

# ATHLETE RECRUITMENT PACK UNLOCKED 2021



“Making women’s sport visible, viable and unstoppable”



# The Women's Sport Trust (WST)

Founded in 2012, The Women's Sport Trust raises the visibility and increases the impact of women's sport through the promotion of diverse athlete role models, increasing media coverage and improving the funding landscape.

We are a leading UK charity focused on using the power of sport to accelerate gender equality and stimulate social change.

Female athletes have always been a key part of WST because we strongly believe they will be instrumental in shaping the future of women's sport.





# What is Unlocked?

- Unlocked is a WST programme that brings together a group of elite sportswomen and helps them to capitalise on the current momentum behind women's sport
- It aims to turn up the volume so more female voices can be heard across sport, to help athletes drive change themselves, as well as make the most out of the emerging commercial and media opportunities
  - We give athletes the space to understand what is important to them and why
  - To think about what are the key messages they want to highlight and understand where and how they can spread those messages
  - Develop knowledge about how to use and grow their influence
  - And we connect them to some of the leading figures from across sport, business, and media



# Unlocked 2021

- In 2021 we will recruit 30 female athletes. Our Unlocked athletes will come from across the sporting landscape, be at different points in their careers, with a variety of backgrounds and interest
- But they will share an ambition to have impact on the issues that matter to them.
- We are aiming for a diverse group of women through representation of:
  - Sports (team/individual, traditional/emerging, Olympic/Non Olympic, Winter/Summer)
  - Age, ethnicity, athletes, Para-athletes, location of athletes in the UK
  - Aspiring/competing/retired athletes (national and/or international level)



# Programme overview

Athlete Launch  
event March  
2021

Athlete  
bonding,  
learning and  
development

Activator and  
Athlete  
matching event  
June 2021

Activator &  
athlete 121  
sessions

End celebration  
event October  
2021



Athlete hangouts, spotlight sessions and webinars



Launchpad - Activator 121 sessions



Media and speaking opportunities



# Breaking it down

Unlocked is a combination of:

- **Community** – building a new network of other elite athletes who face similar challenges and opportunities. To create the ultimate girl squad for support and inspiration
- **Hangouts** – a chance to catch-up with the WST team and the other athletes. Hear each other's stories, learn from sport industry insiders in our 'spotlight sessions' and discuss relevant topics in breakout groups – sharing knowledge and ideas
- **Learning** – through webinars provided by the best experts in the business; create a website, understand how to gain sponsorship, find out more about the media or fast-track your social channels
- **Connections** – we will connect you with an 'activator', a leader from business, media or sport who will help you understand your mission and help make it happen
- **Visibility** – we will provide opportunities to increase your visibility through media opportunities, developing content, speaking engagements and social media



# Light on time but high on impact

The programme will run from March to October 2021 and will include three fixed sessions and monthly athlete hangouts.

## Time Commitment

Launch Event	23 March 2021	Online via Zoom
Mid-point event	June 2021	Face-to-face if possible
Celebration event	October 2021	Face-to-face if possible
Monthly Athlete Hangouts	March – October	Online via Zoom

## Optional opportunities

Webinars with guest speakers from the industry	March - October	Online
Individual Coaching with an activator (Leader in sport)	June – October	minimum of 3 x 121 sessions

*Reasonable travel expenses will be covered.*



# How to apply

Send a short paragraph or video letting us know:

1. A bit about yourself and your sport
2. Why you would like to be part of Unlocked
3. Tell us about one issue in women's sport that you are interested in and why

Send your application to [clairebennett@womenssporttrust.com](mailto:clairebennett@womenssporttrust.com) and please contact Claire if you have any further questions on 07899 914 040

Once we receive your application, we will arrange a short informal telephone call.

