



## Sporting Equals Chair Introduction



As Chair I would like to introduce the Sporting Equals Annual Review of 2010.

As an organisation our vision remains unchanged in promoting ethnic diversity across sport and physical activity. Our work and focus with faith organisations is a key component of our approach due to how closely it connects with the issues of race and ethnicity. We have, and will continue to support our key stakeholder, Sport England's, national plan to grow participation in sport through the establishment of a world leading community sports system. We echo their desire for this to be truly representative of the population and truly inclusive, as there is a need to have a genuinely diverse participation base if you are going to set a world leading example.

In the last three years, black and minority ethnic (BME) groups have been the only priority group

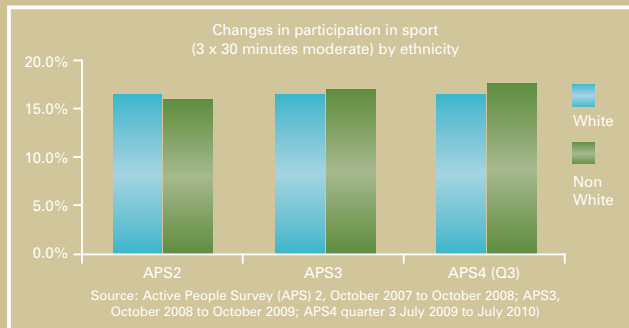
to see an increase in participation. Whilst these results are encouraging and support our move to a consultative working approach we will continue to use this as an indication of the potential that exists to engage greater numbers of the BME population in sport and physical activity. A closer examination by ethnic group, shows that some communities are still under-represented with very low levels of participation for example South Asian women or individuals from a Chinese or Gypsy and Traveller background and we will work to address this imbalance.

Looking forward there is considerable work to do as we approach the pivotal year of 2012, and the long term legacy plans. The challenges and change required to respond to the outcomes of the Comprehensive Spending Review in the last year have also created opportunities. It is my belief, shared by Sporting Equals Trustees, that we are ideally positioned, through our strategic and working relationships, to continue supporting our partners

in sport to help them achieve growth. However the importance and significance of physical activity should also not be forgotten. It is often the first step with regards to engagement, specifically from our experience in working with individuals from BME backgrounds, for some of whom, the pull and attraction of sport itself holds no resonance and therefore cannot be the sole driver.

Finally, on behalf of the Board of Trustees I would like to thank our key funders Sport England and Age UK, along with CEO Arun Kang and the team at Sporting Equals for their hard work and achievements this year. I would also like to acknowledge the support that the Trustees, Ambassadors and Special Advisors provide, and thank them for their continued involvement. Successful organisations require the following elements; a creative culture, energy and commitment from all involved. I'm pleased to say Sporting Equals has all of the above plus an understanding that diversity is the essential ingredient for success.

**Brendon Batson MBE**  
Chair



## Core Functions

Sporting Equals are structured to address the principal barriers to BME participation in sport and physical activity.



Arun Kang addressing business leaders, faith and community representatives



## Our Values

### Energy

We are passionate and committed. We inject vision and energy into projects, getting fully involved and going the extra mile.

### Equality

We believe in equality because fair societies and inclusive organisations are those where all can achieve their full potential.

### Honesty

We work with integrity. We are trusted by the communities and organisations we work with, because we are honest, open and accountable.

### Leadership

We are pioneers. As the ground-breakers of our field, we set the agenda, raising the standards and pushing the boundaries in best practice.

### Creativity

We are agents of change. With creativity and flexibility, we deliver innovative, effective solutions that make a real difference.

Sporting Equals  
CEO Review



As I look back on 2010, it is with satisfaction that the foundations are now firmly in place to enable Sporting Equals to be an agent for change, both to our infrastructural partners in sport and health along with third sector and grassroots community organisations.

The highlights and achievements in this report are indicative of what can be achieved by a shared vision and collective working approach. Our greatest successes working within sport have been the result of a strategic planned approach at Partnership Director level in national governing bodies of sport (NGBs), leading to us being firmly embedded in all facets of their operations - from research and marketing to elite performance and club development. In this document you will read more about this ongoing approach through our work with British Cycling. When asked about the 'blueprint' for success I always emphasise the importance of diversity as the golden thread impacting on all aspects of an organisation's operations.

