</td>
<td>19%</td>
</tr>
<tr>
<td>I preferred to stay indoors where it’s warm</td>
<td>21%</td>
</tr>
<tr>
<td>I felt a bit lazy/sluggish</td>
<td>28%</td>
</tr>
<tr>
<td>I lacked motivation</td>
<td>28%</td>
</tr>
<tr>
<td>I felt too tired</td>
<td>29%</td>
</tr>
<tr>
<td>The weather was bad (e.g. cold, wet, windy)</td>
<td>31%</td>
</tr>
</tbody>
</table>

- **Cultural barriers**
- **Environmental barriers**
- **Motivational barriers**
- **Personal safety barriers**
STRATEGIES
Strategies that tap into motivators

- Remembering the benefits
- Embracing the challenge
- Setting longer term goals
- Leveraging guilt
- Making it social

Strategies that address barriers

- Reappraising routines
- Reduce the risk of future opting out
- Preparing properly to make the experience enjoyable
- Preparing properly to feel safe
SUMMARY

- Participation in sport and physical activity drops for everyone over autumn and winter, however it is more pronounced amongst women, and in particular, older women.

- Personal safety is a concern for some women, however it is not the most common barrier cited.

- Other barriers include environmental barriers, motivational barriers and cultural barriers.

- The most effective interventions – which some women are applying themselves – tap into motivations as well as addressing barriers
PANEL DISCUSSION

DR ABBE BRADY
University of Gloucestershire

PAMELA COOKEY
Ex-England Netball captain

JAS HOTHI
London Youth

FRANCIS LENG
English Federation of Disability Sport

NAOMI RICHES MBE
Paralympic Rower