



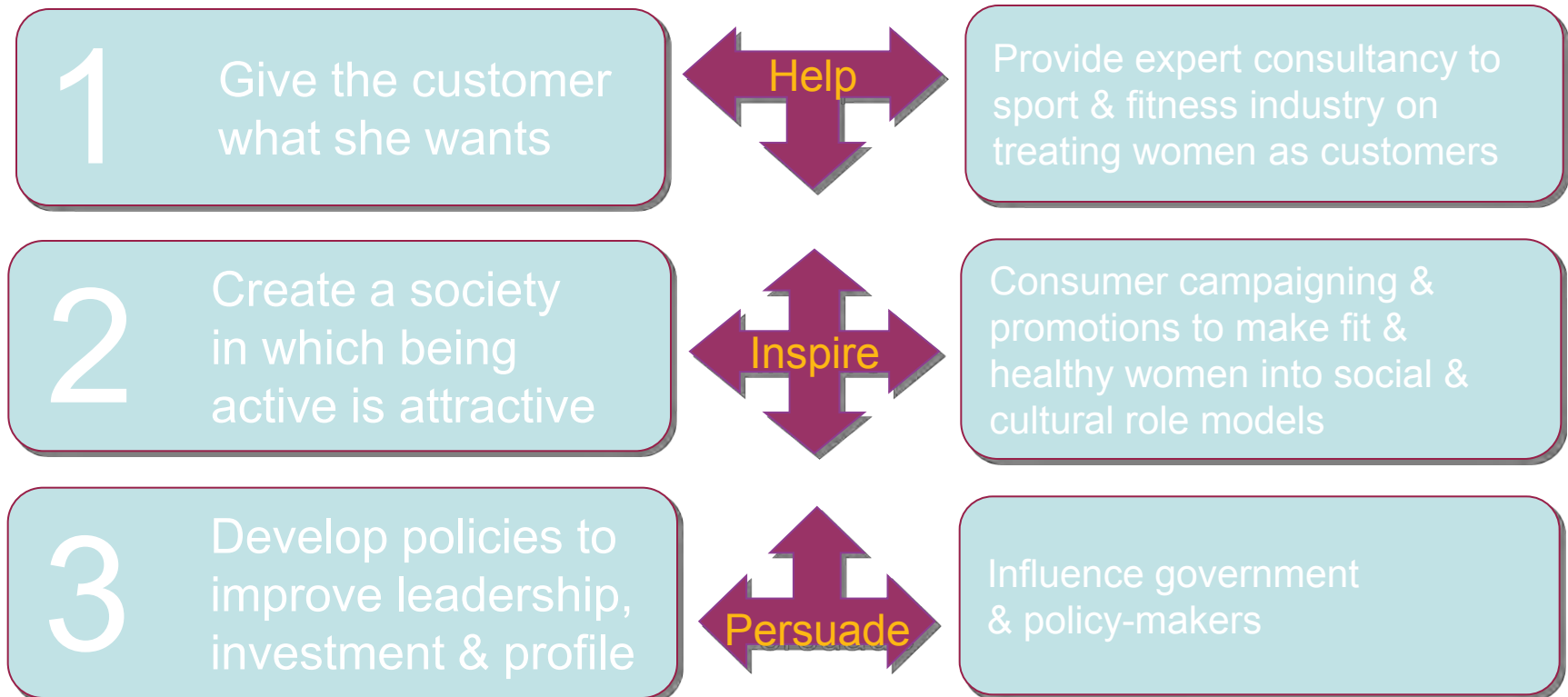
Women and Table Tennis

Where we are now and where we want to be.....

Liz Davidson –Sports Partnerships Manager WSFF, 28th January 2011

Our work

Creating a nation of active women



Session

- **Using what we know to help us plan**
- **Current participation levels in England**
- **Where the opportunity is.**
- **Increasing participation, progression and representation of women and girls in table tennis**
 - Engaging new participants
 - The transition from casual player to formal engagement
 - Getting more women involved in and progressing as coaches

Summary and actions

There is a wealth of information and data available to us, this afternoon we're going to have a look at how we can use this to plan for the future in combination with our existing knowledge and insight and some of what we heard this morning.

