



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

Welcome to Girls of Brum!

Girls of Brum (GoB) 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.

GoB aims to:

-  Increase girls participation in Sport and Physical Activity
-  Develop and profile role models in women's Sport
-  Work with partners to enable community and system change
-  Promote leadership and workforce opportunities for women



Why Girls of Brum?

▶ Too many girls are being left behind.

Inequality in access, confidence, and opportunity means thousands of girls across Birmingham are not engaging in Sport or Physical Activity — not by choice, but by circumstance.

▶ The gap is stark — and unacceptable.

Only 35% of girls meet activity guidelines, compared to almost 50% of boys. This is not just a statistic, it is a clear signal that the system is not working for girls.

▶ The impact goes far beyond participation.

Inactivity limits confidence, wellbeing, and future pathways. When girls disengage, we lose potential leaders, role models, and talent across our city.



In Birmingham, girls are significantly less active than boys (only one in three girls meet the recommended guidelines vs one in two boys), in a city where around 2 in 5 children and young people are inactive overall. National and regional data shows the steepest drop-off for girls happens during teenage years, with around 65% quitting Sport by the age of 17.

Will You Join Us?

Girls of Brum offers both long-term strategic partnerships and event-based opportunities, enabling organisations to engage at different levels while contributing to a shared movement. Girls of Brum delivers significant visibility across schools, communities and digital platforms.

Reach and Benefits:

- 500 girls, 45 schools and citywide representation at our Summer Showcase event
- Extensive digital reach through campaign promotion and social media activity.
- Employee volunteering and ambassador opportunities
- Clear ESG-aligned impact reporting

Event Credibility:

- Sport Birmingham is a trusted and established charity - part of Sport England's National network of Active Partnerships
- High-profile positioning alongside regional and national stakeholders.
- Association with the International Working Group on Women and Sport legacy programme.



- A Nationwide Network of 42 Active Partnerships
- Social Media Views - 9.3K (2025 event data)
- Email Marketing Reach - 5.1K subscribers

Sport Birmingham's Ambition

Girls of Brum is Sport Birmingham's response to the growing inactivity and confidence gap amongst girls.

Our Ambition is to:

- Increase the visibility and participation of girls in Sport and Physical Activity across Birmingham.
- Equip a generation of young women with confidence, courage, and resilience.
- Create a pipeline of female leaders in Sport, community life, and beyond.
- Position Birmingham as a global leader for gender equality in sport and active living.

Delivered through a year-round programme of activity, the movement culminates in our Summer Showcase event at Alexander Stadium, bringing together over 45 schools, over 500 girls, and over 30 partners.

As Birmingham prepares to host the 2026 International Working Group on Women and Sport (IWG) Global Summit, this is a pivotal moment for the city.



How Girls of Brum Will Deliver Impact

Delivered through year-round programmes, events, strategic partnerships, and our annual Summer Showcase events.



1
Community and System Change
Working with partners, schools, organisations and communities to address barriers to participation and create more inclusive opportunities for girls.

2
Leadership and Workforce
Supporting the development of the next generation of female coaches, volunteers and leaders within Sport and Physical Activity.

Girls of Brum

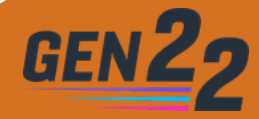
3
Participation
Engaging thousands of girls through schools, community organisations and activity providers to increase participation in Sport and Physical Activity.

4
Role Models
Connecting girls with inspiring female athletes, leaders and professionals who demonstrate what is possible through Sport and active lifestyles.



Informs & shapes

Engages & activates



Become a Girls of Brum Strategic Partner

Join a network of organisations shaping the Girls of Brum movement across Birmingham, enabling long-term change for women and girls in sport, leadership and health and wellbeing.

