



SPORT ENGLAND:
**TOWARDS
AN ACTIVE
NATION**
Strategy
2016-2021



OUR VISION
WE WANT EVERYONE IN ENGLAND REGARDLESS OF AGE, BACKGROUND OR LEVEL OF ABILITY TO FEEL ABLE TO ENGAGE IN SPORT AND PHYSICAL ACTIVITY. SOME WILL BE YOUNG, FIT AND TALENTED, BUT MOST WILL NOT. WE NEED A SPORT SECTOR THAT WELCOMES EVERYONE – MEETS THEIR NEEDS, TREATS THEM AS INDIVIDUALS AND VALUES THEM AS CUSTOMERS.

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THREE THINGS WILL BE NEEDED TO UNDERPIN EVERY INVESTMENT PROGRAMME IN THIS STRATEGY: CLEAR OBJECTIVES, EXCELLENT INSIGHT AND THOROUGH EVALUATION

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From insight to impact

Lisa O'Keefe
Director of Insight

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The background of the slide features a light blue and green network of interconnected nodes and lines, resembling a molecular or social structure.

— 2.8 million

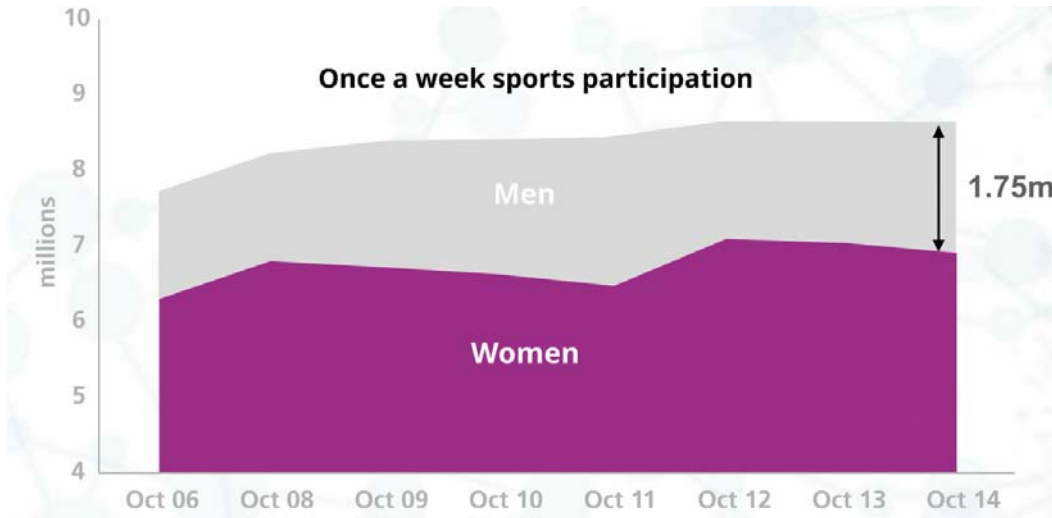
A purple outline of a smiley face with two horizontal dashes for eyes, indicating a closed-eye expression.

Close your eyes





The stubborn gender gap



We had to do something different

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■ Fear of judgement then emerged as the root emotion holding women back

