



Media coverage May – August 2014

What a summer it's been!

Since our #BeAGameChanger event in May we've had lots of great media coverage for the work of the Women's Sport Trust.

Here are some of the best bits...

Clare Balding Calls on #BeAGameChanger Audience to 'Make Some Trouble'

May 29, 2014

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Last night's inaugural #BeAGameChanger event from the Women's Sport Trust proved to be an extraordinary success when over 350 attendees from the worlds of sport, media and business gathered to hear the four England women's captains Steph Houghton (football), Pamela Cookey (netball), Charlotte Edwards (cricket) and Katy McLean (rugby) on a panel together for the first time.



The evening event, which took place in Shoreditch, London and was sponsored by Microsoft, saw high level business leaders mingling with elite sports people including Olympians Anna Watkins, Lizzie Yarnold, Jenny Jones and Louise Hazel, along with representatives from a variety of teams, sporting bodies and associations including Sport England, UK Sport, ukactive and The British Athletes' Commission.

Hosted by broadcaster Alice Arnold, the audience also heard from high profile attendees including Judy Murray and Sophie Christiansen. For many in the room, however, the highlight of the evening was a rousing speech from broadcaster Clare Balding, who united the audience as she quoted journalist and writer, Nora Ephron: "Whatever you choose, however many roads you travel, I hope that you choose not to be a lady. I hope you will find some way to break the rules and make a little trouble out there. And I also hope you will choose to make some of that trouble on behalf of women."



Clare called for everyone in the room to play their part to bring parity for women's sport in terms of media coverage and sponsorship.

Harnessing the passion and enthusiasm in the packed room, Jo Bostock, co-founder of the WST said:

"We believe that change is intensely personal. It comes from enough determined people deciding that they want things to be different. Those people were in the room tonight and they are going to start a revolution in women's sport."

Along with their sponsorship of the event itself, Microsoft took the opportunity to announce that they will be title sponsor of the Women's Sport Trust's #BeAGameChanger Awards for the next three years.



For more details of how you can support Women's Sport Trust and play your part to #BeAGameChanger please visit: www.womenssporttrust.com

IT'S TIME TO GET WOMEN IN SPORT NOTICED

3
JUN

Written by Alice Arnold

June 3, 2014 08:00:00 PM



It might seem an impossible task to get the England captains of football, rugby, cricket and netball in the same room at the same time, but that is exactly what the Women's Sport Trust managed to do this week. For good measure they also threw in a host of Olympic athletes, a racing driver and **Judy Murray**.

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I've never before had the honour to be in a room full of so many inspiring women. The purpose of the event was to promote women's sport – 30% of women take part in sport every week and yet we only receive 0.4% of sponsorship money and 7% of media coverage. The statistics are appalling.

'If you can't see it, you can't be it.' Young girls need to have role models in sport. We need to demonstrate that strength can be beautiful. These role models are relatively easy to find in Olympic and Paralympic years when, for a few weeks, the women get the same coverage as the men, but in order for the momentum of women's sport to continue in non-Olympic years, something has to change.

Funding and media coverage are inextricably linked. The sponsors won't sponsor unless the media coverage is there and the media won't cover events unless they are high profile... and sponsored.

The circle needs to be broken. The four England captains I interviewed last night spoke intelligently and openly and were incredibly engaging. No one could ask for better role models for our daughters.

The governing bodies of men's sports could do a lot to help. Refuse sponsorship unless a decent proportion is also given to the women's game? Ensure that women's matches are played immediately before men's games to give the women more visibility?

It is time for action. Judy Murray says, 'As individuals we are snowflakes who hit the ground and melt but bound together we make a huge snowball that can break windows.'

Helena Morrissey has ensured that BNY Mellon will sponsor the women's Boat Race on the tideway next year. It will be a challenge for the press to ignore that! Sport can bring so many benefits to young girls, giving them confidence for the rest of their lives. The Women's Sport Trust will keep banging at the door for change and with the incredibly strong group of women they have in their ranks, the worlds of business and media would be fools to ignore them.



Waitrose Magazine
3 June 2014
Circulation: 250,000

40 | Sport

SPORT

Clare Balding



Last week I went to the most impressive and inspiring sports gathering I have attended in a long time. Organised by the newly formed Women's Sport Trust and supported by Microsoft, it was a chance for female athletes to promote themselves and their sports to potential sponsors. There is a chance for women's sport to break the cycle of the media not giving reasonable coverage because of lack of funding and businesses not investing in it because it doesn't have consistent media coverage.

Four England captains were inter-

viewed on stage: Pamela Cooke, captain of netball, Katy McLean of rugby union, Charlotte Edwards of cricket and Steph Houghton of football. Of the four of them, only Edwards (in the last month) and Houghton are paid as full-time professionals and can just about afford to dedicate themselves to training and playing. It's a ridiculous and unacceptable disparity in a country that claims to treasure and celebrate sport as a pastime, a business and as part of our culture, quite apart from our so-called belief in equality.

The event was called Be A Game Changer and it left everyone in the room with the belief that we can actually make a difference. Women get a fair deal at multi-sports events like the Olympics, Winter Olympics and Commonwealth Games, and at Grand Slam tennis championships when they are on the same stage at the same time as men. The Hockey World Cup, which is taking place at the moment in The Netherlands, is another good example of equal treatment as are equestrian sports, where women have always competed against men in exactly the same circumstances, but for other sports

there is a way to go.

Sponsors can make a massive difference and BNY Mellon deserve huge credit for playing a key role in bringing the Women's Boat Race to the Thames on the same day as the men's race from next year. Investec have similarly invested heavily in women's hockey and BT have made a commitment to support and promote various sports but statistics show that women's sport only ac-

counts for 0.7% of sponsorship funds. That's just embarrassing.

I met a woman on Friday who told me her daughter had been selected to play rugby union for England but had decided she couldn't take up the opportunity

because it would have meant giving up too much unpaid time and would impact on her job as a teacher to special needs children. Imagine Jonny Wilkinson having had to make that decision as a 19-year-old. We would have lost the man who has done more than any other to persuade youngsters that hard work, dedication and endless practise is worth more than glitz and glamour.

@clarebalding

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Be A Game Changer

05/06/2014



Waitrose
weekend

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Pick up a copy of the Waitrose Weekend in store, available for free every Thursday.

ClareX

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First News
06 June 2014
Circulation: 64,639

FirstNews ■ ISSUE 416 ■ 6 - 12 JUNE 2014

Make a little trouble



Clare Balding was passionate about trying to make women's sport more popular

HUNDREDS of people from the media, sport and business were brought together by the Women's Sport Trust last week at the #BeAGameChanger event, which was designed to raise the profile of women's sport.