Benefits Include:

- Minimum 12 months to contribute to shaping the Girls of Brum movement
- Partnership Rights: "Girls of Brum powered by..."
- Integration into workforce, leadership and community pathways
- Speaking opportunity at the Girls of Brum Leaders Forum
- Staff volunteering opportunities
- Organisation brand on event collateral / resources at our Summer Showcase Event
- Organisation brand on our dedicated Women and Girls webpage
- Networking and Podcast opportunities
- Dedicated social media spotlight campaign
- PR opportunities including press release and case studies
- Opportunity to contribute to 500+ participant event goody bags



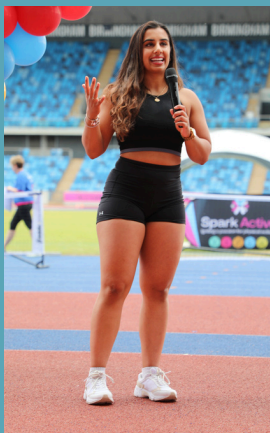
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Get Involved! 11 June

2026 Girls of Brum Summer Showcase

The annual Girls of Brum Showcase Event has grown to be Birmingham's largest school activation for girls' Sport and Physical Activity event, bringing together over 500 girls, 45+ schools, and organisations from across the city.

This celebration provides a powerful platform to showcase pathways into Sport, Physical Activity, leadership, and employment, while uniting partners in a shared mission to close the gender participation gap and create a more inclusive, active future.



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'.



[Girls of Brum video](#)

- ▶ Alexander Stadium 11 June 2026
- ▶ 45+ Schools
- ▶ Over 500 Year 6 and 7 Girls
- ▶ Birmingham's Largest School Sport Activation Event

Join the Movement Today!

Girls of Brum 2026 Leaders Forum

Running alongside the Summer Showcase event, the Girls of Brum Leaders Forum brings together senior leaders from across sport, business, education, health and the community sector to drive meaningful change. This creates a high-level platform for influence, collaboration, and action — providing a forum to connect organisations with the reach, resources, and responsibility to close the gender gap in sport and physical activity.

The forum provides partners with direct access to key decision-makers, insights, and opportunities to shape a collective approach to meaningful change. Through shared insight, lived experience, and strategic dialogue, it moves beyond conversation into commitment — unlocking partnerships, influencing future delivery, and driving lasting impact for girls and young women across Birmingham.

For partners, this is a unique opportunity to sit alongside influential organisations, shape the agenda, and position your brand at the forefront of a citywide movement for change.

- **Access a powerful network of cross-sector decision-makers**
- **Exclusive hospitality and viewing of the Girls of Brum 2026 Summer Showcase Event**
- **Strategic discussions that unlock partnerships and future opportunities**
- **Insight-led panel discussions driving action and shaping future partnerships**



Be a Summer Showcase Event Partner



Role Model Partner

Role Model Partners play a vital role in supporting the movements development and programme delivery. This level of partnership offers strong visibility pre and post event, targeted digital media campaigns and opportunities to connect directly with schools and participants. Your organisation will be showcased as a champion of aspiration and opportunity at our summer showcase event.



Future Stars Partner

Designed for SMEs and community organisations, this package offers access to the event with strong visibility and community presence via a partnership showcase opportunity. A powerful way to demonstrate local leadership and your organisations commitment to social value at our Summer Showcase event.



Community Champions – In-Kind Support

Community Champions provide vital operational support through transport, catering, equipment, media services, marketing or volunteer contributions. All in-kind partners receive recognition across digital channels and on-site event materials and are celebrated as essential contributor to the events success.



Your brand becomes part of a story of change, leadership and progress.





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.

Girls of Brum is a commitment to building a fairer, healthier and more confident future for Birmingham's girls to achieve their full potential. 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.

Click [here](#) for more information about Girls of Brum

[View Our Annual Impact Report](#)

To discuss how you can become a Girls of Brum Partner, contact: Dan Smith

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sportbirmingham.org

 **Sport Birmingham**
Registered charity number: 1155171

Working in partnership with

