

Media release

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'INSPIRING WOMEN IN SPORT' LONDON AQUATICS CENTRE AND CLARE BALDING HOST

Campaign to inspire the next generation of young women to consider a career in sport.

BT Sport broadcaster **Clare Balding** joins Inspiring Women founder **Miriam González Durántez** and **300 girls from 18 state schools** at the **London Aquatics Centre** for 'career speed networking' with women working across the sport sector. 55 influential women from sports governing bodies, professional athletes and sports media are taking part. Sports represented include everything from archery to volleyball.

The event, backed by principal partner BT Sport and also the British Olympic Association and the Department for Culture, Media and Sport, Inspiring Women is calling upon females working in this sector to pledge one hour a year to talk with girls in state schools nationally about forging a career in this traditionally male dominated industry.

More career speed networking sessions will take place across the country during **Inspiring Women in Sport Week - 23 February to 1 March 2015** including events at BT Murrayfield rugby ground in Edinburgh and the National Tennis Centre in west London. The week is part of the wider Inspiring Women campaign, run by charity the Education and Employers Taskforce with key strategic partner and lead corporate supporter, Bank of America Merrill Lynch, which already has 12,650 female volunteers across all sectors.

Inspiring Women 'career speed networker' and BT Sport broadcaster Clare Balding says: *"I have been lucky enough to work in sports broadcasting and journalism for over twenty years. I love my job and am determined to do as much as I can to help girls and young women aware of the opportunities available in sport for a fulfilling and enjoyable career. There are so many options across the board - whether it be in event management, coaching, marketing, sports science, journalism or governance and I know that when you are in your teens deciding which path to take, it can make all the difference to have access to worlds you may not have considered. I know that this exciting event at the Aquatics Centre will help inspire girls to pursue a career in sport and I'm delighted to be a part of it."*

Inspiring Women campaign founder and champion Miriam González Durántez says: *"It is wonderful to see the Olympic Aquatics Centre taken over by so many amazing women and girls sharing a common interest: sport. It is particularly uplifting to see, for the first time, all the sport bodies united with the aim of inspiring the next generations of girls. All the women who have come today are sharing their experiences with the girls and showing to them the many fulfilling and rewarding sport sector careers that are within their reach."*

Sports Minister Helen Grant says: *"I am thrilled to see influential women such as Clare Balding, who has made such an impact in the sports broadcasting world, sharing their knowledge and inspiring a whole new generation of young women, keen to carve out a career in sport. Whether they're hoping to become athletes, or work as sports agents, journalists, lawyers, or coaches, it's imperative that our young women understand that there are no barriers to prevent them from succeeding and they should reach for the top."*

To sign up and volunteer or for more information please go to <http://www.inspiringthefuture.org> or

Twitter [@Edu_Employers](#)

MEDIA CONTACTS

For media enquiries and to arrange interviews please contact Carol Glover, Communications Manager, Education and Employers Taskforce on 07939 061 850 or email carol.glover@educationandemployers.org

Follow the campaign on Twitter: [@Edu_Employers](#) using tag [#womeninsport](#)

NOTES TO EDITORS

The women and organisations taking part include;

Joanna Adams, Head of Commercial and Marketing, England Netball

Shelley Alexander, Editorial Lead for Women's Sport, BBC Sport

Faye Andrews, Director, The Emilia Group

Emma Atkins, CEO, Dame Kelly Holmes Trust

Alla Bain, President, British Volleyball Association

Clare Balding, BT Sport broadcaster

Jane Bateman, Head of International Relations, Football Association

Melanie Berry, Triathlon Industry Association

Sarita Bhatia, Media Officer LLDC

Emma Boggis, Chief Executive Officer, Sports and Recreation Alliance

Sally Bolton, Managing Director, World Athletics

Lisa Brewer, Communications Officer, British Canoeing

Helen Brown, Research Fellow, UK Centre for Diet and Activity Research

Gerri Buckley, athlete

Abby Burton, Media and Sponsor Relations Manager, Team GB Cycling

Jennie Byass, Communications Officer, England Hockey

Sarah Connor, Managing Partner, Women Ahead

Fran Cornelly, Development Director, England Netball

Claire Davenport, Head of Events, British Swimming

Liz Dimmock, Founder, Women Ahead

Felicity Dunderdale, founder, Fore Women

Laura Eddie, National Gifts Officer (and rugby coach), SportsAid

Dame Di Ellis, Honorary President, British Rowing

Rachel Elsely, Insight Officer, Tabletennis England

Holly Fairclough, Senior Co-ordinator, Performance Operations Team, Badminton England