The captains of England's women's cricket, football, rugby and netball teams talked about the problems facing women's sport and improvements that are being made.

England's cricketers and footballers now play sport full-time, but most have to fit their sport in around other jobs because there isn't enough money in women's sport.

The biggest cheer of the night went to TV's Clare Balding, who wants women to shout a bit louder to make things fairer. She quoted writer

Nora Ephron: "Whatever you choose, however many roads you travel, I hope that you choose not to be a lady. I hope you will find some way to break the rules and make a little trouble out there. And I also hope you will choose to make some of that trouble on behalf of women."

See next week's First News for an interview with England netball captain Pamela Cookey on the subject of women's sport.

Did you know?

IN Britain, women's sport only gets around 7% of the coverage in the media. Women's sport also receives only 0.4% of any sponsorship money.

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'Make a little trouble': Balding dishes out advice to female athletes

by Ian Eddy **Saturday, 7 June 2014**

HUNDREDS of people from the media, sport and business were brought together to raise the profile of women's sport last week.



The captains of England's women's cricket, football, rugby and netball teams talked about the problems facing women's sport and improvements that are being made. They were appearing at the Women's Sport Trust arranged the #BeAGameChanger event.

England's cricketers and footballers now play sport full-time, but most have to fit their sport in around other jobs because there isn't enough money in women's sport.

The biggest cheer of the night went to TV's Clare Balding, who wants women to shout a bit louder to make things fairer. She quoted writer Nora Ephron: "Whatever you choose, however many roads you travel, I hope that you choose not to be a lady. I hope you will find some way to break the rules and make a little trouble out there. And I also hope you will choose to make some of that trouble on behalf of women."



Women's Sport Trust makes an impact

29/05/14 10:37pm

Katy McLean, Steph Houghton, Charlotte Edwards, Pamela Cooke and Judy Murray talk about the impact the Women's Sport Trust is having on women's sport.



Edwards reflects on 'historic' MCC match

29/05/14 10:29pm

England cricket captain Charlotte Edwards reflects on 'historic' MCC match and looks ahead at what's next for the national side.



McLean mentally prepared for France

29/05/14 10:20pm

England captain Katy McLean looks ahead to the Women's World Cup this summer.



Houghton enjoying relaxed camp

29/05/14 10:29pm

England football captain Steph Houghton looks ahead to their June qualifiers against Belarus and Ukraine.

Women coaches left in cold at top level

Judy Murray's fight for equality has been aided by her son's choice, says Matthew Syed



Judy Murray evoked a rather striking metaphor when she gave a rousing speech in London last month. "Women are like snowflakes," she said. "We float around, we look pretty, and we usually hit a wall and melt away. But if we stick together, we can form a snowball. And snowballs can cause trouble!"

The occasion for the speech was an event for the Women's Sport Trust, an organisation set up to push for more media coverage, sponsorship and attention for female sport, and her words came back to me this week after Andy, her son, announced Amélie Mauresmo as his new coach.

You see, Judy Murray's pitch was simple. She argued that improving the profile of women's sport was not just about improving conditions for athletes. Indeed, she made the case that altering the status of female coaches could have an even more profound role in breaking the ice.

"I think we need to raise the level of women's coaches if we are going to need to raise the level of women's sport," she said. "When I started out at grassroots level in tennis, we were outnumbered four to one. When you get up to performance level, we are outnumbered 12 to one. When you get on to the men's tour, I have only ever met two female coaches. And they were both mothers."

The invisibility of female coaches in elite sport extends beyond tennis, of course. There are none in Premier League football. There are virtually no women coaches in high-level rugby. Even at the top of women's tennis, there is a vacuum. As Judy Murray put it: "When I became [Britain's] Fed Cup captain, I set about learning what happened on the women's tour. And lo and behold, there are hardly any

women coaches out there, too. We are in a male-dominated world."

It is almost as if there is a presumption that women do not have what it takes to provide the authority and discipline to cut it at the sharp end of competitive sports coaching. They are too soft, too emotional; they could never cope with the bad language, and they can't even get into the locker room. These attitudes must be pretty

extensive, otherwise why the dearth of elite female coaches?

That was what Murray was getting at in her speech, and it is the reason why the appointment of Mauresmo could prove to have a wider cultural impact. The sight of a woman in charge, providing leadership, will challenge attitudes, not just in tennis but in sport more generally. After all, if a woman can be the chief executive of a FTSE 100 company,



Breaking the ice: Mauresmo watches Murray in practice at Queen's Club yesterday before his second-round victory

or prime minister, why not the coach to a top male tennis player or, for that matter, manager of a Premier League club?

It is probably worth stating here that Andy Murray chose Mauresmo as his coach for one reason and one reason only: he thinks she is the best placed to help him to win another grand-slam. The Scot is too focused on his career to make such an important decision on the basis of political symbolism.

He has seen something in Mauresmo — her attention to detail, her passion for tennis, her empathy — that he believes can give him an edge. Whether it turns out that way remains to be seen. Much will depend on personal chemistry, which is never easy to predict.

There was another aspect of Judy Murray's speech that also seems relevant to the Mauresmo appointment. She talked about how hard a time she got for coaching her two sons, the negative profiles in newspapers, the distaste when she pumped her fists. "You find yourself in very difficult situations and I came in for a lot of rubbish written about me," she said. "You have to learn to have a thick skin."

Mauresmo has already confronted this kind of casual sexism when, after winning his first-round match at Queen's, Marinco Matosevic, the Australian, said: "It's all equal rights these days — got to be politically correct. Someone's got to give it a go. Won't be me. I couldn't do it since I don't think that highly of the women's game."

Mauresmo should probably expect more of this type of thing in the coming days, weeks and months. Unless, of course, she makes a go of her partnership with Murray. If the history of sport tells us anything, it is that there is nothing like success when it comes to shattering stereotypes.

The Times
23 June 2014
Circulation: 393,531

Women coaches are no soft touch — and I should know

Andy Murray plays at Wimbledon today, with a female trainer for the first time. It's something that Matthew Syed, former ping-pong champion, has in common with him

The reaction to Amelie Mauresmo's appointment as Andy Murray's coach has all been rather weird. Obviously, there's been the odd dinosaur peeping up to condemn the appointment, such as the Australian player Marinko Matosevic, who said: "It's all equal rights these days — get to be politically correct. Sometimes get to give it a go. Won't he be. I couldn't do it since I don't think that highly of the women's game."

