



Helping community groups survive,
to help young people thrive.

We are the largest network of Sport for Development organisations in the UK, delivering professional support to nearly 3,000 sport clubs, youth groups and small charities.

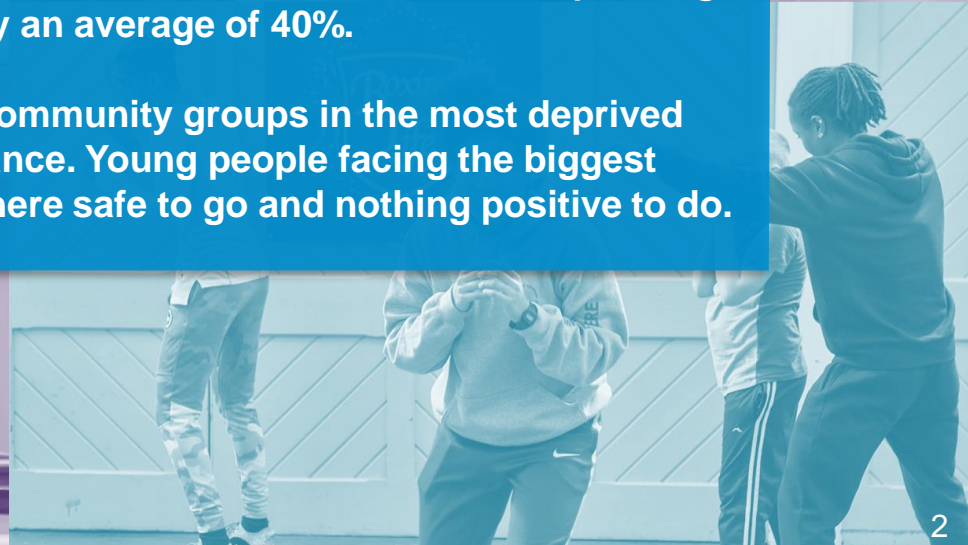
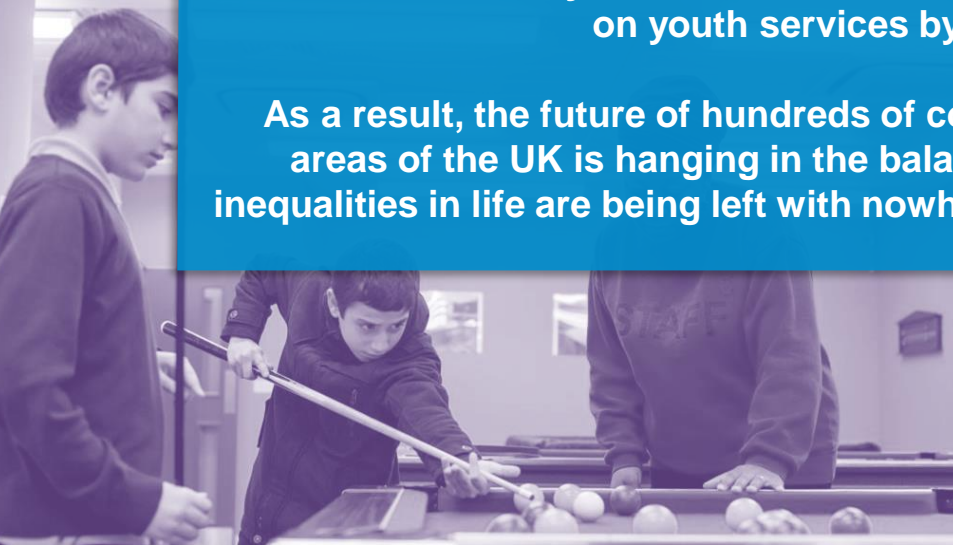




THE CHALLENGE

Over the last three years it's estimated that local councils have reduced spending on youth services by an average of 40%.

As a result, the future of hundreds of community groups in the most deprived areas of the UK is hanging in the balance. Young people facing the biggest inequalities in life are being left with nowhere safe to go and nothing positive to do.



The Sported member journey

At Sported we match our members with skilled volunteers and deliver a range of support services tailored to their operational needs and individual stage of development.



What we deliver:

- Short & long-term volunteer business mentoring
- Improve groups' capabilities to attract much needed funding
- Improve groups' organisational structure and governance



What we deliver:

- Short & long-term volunteer business mentoring
- Help groups to measure and evaluate their impact
- Expand groups' networks (e.g. other local groups, local funders, volunteers)



What we deliver:

- Programmes to help our members become more accessible to wider audiences (e.g. women & girls, disability)

Girls Unite project



Aims to get more girls (aged 11-18) from socially deprived areas of the UK, participating in sport and physical activity.

This will be done by giving community groups the knowledge, understanding and support to better engage and tailor their activities, on and off the field.

Fundamentals of engaging more women and girls



Worked with 30 groups on Project 51 and now working with another 30 on Girls Unite and producing resources – 6 modules - for all our members to use when working with Women and Girls. Both projects in partnership with Women in Sport

The fundamentals for working with women and girls are:

- **Foundation knowledge - Understand their Audience; Puberty; Understand Women's Lives; Understand what sways women to play sport**
- **Gender stereotypes**
- **Consultation**
- **Marketing and communication targeted specifically to their values**
- **Programming**
- **Planning for Success**

– Key barriers and considerations for inclusive sports



- ▶ An **'invisible stage'** where girls feel everyone is noticing.
- ▶ **Establishing adult identity** and forging new relationships with others. Activities previously enjoyed, may now seem childish.
- ▶ The perception of **'having to be good' at sport** in order to participate increases, whilst playing sport for fun, appears less acceptable.
- ▶ An upsurge of **competition and animosity** between girls. The sports environment is a breeding-ground for gossip.
- ▶ **New responsibilities and interests fill their time** and they become independent of parents.
- ▶ **Looking good becomes increasingly important.** Becoming 'overly sporty' can lead to negative stereotyping.
- ▶ **Coming to terms with their changing body** and periods creates anxiety.



Understanding Women's Lives – A complex value system



<https://www.youtube.com/watch?v=nWu44AqF0il&feature=youtu.be>



Consultation, Marketing and programme delivery



- ▶ Consultation needs to be regular to keep insights in the ever changing lives of girls relevant
- ▶ Consider how to align women's values in their marketing and communications
- ▶ Have practical actions to improve their marketing and communications
- ▶ Be able to align products and programmes more effectively to girls' lives
- ▶ The information gathered needs to be put into practice



Contact us

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