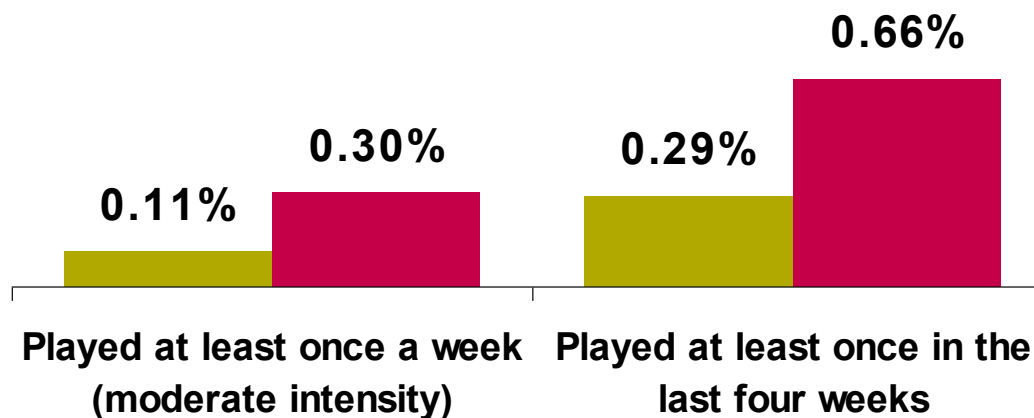
Current participation levels

- Table tennis grew fast as a sport among women from 2005-06 to 2007-08, but failed to grow as significantly in 2008-09
- Only 24,100 women played table tennis at least once a week in 2008-09
- Only bowls and golf have a larger proportion of female players over the age of 55
- Table tennis is the 18th most popular participation sport for women
- Table tennis is one of a handful of sports that has an age and ethnicity profile that is not too dissimilar to the female population as a whole

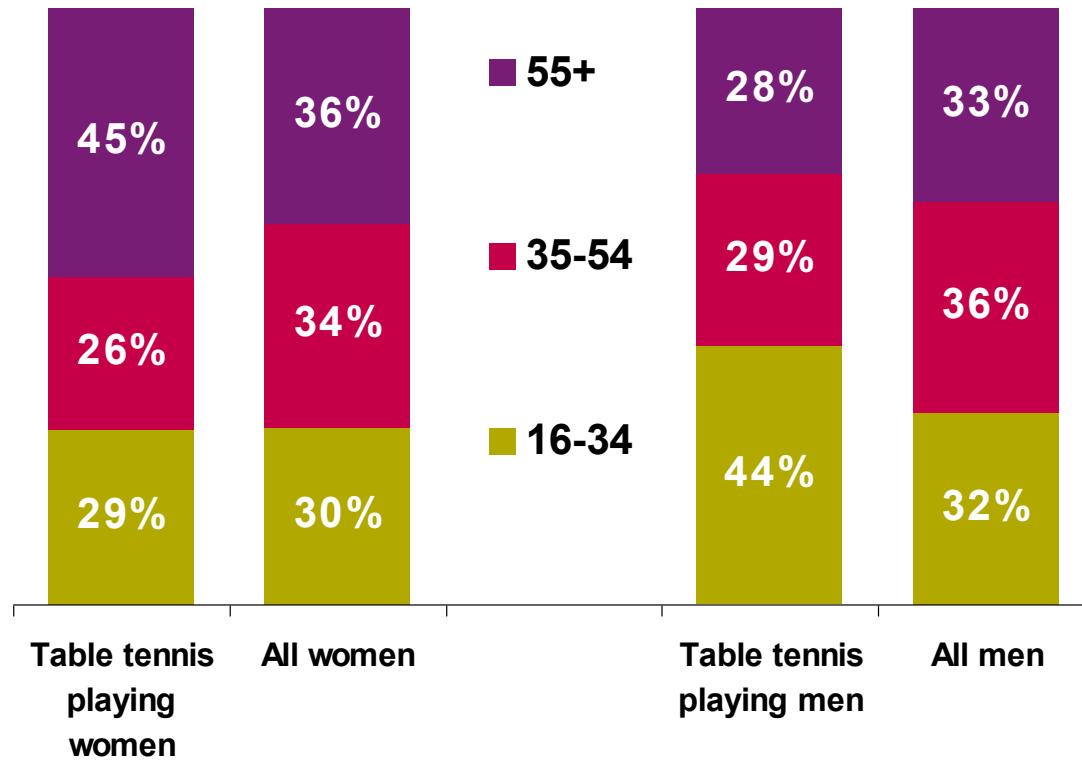
Proportion of people who play table tennis by gender

