

WOMEN IN THE OUTDOORS



Love
Her
Wild

bex@loveherwild.com

www.loveherwild.com

25,000+ MEMBERS COLLECTIVELY

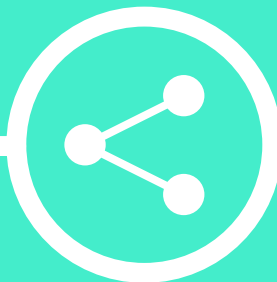
We are Love Her Wild – the UK's largest women's adventure community!

Our mission is to simply get more women on adventures. Why? Because we know getting active outdoors **improves physical and mental health**, that doing it in a supportive team **boosts wellbeing** and that spending time in wild spaces leads to an **eco-friendly mindset**.

To make adventures more accessible to women, we are focusing on providing the following:



A supportive online space for women to ask questions and gain inspiration



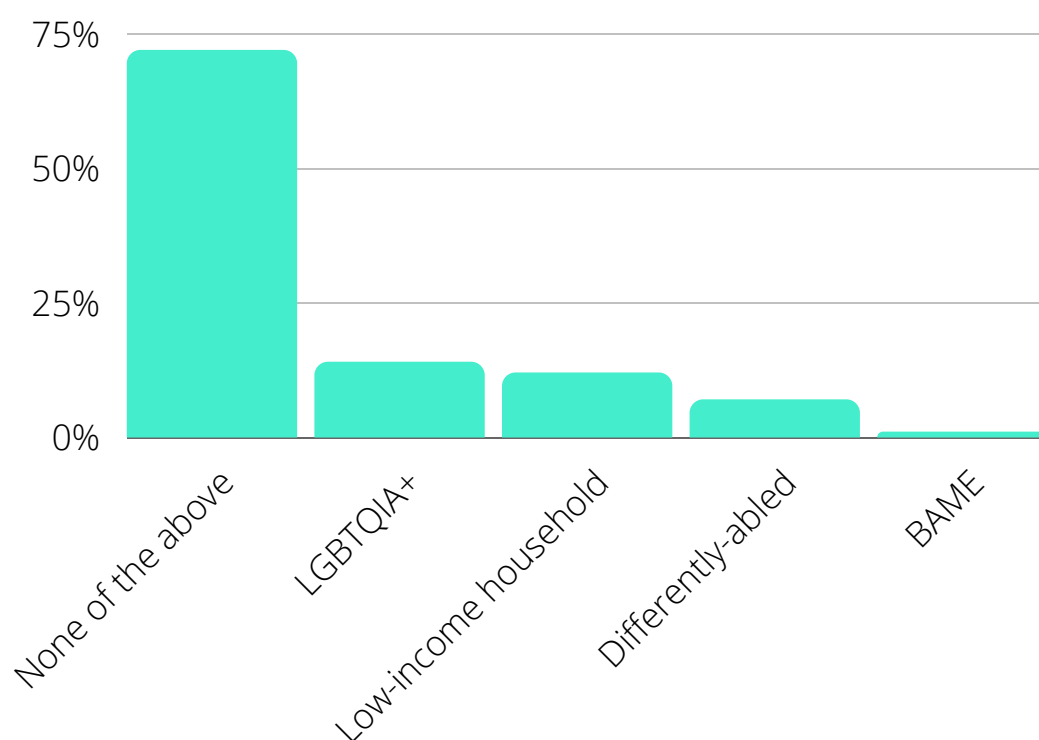
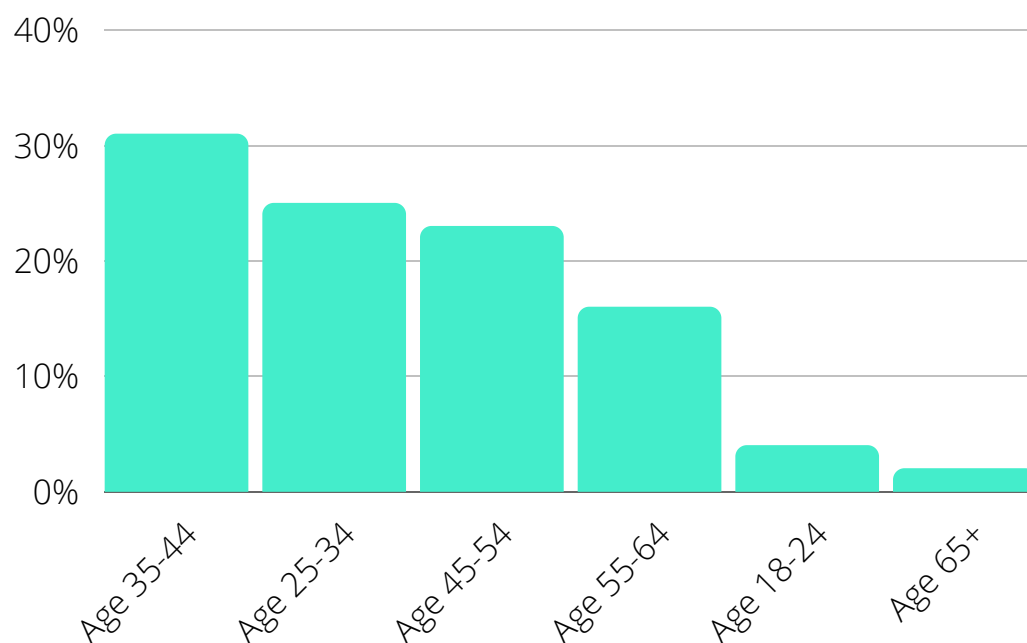
Free and low-cost adventures across the UK for women