The really bizarre thing, however, has been the response of those who supported the appointment. Did they recognise the personal qualities of Mauresmo: her knowledge of the game, her professionalism, her understanding of tactics, the sort of attributes that people cite when a man has been appointed to a high-profile coaching role? Not a bit of it. Instead we got a series of 1950s-style panics to "female violence". Mauresmo was hailed as someone who can provide "empathy" (as if all women are empathetic) and "a softer approach" (Mauresmo is not soft). One commentator even talked about Murray benefiting from a bit of "mothering". Give it a week and they will be encouraging Mauresmo to breastfeed the Scot during the rain delays at Wimbledon.

The same nonsense was rolled out when Angela Merkel visited the dressing room of the German team after their victory over Portugal in the World Cup last week. "Yes, she is now the Mother Teresa. That, for those unaware of the word, (keep up), it was trending on Twitter last week), is a

portmanteau of the German word for mother and the English word for mother. German newspapers were full of maternalistic metaphors, nurturing references and bizarrely feminist commentary.

Now I don't want to get all pedantic about all this — it's only sport — but I reckon this is all a bit patronising. OK, so it's not the old matriarchy dismissing female coaches outright (ie, they don't have what it takes to coach top male athletes), but it emerges from the same underlying fallacy. Women are being reduced, albeit with the best of intentions, to a one-dimensional stereotype: soft and gentle, a bit like Fairy Liquid.

Judy Murray, a coach who endured a lot of casual sexism while guiding her two sons towards international stardom, is heartily sick of it. "It would be great if female coaches could be seen for their individual qualities," she tells me. "For their knowledge, their experience, their tactics, their know-how. The assumption that women coaches are pretty much all the same is holding us back when it comes to the really big appointments."

In *Backlog of the Women's Sport Trust* says coverage of the Mauresmo appointment made her want to "throw a shoe at the wall. It drives me crazy when I hear that women coaches 'care and nurture and help athletes through the tough times'". She says: "The women coaches I know are hugely diverse, just like the male ones. Some are warm and cuddly, sure, but others are ruthless, tough and more than capable of giving someone a kick up the arse. We need to see female coaches for what they are. She is right. I was once coached by a woman in my old sport of table



Andy Murray practising at Wimbledon last week with his new coach Amelie Mauresmo. Her detractors and supporters have been equally sexist

tennis. It was the European Junior Top 12 in 1987 and because three English boys had qualified, Jackie Belfrage, a 24-year-old who usually worked with the girls, came to the competition as an extra coach. We had a whole load of preconceptions about her as a soft touch and out of her depth. We reckoned she would struggle to cope with three hot-headed, testosterone-driven 16-year-old boys.

Once the event started, however, everything changed. The soft touch became a brilliantly rigorous leader. She was insightful, tactically astute and brought a professionalism that put the male coaches to shame. She introduced pre-match briefings, made sure she watched our opponents to figure out their weaknesses and generally brought a level of precision that blew us away. She was also terrific on the psychological side of the game, helping to calm pre-match nerves. All in all she was one of the finest coaches I worked with. Our preconceptions, such as they were, could not have been wider of the mark.

When one takes a step back, the sheer dearth of female coaches in high-level sport is truly shocking. "When I started out at grassroots level in tennis, we were outnumbered four to one," Judy Murray says. "When you get up to performance level we are outnumbered twelve to one. When you get on to the next tier I have only ever met two female coaches — and they were both mothers. On the women's side it is not much better. When I became [British] Fed Cup captain I set about hearing what happened on the women's tour. And lo and behold there are hardly any women coaches out there too. We are in a male-dominated world."

Matters are, if anything, worse in other sports. There are no female coaches in the Premier League or in elite men's rugby. A report due to be



published next month will highlight the "embarrassingly low numbers of women on global sports boards". Those who have made it to high-profile positions — such as Helena Costa, who in May became the first woman to manage a professional football team in France; Eva Lund, who coached the Swedish men's curling team at the Winter Olympics; and Nancy Lieberman, who was the first female coach of a men's pro basketball team in the US — are rare.

Nobody in the women-in-sport movement is denying that women and men are, on average, different; they compete in separate sporting events for a start. They argue, though, that there are average differences obscure huge variation. Men are, on average, faster than women, but 99.9 per cent of men are slower than Jessica Ennis-Hill. Women are, on average, more empathetic than men, but there are sensitive men who put most women to shame. The key when recruiting someone, they argue, is not the stereotype, but the precise qualities brought to the table by the individual. And is anyone really arguing that

there are only about three women on Earth with the knowhow and quality to coach high-level male sports teams?

The problem is that sport, in its boardrooms and high-profile coaching positions, remains in the late Jurassic period. Will the change any time soon? Murray is hopeful. "There are a lot of strong women pushing for change," she says. "If a decent number are given a shot in high-profile positions it will challenge prejudices and make it easier for everyone else, but there is a long way to go. We have to be united, assertive and not willing to settle for the status quo."

At a meeting drawing together business leaders, athletes and coaches from across the world of sport last month, she put it slightly differently, and rather more poetically. Indeed her metaphor has become something of a rallying cry for the women-in-sport movement. "Women are like snowflakes," she said. "We float around, we look pretty and we usually hit a wall and melt away. But if we stick together, we can form a snowball. And snowballs can cause trouble."

Above, from left: football manager Helena Costa; Matthew Syed's former coach Jackie Belfrage. Left: basketball coach Nancy Lieberman with Antonio Daniels of the Texas Legends



The Guardian
18 July 2014
Circulation: 185,312

Four women dedicated to raising their games

With England's netball side tipped as a hot medal prospect at the Commonwealth Games, England's rugby team hoping to go one better than runner-up as they embark on their World Cup campaign in August, and the FA Women's Super League returning from a mid-season break to the most competitive season of domestic women's football yet, women's team sport is thriving. Meanwhile one of the success stories of 2014, the Ashes winning England cricket team, who are now professionals, begin a Test series against India in August. Here, four England captains - Charlotte Edwards (cricket), Steph Houghton (football), Katy McLean (rugby union) and Pamela Cookey (netball) - compare notes with the help of Anna Kessel.

How has your sport changed in the last five years?

Charlotte Edwards The last five years have been transformational for cricket, particularly with the announcement in February that we would be going professional. It's something I never thought I'd see in my career.

Katy McLean The coverage. I love that my kids at school now say: "I saw you on TV. Do you know Emily Scarratt? Do you know Maggie [Alphonsi]?" Two years ago we had one Twickenham game. Now we're playing at Twickenham and BBC and Sky cover it. The World Cup in 2010 gave us massive coverage being in England. The World Cup in France is probably the next step that we need to get us into this professional era.

Pamela Cookey Netball has come on leaps and bounds with all the Sky and BBC 5 Live coverage. People are seeing us so they want to play netball more. I can walk down the street now and people will say: "I saw you on TV!"