All chart-data used in this presentation is taken from the Active People Survey 3 (2008-09). All English adults (aged 16 and over) who have taken part in the sport at least once a week (moderate intensity), unless stated otherwise.

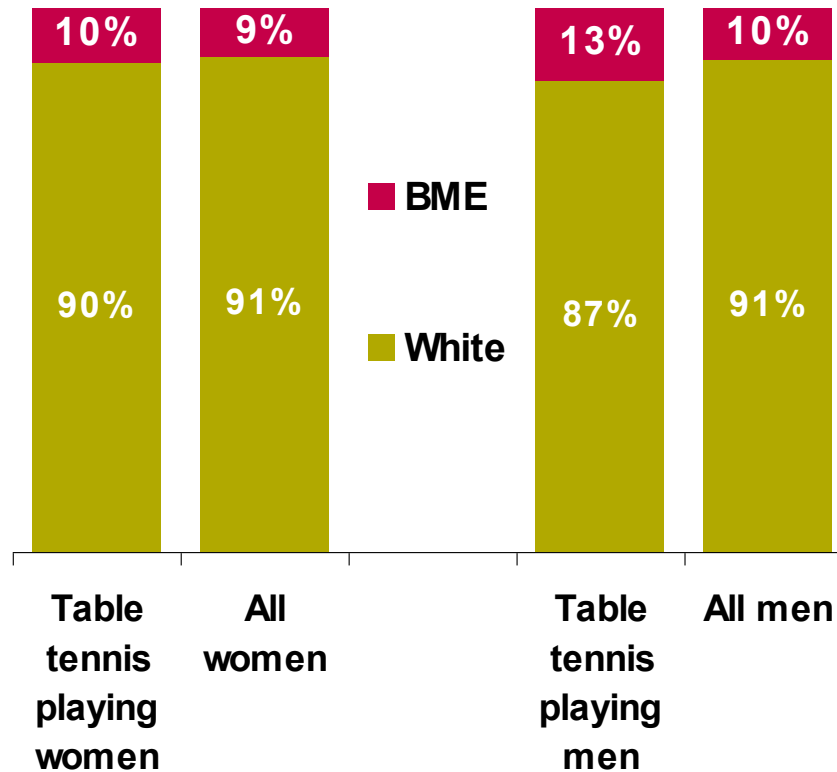
■ Women ■ Men



Profile of people who play table tennis by gender and age



Profile of people who play table tennis by gender and ethnicity



Cliff Simms

BME Women's Participation in table tennis.

Engagement and the opportunity.