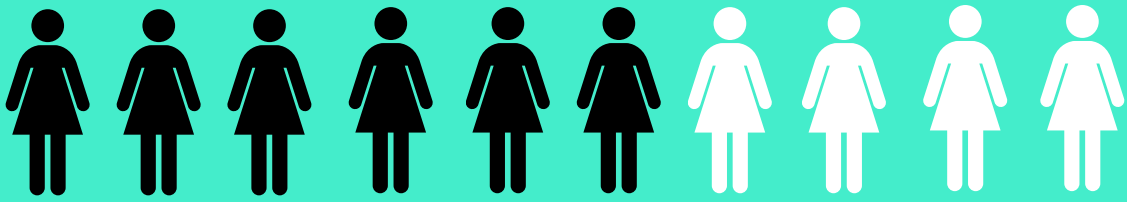
Funding for women to get qualifications and for minority ethnic, differently-abled and low-income women to join adventures

2021 SURVEY

453 women filled out our survey over the course of 2 days



62% REPORTED BEING TREATED DIFFERENTLY IN THE OUTDOORS BECAUSE OF THEIR GENDER



200+ shared examples, here are just a few:

"Catcalling and wolf-whistles"

"Being told that I am not capable of doing something I am doing, because I am a woman."

"I've been flashed at"

"There were lots of times I felt men took over from tasks like map reading and fire making"

"I've heard comments from customers about not wanting a female instructor as they 'won't be able to handle my son'"

"Questioned if I should walk alone because I am female"

"I've not felt welcomed in outdoor activities"

"The group of men on my course ignored my instructions and treated me like I was weak and unwanted."

"It's as though I'm invisible"

"I've been harassed and on one occasion was even chased"

"I've had jokes and comments because I wore make-up"

"Not seeing representation in magazines"

"Assumption that woman can't chop wood, carry heavy things, read a map!"

"Lots of patronising comments/ assuming I need help or don't know what I'm doing"

"Most women's stuff only goes to 16/18. We get stuck with inferior products because we're bigger."

"Women are largely absent from the outdoors, rarely alone and never relaxed"

"People not believing I'm an instructor, demeaning pet names from men, not being treated the same as men when on instructed courses"

"Sneers, 'jokey' comments"

"I'm often treated differently, particularly with being advised to not travel/hike alone for safety concerns and to be honest I would be scared to do so"

"Assumed not to be the leader as I am a woman and machismo on an ML assessment."

"There were lots of times I felt men took over from tasks like map reading and fire making"

"The whole group said they didn't need help, and told him they were happy to follow me, but he refused to leave us. I then discovered the next day a post from him on a FB group about how he'd "saved" us!"

"Being laughed at for trying to do outdoor endeavours due to disability and being female."

"you're a woman you can't physically do that!"