We have produced new flexible mass participation models to engage BME communities in sport, including se talent id along with our Faith centre model, intended to reach the significant numbers that attend faith centres in our target regions.

Our delivery partners also deserve a special mention for their support role in our projects, identifying future champions, community brokerage and project support. They enable us to reach deep into communities, supporting the core team whilst allowing us to build capacity within the grassroots network.

I remain convinced that our credentials and expertise in equality and diversity, coupled with the strength of our model (based on the latest academic thinking) means we are ideally placed to develop our client base and reach beyond England. We are in talks with Sport Scotland about how best to assist them to increase participation from BME communities ahead of and beyond the Glasgow Commonwealth Games in 2014. Our consultancy team also delivered a workshop for Sport Wales who are interested in how we can support engagement and growth.



Presenting an award at the Osmani Trust Gala dinner



At a Bafana Bafana game during the 2010 FIFA World Cup



Sporting Equals has developed new models including se talent id, a mass participation engagement model delivered during 2010 with QPR F.C.

During the year I have met with various organisations in the UK and Europe to discuss inclusion in sport, looking at best practice to build links for future partnerships and funding opportunities.

I have witnessed many examples of the power of sport and community cohesion to bring isolated (or segregated) communities together. A personal highlight was a holiday to South Africa during the 2010 FIFA World Cup, where I had the opportunity to track the country's progress since apartheid. The role of sport as a tool for unity was also affirmed in the Queen's Christmas Day speech. I believe through our work we can build not only healthier and safer but also stronger communities.

The change in government has meant that Hugh Robertson, MP is now the Minister for Sport and the Olympics and I would like to take this opportunity to thank him for the great support he has shown for our agenda and for acting as a key advocate at times during the year, including delivering the opening address at our SE Leaderboard Leaders' Symposium in November.

Finally, I believe the best endorsement of our work and growing strength of Sporting Equals can be demonstrated by our success in establishing new partnerships, engaging new advisors and ambassadors to join our team, and the increasing number of volunteers who have worked with us during the last year.

**Arun Kang**  
Chief Executive Officer

*"The role of sport as a tool for unity was also affirmed in the Queen's Christmas Day speech. I believe through our work we can build not only healthier and safer but also stronger communities."*

## Sporting Equals Consultancy Services

The consultancy team operate at a strategic and operational level offering NGBs access to a unique pool of specialist professional expertise and experience in working with BME communities across the field of sport and physical activity.

Our core functions are consultancy, insight, communications, BME community engagement and training.

Sporting Equals knowledge development programme is at the core of our consultancy offer to NGBs. This insight helps our partners in sport to understand the BME market and its relevance for their sport, helping them to interpret and apply this knowledge to drive growth.

Our insight has been delivered in various forms including, faith and religious factsheets, sport specific factsheets, engagement toolkits, focus groups, examining different BME market segments and undertaken research on behalf of NGBs (including British Gymnastics and the Rugby Football League).



Members of the All Comers Boxing Club on their cultural exchange to New York City



Our consultancy team worked closely with British Cycling Sky Ride 2010 in Bradford, Leicester and Birmingham

We also continued our commitment to the mapping and identification of faith and community centres with the capacity to provide sport, and BME sports clubs and community groups already delivering sport.

This activity further expanded our database, enabling Sporting Equals to help NGBs source and engage with BME communities at a local level.

Once the segments and existing barriers are identified, we work with NGBs to ensure engagement through a multi-layered mass market approach. This includes engaging ethnic media which has an important role in changing perceptions about sport, and the nature of coverage for BME communities.

We have worked with some NGBs to engage with specific ethnic groups. Sporting Equals worked with the Amateur Boxing Club of England (ABAE) to provide opportunities for individuals from a Gypsy and Traveller background. We supported the All Comers Boxing Club in East Cambridgeshire who sent eight of their members on a weeklong cultural exchange programme, to the Mendez Boxing Gym in New York City.