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

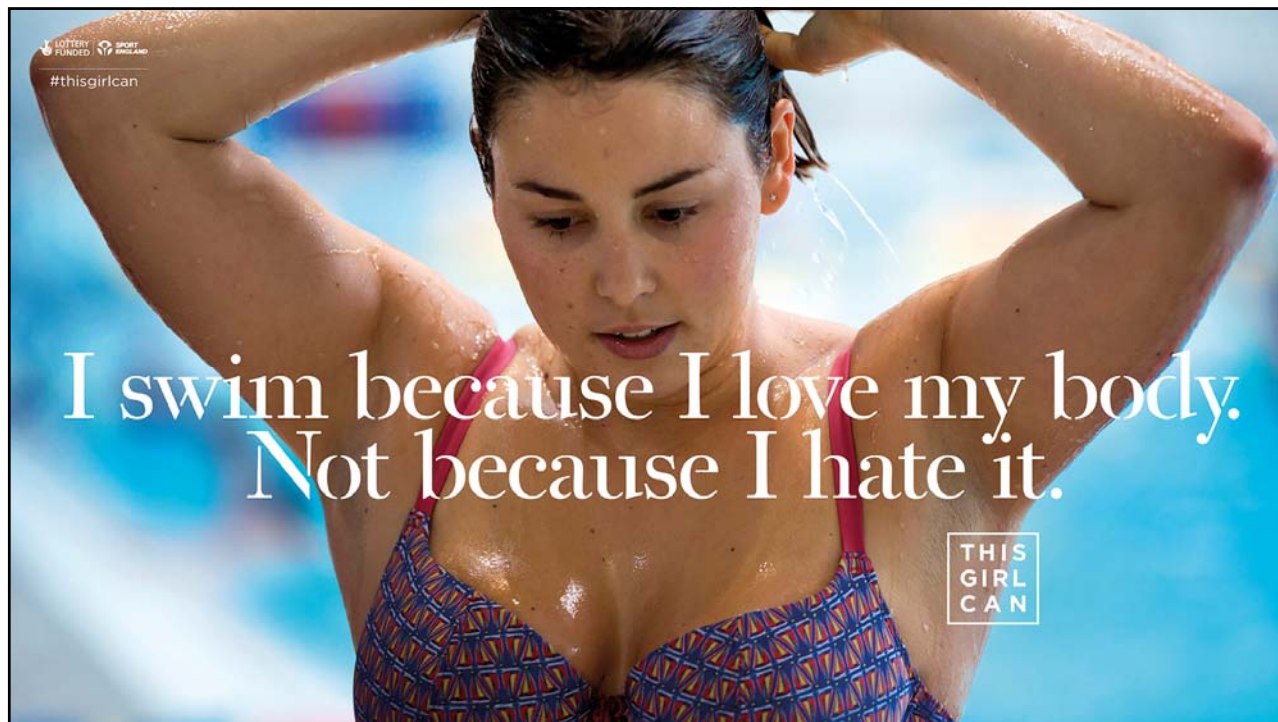
Ability

- 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 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



