

**Appendix 3: Richmond Council's Plan to boost participation by**  
**Women and Girls in Sport and Physical Activity**

**Action Plan (6months- 1 year)**

Theme 1: Access and options		
Objective	Desired Outcome	KPI
<b>Meeting the diverse needs of Richmond's Women and Girls.</b>	Increased participation through better understanding of needs and improved access to suitable activities	<ol style="list-style-type: none"> <li>1. Conduct research over 3 months to understand the interests and barriers faced by women and girls in the borough. Continue to also use existing research to guide understanding.</li> <li>2. Collaborate with 2 community clubs and 2 organisations', who regularly work with women and girls from diverse communities.</li> <li>3. Councils Communication and marketing team to promote the findings of the research.</li> <li>4. Utilise the <a href="#">London Sport Activity Finder</a>) finder to promote diverse activity groups on offer in the borough.</li> </ol>
<b>Supporting and promoting Women's Sports</b> - linking into the Women's Rugby World Cup and other major women's tournaments	Higher visibility of women's sports, leading to increased attendance and participation over a 6–12-month period	<ol style="list-style-type: none"> <li>1. Research and create a calendar of local women's sporting events over a 12 -month period.</li> <li>2. Partner with 5 clubs/organisations to promote matches and event opportunities.</li> <li>3. Council and partner comms teams to work together to promote the calendar, opportunities and existing resources.</li> </ol>

Theme 2: Coaching & Mentoring		
<b>Increasing Visibility and Mentoring Skills for Female Coaches</b>	<p>Increased career opportunities for women in sports industry, more:</p> <ul style="list-style-type: none"> <li>• female coaches</li> <li>• referees,</li> <li>• Officials</li> </ul> <p>This will help to increase role models for young women.</p>	<ol style="list-style-type: none"> <li>1. Conduct research and share success stories of 5 female coaches from the borough.</li> <li>2. Develop a mentoring scheme for aspiring female coaches.</li> </ol>
Theme 3: Diverse Participation & Representation		
<b>Accessibility Audits to cater to individuals with disabilities</b>	<p>More inclusive sports facilities, that are accessible for individuals with disabilities.</p> <p>Higher participation in sports and physical activity amongst women with disabilities</p>	<ol style="list-style-type: none"> <li>1. Identify and connect with 4 organisations who work with deaf, disabled and neurodivergent females to identify their barriers and key needs.</li> <li>2. Use the above findings to work with 2 sport and physical activity facilities to improve accessibility of their programmes.</li> </ol>
<b>Moving More Campaign</b>	<p>Increased awareness of the benefits of physical activity and how everyday activities contribute to health and wellbeing.</p>	<ol style="list-style-type: none"> <li>1. Launch a campaign with the Women &amp; Girls Working group members to highlight the benefits of everyday activities that benefit health and wellbeing.</li> <li>2. Council comms team and utilising the Sports Development newsletter to develop products and the campaign to include: <ul style="list-style-type: none"> <li>• the activities</li> <li>• the benefits</li> <li>• Female role models and their stories</li> </ul> </li> </ol>

<b>Theme 4: Financial &amp; Community Support</b>		
<b>Female Buddy Scheme</b>	Increased participation through peer support, ensuring sports and physical activity is more accessible.	<ol style="list-style-type: none"> <li>1. Identify and engage with existing buddy/befriending schemes and services in the borough.</li> <li>2. Signpost to online platforms or apps that already exist for women to find activity partners.</li> </ol>
<b>Connect to and Mobilise Local Resources</b>	Stronger collaboration across local organisations to enhance support for women and girls in sports.	<ol style="list-style-type: none"> <li>1. Map all existing local organisations and groups that support women and girls in sports and physical activity.</li> <li>2. Hold an International Women's Day event (10 March) to bring organisations together and discuss collaborative efforts.</li> </ol>
<b>Theme 5: Data &amp; Governance</b>		
<b>Collate and analyse participation trends and community insights</b>	Data-driven decision-making to ensure targeted and effective initiatives.	<ol style="list-style-type: none"> <li>1. Utilise Richmond's data dashboard to identify female trends in all participation in concession schemes.</li> <li>2. Use insight from the latest Active Lives Survey and other national/local Sport &amp; Physical Activity data.</li> <li>3. Conduct quarterly community engagement to gather qualitative insights through council sports facilities and existing online platforms. Distribute survey to non-sports organisations/groups.</li> </ol>
<b>Establish a Women and Girls Steering Group</b>	Ensuring accountability and long-term success of the initiatives.	<ol style="list-style-type: none"> <li>1. Establish a Women and Girls Steering Group to oversee progress, celebrate successes and continue to advocate for W&amp;G participation. <ul style="list-style-type: none"> <li>• The steering group to meet quarterly and the group's progress to be highlighted at CSPAN's quarterly meetings.</li> </ul> </li> </ol>

		<ul style="list-style-type: none"><li>• Small subgroups to meet as and when required for the project's delivery.</li></ul> <ol style="list-style-type: none"><li>2. The steering group to review, monitor and evaluate programmes based on insight and community feedback.</li></ol>
--	--	--