

WOMEN AND GIRLS

Women and girls are often under represented in sport, particularly within table tennis. In order to address this gender imbalance, it's vital to understand the barriers that women and girls face when engaging in physical activity.

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**



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**

INSIGHT

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

"Get the polar opposites stuck in together – allow them to clash if that's what happens – then help them get over their differences. That whole process will make them more confident, and engaged."

Coach of girls only session at St Raine's Foundation School.

For more guidance on engaging women and girls, download our Good Practice Guide - Increasing Female Participation at;
www.tabletennisengland.co.uk/clubs/clubs-guidance/be-tt