"Condescending attitude and disbelieving comments due to sex and height"

"I often get comments saying I'm too small or not as strong as a man to lift boats or assist people with climbing"

"Treated as though you know nothing"

"I've lost an instructing job due to being pregnant."

"Inappropriate comments of a sexual nature."

"Believed to be less able/ strong than a male counterpart when climbing. Despite this being untested and (as it turned out) untrue."

"the guide made me very aware of my gender and for a while all the conversation was a macho competition...He made some statement about how he didn't believe in women only adventure stuff"

"Men assuming I need help or directions"

" the assessor made a weirdly big deal of the fact that I'd packed a small pink wash bag"

"Given less opportunities, people don't trust your skills, seen as a hindrance."

"Sexual comments made when running wearing leggings have made me feel uncomfortable"

"People talking to my partner in conversation about the outdoors when it is me asking them a question."

"told that I have chosen the wrong path in life as an older, female aspirant ML. "

Many many times I've been ignored as people have looked to my male colleagues for instructions"

BARRIERS



WHAT'S STOPPING
WOMEN FROM
GETTING
OUTDOORS?

55%

LACKING CONFIDENCE

55%

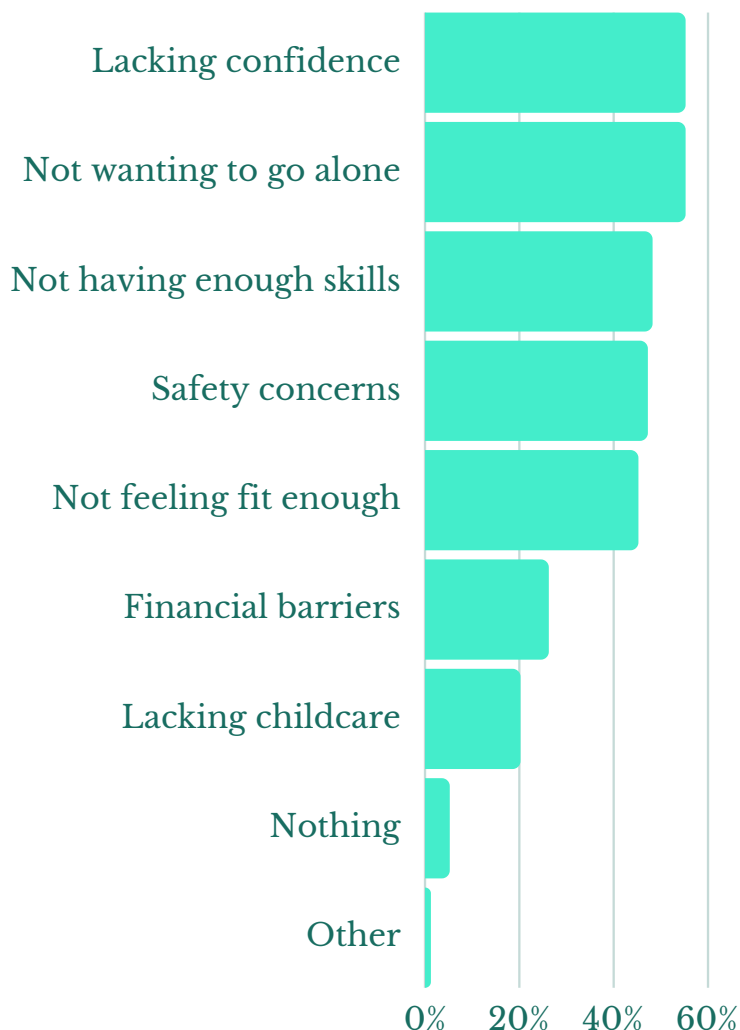
NOT WANTING TO DO IT ALONE

48%

LACKING SKILLS

47%

SAFETY CONCERNS



LOVE HER WILD HAS GIVEN ME...