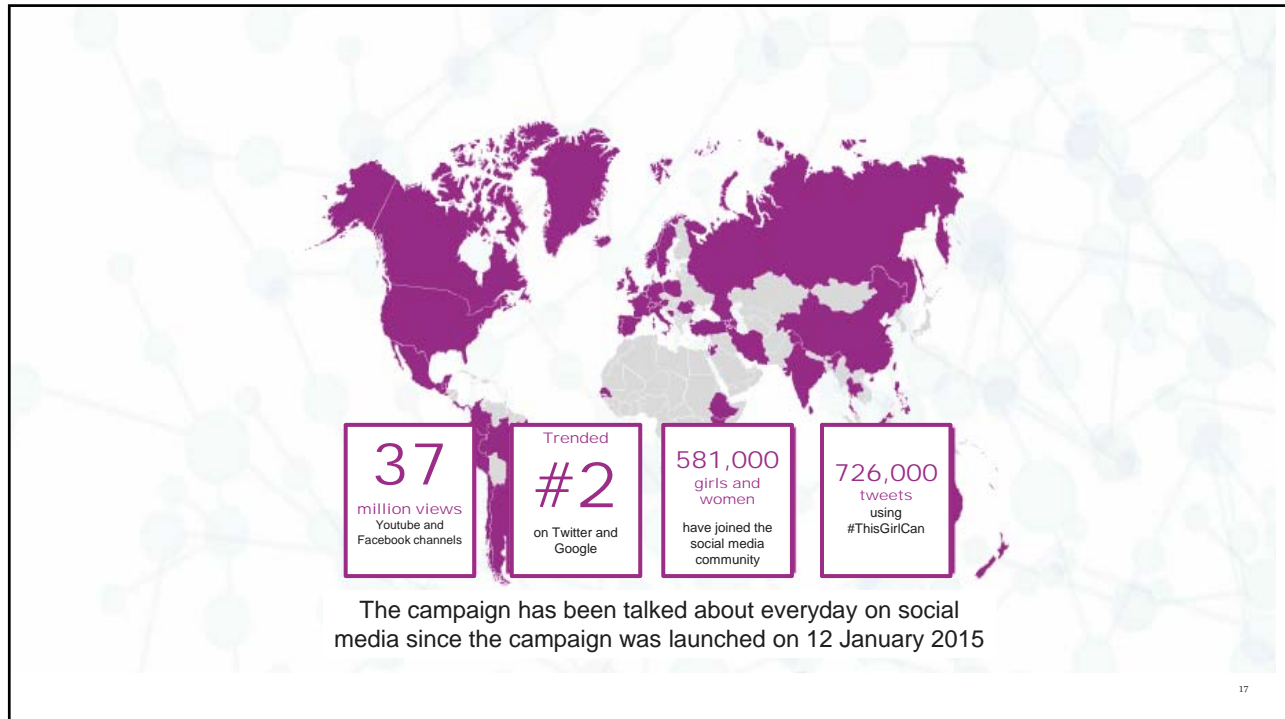




The insight told us to
Go where women are



The audience
loved it





The impact on the audience

■ Making sport possible

“ I really like the ‘This Girl Can’ campaign. It reminded me how much I love to get a sweat on, get out there and enjoy exercising again. Plus, I love the way it features real women with real bodies that wobble! At the end of the day it’s opening up the idea that we can all take part in fitness and wear lycra, we don’t have to look like Elle Macpherson!

”

Clare, Newcastle, 28-40

■ Being the voice in women's heads that says 'you can do this!'

“ I have felt a lot more positive about exercise once I have done it. I feel much better. I feel more confident in myself. When I run, I keep that advert ‘This Girl Can’ in my head and just get out and do it!”

”

Kim, Birmingham, 28-40

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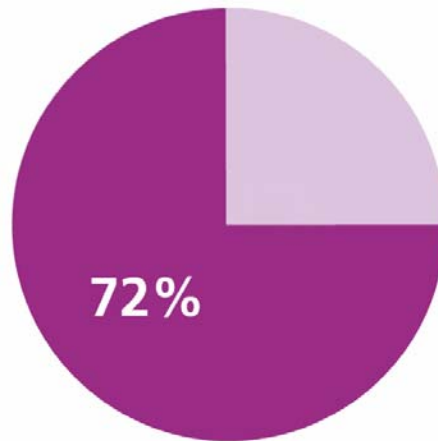
What's the return on investment?