All applications must be received by Friday, 19<sup>th</sup> Feb





# Unlocked 2020





# Unlocked 2020

- In 2020 we launched our first Unlocked programme, with 41 athletes from 24 different sports
- Together the group became a vibrant community, supporting each other, sharing ideas and experiences and tackling significant issues
- The programme received significant media coverage and our athletes were able to tell their stories to a wide audience





# Athlete research

- It was important to us that Unlocked made a tangible difference for our athletes, so we conducted research at the start, middle and end of the programme
- Athletes scored themselves on areas including; understanding influence, profile, career navigation, managing commercial opportunities and being prepared for transition
- Across each area **every athlete** scored a **marked increase**
- **92%** increased their overall confidence, this was clear to see as the group grew in strength and we saw the real outcomes of Unlocked.
- Our athletes secured sponsorship, took on media opportunities, championed diversity in their sport and created ways to inspire and reach out to women & girls.



# Athlete success from Unlocked 2020



**Ellen Buttrick**  
Shadowed her activator Tanni Grey-Thompson in the House of Lords. Approached British Rowing about setting up a diversity group and is now part of the NGB's steering group



**Naomi Ogbeta**  
Joined a digital mentoring programme via her activator and launched her own content platform linking young athletes with content creators / journalists



**Rach Choong**  
Worked with her activator on a sponsorship proposal and secured a free car and partnership deal with local dealership



**Georgina Roberts**  
Selected as a board member for the British international clay target shooting federation.



**Alice Dearing**  
Launched the 'Black Swimming Association' and used her profile to encourage more diversity in the pool



**Eilidh Gibson**  
Runs 'Slalom Inspires' to encourage more women & girls to get into canoeing. She has been approached by international federations to copy her model and is running a coaching programme



# Athlete feedback for Unlocked 2020

**Stacey Copeland, the first British woman to win a Commonwealth title in boxing said;**

*"Taking part in UNLOCKED has given me the opportunity to meet with my activator Baroness Sue Campbell who I've always felt is a hero in sport and this has been the catalyst for me to take the next steps moving forward with my charity 'Pave the Way'."*

**Eilidh Gibson (GB Slalom Canoeing) said;**

*"The program has been incredible! This amazing group of women are supportive and inspiring. It has given me a place to share ideas, get inspiration and made me feel part of something really special."*

**Melita Emanuel-Carr (GB Basketball) said;**

*"Unlocked has changed my life and I don't want it to end."*





## Women's Sport Trust launches 'unlocked' campaign to push for 'greater ambition' in 2020s

16 January 2020 | Sport |



Some of the British athletes who will be taking part in the initiative

The profile of women's sport has grown hugely over the last decade but a leading charity believes there needs to be much greater ambition.

The Women's Sport Trust has launched a campaign called 'unlocked' which will pair 40 elite athletes from 24 sports with leading figures from business, sport and the media.

Sportswomen on the programme include Rio Olympic hockey gold medalist Maddie Hinch, England and Manchester City goalkeeper Karen Bardsley, England netballer Sasha Corbin and racing driver Alice Powell.

Tammy Parlour, of the Women's Sport Trust, said there were still too many closed doors in the sports industry which has meant progress has been uneven, with peaks and troughs of attention and investment.

She said: "Despite increasing profile, we believe the value of women's sport needs to be unlocked faster, with more impatience and greater ambition."

The athlete launch was hosted at the BBC Sport headquarters in Salford and the campaign's aim is to create critical mass of noise and energy to propel women's sport in the 2020s.

Boxer Stacey Copeland said: "Most female athletes are not only concerned about their own sporting ambition but about what impact we can have as role-models and on the future of women's sport."

"I want to see more women and girls in non-traditional sports like boxing and I have created my own project 'Pave the Way' to do this."

"I have had success but believe this campaign will connect me to people who can take it to the next level."

## MarketingWeek

## Top marketers pledge to take women's sport to the 'next level'

The Women's Sport Trust is pairing marketers from Sainsbury's, Disney and Facebook with female athletes in a bid to amplify the message around women's sport.



