

Working with women



Why work with this audience?

9 in 10 British women are scared of cycling in towns and cities.¹

4 in 10 women are not active enough to ensure they get the full health benefits of physical activity.²

Women play a significant role in promoting physical activity within their families.



What are the barriers?

- Perception that cycling is not for women.
- Being mindful about being away from the family, to spend some time on themselves.
- Feeling vulnerable when cycling alone.
- Lack of confidence and self-belief, fear they won't fit in.
- Uncertainty of what equipment to use since the industry primarily caters to men.



What can I do to help?

- Run 'women only' sessions led by female staff and volunteers.
- Vary session times and days to accommodate busy lives to engage with as many women as possible.
- Provide detailed information about the event and ensure facilities like toilets are available.
- Choose a local venue or meeting point which is accessible through well-lit and populated routes.
- Use diverse female images celebrating different body types and races to promote.
- Make it clear that everyday clothing can be worn when cycling.
- Keep events social with plenty of opportunities to chat.
- Offer a selection of equipment to try out, like a range of cycle sizes or gel seat pads to help with saddle comfort.



How can I reach this audience?

- Word of mouth is incredibly effective, ask participants to spread the word or bring a friend along.
- Make the most of local women's networks. Promote events directly to individual groups and through face to face visits.
- Place messaging in environments where women are going about their daily lives such as mother and baby groups or the school gates.
- Promoting to pre-existing networks can reduce the fear of trying something new alone, because peers can attend together.



¹ Censuswide 2024

² Sport England 2024