Sporting Equals worked with British Cycling as part of Sky Ride 2010. We evaluated their approach to overcoming barriers to BME participation, and supported them to develop new and refined interventions.

We then worked very closely with their marketing team to provide advice and support on the best method of delivering the message and implementing the key learnings from the research phase.

*“Sporting Equals is key to helping us understand the barriers that people have in coming to the swimming pool helping us engage with groups that traditionally don’t come swimming.”*

Anne Adams-King,  
Director of English Programmes  
Amateur Swimming Association

We developed a targeted marketing plan, and our support focused on the events in Bradford, Leicester and Birmingham. This included access to specialist ethnic media by region, support to increase the profile of cycling in BME communities, identification and profiling of local champions and Sky Ride promotion through our website and new media channels.

The new, improved way of working will now be integrated into future Sky Ride campaigns, leading to a planned increase in BME participation of approximately 10,000.

Our faith resources provide guidance on key issues to consider regarding engagement and participation in sport. They have been provided to all NGBs who in turn can disseminate them with their clubs and networks.

The Festival Year Calendar and Ramadan Factsheet are just two examples of the many resources that were requested and generated positive feedback from our partners in sport. We also produced faith support materials for partners including Youth Sport Trust.





Ayannah Griffith Chief Executive, Black Development Agency, with members of the Jamaican Rugby League team and representatives from the local community

As part of our community engagement programme, Sporting Equals developed a strategy to utilise our networks of over 5,000 BME third sector organisations to ensure target communities are reached and support NGB delivery at a grassroots level.

Through our mapping we identified many instances of BME clubs and community groups that were not affiliated to any current NGB delivery. This is when the community engagement and brokerage role is particularly relevant. We support NGBs who lack the confidence to approach BME communities. When this occurs we initiate and develop dialogue to facilitate this process.

The Rugby Football League International contacted us about supporting the Jamaican Rugby



Team members from BDA

League team at the Cheltenham Nines Festival, and brokering engagement with the local African-Caribbean community in Bristol. Sporting Equals working with the Black Development Agency (BDA), facilitated engagement between leading members from the local community and the governing body.

Working with our networks has provided NGBs with opportunities for consultation/focus groups, to access direct feedback from BME third sector organisations and tailor the delivery of specific projects to engage with BME communities.

This brokerage role works both ways enabling Sporting Equals to encourage and support BME groups to work with mainstream sports providers wherever possible. As an organisation we have engaged key influential people from within specific communities, from faith and community leaders, business leaders to youth workers. Ensuring our influence sphere and message delivery has the best opportunity to reach as many people in BME communities as possible.

In order to deliver the Sport England strategy, Sporting Equals have supported NGBs and Sports Bodies to increase their knowledge base and understanding in order to enhance their engagement with BME communities. This has been particularly relevant as many of our partners have undergone staffing restructures and have recruited new employees.

Sporting Equals delivered training and workshops to the following organisations during 2010.



## Sporting Equals Age UK

Sporting Equals were appointed by Age UK to become a National Partner to deliver their Fit As A Fiddle project in 2009.

The mass engagement programme aims to champion physical activity and well-being for older people. Sporting Equals are delivering the faith and community strand.

During 2010, desktop and field research was completed informing the development of a training model to benefit community and faith organisations by empowering a network of volunteers to work with older people from BME communities. The aim is to change behaviour by providing education on the benefits of healthy eating, physical activity and overall mental well-being.



Faith Cascade Training at the Nishkam Sikh Centre

After the successful pre regional pilot with the African Caribbean Elderly Centre (ACE) in Birmingham, regional pilots have continued with organisations as diverse as the Rugby Warwickshire Chinese Society and the Nishkam Sikh Centre.

Users of these community centres have taken part in activities such as Mah-jong (board game), Tai Chi, Line Dancing and healthy eating cookery classes.

Sporting Equals are working with 41 organisations across the nine regions to deliver this model to their volunteers and in addition will be delivering large numbers of health and well-being road shows targeted specifically at BME older individuals. The project in the coming year will train over 300 volunteers, and reach over 5,000 people.



