



Breaking Barriers Toolkit – Section Five

# Guidance for sport organisations



In partnership with:



**This section of the Breaking Barriers toolkit is aimed at sports organisations such as National Governing Bodies, community sport clubs, sport for development organisations and leisure centres.. It contains resources and guidance on how to increase the inclusion of disabled teenage girls in your work.**

### **Marketing and recruitment:**

#### **Invite a friend**

Disabled teenage girls told us they want to exercise and play sport with their friends so this needs to be factored into your promotional activity. For example, marketing materials should highlight that girls can bring a friend to the session.

#### **Representation**

Marketing materials should feature images of disabled teenage girls taking part in sport or exercise. Disabled teenage girls told us that not seeing anyone like them taking part is a key barrier that stops them from participating.

#### **Communication channels**

Use communication channels that are already used by disabled teenage girls. If a recommendation comes from a trusted source, they're more likely to consider attending. This could include schools, youth groups, social workers, physios/ occupational therapists/speech and language therapists. You can also look for Facebook groups for parents of disabled children in your local area.

## **Inclusive club practices:**

### **Increase representation of women and girls**

Aim to recruit more disabled and non-disabled women to lead or assist in an activity targeted at disabled teenage girls. For example, organisations can operate a guaranteed interview scheme (GIS) for disabled applicants who meet the minimum criteria for the role they have applied for. This enables disabled teenage girls to see people like them taking part, which we know is important in making them feel like they belong and are welcome.

### **Accessibility pack**

Create an accessibility pack for the venue/facilities you use. Providing this information to disabled teenage girls and their families in advance reassures them and allows them to plan any support they may need.

### **Inclusive spaces**

Ensure the venue or facilities you use are inclusive spaces for women and girls. Encourage male participants, volunteers and coaches to be considerate about their behaviour and clothing choices to avoid women and girls feeling uncomfortable. Ensure the views and beliefs of disabled girls from different religious groups are respected.



## Useful resources

You can use the below links to download marketing assets:

- [This Girl Can – Brand Assets and Photos](#)
- [Sport England – Digital Marketing Hub](#)
- [Women in Sport – Insight Pack: Marketing to Women](#)

For more information on increasing women and girls representation at community sport clubs, please explore the links below:

- [Access Sport – Make Clubs for Girls Webinar](#)
- [Volunteer it Yourself – Example Inclusive – Exam Cheetham Hill Sports Club](#)

For more guidance on making sports clubs welcoming for girls read:

- [Women in Sport – Reframing Sport for Teenage Girls Toolkit](#)
- [Women in Sport – Toolkit: Get out Get Active: Creating positive impact for women who face additional barriers in sport](#)

## Good practice

Here are some great examples of how sports organisations have created offers for girls. Click on the links below to find out more.

- [British Fencing and Maslaha – Muslim Girls Fence](#)
- [Tunbridge Wells Hockey Club – Flyerz Hockey](#)

There are also some great examples of inclusive club practices. Click on the links below to find out more.

- [Rugby League World Cup 2021 – Inclusion Programme](#)
- [Make Space For Girls – Inclusive Spaces for Girls and Young People – A Short Guide](#)