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SUMMER

EMILY CAMPBELL

ON HER JOURNEY TO
OLYMPIC SILVERWARE

PLUS

Trent Rockets'
Kirstie Gordon
ahead of The
Hundred

GIRLS ON TRACK

THE SCHEME GETTING
YOUNG GIRLS RACING

HOW **RUNNING MARATHONS**
CAN **CHANGE YOUR LIFE**

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From the EDITOR

Dear Advertiser,

Welcome to *The Sports Woman*, the magazine which represents and inspires women competing in sport at any level.

Mainstream media coverage of the sports industry has always been, and continues to be, dominated by men, but the popularity surge that women's sport has experienced in recent years has led to higher ratings, greater attendance, more sponsors, increased prize winnings, and greater media coverage.

Audiences are now consuming seven times more women's sport than in 2012, which is largely a result of a five-fold increase in women's fixtures being broadcast live on mainstream television compared to a decade ago.

The publication aims to inspire women aged 18-34 who want to compete in sport themselves, or who already do compete in sport at any level, whether professional, semi-professional, or amateur.

In addition, the typical reader will be someone who goes to the gym or exercises regularly, has a balanced and healthy lifestyle, and wants to feel like they are part of a community with other women who share their passions.

The magazine is a place they will come to for the latest news from the women's sport industry, features exploring the underlying issues within women's sport that female athletes face, and exclusive interviews with professional athletes and women who work in the sports industry.

They will also find advertisements for things that will directly benefit their own sporting careers, whether that be activewear, sports equipment, protein powder, or sports water bottles.

The Sports Woman will have space for display ads, classifieds and advertorial. We aim to have a wide enough variety of advertising styles to suit a range of

budgets and requirements, to make our advertisements as inclusive as possible.

Outside of the magazine, a YouTube channel and podcast will be established, where we will be interviewing female athletes, coaches, and figures within the sports industry, as well as fun sports challenge videos where athletes will compete to top a leaderboard.

You would also be able to advertise with us here, as well as on our website, www.thesportswoman.com, which will ensure that you are able to reach our target demographic on a multitude of different platforms.

The Sports Woman brand aims to create a community of women who compete in sport, while establishing itself as a trustworthy and authoritative voice.

First and foremost, *The Sports Woman* is about inspiring and championing women in sport, through providing them with insight that they are unable to find anywhere else.

I hope you enjoy this dummy issue, and please let us know your thoughts.

Thank you.



Gemma Cockrell, Editor-in-Chief



Photo: Curtis Powell

Raising the BAR

Campbell was honoured with a statue in Basford, Nottingham
Photo: Curtis Powell

Emily Campbell made sporting history in Tokyo when she won the **first ever British Olympic medal for female weightlifting**. The Nottingham native speaks to Gemma Cockrell about her journey to silverware, the messages she promotes, and her expectations ahead of Paris 2024

When I was 21, a coach told me to sack off athletics and become a weightlifter," Emily Campbell says. And that was where it all started. At first, she was unsure about starting a new sport, but after six weeks of training, she "maxed out what you needed to qualify for the British Seniors."

But Campbell's success has not come without injustices or challenges, and she is passionate about bringing about change. An example of this is campaigning for women's activewear to be made in a more inclusive range of sizing. "I don't typically look like an athlete," she says, describing the body shape that is required for her to do her sport.

"The fitness industry became elitist. Being healthy is for everybody; it doesn't matter what you look like. Accessibility to gym kit is ridiculous, so I started calling out certain brands, saying that they need to do better," she says, emphasising that this was not an attempt to get sponsorship deals, but merely to improve the industry going forward.

She is also vocal about the obstacles encountered by Black athletes around the world, across all sporting disciplines. "Everybody thinks it's a taboo subject, but people need to be educated and people need to not be afraid to ask the right questions," she says.

Campbell's career began in 2016, during a difficult time for women's weightlifting - it had just lost its funding. Meanwhile, she was balancing 36-hour work weeks with 15 hours of training, which served as an extra source of motivation for her.

"I was constantly having to prove myself, but I think that extra 'I'm going to prove you wrong' mentality was the reason I have become so successful," she says.

