



THE ENJOYMENT GAP: 4 ACTION AREAS.

THIS
GIRL
CAN

SOCIAL

WHAT DOES 'SOCIAL' MEAN FOR WOMEN?

Having a support network or feeling part of a bigger community is integral to making activity enjoyable whether you're exercising alone or with others. Even if it's a catch up with friends, with a workout on the side.

51% OF WOMEN SAY THEY ENJOY THE SOCIAL SIDE OF ACTIVITY.¹

What doing 'SOCIAL' well might look like:

- Offering dedicated times and spaces to socialise before or after an activity session
- Instructors trying to get to know their class participants and being able to greet them by name
- Hosting social events for regular members
- Offering discounts to bring friends and family along

SAFE

WHAT DOES 'SAFE' MEAN FOR WOMEN?

Creating spaces where women feel emotionally and physically safe, free from harassment and intimidation. Because when they're free from worry, they're free to enjoy activity.

1 IN 5 WOMEN SAY THEY WORRY ABOUT THEIR SAFETY WHILST WORKING OUT.²

What doing 'SAFE' well might look like:

- Having clear safety policies and procedures in place
- Communicating to both your staff and customers that you take safety seriously
- Ensuring that your staff are fully trained on how to handle reports of sexual harassment or assault
- Offering a range of reporting methods for women

SELF-AFFIRMING

WHAT DOES 'SELF-AFFIRMING' MEAN FOR WOMEN?

Creating an environment where members feel confident and comfortable in their own skin regardless of shape, size or ability. Boosting enjoyment by empowering them to show up unapologetically as themselves and find their tribe.

23% OF WOMEN DON'T FEEL COMFORTABLE IN THEMSELVES EXERCISING.³

What doing 'SELF-AFFIRMING' well might look like:

- Seeing exercise as more than just losing weight and promoting this amongst your members
- Encouraging your members to reflect on how exercise makes them feel
- Being welcoming to all women and ensuring they feel comfortable to be themselves
- Creating an inviting community

SUITABLE

WHAT DOES 'SUITABLE' MEAN FOR WOMEN?

Designing your offering to cater to your communities' needs. Considering their cultural and practical requirements, as well as ensuring timings are considerate of their competing priorities. You can power up enjoyment by making it feel possible for them.

18% OF WOMEN SAY THE CHOICE OF FACILITIES, ACTIVITIES OR CLASSES THEY CAN ACCESS DOESN'T SUIT THEIR LIFESTYLE.⁴

What doing 'SUITABLE' well might look like:

- Offering intro classes or inductions so women can try out a class before committing to a membership
- Promoting entry-level classes or activities with as much prominence as other options
- Considering the needs of audience groups when developing timings of activities offered
- Providing facilities that factor in religious and cultural considerations relevant to your audience

References:

1. Savanta ComRes. Activity Check-In Quantitative Research. Wave 3. 19.08.2022 – 22.08.2022
2. Walnut. This Girl Can Campaign Evaluation Data. Wave 22. November 2021
3. Walnut. This Girl Can Campaign Evaluation Data. Wave 24. November 2022
4. Walnut. This Girl Can Campaign Evaluation Data. Wave 24. November 2022

Click here for further information on the enjoyment gap and our four action areas.