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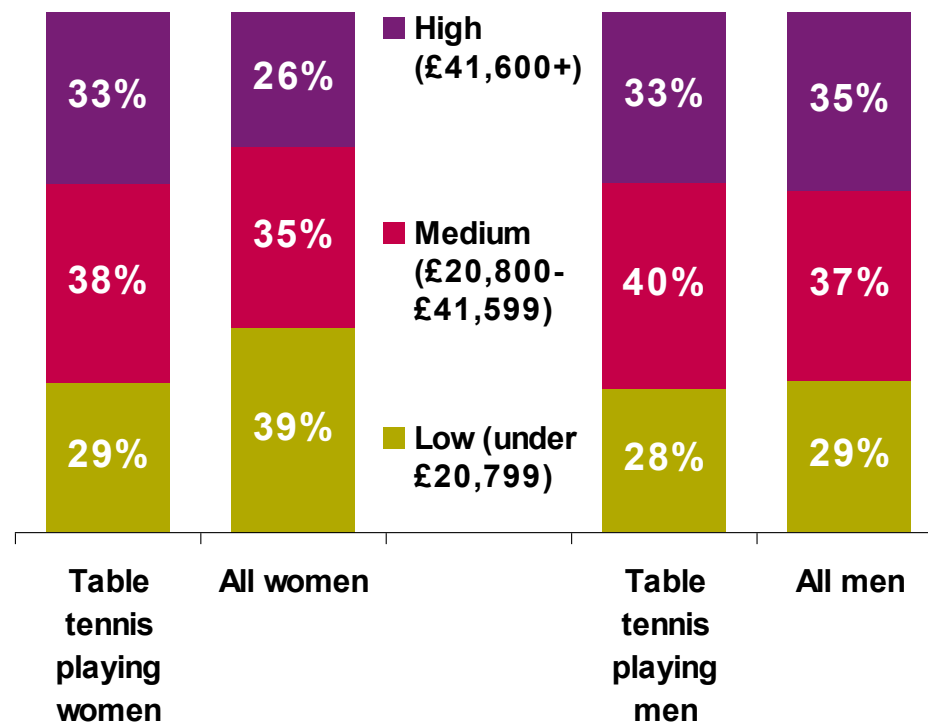
Promoting ethnic diversity across sport & physical activity

www.sportingequals.org.uk

Sporting  **Equals**

Promoting ethnic diversity across sport & physical activity

Profile of people who play table tennis by gender and household income

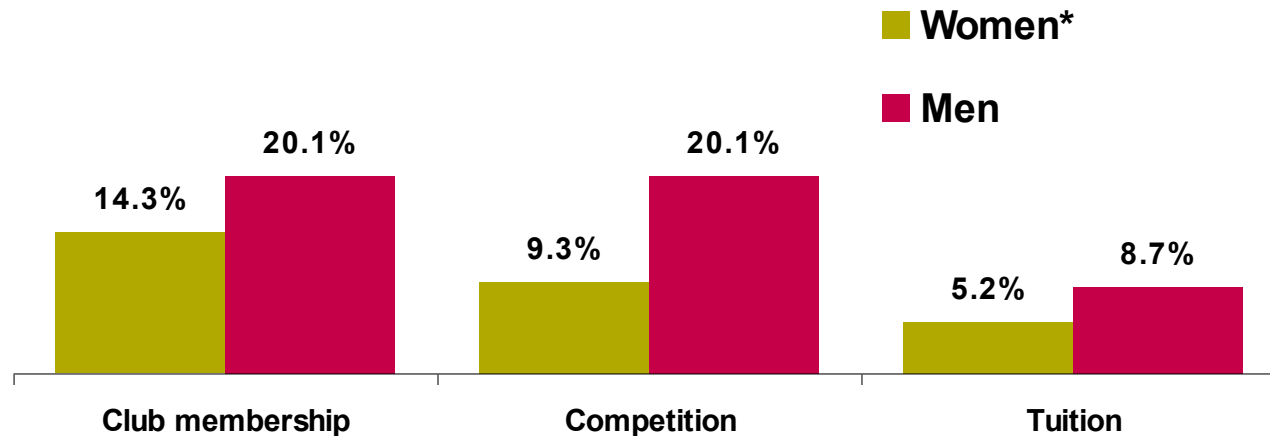


People playing as a part of a club, in competition and receiving coaching/ tuition

Table tennis is a straightforward sport that is easy enough to play for fun with no training. As such it has a low rate of formal organised participation