By Charlotte Rogers | 17 Jan 2020

Share this article



## Powell insists W Series is just the start for women's motorsport

Sportsbeat  
Yahoo Sport UK 11 Feb 2020, 11:12



Alice Powell celebrates winning the W Series race at Brands Hatch (Credit: REUTERS/Matthew Childs)

## The simple solution that could spark a seismic shift in equality in sport

Boxer Stacey Copeland tells Rachel Steinberg how she wants to dismantle barriers to help encourage everyone – male or female – to take part in whatever sport they enjoy

Tuesday 18 February 2020 11:21



594 views | Jan 20, 2020, 09:10pm EST

## Boxing Champion Stacey Copeland Hails Innovative Initiative To Increase Female Influence In Sport



James Ayles Former Contributor @

SportsMoney

I specialise in sports news in the UK and across continental Europe



Stacey Copeland has hailed a bright future for women's sport MANCHESTER CITY FC VIA GETTY IMAGES

Stacey Copeland has called for greater investment in women's sport after being unveiled as a key figure in the Women's Sport Trust's Unlocked campaign.

GIVEMESPORT

## Women's Sport: Women's Sports Trust to 'unlock the future of women's sport' with new campaign

By Heather Lee | @HLEEE | 10/10/2020



Women's sport charity, Women's Sports Trust have today announced a new five-month-long campaign that they believe will 'unlock the future of women's sports'.

The campaign, named #UNLOCKED, will include 40 elite female athletes and 40 leading figures from business, sport and media, known as 'activators', who will pair up to help shape the future of women's sport. Each unique partnership will further support and challenge one another as they create an unprecedented critical mass of noise and energy to propel women's sport to the next level.

Home | Football | Formula 1 | Cricket | Rugby U | Rugby L | Tennis | Golf | Athletics

Disability Sport > Calendar

## Evie Toombes: Showjumper with Paralympic dreams on life-changing surgery & invisible illnesses

By Katie Falkingham  
BBC Sport

13 June 2020 | Disability Sport |



Toombes and her brother met the Duke and Duchess of Sussex at the 2018 WellChild Awards where she was presented with the award for Inspirational Young Person

Evie Toombes' motto is "find a way, not an excuse", and it's one that many of us could probably learn from.

We could all learn a lot from Toombes herself, too. At 18, her life has become "unrecognisable from what it could be", in and out of hospital and far from that of a "normal" teenager.

"The biggest thing I have learnt is that your happiness is very much based on your expectations, so if you keep your expectations pretty minimal, you're always going to find some light in things. That mindset seems to really help me to muddle through sometimes," she says.

When BBC Sport speaks to the para-showjumper, she is in hospital awaiting a date for the surgery that will change, and save, her life.

Born with a form of spina bifida which affects the nerves to her legs, bladder and bowel, three years ago Toombes was diagnosed with gastroparesis, a chronic condition in which the stomach cannot empty in the normal way.

## Support The Guardian

Available for everyone, funded by readers

Contribute → Subscribe →

News Opinion Sport Culture Lifestyle More

Football Cricket Rugby union Tennis Cycling F1 Golf Boxing Rugby league Racing US sports

Swimming

Interview

## Alice Dearing: 'I don't want to always be referred to as the black swimmer from Britain'

Sean Ingle



@seaningle

Sun 14 Jun 2020 18:00 BST

111



Alice Dearing, Britain's best open-water swimmer, is hopeful change will come from the Black Lives Matter protests. Photograph: Laurence Griffiths/Getty Images

Britain's best in the open water shares her experiences of racism in swimming and how she is breaking barriers for black people to take up the sport

It sounds scarcely believable in modern, multiracial Britain but nearly a century after the sprinter Jack London became the first black athlete to win an Olympic medal for Britain in 1928, and more than 40 years since Viv Anderson became the first black footballer to start for England, Team GB has never sent a black female swimmer to an Olympic Games. Not one.