Inspiration to get outdoors

82%

A sense of community

76%

Information and skills

55%

Increased confidence

32%

New friendships

32%

Improved wellbeing

28%

Passion for conservation

25%

Better connection to nature

23%

Improved physical health

15%

None of the above

3%

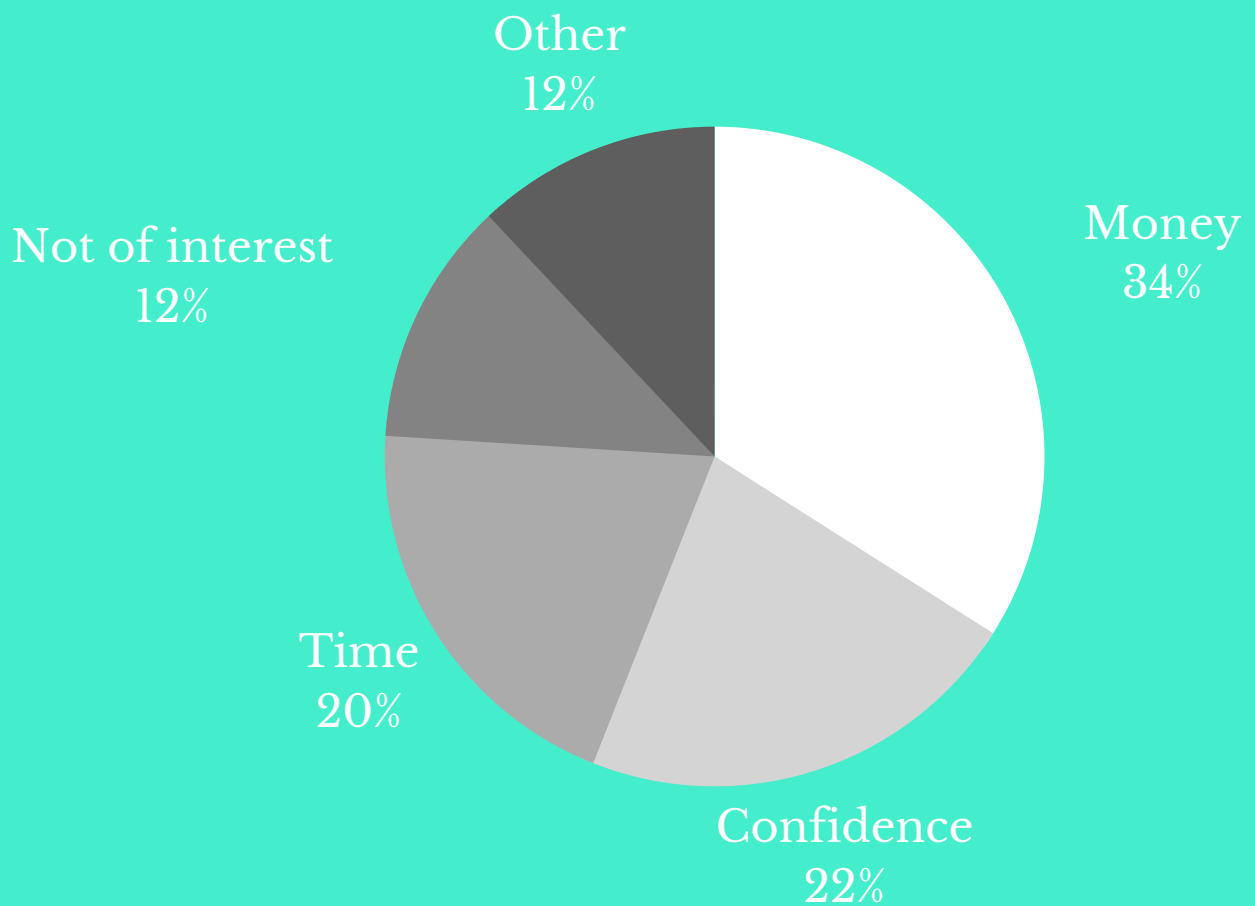


MEMBERS REPORTED
SPENDING UP TO 16
EXTRA HOURS A
MONTH OUTDOORS
BECAUSE OF LOVE
HER WILD

*Based on 263 responses

OUTDOOR QUALIFICATIONS

WE ASKED WHAT WAS STOPPING WOMEN
GETTING AN OUTDOOR QUALIFICATION



14% WERE IN THE
PROCESS OF
WORKING
TOWARDS A
QUALIFICATION

19% ALREADY HAVE
AN OUTDOOR
QUALIFICATION

LOVE HER WILD COMMUNITY

Here's what some of the women had to say about Love Her Wild:

"There are things I would never have attempted if I hadn't seen the adventures other women were doing."

