

Quest 2016 – Gplus 26

Engaging with Women and Girls

Guidance Notes

Issue 1 – July 2016



Outcomes

- To provide inclusive opportunities for women and girls to participate in sport and physical activity using insight and a needs based approach.
- To promote and support an active lifestyle for women and girl using market research.
- To address inequality in a pro-active way, through effective interventions and collaborations.
- To involve women and girls in the planning and leadership of activities.
- To provide evidence of positive outcomes that will lead to long-term impact on the health of women and girls including physical and mental wellbeing, personal development and employment opportunities through increased participation and involvement in sport and physical activity

Suggested Guidance

Key links

- Equality in Sport: gender strand of the website of the five UK Sports Council <http://equalityinsport.org/equality-strands/sex/>
- Women in Sport: <https://www.womeninsport.org/> key messages: transforming sport for the benefit of every woman and girl in the UK; we're in are you?
- Women in Sport purpose: <https://www.womeninsport.org/our-mission/> want women to be in and inequity to be out with the focus on women: playing sport; leading and working in sport; visibility in sport
- Women in Sport: research and insight <https://www.womeninsport.org/our-mission/insight/>
- Women in Sport: resource library <https://www.womeninsport.org/resources/>
- Women in Sport: Changing the Games for Girls In Action Report (2016) <https://www.womeninsport.org/news/women-sport-uncovers-new-ways-inspire-girls-play-school-sport-close-shocking-gender-gap/>
- Women in Sport Network: <https://www.womeninsport.org/womens-sport-network/womens-sport/>
- Women's sports week 3-9 October 2016: <https://www.womeninsport.org/events/>
- Sport England: women and girls insight pack https://www.sportengland.org/media/10083/insight_go-where-women-are.pdf - summary highlights:
 - Change the offer to suit the women you are targeting - don't expect women to change to fit sport and exercise
 - Don't just talk about 'sport' – for many women, sport has baggage
 - Differentiate sport and exercise from other interests by promoting (not preaching) the additional benefits – sell what your audience is asking for
 - Seeing is believing. Making sport the 'norm' for women relies on local women of all ages, sizes and faiths not only becoming active but celebrating it and encouraging others to join in
 - Use positivity and encouragement to drive action – stimulating action through fear of consequences will have little traction

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- Make it easy for women to act: right time, right place, right welcome, right company, right gear
- People make or break the experience – ensure your audience are appropriately supported along the way.
- Sport England: insight checklist https://www.sportengland.org/media/10083/insight_go-where-women-are.pdf
- This Girl Can <https://www.sportengland.org/our-work/women/this-girl-can/> nationwide campaign to get women and girls moving regardless of shape, size and ability.

Key Links – Generic and Related Areas

- DCMS Sporting Futures Strategy: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf
- Equality for Sport web site: <http://equalityinsport.org/> website of the five UK Sports Councils, providing a wide range of equality-related material to assist all sporting organisations become more equitable and to provide a service to all sectors of the population.
- Equality Standard for Sport: <http://equalityinsport.org/equality-standard-for-sport/>
- Equality Act 2010: government guidance <https://www.gov.uk/guidance/equality-act-2010-guidance>
- PHE: <https://www.gov.uk/government/organisations/public-health-england> - contacts regional and local centres; national strategy
- Sport England: Strategy Towards an Active Nation <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>
- Sports Coach UK: list of workshops covering equity and inclusive coaching <http://www.sportscoachuk.org/workshops/workshop-search>

PLAN

How does the organisation pro-actively use insight and engage women and girls in the planning and design of its services and programmes?

EXAMPLES OF BEST PRACTICE

- Demographic data, research and tools are used to understand the needs of women and girls
- There are objectives targeting women and girls, and these are documented in a plan
- Women and girls are involved in the planning of the services
- There are working relationships with organisations for women and girls in the area
- Partnership working with local healthcare providers is in place
- Potential savings for healthcare costs are estimated
- Potential social and economic contributions are estimated for helping women and girls to volunteer
- Guidelines are used

SUGGESTED GUIDANCE

- Is demographic data and market research, or tools (for example Sport England's market segmentation tool) used to find out the proportion of females in the user profiles and to better understand the needs of women and girls in the area
- Are there objectives targeting women and girls, and are these documented in a business plan, marketing plan or action plan. Are objectives differentiated between children, young people, adults, and older females
- Are women and girls involved in the planning and design of the services offered