Steph Houghton Even at the Euros, where England had a bad tournament, it was evident how the media coverage pushed the game on. Central contracts have allowed most England girls to train full-time and clubs are putting more

money into the game. At Manchester City I love that I get up in the morning and go training twice a day. It's where other sports have to aim. I know how hard it is to get up at stupid o'clock to fit in training sessions around work.

The FA recently announced an extension of mixed football up to the age of 16 (previously 13). What is your view on mixed gender sport?

SH The FA's decision is brilliant. If we want to make women's football the best it can possibly be that's the route we have to go down. At City we have the chance to train with the under-18 boys and we really enjoy that. They're quicker and more physical, but in terms of technical ability we can match them.

CE I wouldn't be playing for England if I hadn't played boys' cricket. Every time I played I had to prove myself. Sometimes parents didn't want me to play, other times boys would go: "What's she doing here?" It was terrible. But now I don't care what anyone says about my sport. There are no restrictions on gender in cricket, and I encourage girls to play cricket as long as possible with the lads.

KM Playing with boys I learned a huge amount. At seven or eight years old I'd get dads on the sideline saying: "Get the girl, get the girl!" Thankfully the boys I played with were utterly protective of me. They never saw me as a girl. Just a team-mate. And that's how it should be.

PC Netball is predominantly seen as a female sport but in primary schools now boys can play netball with girls - it's called High 5 and it's catching on. There's also mixed netball tournaments happening all over the country. I think it's nice to be able to have boys and girls doing sport together. I think it gives boys an appreciation of the sport too. If boys are a part of it they see how difficult it is, it's not a girly sport.

Why are there so few female coaches? And does it matter?

KM I think we have a responsibility as

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players to go back into the game and coach. Too often women stop playing and become spectators. We should be pushing rugby players into coaching. I've been coached by some fantastic male and female coaches. Your sex shouldn't make a difference.

CE Things are improving - now we have paid coaching positions it is easier to encourage ex-players to go on coaching courses. Our under-15 and under-19 teams are run by women, as is our academy. It's important women stay in the game because we've got a lot to offer, but I don't think they did in the past

because there weren't jobs to go to. Personally, I've always aspired to coach.

PC The majority of coaches are women but outside the Super League they are volunteers because we lack funding. If we were able to professionalise it we might see better, more qualified coaches, raising the standard of netball.

SH Like everyone says, it's about getting the right person for the job. [But] there's not enough female coaches and the FA are trying to work on that [in the Women's Super League 1 there is only Chelsea's Emma Hayes]. They're encouraging female players to get their badges and learn while you're playing, and that can only be a good thing.

What next for your sport?

CE There's 18 players funded with England. Our real challenge now is to sort our grassroots game out. That's

where football is making progress, with their league. We've gone top heavy probably. We're a long way off seeing all top female cricketers turn pro. But hopefully in my lifetime. I like the way netball have marketed their game. That campaign, BackToNetball, is fantastic. We need something like that, maybe influencing girls to play Twenty20.

SH With the World Cup next year they're looking at giving more players central contracts to help the national side. And with more clubs going professional in the league it's heading in the right direction. I'd love to see every FAWSL club fully professional.

PC In netball our funding is just with the England players so our challenge is to improve the grassroots game, to help widen our pool of players. Going professional would help. I've recently gone down to four days a week at work but I still get up at 5am to train, go to work and then back to training. It's hard.

KM I think rugby is in a very different place, listening to the others. We're still amateurs, I teach full-time, and then we train, so I appreciate the cycle that Pamela talks about. Obviously we'd all love to be professional, it would make our lives so much easier. But it's got to be right for the sport. Would I say our leagues are good enough to make all clubs professional? Right now, no. It's a big challenge.

Women's Sport Trust - levelling the playing field for women's sport. Womenssporttrust.com/BeAGameChanger



From left: Steph Houghton, Charlotte Edwards, Katie McLean and Pamela Cookey

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Four England captains explain why women's team sport is thriving

With England winning the Ashes, the real test will come as a professional era looms for football, rugby union and netball



Interviews by **Anna Kessel**
The Guardian, Friday 18 July 2014 13.39 BST



Left to right: Steph Houghton, Katie McLean, Charlotte Edwards, Pamela Cookey
Photograph: Graeme Robertson

With England's netball side tipped as a hot medal prospect at the Commonwealth Games, England's rugby team hoping to go one better than runner-up as they embark on their World Cup campaign in August, and the FA Women's Super League returning from a mid-season break to the most competitive season of domestic women's football yet, women's team sport is thriving. Meanwhile one of the success stories of 2014, the Ashes winning England cricket team, who are now professionals, begin a Test series against India in August. Here, four

England captains – Charlotte Edwards (cricket), Steph Houghton (football), Katie McLean (rugby union) and Pamela Cookey (netball) – compare notes.

How has your sport changed in the last five years?

Charlotte Edwards The last five years have been **transformational for cricket**, particularly with the announcement in February that we would be going professional. It's something I never thought I'd see in my career. Everyone thought I was banging the drum behind the scenes, but I was surprised myself, I couldn't believe it when I heard.

Katie McLean The coverage. I love that my kids at school now say: "I saw you on TV. Do you know Emily Scarratt? Do you know Maggie [Alphonsi]?" Two years ago we had one Twickenham game. Now we're playing games at Twickenham and BBC and Sky are covering it. The World Cup in 2010 gave us massive coverage being in England. The World Cup in France is probably the next step that we need to get us into this professional era.

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Steph Houghton Even at the Euros, where England had a bad tournament, it was really evident how the media coverage pushed the game on further. Central contracts have allowed most of the England girls to train full-time and clubs are putting more money into the game. At Manchester City I love that I can get up in the morning and go training twice a day. It's a natural thing and it's where other sports have to aim now. I know how hard it is to get up at stupid o'clock in the morning to fit in training sessions around work. Football at this moment in time is in a really good place.

The FA recently announced an extension of mixed football up to the age of 16 (previously 13). What is your view on mixed gender sport?

SH The FA's decision is brilliant. If we want to make women's football the best it can possibly be that's the route we have to go down. At Manchester City we have the chance to train with the under-18 boys and we really enjoy that. They're quicker and more physical than us, but in terms of technical ability we can match them.

CE I wouldn't be playing for England if I hadn't played boys' cricket. Every time I played I had to prove myself. Sometimes the parents didn't want me to play, other times the boys would be going: "What's she doing here?" It was terrible. But now I don't care what anyone says about my sport, it's water off a duck's back. There are no restrictions on gender in cricket, and I encourage girls to play cricket as long as possible with the lads, but there does come a time where it becomes a very different game – the men bowl quicker, it's a front foot back foot game. And that's why I don't play as much now, I've got to hone my skills to the women's game. I'm in my 30s so I wouldn't pursue the men's game, but for someone like Sarah [Taylor] there's no reason why she shouldn't. She's good enough.