"It makes me feel happy to know there are woman out there that enjoy the outdoors and don't see their gender as a barrier"

"a place to connect with other women and participate in activities knowing that there will always be someone friendly to talk to."

"There are other ladies out there who are like me!"

"This has been the most supportive group I've ever been a part of. It's made a huge difference, as someone who lives alone and has a limited social life, to feel all the love. "

"LHW has inspired me to do more outside and it gives a wonderful sense of community"

"It's made me feel less alone, more inspired, more bravery, more hope"

"This community has given me the opportunity to rediscover the old, 'wild' Me who I lost through trauma and mental health struggles. Finding my wild in a safe and supportive environment has literally saved my life."

"I tried swimming in rivers and would *never* have done this independently having only been to organised venues to date. Having an experienced volunteer leader made this possible"

"I feel I have - at last - found my tribe"

"Women are largely absent from the outdoors, rarely alone and never relaxed"

"I love the feeling of solidarity and support."

"It's an amazing place to get real crowdsourced advice and reviews for kit, locations, activities to try, and share successes "

"I feel like I've finally found a community where I fit in and feel at home"

"It has inspired me and made me realise I'm part of something bigger"

"It's given me confidence to get out there and do things I never thought I could. It's also allowed me to introduce others to the outdoors and watch their confidence grow too. The whole LHW ethos is amazing."

"It helps me see past the "fog" and spot the lights that are shining."

"Love Her Wild has made visible all the invisible women,...discovering this community is truly one of the best things that has happened to me in the last few years. Being a part of this supportive, encouraging community, is a consciousness raising, empowering, joyful experience for me. Thank you."

"Love her wild face me the confidence to try new things, to go for walks by myself, to be proud of myself, to confidently ask questions and seek advice. To pass my skills on to others and inspire others."

"I love the sense of community and how inclusive it is"

"Love Her Wild has been so welcoming, demystifying and empowering!"

"the North weekend [event] launched me into outdoor swimming"

"I enjoy the fact that it has inspired me to be the independent, confident woman that I was a few years back when I went travelling."

"Support and friendship with a fantastic group of women many of who have become life long friends."

"It makes me feel that I'm not alone."

"I attempted to tackle my first 6000m mountain with Love her Wild in 2018 and it was amazing!"

"A feeling that I'm ok. I can do this! I now take a pride in the derision from colleagues when I tell them of my next trip and feel pleased to have a sense of adventure"



"I don't really know any other outdoorsy women so it makes me feel less alone"

"Confidence increased. Support for small adventures as much as larger ones. Good people."

"I am looking to relocate and when I do I will use the Love Her Wild groups to connect with people in a new area"

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"Throughout lockdown it has supported my mental health by providing me with activities and connections with a community I have been cut off from"

"Really surprised me how much I have got from this group - I have found it to be an inspiring, supportive group that is well organised when it needs to be and grassroots enough to encourage involvement and connection with minimal bureaucracy and boring politics. I feel like I matter in this group!"

"Love Her Wild has made an overwhelming difference to my life."

"It's been a very tough year and I think this group has gone some way to keeping me going in some form or other."

"It has restored my passion for the outdoors and gives me time for me. I have a family and a business and the activities held by love her wild give me a break."

"I feel understood and welcomed. It has given me the confidence and information to think about outdoor activities on my own"

"It's fabulously non-judgemental, supportive, inspirational, non-competitive and generally very friendly."

"A community of women who gave me the confidence to reconnect and try new things after losing myself in being a wife and mother."

"I cannot thank this community enough for helping me to refocus my life on a different path when my life got turned on its head."

"I have learned a lot from the community and I have gained a lot more confidence that I am now preparing to backpack a long distance trail and take a lowland leader course."

KEY INSIGHTS

1. Minority ethnic women are the least represented in our community, making up just 1% (compared to a UK average of 14%). Minority ethnic women will take priority across all funding and initiatives going forward.

2. One of the biggest barrier stopping women from getting outdoors is a lack of confidence (55%). We will look into increasing confidence-building skills and coaching into our events and adventures

3. 48% said that lacking skills prevented them from getting outdoors and 33% that money was a barrier for gaining an outdoor qualification. We will change our funding structure going forward to primarily support women getting outdoor qualifications to build skills and role models in our community.

