



HELPING MORE WOMEN & GIRLS BECOME ACTIVE

Lisa O'Keefe
Insight Director, Sport England

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1. Why is this Important
 2. Campaign Insights
 3. Swim Learning

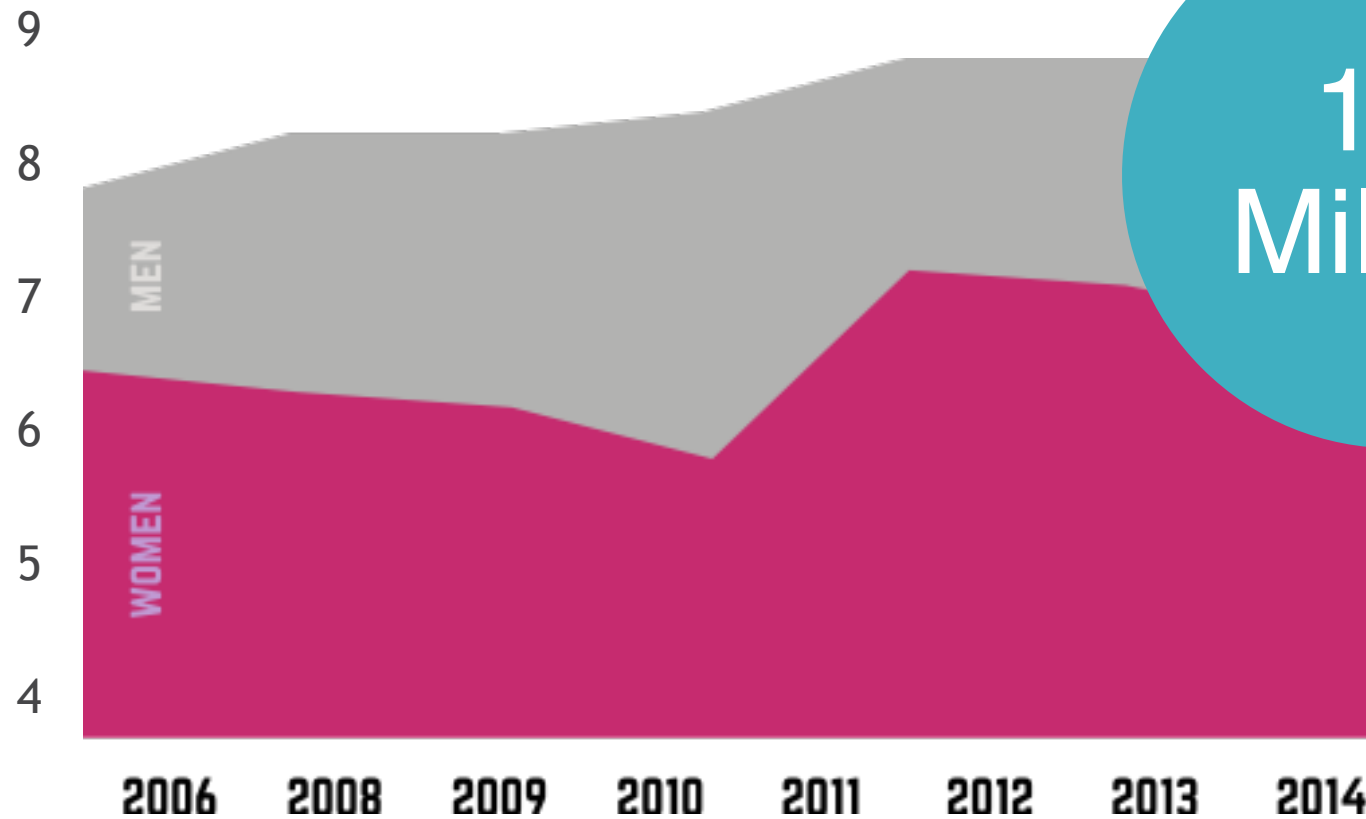
WHY IS THIS IMPORTANT?