KM Playing with boys I learned a huge amount. At seven or eight years old I'd get dads on the sideline saying: "Get the girl, get the girl!" Thankfully the boys I played with were utterly protective of me. They never saw me as a girl. Just a team-mate. And that's how it should be.

PC Netball is predominantly seen as a female sport but in primary schools now boys can play netball with girls – it's called High 5 and it's catching on. There's also mixed netball tournaments happening all over the country. I think it's nice to be able to have boys and girls doing sport together. I think it gives boys an appreciation of the sport too. If boys are a part of it they see how difficult it is, it's not a girly sport.

Why are there so few female coaches? And does it matter?

KM I think we have a responsibility as players to go back into the game and coach. Too often women in sport stop playing and become spectators. We should be pushing rugby players into coaching. I've been coached by some fantastic male and female coaches. Your sex shouldn't make a difference.

CE Things are improving in cricket, now that we have paid coaching positions it is easier to encourage ex-players to go on coaching courses. Our under-15 and under-19 teams are run by women, as is our academy. I think it's important that women stay in the game because we've got a lot to offer, but I don't think they did in the past because there weren't jobs to go to. Personally, I've always aspired to coach.

PC The majority of our coaches are women. B

b

ut outside the Super League our coaches are volunteers because we don't have the funding. If we were able to professionalise it we might see better, more qualified coaches, raising the standard of netball.

SH Like everyone says, it's about getting the right person for the job. [But] there's not enough female coaches and the FA are trying to work on that [in the Women's Super League 1 there is only Chelsea's Emma Hayes]. They're encouraging female players to get their coaching badges and learn while you're playing, and I think that can only be a good thing.

What next for your sport?

CE There's 18 players funded with England. Our real challenge now is to sort our grassroots game out. I think that's where football is making progress, with their league. We've gone top heavy probably. We're a long way off seeing all top female cricketers turn pro. But hopefully in my lifetime. I like the way netball have marketed their game. That campaign, BackToNetball, is fantastic. We need something like that for cricket, maybe influencing girls to play Twenty20.

SH With the World Cup next year they're looking at giving more players central contracts to help the national side. And with more clubs going professional in the league it's heading in the right direction. I'd love to see every FAWSL club fully professional.

PC In netball our funding is just with the England players so our challenge is to improve the grassroots game, to help widen our pool of players. Going professional would help. I've recently gone down to four days a week at work but I still get up at 5am to train, go to work and then back to training again. It's hard.

KM I think rugby is in a very different place, listening to the others. We're still amateurs, I teach full-time, and then we train, so I appreciate the cycle that Pamela talks about. Obviously we'd all love to be professional, it would make our lives so much easier. But it's got to be right for the sport. Would I say our leagues are good enough to make all clubs professional? Right now, no. It's a big challenge.

Women's Sport Trust – levelling the playing field for women's sport.
Womenssporttrust.com/BeAGameChanger

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Women's Fitness Magazine
August 2014
Circulation: 19,115

essential, no matter how

MAKE CHANGE HAPPEN!

Want to make a difference to women's roles in sport? WSNets Paul Reynolds reveals his top tips

- 1 SHOW UP** 'Show up to women's matches, support, try to join in... gather your mum, sister, aunt, friends, etc.'
- 2 EMPOWER** 'Start your own group. Whether it's cycling, dancing or badminton. It's empowering for your friends and fantastic for you. And you can end it with a lovely coffee or cuppa!'
- 3 LOBBY** 'Persuade your daughter's headteacher, your MP, your GP, to lobby to get more girls into sport at school.'

IN A NUTSHELL

Want to get involved?
Check these out...

WOMEN'S SPORT TRUST
By raising the profile of women in sport through media coverage, accessibility is increased. The Women's Sport Trust campaigns for funding, donations and more. You can get involved by showing up to sporting events from boxing to football.
● womenssporttrust.com

WOMEN'S SPORTSNET
A go-to hub to find out all the latest news, locations and televised events concerning women in sport. You won't miss a beat thanks to WSNets updates, and will also find it incredibly useful when it comes to participating in sport in your local area.
● wsnet.co.uk

KICKSISTER
Sport England and British Taekwondo join forces in this sporting initiative for women to get fit, learn self-defence and gain confidence through martial art taekwondo. Register, join a club and turn up. Easy!
● [Facebook.com/kicksister](https://www.facebook.com/kicksister)

KICK START YOUR RIDE
This initiative aims to get women active and supportive when it comes to women in sport. GB Cycling and The FA are working together to get women to cycle their way to women's football games. Not only does it increase interest in the two sports, but it also works out well for the environment!
● thefa.com/womens-girls-football

PR: T. 01462 311111, M. 01462 311111, E. info@pr.co.uk



Fabulous Magazine (The Sun)

02 August 2014

Circulation: 1,707,429

HAS THE OLYMPIC LEGACY BURNED OUT?

London 2012 promised to usher in a new era of equality between sportsmen and women. But on the second anniversary of the opening ceremony, we ask if it was all just an empty promise **By Claire Wilson**



Heptathlete Louise Hazel competed in London 2012

REPORT

'I HAD TO GET A FULL-TIME JOB TO PAY MY BILLS'

Two years ago today, on a balmy summer's evening, heptathlete Louise Hazel strode into the Olympic Stadium in east London to the sound of deafening cheers. As part of Team GB, she scaled up the spectacular opening ceremony - and felt the overwhelming sense of hope and promise for the future of sport in the UK.

Such was the success of our female athletes over those weeks (47 medals in all) that by the end, it was dubbed 'The Women's Olympics'.

Yet just one year later, 28-year-old Louise - who won gold at the 2010 Commonwealth Games in Delhi - was forced to retire, thanks to a lack of funding that is still affecting scores of female athletes.

"I just can't afford it any more," she says. "Athletes need cash to live on, to pay physios, for kit, for training... The costs are endless and I just didn't have enough money as no one would fund me. It's tragic because the UK isn't a developing country. We're a nation that prides itself on a love of sport and has so much passion for it, so it's really disappointing that nothing more is being done to support us."

In 2005, when London won the bid for the 2012 Games, the organising committee pledged to "create an extraordinary legacy for the UK and the world". They vowed that our Olympics would inspire 2 million people to take up sport and increase funding for elite athletes - women in particular.

But was it an empty promise? "Once the Olympics were over, it just fell to pieces," says Louise, who lives in London and now runs her own personal training business, The Podium Effect. "All these amazing sponsorship deals I'd got before the Olympics, from the likes of Jaguar and Panasonic, came to an end soon after because I hadn't walked away with a medal."