Advertisement

Book your pneumonia vaccination today





NEWS >

## The Women's Sport Trust: we're keeping athletes from the sidelines, and brands can too

By Rebecca Stewart · 14 July 2020 08:00am



© Emily Defroand, hockey player for Team England and Team GB says the support of WST has been 'life-changing'

Amid the sport shutdown, the Women's Sport Trust found a space to tell the unique stories of athletes from a wide range of backgrounds and use community to drive change. Post-lockdown, it hopes a so-called 'invisible summer' for women's tournaments won't hinder the progress already made in unlocking the value of women's games for fans and sponsors.

In January, the Women's Sport Trust (WST) launched 'Unlocked' - a campaign designed to amplify the achievements of women's sport in the UK.

The five-month-long initiative from the charity paired 40 elite athletes from 24 sports with leading figures from the world of business, sport and the media. Marketers from Disney, Sainsbury's and Facebook signed up to be matched with sportswomen including Rio Olympic hockey gold medalist Maddie Hinch; England and Manchester City goalkeeper Karen Bardsley and Emily Defroand, hockey player for Team England and Team GB.

The initiative was planned as a means to drive an "unprecedented critical mass of noise and energy" that would propel women's sport to the next level in 2020. The athletes and activators were to support each other to unlock media platforms, pitch to investors, speak out on live issues and tell new stories, getting into boardrooms and breaking down assumptions about women's sport.

RACHEL EPSTEIN  
Senior Director,  
Marketing

LAURA WESTON  
Board Director & Trustee

SASHA CORBIN  
England International  
Netball Player

24 JUNE  
3PM BST / 10AM ET  
**FLIPPING THE SCRIPT:**  
ADAPTING SPORTS STORYTELLING  
TO BETTER SERVE FEMALE FANS

Moderated by: Charlie Boss, Commercial Director, EMEA, ESPN

@SPInsiderSeries | #SPinsider | www.sportsproinsiderseries.com

## Radical Thinking for Radical Times

Series 2 Session 1: The Changemakers: Alice Dearing, Stef Reid and Stacey Copeland  
Thursday 1st October 12.30-13.30



## Radical Thinking for Radical Times

Series 2 Session 2: "Being ourselves. If only it was easy"  
With Sasha Corbin, Naomi Ogbeta and Emily Defroand  
Thursday 8th October 11.30-12.30



CAN-DO FESTIVAL



#CanDoFestival

SP WOMEN OF SPORT: 24 JUN [15:00 BST] Flippin... ON-DEMAND



Powered by Livestorm

Chat Questions Polls

Lara 3:23 PM  
Laura, yes! I found aligning my sporty side with my feminine side so hard. If you were sporty you were a "tomboy" - that's cool if you are... but liking sport and being women is not a segment in itself. There's so much more diversity in there.

Kelly 3:24 PM  
100% with you on this one Laura! Sometimes felt judgement within the industry because of my hair extensions and makeup - almost as if you couldn't possibly like those things AND sport as well.

Bethany 3:26 PM  
On that Laura, I have had these labels being a woman working in sport in sponsorship, I bet I'm not the only one

Hanne 3:26 PM  
I truly believe some sports have halted their own progression by prioritising a body image that will sell clothes or products instead of a body that is strong and up to the rigours of pushing the boundaries - particularly in extreme sports like surfing, snowboarding, freestyle skiing etc...

Andrea 3:27 PM  
Hello everyone from London. We're launching a new project fully focused on Women in sports.  
Happy to connect and have a chat with anyone working in the Sports Industry, with media or brands who's interested in the project.  
<https://cutt.ly/h869DD>

Say something nice...





