

# Gender Budgeting for Sport

## What is Gender Budgeting?

**Gender budgeting is a way to achieve fair funding and equality for women and men by focusing on how public money is spent by sporting bodies.**

We know the allocation of money and other resources in sport is not fair. Whether we talk about money, time, profile or technical expertise, men's sport has the lion's share.

Denying the existence of this inequality only serves to further it. We must understand the scale of the problem and then we must fix it. This is what gender budgeting will help to do.



## Our ask for Government

At Women in Sport, we are calling for the UK Government to introduce a requirement for all organisations involved in the delivery of sport and physical activity and in receipt of UK Government funding to implement gender impact reporting.

**77%** of respondents agree that **public money spent on sport should be split equally** between men's sport and women's sport.

**17%** of respondents believe that money spent on sport is **shared equally between men and women**. 57% believe more is spent on men's sport.

Savanta polling for Women in Sport (Dec 2023)

## Why we need Gender Budgeting

At Women in Sport, we know that sport transforms lives. Yet it is still a domain with long-standing biases and deep-rooted gender stereotypes. Unfair funding is one part of this and it is holding girls and women back from the benefits and joy of sport.

In the 2024-25 financial year, DCMS spent £589 million on sport in England. Yet the money spent on sport in the UK is clearly not delivering for women and girls. We have to question how much of it is really being spent on them, considering that women and girls are less active than men and boys at every stage of their lives. In fact, the gender play gap is as wide as it's ever been.



## Gender impact reporting

Gender impact reporting is the process to understand the current allocation of resources. It allows sporting organisations to collect data on how much women and girls are really benefitting from the money they're spending. Like environmental impact assessments and gender pay gap reporting, gender impact reporting shows the effects that budgeting decisions have on girls and women in sport.

Gender impact reporting is about considering all aspects of a sport that are affected by financial decisions; things like salary and training costs for staff, access to facilities, and coaching time available to men and women. By analysing how the full range of resources are being spent across the breadth of a sport we reveal the true picture for women and girls.

## Gender Budgeting

Gender budgeting involves analysing the results of gender impact reporting and adjusting budgeting decisions and other resources so that girls and women are benefitting equally with boys and men.

This does not necessarily mean simply adjusting budgets to ensure a 50-50 spend on men and women. It means adjusting resources across an organisation to ensure that women and girls are benefitting equally.

## How does it work?

Gender budgeting is a two-step process:

1

### Gender impact reporting

- Gathering data
- Analysing current budget

2

### Gender budgeting

- Acting on analysis
- Moving towards gender equality

### The goal

- Equal budgets for men's and women's sport
- Women and men benefitting equally from budgets

*"Gender budgeting is a strategy to achieve equality between women and men by focusing on how public resources are collected and spent...When properly done, one can say that gender budgeting is good budgeting"*

*Janet Stotsky, former senior economist at the International Monetary Fund*

## Get in touch

To discuss gender budgeting and our other policy positions, please email [rachel@womeninsport.org](mailto:rachel@womeninsport.org)

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