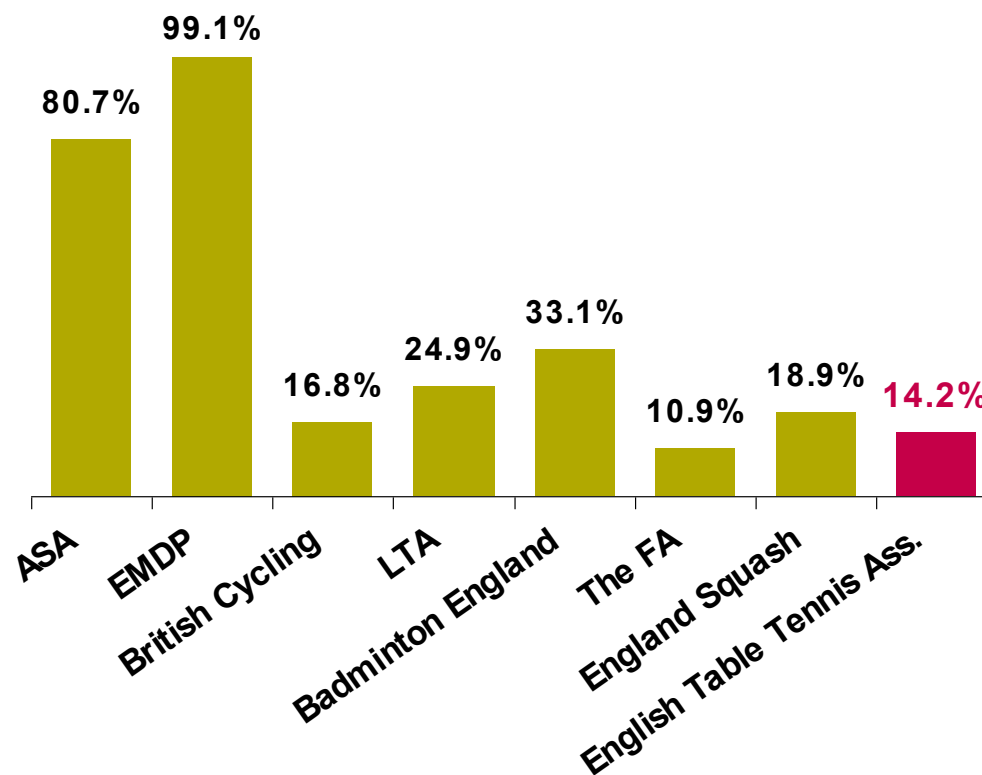
Just one in seven women play as a member of a sports club, and less than one in ten take part in competition

Women also have little interest in receiving tuition. The sport has the lowest proportion of women receiving tuition of all the 46 funded sports