# Women of courage

**Sunday**

**THERE'S SO MUCH MORE TO COME ...**

  
**Mrs Crunch Lunch**  
Pages 38 & 37

  
**Mr Money**  
Page 36

  
**Paws & Claws**  
Page 39

  
**Motors**  
Pages 40 & 41

  
**Puzzles**  
Pages 42 - 44

  
**Dear Desire**  
Page 45

  
**Travel**  
Pages 47-50

**PLUS**  
43 pages  
of SunSport



*The Sun on Sunday*: will include athletes from Women's Sport Trust



## 'We must not let the narrative turn negative' — listening in on the Women's Sports Trust

Female athletes explain that they do not want fears about the demise of women's sport to become self-fulfilling

By Molly McElwee  
12 June 2020 - 3:09pm



The Zoom call featured 29 representatives from a range of sports

Support The Guardian
Available for everyone, funded by readers
Contribute → Subscribe →

The Guardian
UK edition
Search Jobs Sign in Search

News Opinion Sport Culture Lifestyle More

Football Cricket Rugby union Tennis Cycling F1 Golf Boxing Rugby league Racing US sports

Sport

Covid-19 has rocked women's sport but its future remains bright

Sean Ingle
@searingla
Sun 24 May 2020 12:00 BST
54

▲ Chris Asher-Smith on her way to 200m gold in Doha, England's Ellen White scores against USA at the 2019 Women's World Cup; Sophie Molinsuc celebrates Australia's T20 World Cup triumph; and Megan Rapinoe of USA strikes a pose as she celebrates in the 2019 Women's World Cup final. Composite: Afia/Shutterstock; Getty Images

Hope and determination abound despite the profound challenges brought by coronavirus

SKIP TO CONTENT
STYLIST
FASHION BEAUTY PEOPLE LIFE CAREERS ENTER

Female athletes are being trolled about their bodies and it needs to stop

POSTED BY MIRANDA LARBI FOR STRONG WOMEN

Laura Weston, trustee of [The Women's Sport Trust](#), explains that "sport is a powerful signifier to society and that's why it's so important for a diverse range of female athletes to be seen and heard".

"We work with athletes to help them understand how they can use their platform for good and make changes around issues they care about. It's hard to put your head above the parapet and so it's incredibly frustrating when the athletes come up against trolls. What helps is when we can form a community of sportswomen who can support each other through issues such as this. Then, they can share tactics, frustrations and ensure that they keep going despite this pointless criticism."

sky sports main event

THE DEBATE
sky sports

BBC SPORT

Women's sport: Suggestions coronavirus will halt progress 'disappointing', says Commonwealth boxing champion Stacey Copeland

