



Under strict embargo until 00:01 January 6, 2011

b-active Women

Thousands of women in Braunstone and across Leicester can look forward to getting back into sport after b-inspired secured over half a million pounds of National Lottery funding for an innovative new project.

b-active Women will offer women who are primary carers for children under the age of 16, the opportunity to take part in sports such as swimming, athletics and badminton. There will also be opportunities for women to take part in coach education courses.

Designed to increase the number and range of opportunities available to women, *b-active Women* will be delivered by a consortium of local organisations. Spokesman, Dave Brennan said:

"The award of Lottery funding for this project is great news. The work of b-active is all about using sport to provide participants with a healthy lifestyle, give them confidence and new skills, and open up progression routes into training and work - inspiring them to inspire others."

Jennie Price, Sport England's Chief Executive, said:

"For many women with children or those managing a tight budget, sport – and time to themselves – can slip down the list of priorities. The projects we're funding today have asked local women what is stopping them from getting involved and what sports interest them, before coming up with an offer that is appealing and accessible."

Gail, who became a mum nine months ago with the arrival of Harry, said:

"As a new mum, I know only too well how difficult it can be to make time for yourself and to get out there and play sport. The projects receiving investment from Sport England today will make a big difference because they've really thought through the challenges women face in becoming regular sports participants."

Hugh Robertson, Minister for Sport and the Olympics said:

"We have many fantastic female athletes in this country, but not enough women participating at sport's grassroots. More needs to be done to encourage women to participate in sport, particularly those from disadvantaged communities. The £10 million being invested by Sport England will give women the chance to try out new sports as part of a dedicated programme and hopefully keep them in sport in the future."

For more information about the project contact our b-active Manager:

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