



MAKING YOUR VENUE MORE WELCOMING & INCLUSIVE FOR WOMEN & GIRLS





OUR GOALS

Enable more Women and Girls to:



**PLAY
MORE REGULARLY**



**VOLUNTEER & LEAD
AT ALL LEVELS**



**COACH
& OFFICIATE**



**ENJOY
COMPETING**

It's easy to assume that men and women and boys and girls are equal in tennis because of:

- High profile women's tour with star athletes
- Highest paid sports women globally
- Equal prize money at grand slams
- Mixed-sex competitions and healthy participation
- Lifelong sport for all

However, only:

33%
**OF TENNIS
OFFICIALS
ARE FEMALE**

24%
**OF LTA
ACCREDITED
COACHES
ARE FEMALE**

37%
**OF WEEKLY
ADULT TENNIS
PLAYERS
ARE FEMALE**

27%
**OF CLUB
CHAIRS ARE
FEMALE**

30%
**OF REGULARLY
COMPETING
JUNIORS
ARE GIRLS**

Please note, these statistics are from LTA 2024.



There is still much more that can be done to ensure women and girls are represented across all aspects of the game. More women on committees, as coaches, as officials and on the courts will set the foundation for tennis to become truly gender equal at every level.

TAKING ACTION VISIBILITY

1 Audit your website, social media channels, clubhouse and communications

2 Celebrate female athletes and role models throughout the venue and in how you communicate

3 Include women's sports events in live screenings

4 Language matters; e.g. use women not ladies

5 Ask women and girls what would make the venue/club great for them and then do it!

6 Use the significance of International Women's Day and International Day of the Girl (see our ['Inclusive Calendar'](#))



Watch this video '[Cover the Athlete](#)' highlighting the inequality on how male and female athletes are often approached and portrayed. Women are often shown in a specific and limited way which focuses on how they look rather than their skills. Men rarely have to deal with this and here we see it called-out

TAKING ACTION WORKFORCE

1 Promote equal representation in coaching, officiating, and decision-making roles

2 Ask your coaches to complete **Coaching females: Princess or Athlete?** and **Coaching Females: Physique to Technique**

3 Promote coaching pathways for women and girls through the **Tennis Leaders Programme** and **Pre LTA-Tennis Assistant** course

4 Promote female learner **coach grants** and **mentoring programme** opportunities

5 Make being part of the workforce work for women, for example, implement maternity, menopause and equal pay policies



TAKING ACTION

PARTICIPATION

- 1 Provide equal opportunities for women and girls to participate and compete
- 2 When sessions are mixed **ensure a quality experience for girls**
- 3 Time sessions to cater for both working and non-working women
- 4 Regularly offer **'female only' groups** and appropriate competitions for all ages
- 5 Provide access to safe, clean toilets and **free period products**



Highlight and role model positive attitudes displayed by boys and girls. **Watch this video** made by Always to see how gender stereotypes disadvantage girls and women in society, and especially in sport.





RESEARCH

It's important to understand that women and girls often face more challenges that can affect their ability to stay active and enjoy sports. Female biology, as well as the societal expectations they face mean their motivations and barriers are often different from those of men and boys.



The infographic on the next page (credit: Women in Sport) shows some of the extra hurdles women and girls face at different stages of their lives.

The barriers women and girls experience in sport are cumulative. This means that the layers of judgement, stereotyping, negative attitudes, and lack of opportunity they face, build upon one another from life stage to life stage throughout their lives. It's these psychological, social, and practical pressures that prevent many women from being as active as men.

FOR MORE INFO:

Go to the **Women in Sport** website for more information on the barriers for each life stage.

There are many times during the life journey where women and girls are more vulnerable to developing a negative relationship with sport and dropping out.



CHILDHOOD

'People think you can't play certain sports.'



ADOLESCENCE

'My self-confidence has changed, which has stopped me from taking part in sports.'



ADULTHOOD

'Hard to prioritise time for myself... family comes first.'



MENOPAUSE & MIDLIFE

'I find activity much harder now. I am less flexible; I also have less confidence in my physical abilities.'



LATER LIFE

'At my age it's very important to be as mobile as you can. It enhances your mood and lifts your spirit.'



Gender stereotypes set in & limit expectations, opportunities, & confidence

Physical, psychological & social changes steal confidence & reinforce 'I am not sporty'

No permission or time to prioritise time for self

Ignored, undervalued, & excluded as natural fitness diminishes

'Invisible' & low 'healthy' life expectancy



TENNIS
FOR BRITAIN