"That doesn't seem to matter so much for male athletes - they tend to get deals either way. But suddenly I found myself in a position where I couldn't get any funding or sponsorship, so I qualified as a personal trainer to pay the bills and sustain my sports career."

"In the end, it just proved too hard. I didn't have enough time or money to train properly, so I made the heart-breaking decision to give up track and field, something I'd been doing since I was a kid."

Louise isn't the only one who has found herself in this position. For every Laura Trott - the cyclist who won two gold medals and went on to be sponsored by the likes of Adidas and receive an OBE - there are dozens of sportswomen whose careers have crumbled since the Olympics. Athletes such as Rachel Laybourne, a Team GB volleyball player, who admitted to job hunting and being "financially crippled" weeks after London 2012. Dozens more were looking for work, and at least 64 had quit their sport within six months of the Games.

However, it's not just elite athletes who've felt let down by 2012's legacy. Last November, the Lords Olympic And Paralympic Legacy Committee warned that there needed to be a greater focus on school sport, as too many children were not getting a proper introduction to the subject.

"It's not just about ploughing loads of cash into schools," says Jo Bostock, co-founder of the Women's Sports Trust (WST). "It's about having visible role models for young girls, from athletes to coaches. And that's just not happening."

Jo, who runs a leadership consultancy, set up WST with martial arts expert Tammy ParLOUR following

London 2012, after seeing the achievements of our female athletes. It was their intention to raise the profile of women in sport and secure better equality for them in terms of sponsorship and pay.

"There was such euphoria with the London Olympics, especially as our sportswomen did so well," she remembers. "We had to harness that and not end up celebrating our female athletes' phenomenal performances just once every four years."

"But that can only be done if there are massive changes, from the sponsorship deals women receive to how much coverage their sport gets, which is what we're working to achieve. In turn, the athletes need to understand it's OK for them to create themselves as a brand - not feel they need to prove themselves first."

"So many worry they'll be judged if they do anything other than work really hard, but for people to invest in them, they need to create a public persona that will make them a must-watch."

Fyi

53% of people believe that women's sport is just as exciting to watch as men's.

6 out of 10 sports fans want to see more live coverage of women's sports.

Three of the national governing sports boards don't have any female representation.

Almost two-thirds of people aged 16-24 believe that top sportswomen are better role models than other female celebrities.

The England women's football team receive £20,000 a year each, while Wayne Rooney receives a staggering £300,000 a week.

During the lead-up to the 2012 Games, women's commercial sponsorship increased five-fold to £5.4million - but it's since fallen back down to just £1.7million.* That's just 0.4 per cent of all sponsorship deals, leaving a staggering 99.6 per cent of it going to male athletes. Last year, the top five women's deals only totalled £1.4million, compared to £590million for the top five men's!

"At the moment, I don't think the Olympic legacy is being sustained - especially when it comes to our female athletes," admits Jo. "But it can be. It's about driving up the attention and investment in women's sport, and we all need to pull together to do that."

However, not everyone feels let down by the 2012 promise. Although government funding for judo was cut post-Olympics, earlier this year it was increased from £6.8million to £7.3million, and Olympic silver medalist Gemma Gibbons, 27, feels it makes a difference.

"For lesser-known sports like judo, 2012 was a great eye opener," she explains.

"Afterwards, there was a huge increase in the number of children signing up to local clubs. Yes, the momentum may have decreased a little, but there's definitely still more interest than there was pre-Olympics."

"Of course it's disappointing when government funding +



Louise winning gold at the 2010 Commonwealth Games

'IF I'M NOT ENOUGH TO INVEST IN, WHAT IS?'

gets cut, but I get really good financial support from the National Lottery. I'm lucky that in my sport, men and women are treated equally, even when it comes to pay. But more has to be done for other sports, like football and rugby. Luckily for judo, the Olympics were a great opportunity to showcase it."

The legacy has also seen a rise in disabled people's participation in sport since the Paralympics, with latest figures up 2.8 per cent. Paralympic equestrianism and athletics are also growing in popularity.

Likewise, Sport England saw a record number of over-16s participate in sport at least once a week between April 2013 and April 2014 - up to 15.6 million, an increase of 180,000 since October last year.

Minister for Sport and Equalities, Helen Grant MP says she's encouraged by such figures. "The number of 16-25 year old women now participating in sport once a week is at a record high since 2012," she says. "However, there is still more to do to keep up this momentum. It's about sports bodies understanding what really motivates women to get active, and using this insight to shape innovative and fun programmes that give them what they want."

"When it comes to elite athletes, progress has been made with The Women's Tour, the UK's first women's professional cycle stage race, and the Women's Boat Race, which will have equal billing with the men's from next year. But it's also crucial that women are represented in leadership positions and on the boards of sports bodies, helping to shape strategy and make decisions about women's sport."

For Louise, however, it's a case of too little, too late. "I don't feel the legacy kicked in quickly enough," she says. "I'm a gold-medal-winning athlete who competed in the Olympics - if that isn't enough to invest in, what is?"


'THE LEGACY IS DWINDLING'

Kelly Smith, 35, lives in Watford and plays for Arsenal and England women's football teams. She says: "Being part of the 2012 Olympics was the best experience of my life, especially as the female national football team reached the quarter-finals, the same as the male squad. But while some of the athletes, such as Jessica Ennis-Hill, have done really well since, there is a feeling that the legacy is dwindling."

In the months after the Games, people really got behind sport and jumped at the chance to extend the high we all felt that summer, but we need to keep momentum up if we want women's football to progress. And the best way to do that is from grass-roots level, making sure every school encourages girls to play football. Of course, you have to be realistic and know it may take baby steps but eventually that will create a pathway to help more sides get to national level.

I'm lucky that being a striker for Arsenal is my full-time career and I get an OK wage - many of my England teammates have to juggle training and matches with a second job. You don't see male players having to do that. And it's hard when you know sponsors are investing £25 million into male kit deals, as we would kill to see just a fraction of that money.

But that's not to say things aren't changing. When I was a kid, I was chucked out of two football clubs as opposition parents complained about a girl playing. Plus, when I first wanted to play professionally, I had to go to America as they had much more interest and investment in female soccer.

However, these days, more schools actively encourage girls to play football and there are some really decent women's teams out there, too. It is sad to think that female footballers probably won't be treated equally in my lifetime, but as long as we all keep doing what we can to continue moving forward - whether that's by reviving the legacy or through women pushing the boundaries - I'm certain it will happen one day." 