LOTTERY FUNDED



Volunteers from the Rugby Warwickshire Chinese Society

## Sporting Equals New Additions

It has been a successful year for Sporting Equals which has seen a number of high profile individuals join the team. They are working with us in various ways, as role models and raising awareness of our agenda, assisting political engagement and lobbying or providing specialist operational expertise as Special Advisors.



Shahid Azeem

### Special Advisors

Shahid Azeem is an award winning British Pakistani entrepreneur, philanthropist and successful businessman. The non-executive director of Aldershot Town F.C. agreed to become Sporting Equals Special Advisor for Commercial/Business Development. His strategic vision, experience and networks will be a great asset to Sporting Equals going forward.

## AMBASSADORS

Sporting Equals Ambassadors are high profile talented sporting personalities who have a positive impact on increasing BME participation in sport and physical activity.

### Mark Wood

Mark Wood is a polar explorer and adventurer and has trained people for polar and mountain expeditions including the Himalayas and the wilds of Alaska. Mark shares his experiences and inspires young people in schools and universities and has established the Global Schools Project. He is preparing for a global first, a North South solo expedition, an unaided journey to both ends of the world.



Serge Betsen

### Serge Betsen

Serge Betsen is an international Rugby Union player who was capped 63 times for France and currently plays for London Wasps. Serge founded the Serge Betsen Academy in Cameroon to help young people through sport, education and health.



Rajiv Ouseph

### Rajiv Ouseph

Rajiv Ouseph was recognised by the British Olympic Association for his outstanding Badminton achievements during 2010, and was named as one of their Athletes of the Year. He won the domestic title for the third year in a row, a European Bronze medal, the US Open title and Commonwealth Silver and Bronze medals.

### Isa Guha

An England Women's Cricket international, Isa Guha won the British Asian Sports Personality of the Year in 2010. Isa wants to see greater female involvement in sport, including greater participation from South Asian communities. She acts as a role model combining international cricket, captaining her club side Berkshire Women with studying for a part-time PhD in Neuroscience.



Maggie Alphonsi

### Maggie Alphonsi

An England Women's Rugby international since 2003, Maggie Alphonsi contributed significantly both on and off the field to the success of the 2010 IRB Women's Rugby World Cup in England, bringing new male and female audiences to her sport. She was voted the Sunday Times Sportswoman of the Year 2010 and has been recognised by experts from the men's game by becoming the first female winner of the Rugby Writers' Award, beating some illustrious elite sportsmen from the world game in the process. Modest about her own achievements, Maggie wants to inspire greater female participation from all communities in sport.



Mary Macleod MP

### Mary Macleod MP

Mary Macleod MP for Brentford and Isleworth has joined the team through Sport England's Parliamentary Fellowship Scheme.

She will raise Sporting Equals' agenda in Parliament with a focus on SE Leaderboard, health inequalities and physical activity.



Mark Wood



Arun Kang, Isa Guha and David Mbaziira at the British Asian Sports Awards 2010

## Sporting Equals Future Champions

The Sporting Equals Future Champions programme was launched to identify and support tomorrow's sports stars.

Research into the barriers regarding young people from BME backgrounds and sport, identified that there was a visible lack of role models for this audience.

Sporting Equals Future Champions are young people who are looking to fulfil their potential at elite level, at future Olympics or on an equivalent stage at World Championship or World Cup level.

We also recognise the trailblazers, young people who are making an impact in those sports that have not historically enjoyed participation from BME individuals.

The Future Champions programme creates valuable role models for their peer group, helping to open up a world of opportunities and positive experiences, with widespread benefits for social inclusion and personal well-being.



Heidi Baek



Harvinder Bhandal



Ashpal Bhogal

For NGBs the Future Champions programme can be a significant part of promoting their sport as being inclusive. The programme offers an opportunity to develop the profile of individuals and their sport across all our channels, including events covering the areas of sport, fitness and healthy living.

### Ashpal Bhogal

The 15 year old became the first British Asian female to be selected at any level to represent England Hockey when she made her debut for the U16s at the Volvo 4-Nations Tournament in Holland. The next target is to retain her place in the national squad, with the long term aim of making the Olympics in 2016.

