

Women and Girls

Women and girls are often underrepresented in sport. 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 key barriers identified by Sport England's *Go Where Women Are* research:

- Fear of judgement
- Time and cost
- Lack of information
- Lack of confidence
- Unable to find the right activity



Breaking the Barriers

- Women only and girls only sessions can provide a friendly, supportive environment
- Family friendly sessions make it easier to fit activity into busy schedules
- Offer taster and drop in sessions, with no financial or social commitment
- Tailor sessions to ability by offering beginner, intermediate and advanced sessions
- Consider specific sessions for age groups or existing audiences, e.g. mothers and daughters

- Change the offer to suit who you're working with, don't expect them to change
- Use positivity and encouragement to motivate and drive action
- Use marketing and promotional materials suitable to your audience

“ Girls who were initially shy are growing their confidence after only a few weeks. Their confidence has grown so much so that they now want to compete against the boys! - Deighton Table Tennis Club

Please note this is just a guide and not an exhaustive list of barriers or ways to overcome barriers individuals may face. It's most important that you speak to your participants to see how you can support their individual needs. For additional support, please contact diversity@tabletennisengland.co.uk

INSIGHT

[Sport England](#) identify that 39% of women aged 16 and over are not active enough to get the full benefits of sport and physical activity

Find out more about how Table Tennis England are engaging women and girls in the sport and improving their experiences [here](#).