9.4m

women aged 14-40 in England

19

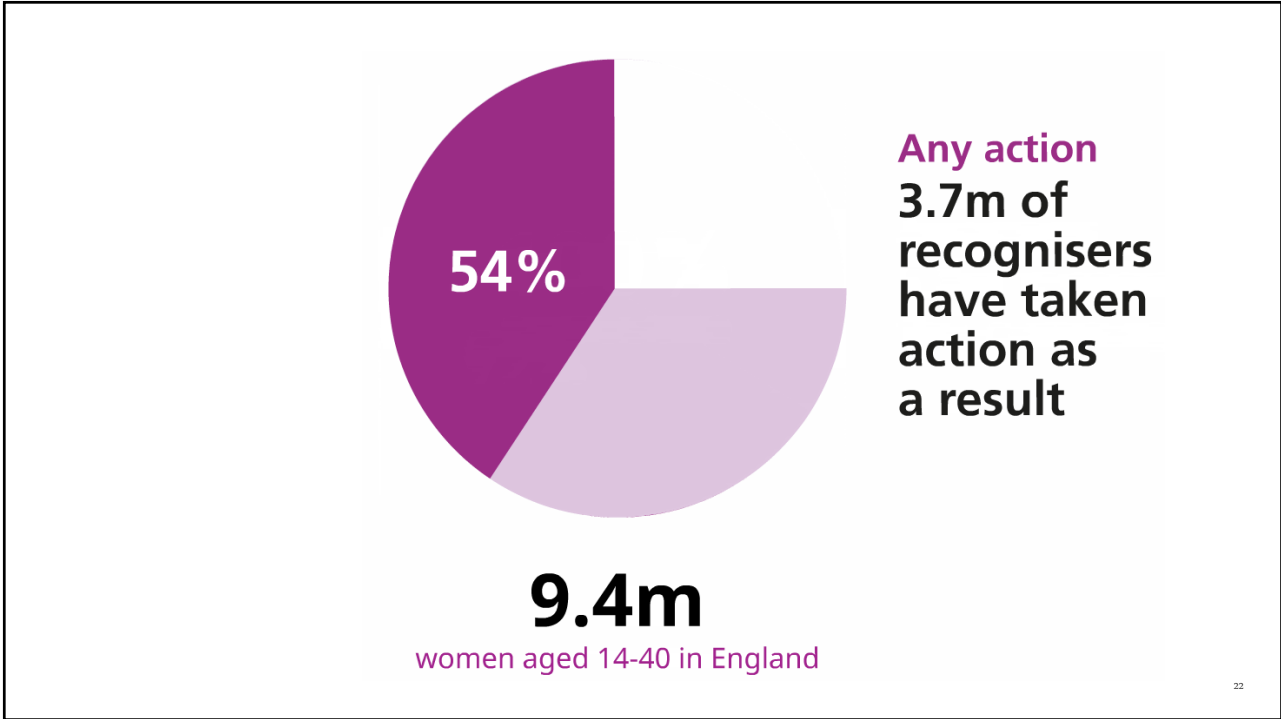
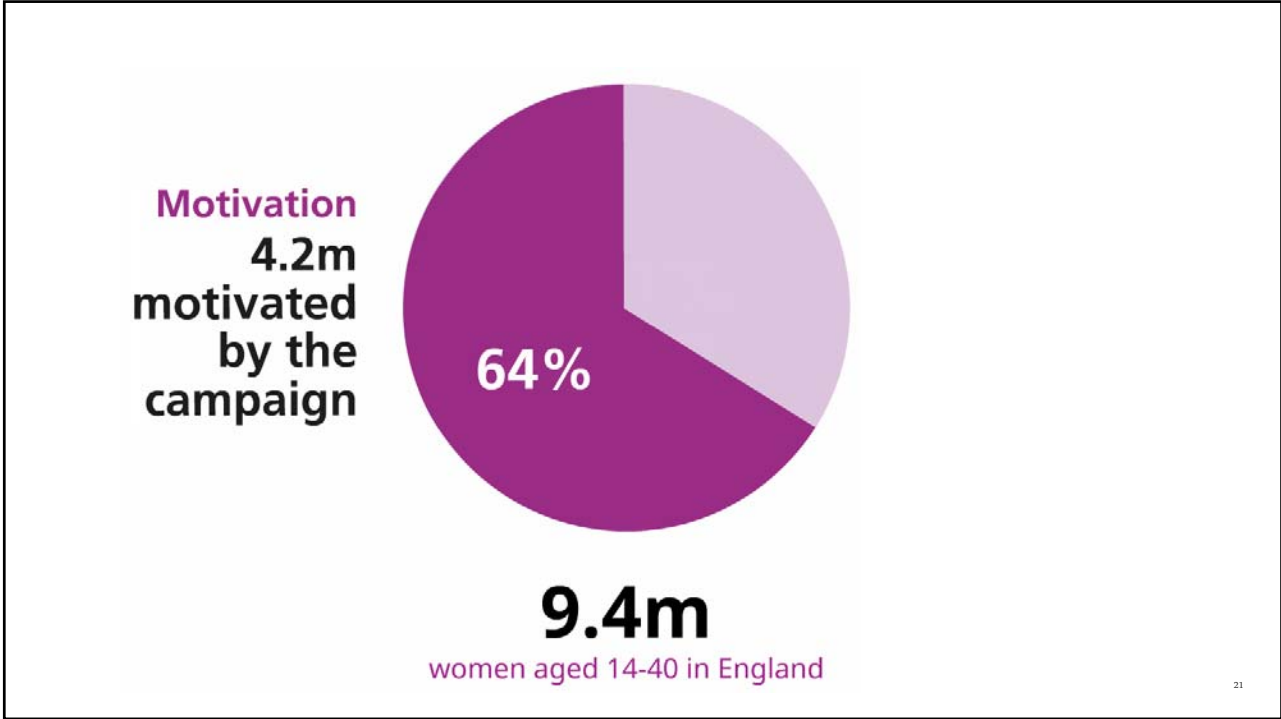