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- Are there organisations that exist within the community that have specialist knowledge of the challenges facing women and girls and is there access to female networks; is there a working relationship with them
- Is there partnership working with the local healthcare providers', for example Clinical Commissioning Group (CCG)
- Are potential savings estimated for healthcare costs from helping more women and girls to be active in the area
- Are potential social and economic contributions estimated from helping more women and girls to volunteer in the area, especially those who are NEET?
- Are guidelines used for example:
 - Sport England: women and girls insight pack? https://www.sportengland.org/media/10083/insight_go-where-women-are.pdf
 - Sport England: insight checklist? https://www.sportengland.org/media/10083/insight_go-where-women-are.pdf
 - Changing the Game for Girls in Action? <https://www.womeninsport.org/resources/changing-the-game-for-girls-in-action/>
 - DCMS Sporting Futures Strategy? https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf
 - Sport England: Strategy Towards an Active Nation? <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>
 - Equality Standard for Sport? <http://equalityinsport.org/equality-standard-for-sport/>

DO

How does the organisation communicate its commitment, and demonstrate its ability, to provide services for women and girls?

EXAMPLES OF BEST PRACTICE

- Information important to women and girls is clear in marketing materials
- 'This Girl Can' campaign is used and learning is gained; Insight and guidance is used from the 'This Girl Can' campaign
- Positive imagery is used in the marketing materials
- This is a network of women and girl champions acting as advocates
- 'Women's Sport Week' is used to raise the profile of activities
- Women and girls are reached and engaged. Different ways are used to communicate with them
- Outreach is carried out, and places where women are and work are visited
- There is a range of activities suitable for women and girls at different life stages
- Vulnerable young women are engaged and empowered
- Family orientated and intergenerational programmes are explored and used
- Concessionary schemes are offered
- A Buddy Scheme and/or mentoring scheme for volunteers is established
- Feedback is sought, shared and acted upon

SUGGESTED GUIDANCE

- Is the information that is important to women and girls clear in marketing materials
- Is the 'This Girl Can' campaign used and learning from this is used; Is insight and guidance used from the This Girl Can campaign
- Do you use positive imagery in marketing materials

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- Is there network of women and girl champions to act as advocates
- Is 'Women's Sports Week' used to raise the profile of the programmes and activities provided for women and girls
- How are women and girls in the local area reached and engaged? Are different ways of communication used, for example through schools; mums net; GP surgeries; local chemists; shopping centres and supermarkets; faith and cultural groups; Slimmer's World and so on
- Is outreach planned and carried out, are places visited where women are and work with female specific organisations/ community groups, for example children's centres, primary school, supermarkets, day centres and so on
- Is a range of activities suitable for females at different life stages provided, for example children Under 11, young people, adults, and older females
- Are vulnerable young women engaged and empowered, especially those who are NEET or at risk of health conditions
- Is the use of family orientated programmes and intergenerational programmes explored to attract mothers and daughters, grandparents and grandchildren
- Are concessionary schemes offered, giving discounts to targeted women and girls living in deprived areas and on low income or those with a disability
- Is a Buddy Scheme for new users established and/or a mentoring scheme for volunteers
- Do you actively seek feedback from female customers in different life stage groups? Is this shared and acted upon

How do you ensure that staff are confident and knowledgeable in engaging with women and girls?

EXAMPLES OF BEST PRACTICE

- The Customer Charter references the needs of women and girls
- Staff receive training specially for working with women and girls
- Staff have completed CPD regarding working with women and girls
- Women and girls are encouraged to become involved and are recruited
- Staff and coaches are trained in safeguarding children and vulnerable adults
- Gender objectives are included in staff's performance appraisals

SUGGESTED GUIDANCE

- Is there specific reference in the Customer Charter to the needs of female customers
- Are staff receiving training specifically for dealing with women and girls; do they understand and respond to the needs of women and girls
- Is specific CPD completed by all staff working with women and girls, for example management, development, coaching and frontline staff
- Are women and girls encouraged to become involved and recruited, for example as staff, volunteers and board members
- Are all staff working with women and girls receiving training in safeguarding of children and vulnerable adults
- Are gender equality objectives included in staff's performance appraisals

MEASURE

What measurement tools are in place to enable the organisation to assess uptake and satisfaction levels of women and girls?