By Becky Grey  
BBC Sport

18 June 2020 | Sport

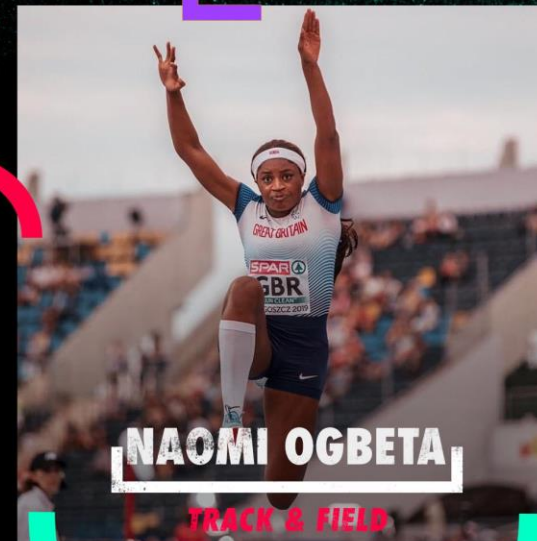
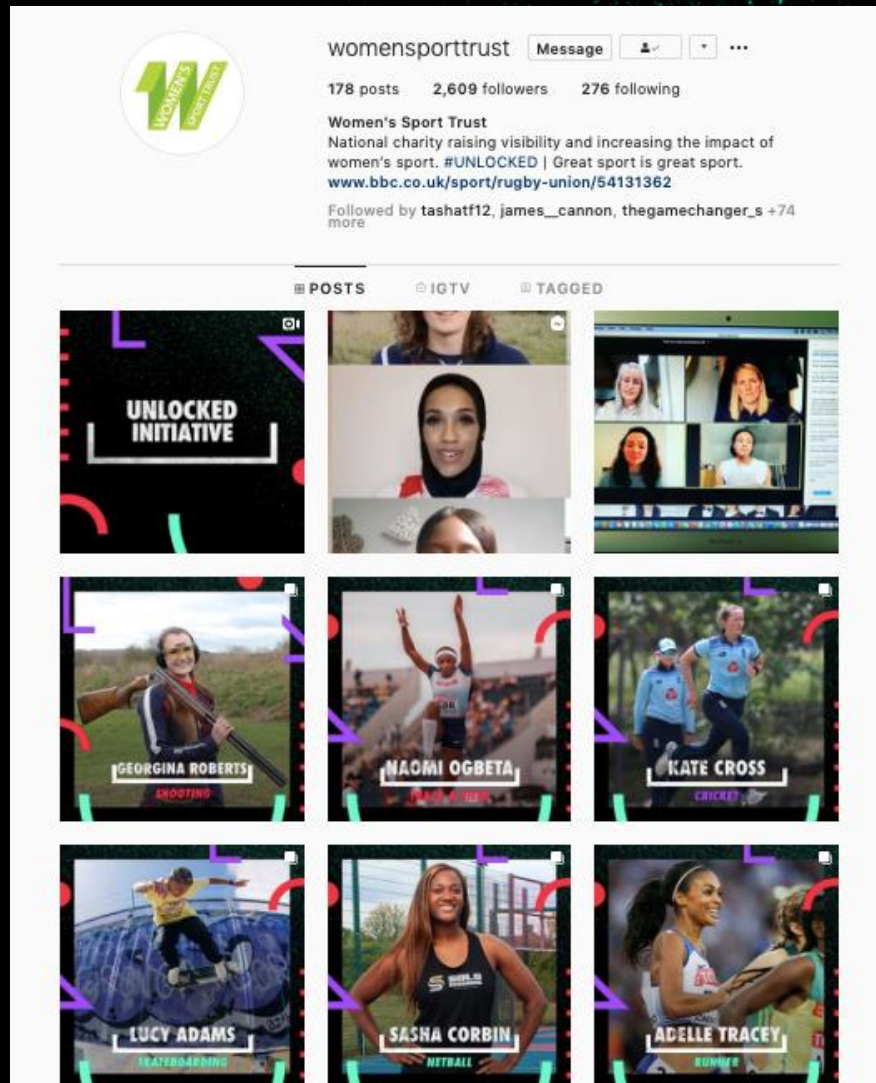
Stacey Copeland (left) is one of the athletes on the Women's Sports Trust's Unlocked campaign

sky sports

Alice Dearing  
GB Swimming

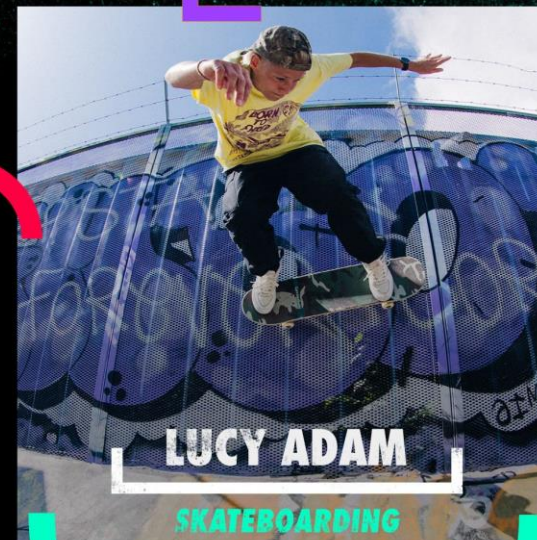


# Social media



“ I BELIEVE THAT REPRESENTATION IS SO IMPORTANT, I WANT TO INSPIRE THE NEXT GENERATION ”

**UNLOCKED**



“ I WANT TO SHARE SKATEBOARDING WITH THE WORLD AND INSPIRE MORE GIRLS AND WOMEN TO GET ON BOARD ”

**UNLOCKED**





Thank you