

# Inspiring Confidence. Creating Opportunity. Shaping the Future of Birmingham Girls.



Girls of Brum brings together schools, communities, businesses and leaders to create a powerful citywide movement for change



# Our Vision

Girls of Brum is a bold, citywide movement dedicated to creating a Birmingham where every girl feels confident, resilient and empowered to thrive through sport, physical activity and leadership opportunities. When girls are supported to participate, be visible and lead, the impact reaches far beyond the individual. It strengthens families, builds healthier communities and creates a more inclusive future for our city.

By celebrating Birmingham's diversity and creating welcoming, accessible spaces for all, Girls of Brum is building lasting pathways that help girls stay active, connected and confident throughout their lives. This is not a one-day event. It is a movement designed to leave a legacy.



[Girls of Brum video](#)



## Why Girls of Brum Matters

Despite positive progress across the city, too many girls and young women in Birmingham continue to face significant barriers to participation in sport and physical activity. Low confidence, cultural expectations, safety concerns, limited access to appropriate facilities, and the rising cost of living all restrict opportunities to be active. These challenges disproportionately affect girls from disadvantaged communities and minority ethnic backgrounds, widening existing inequalities.

The scale of the issue is clear. Across Birmingham, only around 42% of children and young people achieve recommended daily physical activity levels, placing the city among the lowest-performing core cities nationally. Girls are consistently more likely to be inactive than boys, reinforcing a gender participation gap that begins early and often persists into adulthood.



The consequences extend far beyond sport. Lower physical activity levels are linked to poorer physical health, reduced mental wellbeing, lower educational engagement and diminished long-term life chances. Without early intervention, inactivity becomes embedded across the life course, increasing future pressure on health services and reducing economic and social outcomes for communities.

Girls of Brum directly responds to this challenge. It provides inclusive, positive and empowering experiences that place girls at the centre of programme design and delivery. By removing participation barriers and creating welcoming, aspirational environments, the initiative supports girls to build confidence, develop leadership skills, strengthen social connections and establish lifelong healthy habits.

At the same time, Birmingham is entering a defining moment. With the city hosting the IWG World Conference on Women and Sport in 2026, Birmingham will be in the global spotlight. There is a unique opportunity to demonstrate leadership, innovation and long-term commitment to advancing gender equality through sport and physical activity.

Girls of Brum offers sponsors a tangible way to be part of this legacy. It is not a one-off event or campaign, but a platform for sustained impact - helping to shape inclusive systems, inspire the next generation of female role models, and create measurable change across communities. This is a moment to act with ambition. By investing in Girls of Brum, partners are helping to drive lasting, city-wide change that benefits girls today and strengthens Birmingham's future.

# Our Approach

Girls of Brum is built around four interconnected pillars that drive sustainable impact:



## Participation

Connecting girls to inclusive, local opportunities through Activity Finder and This Girl Can, ensuring access regardless of background or circumstance.



## Leadership

Developing Women and Girls Ambassadors who serve as visible role models, inspiring confidence and aspiration in the next generation.



## Workforce

Strengthening the female sport and physical activity workforce, creating pathways into leadership, coaching and delivery roles.



## Celebration and Legacy

Delivering a landmark citywide celebration on 11 June 2026 that leads into the IWG Global Summit and leaves a lasting legacy beyond the event itself.



## Girls of Brum

Participation

Leadership

Workforce

**Celebration  
and Legacy**

# Our Impact Goals

Through Girls of Brum, we aim to:



Increase participation among girls across Birmingham.



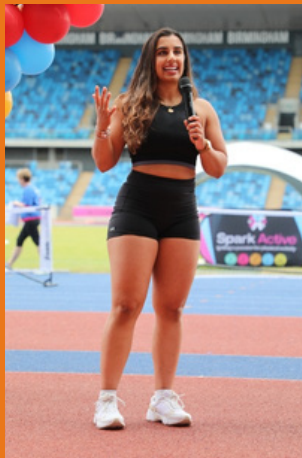
Build confidence, resilience and leadership capability.



Create a sustainable pipeline of future female leaders.



Position Birmingham as a national and global leader in gender equality through sport and physical activity.



Karenjeet Kaur Bains - star of BBC, Athlete and Motivational speaker, said of her involvement with Girls of Brum 2025:

*'I think initiatives like this are so empowering it's all about the next generation. Encouraging girls and young women to get into sport and amazing days like this are where the seeds are planted'.*



## A little bit about Sport Birmingham and how we make a difference...

**40% of Birmingham's census areas are the most deprived nationally \***

Sport Birmingham provides sport and physical activity within some of the most deprived communities in Birmingham through direct delivery and provision of support through delivery partners.

**Birmingham's unemployment rate is 12% as opposed to 4.8% nationally \***

Sport Birmingham provides a range of workforce development support working with delivery partners to provide training, coaching, development and apprenticeships within the field of sport and physical activity

**21.9m health cost of inactivity across Birmingham\*\***

Sport Birmingham gathers key insight and research around sport and physical activity levels, leading to a better understanding of health outcomes, ensuring delivery of sport and physical activity support is in the places of most need.

\*ONS Census 2021 information

\*\* Sport England Commissioned British Heart Foundation Report

[Link to key Sport and Physical Activity Data](#)



**Sport  
Birmingham**

Girls of Brum is more than an event. It is a commitment to building a fairer, healthier and more confident future for Birmingham's girls. We invite businesses, funders, schools and community partners to join us in shaping this movement. Together, we can ensure every girl belongs, participates and leads.

Working in partnership with

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