EXAMPLES OF BEST PRACTICE

- Data is gathered to measure all areas
- Surveys are carried out to measure satisfaction levels of women and girls

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- Feedback is measured and analysed; female customers are recommending the service to others
- Participants are representative of the local population profile
- Feedback from stakeholders involved is gathered; and they are recommending the service to others
- Costs savings are estimated for health care services
- The economic value of education, skills and volunteering for women and girls is estimated

SUGGESTED GUIDANCE

- Is data gathered to measure all areas, for example new participants, usage, retention and income figures regarding women and girls
- Are surveys carried out to measure the levels of satisfaction of female customers
- Is feedback from female customers measured and analysed; is it known if female customers are recommending the service to friends and family
- Are women and girls participating in the initiatives and activities, representative of the local population profile
- Is feedback gathered from stakeholders that are involved in the women and girls' services and are they recommending the service to their clients, members, colleagues and other organisations
- Are the cost savings for local healthcare services of females involved in your programmes estimated
- Is the economic value of education/skills development and volunteering of females involved in your programmes estimated

REVIEW

How are women and girls fully involved in the shaping of services and the review of performance?

EXAMPLES OF BEST PRACTICE

- Data gathered is analysed and reviewed and it is known what works well and what is exceeding targets
- Reviews of services are carried out, areas for improvement and development are identified
- Targeted marketing and promotion performance is reviewed and there is cost/benefit analysis
- New customers are attending and existing female customers are staying longer
- Unit economic costs for female services are calculated and reviewed
- New external research is obtained and this is applied to the services offered

SUGGESTED GUIDANCE

- Is the data that is gathered for services to women and girls analysed and reviewed, for example for the different age groups; and is it known what is working well and what is exceeding targets
- Are reviews of services carried out and are areas for improvement and areas for further development identified; are women and girls and stakeholders involved in reviewing the services
- Is targeted marketing and promotion performance reviewed? Is there cost/ benefit analysis, for example what is it costing and how much additional usage/ market penetration is achieved
- Are new female customers attending your programmes in the different age groups and are existing female customers staying for longer. Is this different for the different age groups
- Is the unit economic cost for the services for women and girls calculated and reviewed, for example to see if can be reduced without affecting the quality of

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provision?

- Is new external research on women and girls obtained and is it applied to the services for women and girls that is on offer

IMPACT

How do you and stakeholders clearly identify the positive impacts the programmes have on the lifestyle, personal development, health and well-being of women and girls?

EXAMPLES OF BEST PRACTICE

- Objectives targeting women and girls are achieved
- Inactive women and girls are being attracted and their attitudes and behaviours are changing to an active lifestyle. The conversion rate is increasing
- Quantitative and qualitative evidence is available of the positive impact services are having
- Services are helping women and girls access other services that will benefit them
- The estimated social return on investment is known for the different age groups
- Estimated cost savings to the health service due to the programmes are known
- The infrastructure of individuals and groups providing services for women and girls is stronger
- Facilities are accessible and fit for purpose and fully inclusive and accessible for women and girls with disabilities
- Safeguards for children and vulnerable adults are stronger and more robust
- Interventions are identified that have a proven track record of positively impacting on women and girls

SUGGESTED GUIDANCE

- Is there evidence that the objectives targeting women and girls are achieved
- Are inactive females being attracted and are their attitudes and behaviours positively changing towards an active lifestyle? Is the 'conversion rate' of engaging an inactive women/ girl and helping them to adopt an active lifestyle (beyond 10 weeks) improving? Is this different for the different age groups
- Is there quantitative and qualitative evidence of the positive impact services are having on women and girls who use them
- Are your services helping women and girls to access other education, social or health interventions that will also benefit them
- Is the estimated social return on investment of services for women and girls known and can this be calculated for different age groups
- Is the estimated cost savings to the health service by women and girls engaged in your programmes estimated
- Is the infrastructure of volunteers, coaches, mentors, clubs and other voluntary groups providing services for women and girls in your area stronger
- Are facilities more accessible and made fit for purpose for women and girls as a result of interventions; are facilities fully inclusive and accessible to women and girls with disabilities
- Are safeguards for children and vulnerable adults stronger and more robust as a result of the interventions
- Are interventions identified that have a proven track record of positively impacting on women and girls and can these be scaled up across the area or replicated in other areas