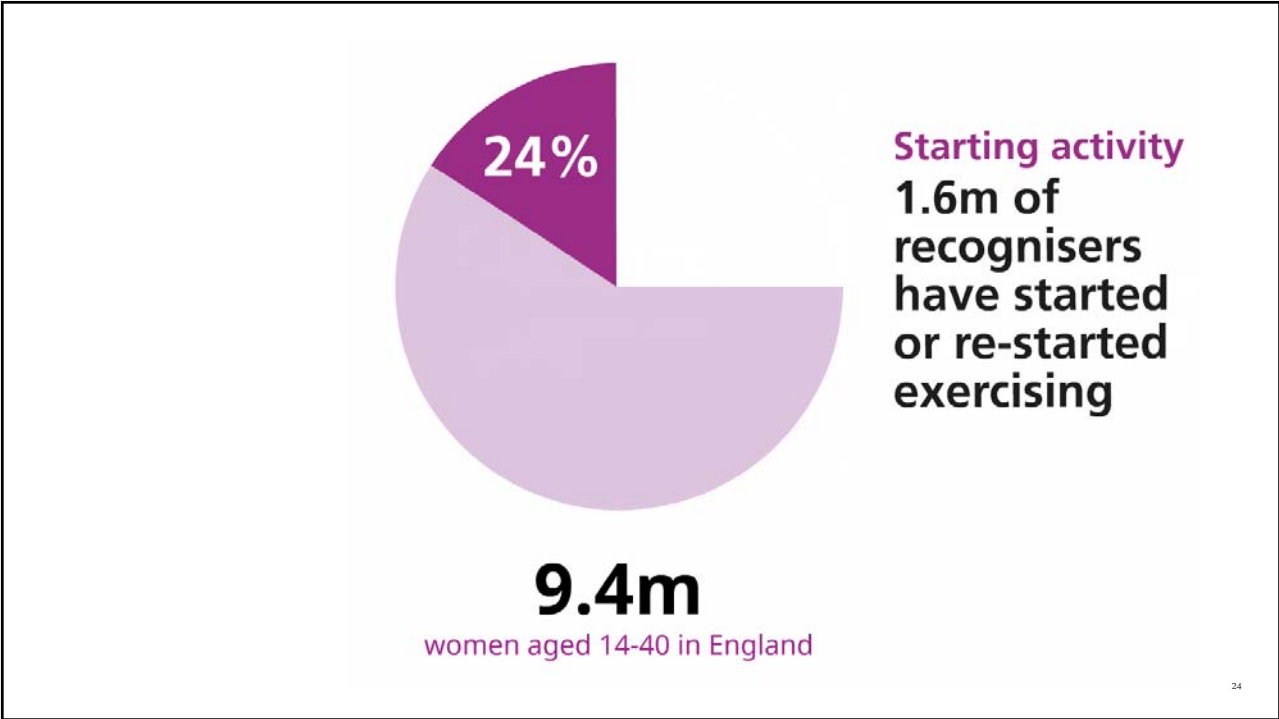
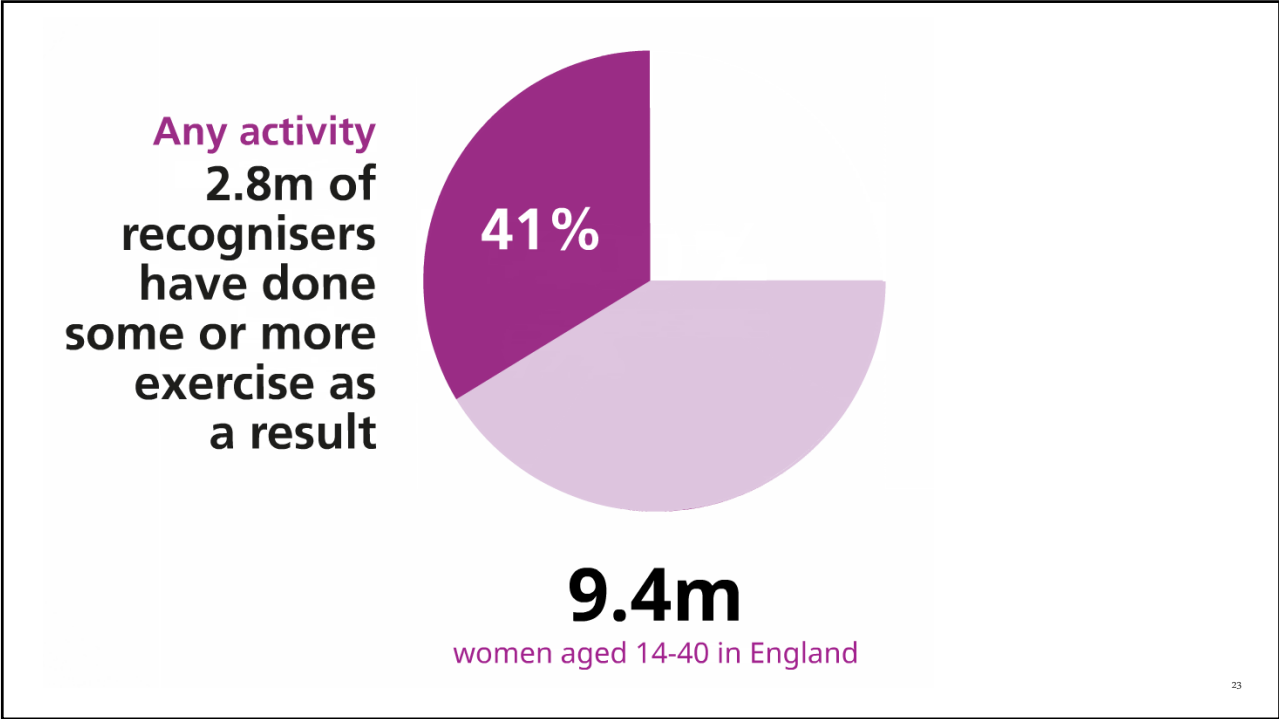
Awareness
**6.8m recognise
the campaign**