Kelly (right) celebrates with Team GB at London 2012

Tell us what you think at Fabulousmag.co.uk, on Twitter @FabMagOlympics or at Facebook.com/fabulous

WOMEN'S SPONSORSHIP DEALS IN 2013*

NETBALL
SUPERLEAGUE:
£390,000 FROM
ZEO (1 YEAR)



FA WOMEN'S
SUPERLEAGUE:
£450,000 FROM
CONTINENTAL (5 YEARS)

£195k
for Jessica Ennis-Hill
from Santander (1 year)

£195k
for Laura Robson
from Virgin Active
(2 years)

MEN'S SPONSORSHIP DEALS IN 2013*

THE PREMIER LEAGUE:
£23,000,000
FROM CARLSBERG
(3 YEARS)



£150m
for Rory McIlroy
from Nike
(10 years)

£280m
for Chelsea FC from
Adidas (10 years)

MANCHESTER
UNITED FC:
£110M
FROM AON (8 YEARS)



BT Sport & the Women's Sport Trust announce new partnership to raise the profile of women's sport in the UK

Posted On 05 Aug 2014 By : WATC Content Team Comment: Off Tag: BT Sport, women's sport, Women's Sport Trust, WST



We Are The City
05 August 2014
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210,000

BT Sport is building on its investment in women's sport by becoming a media partner of leading charity, the Women's Sport Trust.

The partnership will see both organisations creating platforms to showcase the best of women's sport. Co-branded programming, events and media coverage will meet a growing audience appetite for great sport played by established and emerging female stars. Both BT Sport and the Women's Sport Trust are committed to maintaining and growing interest in women's sport.

Simon Green, head of BT Sport, said: "We have been committed to delivering high quality coverage of women's sport since our inception, including the Clare Balding Show, the WTA women's tennis tour and the FA Women's Super League. So we are delighted to partner the Women's Sport Trust – whose goals are very much aligned to our own in this area."

In addition to BT Sport's existing women's sport coverage there will be an enhanced BT Action Woman of The Year Awards (won this year by Downhill mountain biking star Rachel Atherton), coverage of the annual #BeAGameChanger women's sports awards sponsored by Microsoft, and a new weekly women's sport column by journalist Sue Mott plus the "Sportswoman to Sportswoman" podcasts featuring athletes interviewing one another about their sporting lives.

Women's Sport Trust co-founder Tammy Parlour said: "Since the London 2012 Olympics the case for greater exposure of women's sport has become unarguable. The potential market, the talented athletes and the sporting performances all provide a great opportunity for smart, progressive organisations. BT Sport know this and we are looking forward to working together to make women's sport an irresistible and entertaining spectacle."

About the Women's Sport Trust

The Women's Sport Trust was founded in the summer of 2013, and in its first year has established itself as an influential and results orientated organisation, focused on bringing parity for women's sport in the UK. The overall goal of the WST is to raise the visibility and increase the impact of women's sport through role models, media coverage and funding.

The WST has a substantial network of high profile influencers across sport, media and business. Its grants board and athlete supporters include the likes of Anna Watkins (Olympic Champion), Kate Richardson-Walsh (Olympian), Chrissie Wellington (4 times World Champion), Justine Roberts (Mumsnet), Jonathan Edwards (Olympian), Anna Mayes (England Netball Coach) and David Stalker (ukactive CEO).

See more at www.womenssporttrust.com



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BT Sport and the Women's Sport Trust announce new partnership

August 4, 2014

sportsister

Sportsister Magazine
05 August 2014
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BT Sport and the Women's Sport Trust have today (August 4) announced a new partnership to raise the profile of women's sport in the UK.

The partnership will see both organisations creating platforms to showcase the best of women's sport. Co-branded programming, events and media coverage will meet a growing audience appetite for great sport played by established and emerging female stars. Both BT Sport and the Women's Sport Trust are committed to maintaining and growing interest in women's sport.

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Sportsister
The Women's Sport Magazine

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Play and Sport Matters
01 September 2014
Circulation: 5,000



Bridgend Recreation Centre
 "There's no need to knock things down all the time," says Chris Johnson of Pulse, which has created a bright and modern leisure facility in the shell of an ageing 1970s recreation centre. (P10)

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Welcome...

Keeping a high profile

BT SPORT has become a media partner of the charity, the Women's Sport Trust, to raise the profile of women's sport in the UK. The partnership will see both organisations creating platforms to showcase the best of women's sport with co-branded programming, events and media coverage to meet a growing audience appetite for sport played by both established and emerging female stars.

The successes of UK sportswomen in the 2012 Olympics and Paralympics have resulted in greater media coverage of women's sport. But BT Sport's new partnership is all the more timely because it comes just as the Culture, Media and Sport Committee's enquiry into women in sport calls for more work to ensure this growing media coverage and greater viewer engagement with women's sport continues. The committee has also made a number of other recommendations and urges sports governing bodies, schools as well as the media to work towards dispelling sport's current 'too male an image.' (P6)

Keeping a high profile is something that basketball is going to struggle with after losing its elite funding earlier this year. UK Sport withdrew its financial backing for the sport in view of its poor prospects of medal success at the 2016 Olympics. However successful UK Sport's 'no compromise' approach to funding has proved in the last few Olympics, the All-Parliamentary Group for Basketball (APPG) feels it's not appropriate for team sports like basketball because it fails to take account of the wider, social values of the sport. Cuts in elite funding have repercussions further down the chain at grassroots level. If children and young people don't see their sport played at elite level, they won't have role models to aspire to and therefore even less encouragement to take part in the sport. The decision-making process must be changed to take account of this, says the APPG. We talk to both England Basketball and Sport England for their views on this difficult issue. (P18)



Vicky Kiernander Editor
 vicky@psnmagazine.co.uk

Would you want your daughter to play rugby?

England Women's Rugby World Cup triumph had raised the profile of women in the game

By [Jenny Cornish](#) Sep 06, 2014

Updated: September 9, 2014 4:26 PM

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06 September 2014

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1,000,000

The [England Women's Rugby World Cup triumph](#) was a fantastic boost for the game – but are mums and dads keen to let their daughters play?

Back in the 1990s, I was a keen footballer, playing in goal for a team in the East Midlands Women's League.

My mum wasn't overly delighted when I got my teeth kicked out, diving at the feet of a striker.

She was even less impressed when I suggested I might like to try rugby. "Oh NO! Don't do that! Please!" she begged in horror. Rugby was clearly a step too far.

Fast-forward 20 years, and [have attitudes changed at all?](#) Would I be happy for my two daughters to play rugby?

My husband admits he wouldn't be keen. "I would definitely support them if they really wanted to," he says. "But I'd rather they played another sport. Even if that does make me a massive sexist." (He's not a massive sexist...)

Parents just don't like to think of their children being trampled and kicked in the face. More so, if they're girls? Probably. It's still more acceptable for boys to sport broken noses and mangled ears than it is for girls to do the same.