The Gender Gap - Adults

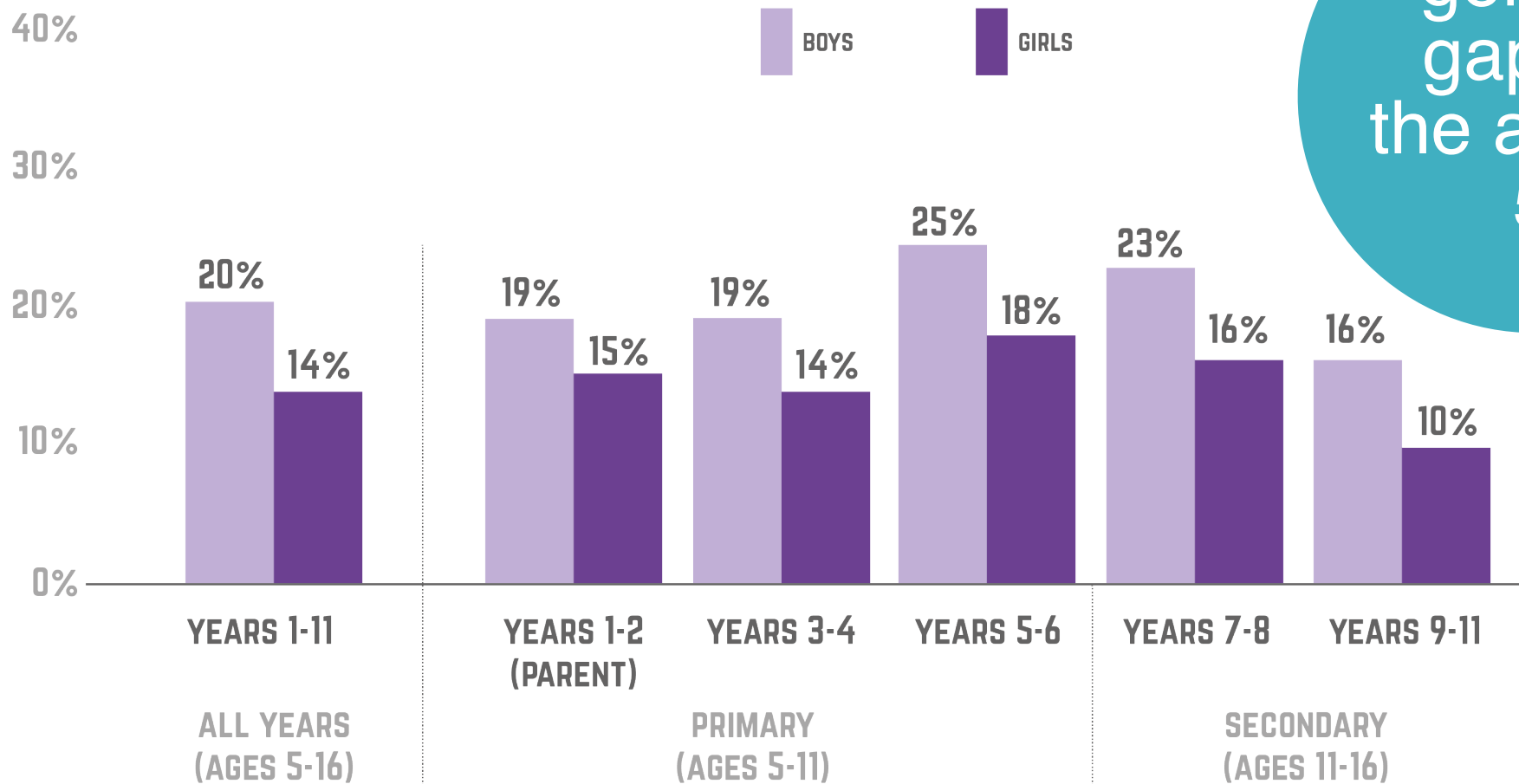


Once a week participation



The Gender Gap - Children

Active every day (60+ minutes)



gender gap by the age of 5

Attitudes towards Sport and Physical Activity



34%

of girls (14-16 yrs) don't like other people watching them take part in PE

29%

of girls (14-16 yrs) don't do PE because they think they are not good at it

41%

of girls (14-16 yrs) are not happy with the amount of physical activity they do

75%

of women want to be more active

COM – B MODEL



CAPABILITY

How capable people feel to be active - psychologically and physically

OPPORTUNITY

How much people think they have the opportunity - in terms of physical and social - to be active