## Sporting Equals Talent id

During 2010 Sporting Equals developed a mass participation model that can engage and attract local communities not involved with local sports clubs, and within the current pathway structure. At the same time the model also brings young people and their local teams to the attention of mainstream clubs.

Following on from a successful pilot with Tottenham Hotspur F.C. in 2009, the talent id model was developed to be; the first stage of a long term community engagement approach; transferable across different sports; provide opportunities to generate qualitative feedback from parents and guardians regarding their attitudes to sport and physical activity, to promote volunteering and existing local sport provision.

We established a partnership with QPR F.C. and QPR in the Community Trust to build their connections with local communities, through a talent id programme targeted at diverse and disengaged groups.

The talent id programme engaged 120 young boys aged 8-12 across three open sessions including representation from all sectors of the local community through young people from Indian, Pakistani, White, African, Caribbean and Arabic families. 150 adults who had accompanied the boys were exposed to the benefits of being involved in sport. This led to a number of enquiries from parents about formalising their volunteering in sport through training.

*"Our partnership is a strategy to make QPR as a club and a community trust as relevant as possible to the communities that surround Loftus Road and the wider reach of West and North West London."*

**Andy Evans, CEO QPR in the Community Trust**

The project was heralded as a huge success by QPR. F.C. Media coverage of the talent id programme included BBC Breakfast, BBC Radio 5 Live, BBC Asian Network, Sunrise Radio and the Eastern Eye Newspaper.

There has also been interest in the talent id model from a number of professional football clubs, including West Bromwich Albion F.C., Charlton Athletic Community Trust, Brentford F.C. and Bradford City F.C.



The final 19 boys selected to attend the QPR FC. Centre of Excellence



Sporting Equals launched SE Leaderboard at the Leaders' Symposium in November which presented the business case for diversity. The event at Twickenham Stadium brought together Chairs, CEOs and senior decision makers from NGBs including the FA, ECB, British Rowing and the Lawn Tennis Association together with policy makers and outstanding BME leaders. In total there was representation from 28 NGBs.

Leading experts and senior figures, including Hugh Robertson MP, Minister for Sport & The Olympics; Rene Carayol MBE, Business Guru; Jennie Price, Chief Executive of Sport England; Brendon Batson MBE, Chair Sporting Equals; and Densign White, Chair British Judo addressed the delegates, discussing sport and diversity.

Delegates were consulted and asked to provide practical ideas during six workshop sessions for the SE Leaderboard development programme designed to generate



Brendon Batson, Hugh Robertson MP, Minister for Sport & The Olympics and Arun Kang

*"There are elements of the way that governance in sport is run in this country that frankly lag behind where they should be and lag behind British society as a whole."*

Hugh Robertson, MP, Minister for Sport speaking at SE Leaderboard

wider senior BME involvement in NGBs and authorities.

Sporting Equals will lead on a partnership that will include NGBs, UK Sport, Women's Sport and Fitness Foundation and English Federation of Disability Sport to take this agenda forward and enhance business performance through increased diversity. 33 out of the 46 NGBs have

indicated their interest in the programme going forward.

Sporting Equals also unveiled the 'Who's on Board? - Evaluating Diversity in Sports Leadership' report at the Leaders' Symposium.

For the first time 'Who's on Board?' painted a picture of sports leadership based on a detailed survey of the NGBs in the UK from

which BME faces are surprisingly absent. The results confirm that 3 out of 39 Chief Executives are from BME backgrounds, for Boccia, England Basketball\* and British Triathlon respectively. Only one NGB has a Chair from a BME background (British Judo) and out of 375 board members only seven (2%) are from BME groups.

*\*The term BME includes everyone other than those of 'White British' backgrounds.*

The summary report and its findings can be downloaded from the Sporting Equals website. [http://www.sportingequals.org.uk/about\\_publications.php](http://www.sportingequals.org.uk/about_publications.php)



Jennie Price



Densign White



David Mbaziira, Di Ellis and Sarah Treseder



One of the six Workshops



David Murley and Beverley Mason



Richard Callicott



Paul Elliott



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