9.4m

women aged 14-40 in England

20

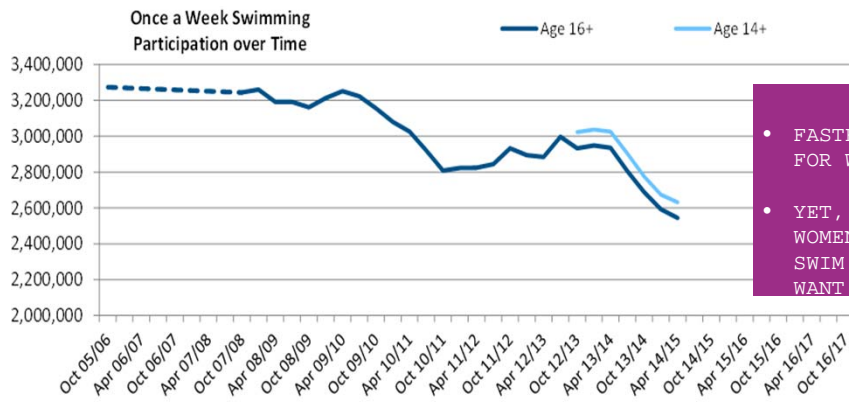






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Why are we focusing on swimming? The 'double dip'!



- FASTER DECLINE FOR WOMEN
- YET, 2.2 MILLION WOMEN WHO DON'T SWIM SAY THEY WANT TO!



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The challenge for swimming?

- 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 casual swimming offer and experience is **not meeting the needs of consumers**

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We spoke to our target audience to make sure the design of the TGC Swim experience would be engaging

What if the experience was...

- A few hours of **female adult-only** swimming
- Friendly and welcoming staff such as a **pool helper** who are there to reassure you along the way
- Swim **at your own pace** - de-stressing and relaxation for mind, body and soul. Do there need to be lanes?
- Handy robe hooks or baskets next to the pool so **you don't have to walk out in your swimming costume**
- Bikinis, Burkinis, swimming costumes or **T-shirts are allowed in the pool**
- High powered hairdryers and clean changing rooms that **take out some of the hassle**

"I think it would work really well, all problems that put you off going have been solved basically"

"Super- a few of the minor details such as 'coat hooks for gowns' could really make a difference for women who are self conscious or nervous about wearing swimwear"

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The experience needs to be considered at every step of the way



And this customer journey is all underpinned by enthusiastic staff, well trained on the practical and **emotional needs** of the target audience

What are we learning?

- **28,000+** session visits with **high satisfaction and growing confidence** from both the women coming along and the workforce delivering
- Sessions are **attracting new and lapsed swimmers** but reaching the 'inactive' has been more difficult
- **Targeted local marketing and 'women only'** is driving initial interest
- **The 'right' workforce - especially the new 'supporter' role** is a crucial driver of satisfaction

“

"I could only swim one length when I started and only swam next to the edge. I can now swim 26! I also participated in a Mud Run and swam across a lake, which I still can't believe I had the confidence to do it, and feel very proud. I cannot say I fear water anymore and found new passion for swimming. I am very grateful to This Girl Can. **AND THIS GIRL DID IT.**"

”

“

I love these sessions it's so much more relaxing without men smashing their way through and shouting at you if you stop to have a natter

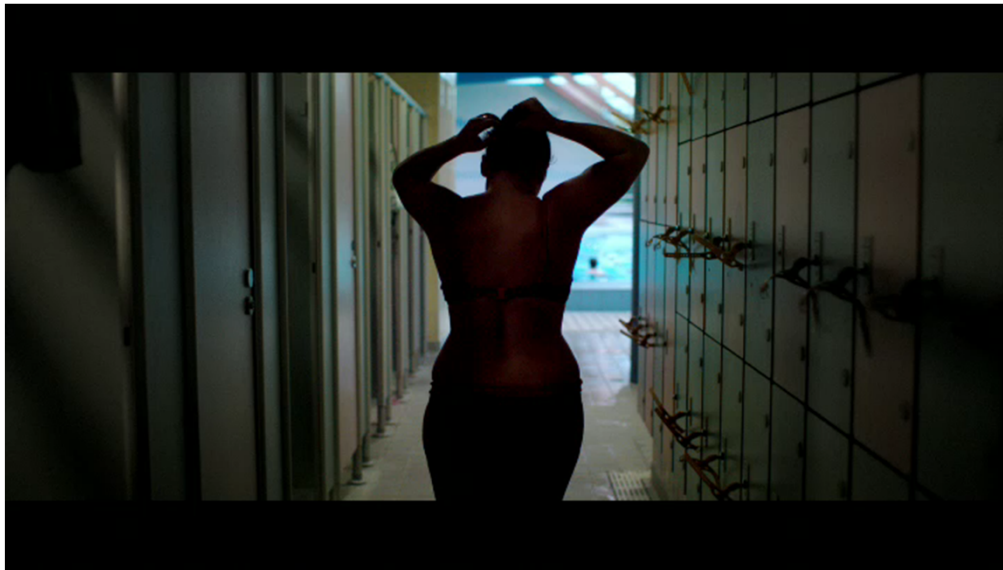
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“

She [the pool helper] is wonderful she makes us all feel so relaxed, I am not a very good swimmer and it's nice to have someone there keeping you motivated
Market Drayton

”

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