Women as coaches of sport: % of NGB affiliated coaches who are women

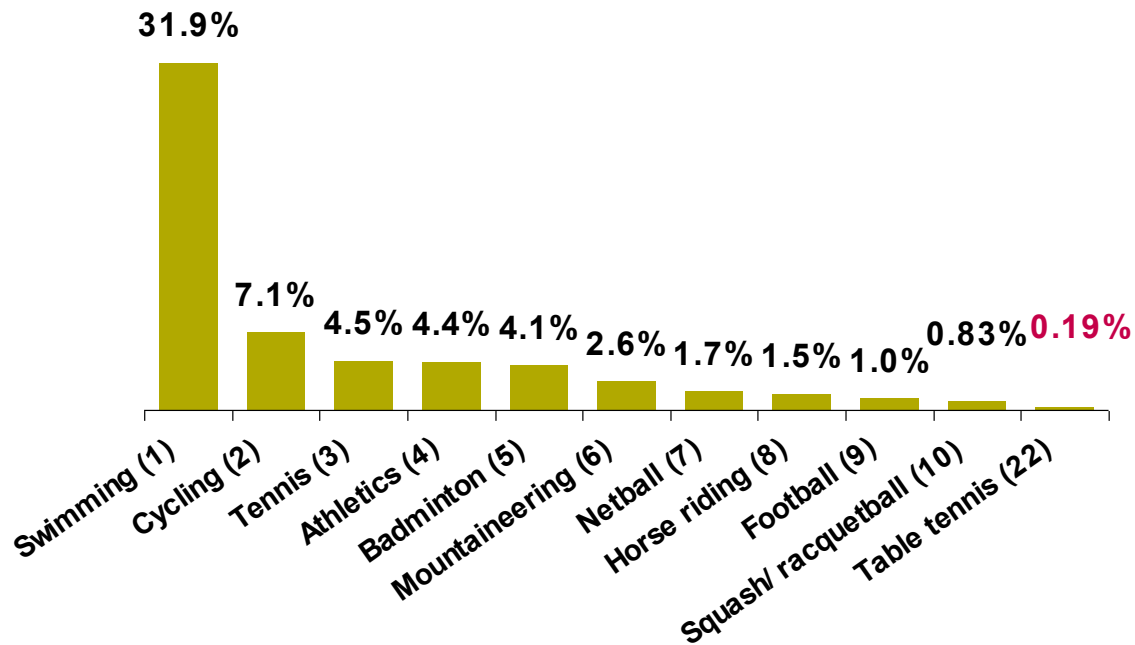
One in seven affiliate coaches is a woman – which is about the average for all NGBs



What women like about table tennis

On the whole, female table tennis players are more satisfied than the average with their sport. Particularly so with the social elements, value for money, ease of participating and own performance