Most recently, this success came when she won a silver medal in the women's 87kg+ event at the Tokyo 2020 Olympics. "It's hard to put it into words," she says. "That achievement is really

special for our sport." She hopes that young girls will view her as a role model, and that she will inspire confidence within them and empower them to embrace their full potential.

"I always want to be the first but definitely not the last. You can't be what you can't see. Representation is absolutely massive in everything we do in life," she says.

Now working with worldwide brands as a full-time athlete, Campbell understands the responsibility that comes with her career and the platform that it has given her.

"It's not going to last forever, so I'm just trying to make the biggest impact I can while I'm in this position," she says.

'I always want to be the first but I definitely don't want to be the last'

Looking to the future, Campbell hopes to take her success one step further, by achieving Olympic champion status at the next Games when they take place in Paris in 2024.

"Everybody wants to be an Olympic champion. You'd be lying if you said you didn't," she says. "That's the ultimate accolade that you can have beside your name, so I'm going to put myself in the best possible position to do that."

@emilyjade_gb

One Hundred Reasons

Kirstie Gordon tells us all about joining the **Trent Rockets** squad ahead of **The Hundred**, an innovative cricket tournament which will take place across the UK this August

I first started playing cricket when I was 10 years old. I loved sport, but I didn't think I could ever be a professional cricketer.

My heroes were Freddie Flintoff and Kevin Pieterston, so to now be a professional cricketer is really inspiring. Hopefully we can inspire young people to play cricket and they know it is a career option for them.

I'm new to the Trent Rockets squad this year but fortunately I've got some friends in the squad from previous teams like Jo Gardener, and I'm looking forward to reconnecting with them.

I'm excited to play with Alana King and Harmanpreet Kaur. They are two world class players in their own right. I've

There's part of you who wants to take in that moment and enjoy it, but obviously without forgetting that we're there to do our job.

I love Trent Bridge. I'm really lucky to call it my home. It's an incredible ground with so much history and such a fantastic atmosphere.

Whether it is test cricket, The Hundred, or regional cricket... the atmosphere is fantastic and it's an awesome place to come into work every day.

@kirstiegordon97

'It's showing people that women's cricket is exciting'

played against them both a little bit but never with them so it will be cool to have the opportunity to learn from them.

The Hundred is definitely attracting families and kids. The marketing of it has been fantastic and putting the men and the women on the same platform has been a huge success.

It's showing people that women's cricket is really exciting and they should come and watch us play.

The atmosphere and the whole theatre and event of it is what makes it so exciting. It's really fun for us as players as well as for the crowd - the music playing in the run up, the DJ and presenter, plus giveaways for the kids.



Kirstie Gordon is a new member of the Trent Rockets squad
Credit: Trent Rockets

Behind the wheel

Motorsport UK's head of club and community developments, **Claire Kirkpatrick**, tells Gemma Cockrell all about **Girls on Track**

Motorsport UK's TeamSports event in Manchester



Credit: Motorsport UK

Motorsport UK - the governing body for four-wheeled motorsport within the United Kingdom - are striving for change.

"We took over Girls on Track in 2020 and it's only now that it's really getting traction and we're getting success stories. We know it takes a long time, but we know it works," says head of club and community development, Claire Kirkpatrick.

"It's about opening their eyes to motorsport and making them aware of the different roles that are available. Once they see someone they relate to, they believe they can do it, too," she adds.

Motorsport UK want to subvert the stereotypes surrounding STEM subjects by highlighting the creative elements that are woven into them. Recently, some engineers have even begun to add an 'A' into the acronym, referring to the sector as 'STEAM' to acknowledge the arts element that is often overlooked.

Another myth that they are trying to debunk is that working in motorsport is an unattainable career path for young people, particularly girls, by raising awareness of the routes into the industry that people may be unfamiliar with.

"We have so much grassroots motorsport across the UK. People often fixate on Formula 1, but actually, there's so much out there. It's not as hard as people might think it is," she says. "There are different barriers for different people, but it's about breaking down those preconceived ideas."

Written by Gemma Cockrell

@ourmotorsportuk