MOTIVATION

How motivated people are to be active

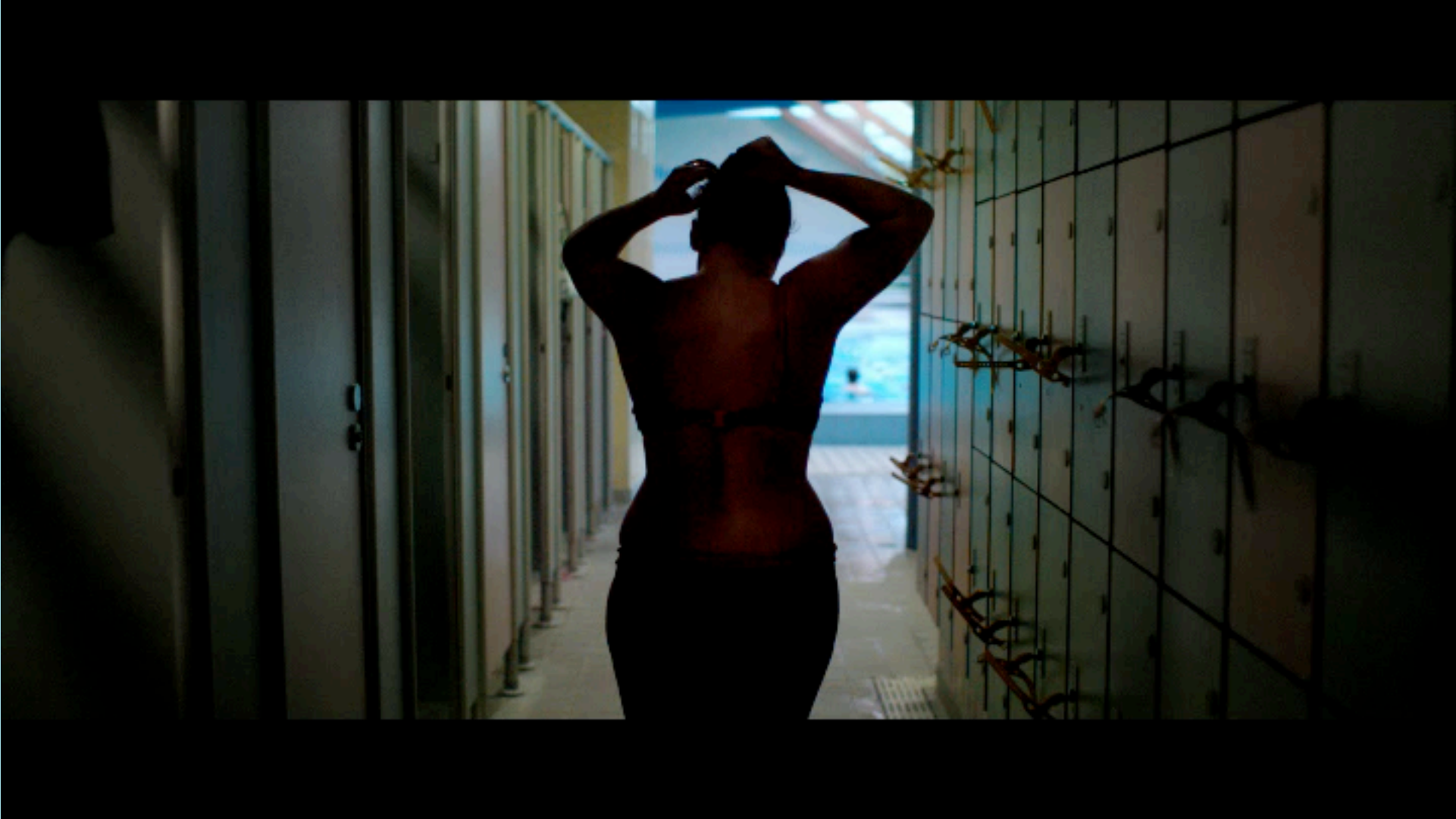
BEHAVIOUR (LEVELS OF PHYSICAL ACTIVITY)



I also know
the offside ru

**THIS
GIRL
CAN**

Campaign Insights



This Girl Can – First Advert

Insight 1: Fear of Judgement

APPEARANCE

Being sweaty
Having a red face
Not looking like I usually do (made up)
Changing in front of others
Wearing tight clothing
Wearing sports clothing
Wearing the wrong clothing/kit
Showing my body
How my body looks during exercise (jiggling)
Not appearing feminine
Developing too many muscles

ABILITY

Not being fit enough
Not being good enough
Not being competitive / serious enough
Not knowing the rules
Not knowing what equipment to bring
Bringing the wrong equipment
Holding back the group
Being too good
Being seen as too competitive / serious

PRIORITIES

Spending time exercising when time with the family should be more important
Spending time exercising when time with friends should be more important
Spending time exercising when time studying/working should be more important
Spending time exercising when there are other things I should be doing that are more important

Insight 2:

Fear of
Judgement
Doesn't Go
Away...