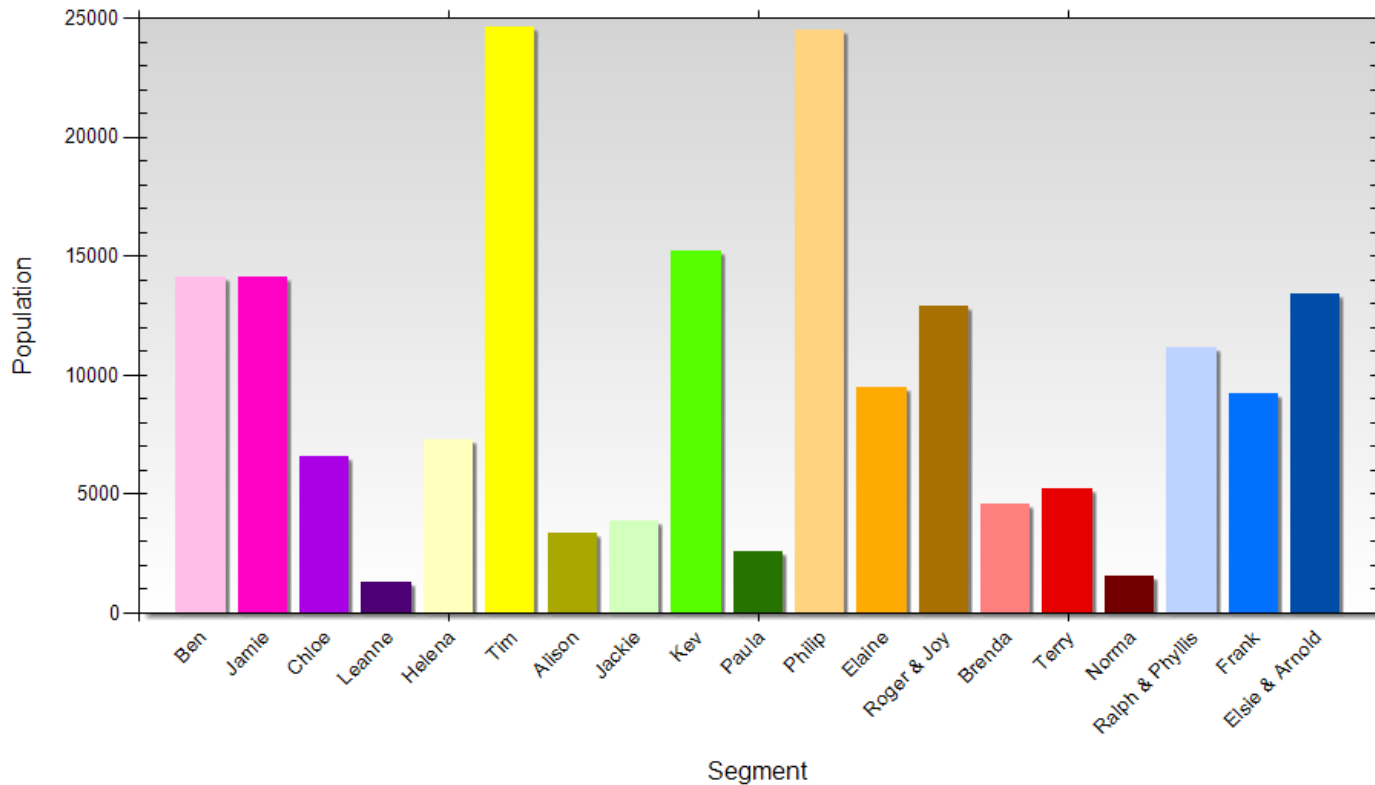
Engaging new participants



Sport England's Market Segmentation tool

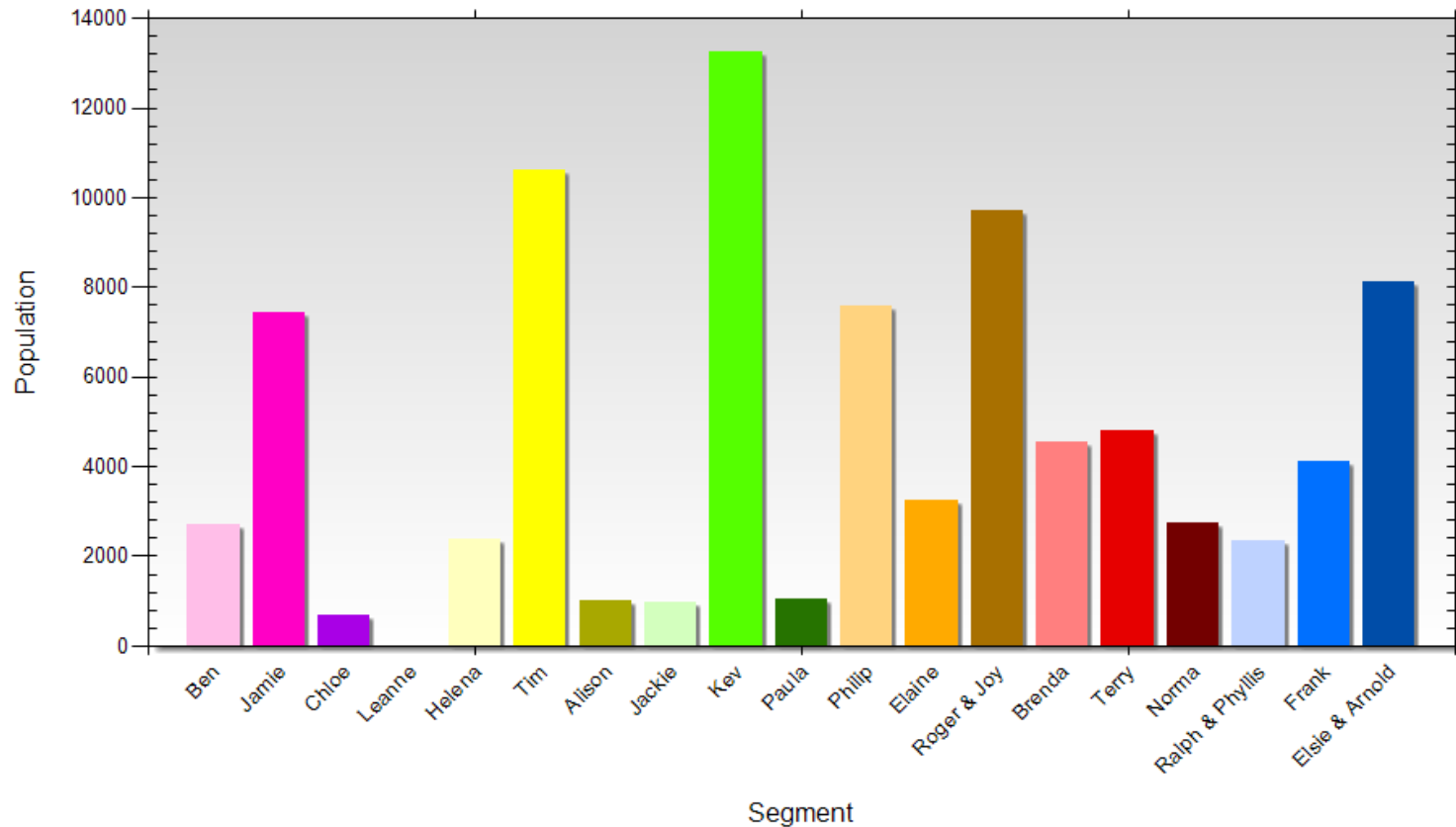
Current participants

Population within catchment area participating in: Table Tennis



Where the demand is....

Population within catchment area wanting to participate in: Table Tennis



Where the opportunity lies within the adult population

Helena

Elaine

Brenda

Norma

Phyllis

Elsie

Brenda



- Older working woman 46 – 65
- Typically married, with children who have left home
- 10% of adult female population are “Brendas”
- “Brendas” aren’t currently very active, but would like to do more.
- The main motivations for Brenda playing sport are keeping fit and enjoyment
- 51% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.
- 23% said they would do more if there was cheaper admission. Both of these issues appear to be more important for Brenda than other adults and could be a barrier to her participation.
- 13% would be encouraged by having people to go with and 9% would need more free time which reflects Brenda’s busy life
- “Brendas” can be best reached through local papers, face to face communications and like communication to be “jargon free”

See handouts for further information

Norma



- Mainly aged 56-65
- Typically single, recently retired, with a basic income to enjoy their lifestyles
- 4% of adult female population are “Normas”
- “Norma” has below average levels of sports participation. 79% of this segment have done no sport in the past four weeks, compared with the average of 60% of all adults.
- 41% of “Normas” would like to do more sport
- The main motivations for Norma are keeping fit, enjoyment and socialising
