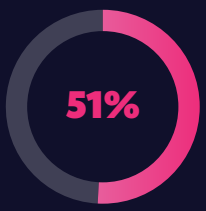
The Problem

Participation for girls continues to remain significantly lower than boys, with just 1 in 4 girls reaching the one hour a day chief medical officer guideline





Women from lower-income backgrounds feel they completely belong – highlighting a lack of inclusion, affordability and tailored support.



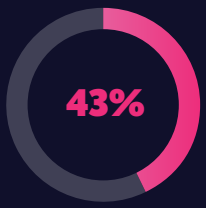
Of women on lower incomes feel they don't belong in gyms and 2 in 5 (**42%**) feel the same about sports clubs. The issue is prevalent in public outdoor places women get active in too, with spaces like parks leaving 1 in 6 (**17%**) feeling out of place.



Safety is another big concern, with almost 1 in 5 (**18%**) reporting that they have felt unsafe or been stared at while trying to get active, and 1 in 5 (**19%**) have experienced inappropriate comments or assumptions.

3x

Women feel 3 times less safe in parks during the day compared to men, rising to 4 out of 5 women feeling unsafe at night.



Of girls disengage from sport and exercise after primary school



Girls' activity levels dropped significantly during and after lockdowns and are recovering more slowly than boys

Barriers



Discrimination & Exclusion



Cultural Sensitivity - Awareness & Respect



Lack of Role Models



High Costs



Lack of Inclusive Environments



Gender Stereotypes



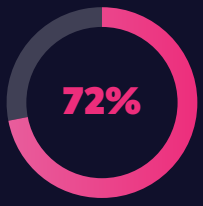
Safety Concerns



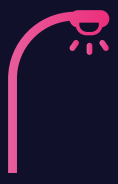
There has been a sharp decrease in the percentage of female coaches, which has dropped from **44%** in 2022 to **38%** in 2024.



We have lost nearly **60%** of public toilets since 2010 – largely due to cuts in council budgets, limiting girls and young women's participation to places where toilets are readily available.



Almost three-quarters of women in the UK change their outdoor activity routines during winter.



1 in 4 (**24%**) ensure to take well-lit routes, almost a quarter (**23%**) avoid certain areas altogether and 1 in 5 (**20%**) glance behind them frequently to ensure they're not being followed.

Girls cited stereotyping, lack of encouragement, lack of value placed on sport for girls vs boys, less funding and fewer opportunities as barriers to reaching the top of sport. Some of these barriers are amplified for girls from minoritised ethnicities.

Sources : #BeeWell, This Girl Can ("Belonging Starts with Inclusion"), Women In Sport, UK Coaching, Age Without Limits, and StreetGames US Girls & Peer Research Project reports.

What We Can Do

Young women value physical activity and have a strong desire to be active - making it vital to provide an environment where they can truly thrive

Create the right environment for girls to thrive

Young women have a strong desire to be active and value physical activity, but need spaces that feel welcoming, inclusive and designed with them in mind.

Give them a voice

Build opportunities for girls to have a say in shaping programmes, so they feel ownership and connection to what's on offer.

Foster a sense of belonging

Focus on building trusted, friendly environments where girls feel accepted, supported and surrounded by people like them.

Enablers

- Increased visibility & representation of athletes
- Accessibility + inclusivity of sessions, clubs & teams
- Female only sessions / areas
- Safe & Secure Environment
- Reducing costs
- Make the offer more entertaining and social

Provide chances for growth and exploration

Support young women to gain new experiences and travel beyond their local area once a cohesive group is built.

Support habit-building

Help girls feel confident about starting and sustaining new activity habits through encouragement, reminders and peer support.

Open up conversations around puberty and periods

Normalise these discussions to help reduce embarrassment or fear that might hold girls back from taking part.

Sources : StreetGames US Girls & Peer Research Project reports