But Suna Wilson, the proud mum of [England World Cup winning winger Kay Wilson](#), says she never had any doubts about her daughter playing.

"I've always been completely happy with it," she says. "The friendships that my children have made through their sports has made any sacrifice well worth while."

She says there may be risks – but they are risks worth taking. "The girls do care about their looks, they do want to look their best when they go out," says Suna. "In the World Cup Final Kay had to come off and have stitches in her cheek. But she loves the game. They will get the odd knock or bump but it is massively worth it."

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Also, Suna says, the stereotypical image of the battered rugby player with cauliflower ears isn't really accurate away from the men's professional game.

Sue Day, former captain of the England Women's rugby team, and a trustee for the [Women's Sport Trust](#), says: "I'm sure it is an issue for some parents – for boys as well as girls, but probably more so for girls.

"Boys and men have been playing rugby for much longer in a much more visible way. With girls who want to play rugby – that's a longer journey for parents to make. They might not even have thought of it as an option for their daughters."

Sue remembers not even being allowed to play football at school. She didn't pick up a rugby ball until she was in her 20s – by which time it was a bit late for anyone to tell her what to do.

"There was still an element from some people of 'what? Women play rugby?' I don't think you get that any more," she says.

"Now, when daughters are saying they want to play rugby, there are role models out there for parents to see. The England team has achieved something phenomenal and you can see how much they get from it."

Tag and touch rugby can also help ease girls and parents into the game. Nicola Ponsford, the RFU's Head of Performance (Women), says more women and girls are playing in England than ever, but the [RFU](#) is trying to make the game even more attractive.

"Modified games are a brilliant way to get fit whilst at the same time they introduce people to contact rugby at the rate they want to go at, which we have found very appealing to many people," she says.

Parents do clearly have a real fear of injuries when it comes to rugby – the full version, after all, is a serious contact sport.

There have been recent concerns about concussions suffered at the top level of English (men's) rugby, and spinal injuries, while rare, are also a worry. Then there are the potential broken noses, the dislocated shoulders and, yes, the cauliflower ears.

Catherine has a son and daughter – and wouldn't want either of them to play rugby. "I find it a bit like boxing – why would you inflict that much pain on yourself and call it fun and a sport?" she says. "Also, have you seen those cauliflower ears.... would spoil Lily's looks!"

Sally, who also has a boy and a girl, says: "I'd let Maddie play, but I'd be worried about caulie ears..."

Others, however, are inspired by the England women's exploits. Amy, the mother of two young daughters, says: "If the girls want to play rugby, I'd support them all the way!"

And Denise says she would be happy to let her daughter Caoimhe play rugby. "I used to play Gaelic football which was quite rough – had my head stamped on, kicked, shoved about – but it toughened me up," she says.

So what about my daughters? Well, right now, they're five and two, and the thought of them being trampled on a muddy field is less than appealing. But the older one is keen 'when I'm a bit bigger'.

I'm sure we can get used to the idea...

What do you think? Do your daughters play rugby?



Social Media Highlights

Measured between May 18 – June 7

Total reach:	4 million
Total exposure:	14.9 million
Total no. of tweets:	4,100
Total no. of contributors:	1,800

TOP CONTRIBUTORS

	IMPRESSIONS
clarebalding	3,511,345
WomenSportTrust	1,893,370
MCFC	1,747,474
ECB_cricket	622,757
judmoo	590,997
EnglandRugby	248,705
jennyjonesnow	221,929
kelly_smith10	204,972
LauraTrott31	184,160
btsport	183,599

Social Media Highlights

Measured between May 18 – June 7

1.8M



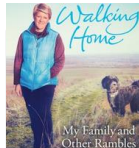
MCWFC: ROLE MODELS: Our very own @stephhoughton2 showing exactly what it means to #beagamechanger with the @womensporttrust tonight
 Tweeted to 36,454 people at 2014-05-28 19:43:33 +0100 with 29 retweets

1.7M



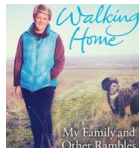
MCFC: RT @MCWFC: ROLE MODELS: Our very own @stephhoughton2 showing exactly what it means to #beagamechanger with the @womensporttrust tonight
 Retweeted MCWFC to 1,747,474 people 2 months ago

733.1k



clarebalding: At times like this I invoke the spirit of Nora Ephron and say this to myself #BeAGameChanger @WomenSportTrust pic.twitter.com/7Z61jVRTMW
 Tweeted to 501,614 people at 2014-05-28 19:53:40 +0100 with 285 retweets and 23 replies

554.3k



clarebalding: Just great to be at such a well attended women's sports event and hearing four England captains swapping experience & ideas #BeAGameChanger
 Tweeted to 501,614 people at 2014-05-28 19:40:10 +0100 with 31 retweets

329.7k



ECB_cricket: A few of the England women's team grab a #selfie with @clarebalding ahead of @WomenSportTrust #BeAGameChanger event pic.twitter.com/lfGTAo5d3U
 Tweeted to 311,397 people at 2014-05-28 18:51:49 +0100 with 7 retweets and 1 reply

Social Media Highlights

Measured between May 18 – June 7

249.1k



EnglandRugby: England Women Rugby, Football, Cricket & Netball captains all together for @WomenSportTrust #BeAGameChanger event pic.twitter.com/JJDTG9eRpe
Tw eeted to 248,705 people at 2014-05-28 15:48:27 +0100 with 2 retw eets

184.2k



LauraTrott31: RT @Sport_Beautiful: No wonder @LauraTrott31 is Olympic champion - stunning pic from @BritishCycling #BeAGameChanger FOCUS IS BEAUTIFUL ht...
Retw eeted [Sport_Beautiful](#) to 184,160 people at 2014-05-30 13:35:10 +0100

183.6k



btsport: RT @SueMott1: Great sports leaders @PamelaCookey @katymc10 @stephhoughton2 @Lottie2323 up for a revolution. #BeAGameChanger <http://t.co/FI1...>
Retw eeted [SueMott1](#) to 183,599 people at 2014-05-30 23:00:28 +0100

113.3k



judmoo: Fab night at The Yard for #BeAGameChanger event run by @WomensSportsTrust. 500 ladies. Together, we can change the face of women's sport.
Tw eeted to 98,462 people at 2014-05-29 07:33:39 +0100 with 10 retw eets

98.6k



uk_sport: Here's our CEO Liz Nicholl & Paralympian @SChristiansen87 at last night's @WomenSportTrust #BeAGameChanger event. pic.twitter.com/FwvvgTQGsU
Tw eeted to 57,402 people at 2014-05-29 09:28:39 +0100 with 11 retw eets