Hazel Gale, athlete/cognitive hypnotherapist

Gorgs Geikie, athlete British Shooting

Hilda Gibson, Programme Director, Archery GB

Abi Griffiths, presenter MotoGP

Leshia Hawkins, Business Development Officer, English Cricket Board

Jane Holderness-Roddam, President, British Eventing

Claire Horgan, athlete Saracens

Liz Hunt, National Development Manager, British Shooting

Catherine King, athlete

Sandy Kurek, Project Manager HE/FE/Parabadminton, Badminton England

Joanna Manning-Cooper, Director of Communications and Marketing, England Rugby
Kate Mardel-Ferreira, Sponsorship Manager, Royal Yachting Association
Sue Mott, Sports Journalist
Liz Nicholl, Chief Executive, UK Sport
Alison Oliver, Chief Executive, Youth Sports Trust
Rachel Pavlou, Development Manager, Women's Game, Football Association
Annamarie Phelps, Chair, British Rowing
Helen Richardson Walsh, Team GB hockey
Cathie Sabin, Chair, LTA
Priya Samuel, Satelite Club Development Manager, Hampshire Council
Jo Summers, Performance Director, British Athletics
Sara Sutcliffe, CEO, Tabletennis England
Jenny Tinmouth, athlete Honda
Georgina Usher, CEO, British Fencing
Amanda Vansanten, Chief Instructor, Dinghy and Windsurfing, Royal Yachting Association
Annie Vernon, athlete
Karen West, Head of Sport and Healthy Living, LLDC
Becky White, Coach, One Size Fitness
Gabby Williams, Development Director, British Fencing
Heather Williams, GB Canoeing Talent Pathway Manager, British Canoeing
Vicky Williams, Director of People, LTA

These state schools are taking part in the speed career networking at the Aquatics Centre:

- Caterham High School, Redbridge
- Clapton Girls Academy, Hackney
- Davenant Foundation School, Essex
- Eastlea Community School, Newham
- Forest Academy, Redbridge
- Fortismere School, Haringey
- Haringey Sixth Form Centre, Haringey
- Hayes School, Bromley
- John Roan School, Greenwich
- Little Ilford School, Newham
- Newham Sixth Form College, Newham
- Pimlico Academy, Westminster
- Redbridge College, Redbridge
- Shoreham Academy, West Sussex
- Stratford School Academy, Newham
- The Royal Docks Community School, Newham
- Wanstead High School, Redbridge
- Woodbridge High School, Redbridge

Why the campaign is needed

UK Sport and Sport England set a target for all sports governing bodies to be made up of 25% female director by 2017 but we also need talented young women to enter the sports sector. We know that young women are interested in working in this sector because last year women made up:

- 26.2% of sports science degree applicants (UCAS Annual Data Files 2013)

- 43.5% of A-Level PE entrants (DfE A level and other level 3 results: academic year 2013 to 2014 (provisional))
- 39.7% of GCSE PE entrants (DfE GCSE and other level 2 results: academic year 2013 to 2014 (provisional))

What is the Inspiring Women campaign?

The national **Inspiring Women campaign** launched on 17 October 2013 and we already have over 12,650 amazing women ready to talk with girls in England. Our ambition is to see 15,000 women from a wide range of occupations going into state schools, over the next year, talking to 250,000 young women. Since the 2012 launch of our Inspiring the Future programme, nearly 75% of state secondary schools have signed up as a means of finding volunteers to talk with pupils about jobs and careers. **Pledge one hour a year to change young lives by volunteering to talk with girls in school.**

The Inspiring Women Campaign aims to bring together women - wherever they live, whatever they do and whatever their background - and girls from a wide range of state schools. Its objective is to provide the girls with the chance to talk to a wide range of women from all walks of life, from apprentices to CEOs, archaeologists to zoologists.

Inspiring the Future

Inspiring the Future was launched in England in summer 2012. Nearly 75% of state schools have registered together with 18,500 volunteers from 4,000 organisations. The aim is to ring about a significant culture change so that it becomes commonplace that young women wherever they live and whatever their social background, get the chance to meet a wide range of women doing different jobs - from Apprentices to CEOs, archaeologists to zoologists. The key strategic partner and lead corporate supporter is Bank of America Merrill Lynch.

Who is behind *Inspiring the Future: Inspiring Women*

The Education and Employers Taskforce was launched as a small independent charity in October 2009, and has 12 staff. Its aim is to ensure that every school and college has effective partnerships with employers which provide young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential and so secure our national prosperity. The Taskforce's Partnership Board comprises the leaders of the main representative organisations from education and employment. For details: www.educationandemployers.org

The Education and Employers Taskforce runs the free, national *Inspiring the Future*.