- 28% of this segment say they would be encouraged to do more sport if they were less busy, compared to 46% of the overall adult population.
- 19% said they would do more if there was cheaper admission and 15% would be encouraged by having people to go with
- “Normas ” can be best reached through local papers, face to face communications and like communication to be “jargon free”

See handouts for further information

Under 16s

Focus so far has been very much on adult women, but as part of this afternoon's discussion's we will also consider what would encourage more girls to take up the sport and remain involved in it.



Compared with many other sports, table tennis is successful in engaging with those groups within society who are often low participators (e.g. older women, and BME women). This is possibly due to the fact that table tennis is a low impact sport, that is relatively easy to just pick up and play – so is accessible to all. However, table tennis is played informally by women, so the English Table Tennis Association (ETTA), needs to consider how to move these casual players into more formal engagement and how to get more women involved in coaching.

Group discussion

- Three groups
- Topic each
 - Engaging new participants
 - The transition from casual player to formal engagement
 - Getting more women involved in and progressing as coaches

30 – 40 minutes then feedback

Feedback from group discussion
Possible actions and next steps

Sporting Equals

Promoting ethnic diversity across sport & physical activity

Women's
SPORT
AND
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FOUNDATION

Many thanks

Further information

www.wsff.org.uk

<http://www.sportingequals.org.uk>

Summary and close from Judy Rogers.