It's
managed



Insight 3:
Fear of
Judgement
Still
Relevant
As We Get
Older



Insight 4:
Seeing and
Hearing the
Whole Story
from
Women Like
Me



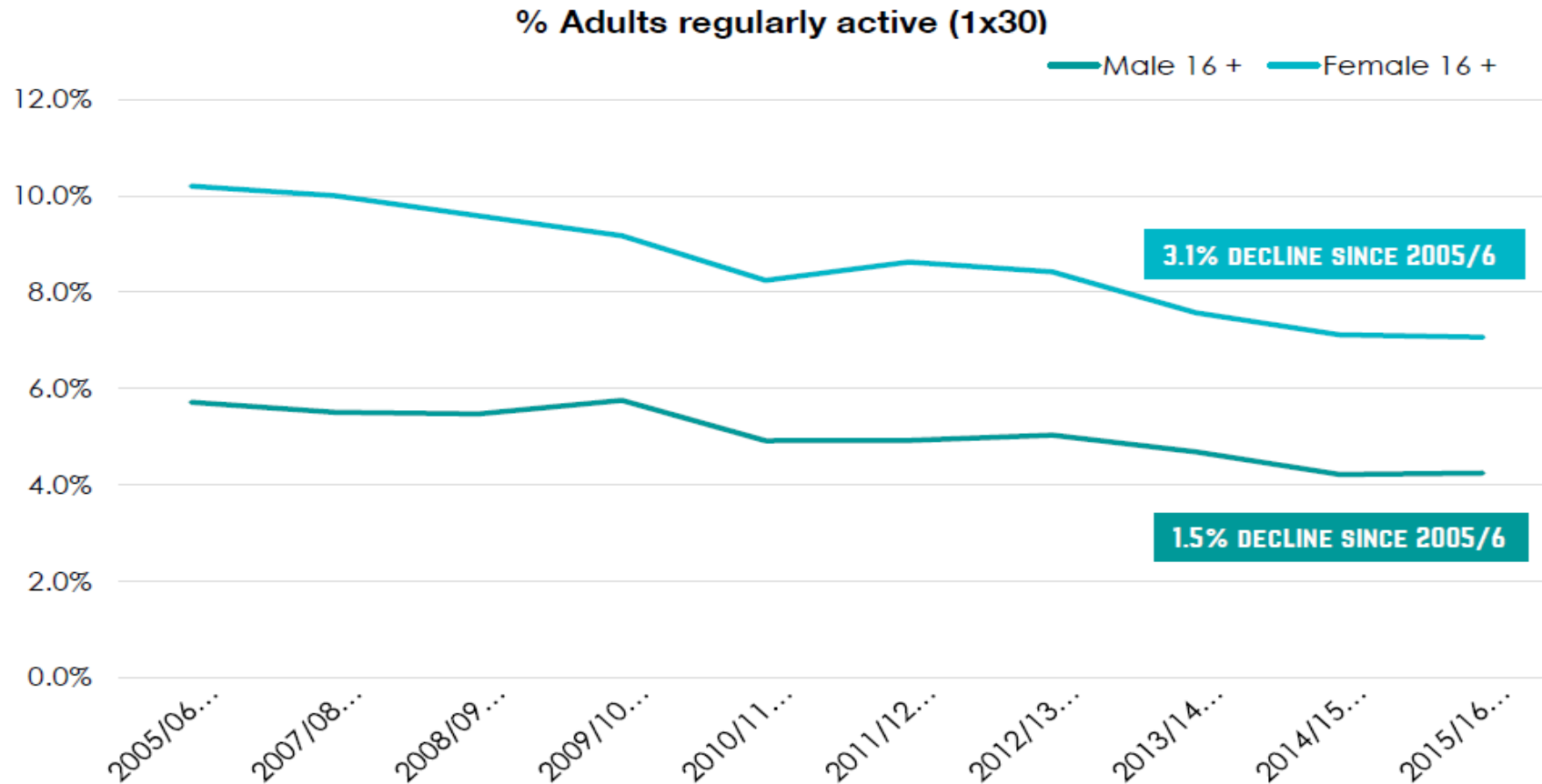


Case study
Swimming

Understanding the Problem



Swimming has been in decline for years and at a faster rate for women



Sharply
rising cost of
swimming –
a barrier for
some

Swimming
experience
not seen as
'value for
money'

Swimming is
not visible or
relevant on
day-to-day
basis

The
opportunities
to swim
casually are
reducing

Building a
swimming
habit is
difficult

One fifth of
adults cannot
swim

The offer &
experience is
not meeting
the needs of
consumers

I swim because I love my body.
Not because I hate it.

THIS
GIRL
CAN



This Girl Can Swim

Loyalty Card



With



This Girl Can swim sessions in 7
Nottingham City Council swimming pools



This Girl Can Swim

The Customer Journey

is not from reception to the pool.



The Customer Journey

is not from reception to the pool.



#9
FACILITIES



Take the **plunge**



**#7
TREAT SWIM
LIKE GYM**

In Summary

Fear of
Judgement is
a unifying
barrier

It doesn't go
away – its
managed

Need to Hear
and See the
whole story

In Summary

If you
design for
everyone you
design for
no one

Listen
to what
the customer
actually
wants

Focus
on the full
customer
journey and
**be solution
focused**



@OKeefeLisa