

Women & Girls: physical activity

¹Source: Sport England's Active Lives adult (16 years+) survey 2017/18.

²Source: Sport England's Active Lives adult (16 years+) surveys 2015-2018.

³Source: DataHub, March 2019, based on Sheffield Hallam University research.

108,700

women (22.2%) in Surrey do less than 30 minutes of moderate physical activity per week compared to 90,000 (19.3%) men¹

64%

of women in Surrey are active, doing at least the recommended 150 minutes of moderate physical activity a week¹



25-34 year olds

are less active than they were 3 years ago

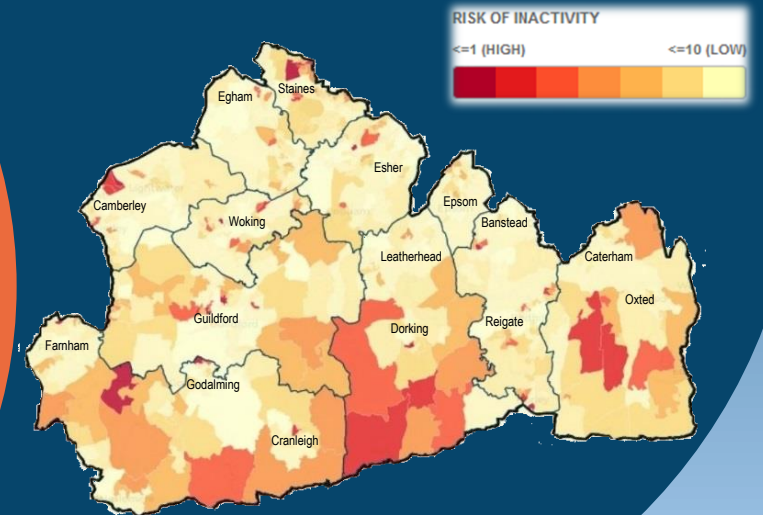


65+ year olds

are least active but are becoming more active than they were 3 years ago²

Risk of inactivity

is highest in deprived and rural parts of the county³



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³Source: "Go where women are" review, Sport England, June 2015 and Girls Active report, Youth Sport Trust, November 2017
⁴Source: Active Lives Children & Young People Attitudes Towards Sport & Physical Activity, March 2019
⁵Source: DataHub Social Value Calculator, March 2019, based on Sheffield Hallam University's social value model from Surrey leisure centre visits in 2018
⁶Source: "Go where women are" review, Sport England, June 2015

Only $\frac{4}{10}$

girls aged 7 to 16 strongly agree that they enjoy sport & exercise compared to $\frac{6}{10}$ boys⁴

Barriers to participation³

Fear of being judged



Dissatisfaction with body image



Low confidence



Lack of information



Time and cost



£1.6m

health costs saved in 2018 through women's participation in physical activity in Surrey⁵



Dementia
£640,995



Coronary Heart Disease
£459,565



Reduced GP visits
£234,489



Diabetes
£172,016



Breast Cancer
£78,733



Colon Cancer
£47,924



Depression
£43,645

How to engage women & girls⁶

Celebrate physical activity being the norm 



Use positivity & encouragement

Opportunity to socialise, develop skills and spend quality time with family 



Change the offer to suit

Don't just talk about "sport"



Plan for the right place, right time, right welcome, right company, right gear

Invest in the people who shape the experience 