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## Welcome from the Chair

### *First Who... Then What*

Great organisations, according to Jim Collins' book "Good to Great" set the foundations for their success by first getting the right people on the bus. It has been a successful year at Sporting Equals since Chief Executive Arun Kang came on board, with more great people getting involved in our cause. You can read about some of our trustees and ambassadors in this newsletter. Having also worked on the what, in the form of our new Business Plan, some essential new staff recruitment has been completed to ensure we deliver it.

I'd like to thank our whole team for their focus on our clear mission to promote inclusion and diversity across the sport and physical activity sectors and drive higher participation by black and minority ethnic communities. We know we can only do that by working in true partnership with the sports councils, national governing bodies and community organisations across the UK and look forward to playing our part in helping you to achieve your goals.

Thank you for taking the time to read this newsletter and best wishes in your sporting endeavours.



## Sporting Equals Best Practice Project

In July this year we asked BME sports organisations to submit examples of good practice so we could showcase projects which have made a real impact on the lives of BME communities.

We are pleased to announce Coventry Sporting Futures achieved the top ranking. Rashid Bhayat, Sporting Futures Manager comments, 'I am extremely pleased that our project has been given this rating, our work around using sport in both a divisionary and developmental capacity has made a significant impact on the lives of young people and our communities.'

The framework for assessment will continue to be developed and other organisations are encouraged to submit projects for next year's assessment. There will be best practice awards available for the top ranking projects.

Further details are available in the Resources section of our website.

## Sporting Equals welcomes Paul Elliott MBE as ambassador

We are delighted that former Premiership footballer, Paul Elliott has joined us as an ambassador. Since his retirement from professional football, Paul has been busy furthering equality in sport through his advisory work on the boards of the Football Association and the Equality and Human Rights Commission to name a few. Paul has taken some time out to tell us about his experiences in football, his greatest moments and what he's up to now.....

### How did you get into football?

I naturally engaged with sport as I come from a family who have always connected with physical activity. My mother was a natural athlete at school and my father also enjoyed playing cricket. That sporting gene was evident in my brothers and sisters, and now our respective children.

### What barriers did you face?

Growing up I never had any particular barriers that were restrictive. The only real disappointment I recall was waiting for my two elder brothers to outgrow their football boots so I could wear them as money was in short supply and coming from a large working class family I had to be patient. Usually by the time my older brothers grew out of the boots I was still excited to receive them.

When I became a professional player the real barriers were the racial abuse I received from the terraces and at the worst extreme, from a minority of my fellow professional players. This was in the late 1970s and was still evident in the 80s and 90s. Over the last 15 years there has been some fantastic work done within the game to eradicate racism which has been very successful.

### Is there anything you would change about football?

Football is the most popular sport in the world. In the UK we are generally regarded as the motherland of world football. It is important that everyone has equal opportunity to be included in the sport and not be excluded. It is also important that the structures of football e.g. boards, councils, and committees are reflected by more visual representation from BME groups, women and disability, as this is reflective of society.

### What have you been doing since you retired from football?

I'm very busy - I sit on various boards, the FA and EHRC to name a few, plus charities I support. I still manage to try and do a bit of summarising for football too. All my work is around anti-racism, and equality of opportunity, which includes young and disabled people too.

### What have been the highlights of your career?

The highlights were representing my country at various levels in my career, also living and playing in Italy, and receiving an MBE and meeting the Queen.

### What has sport done for you?

Sport has made me. It gave me a chance to make a living out of something I really enjoyed doing and would have done in any event if I wasn't good enough to be a professional. It gave me respect and discipline of my body and mind.

### What benefits have you received from sport?

I have received many - the platform to make a difference to people's lives, security for my family, recognition for my work in anti-racism, an opportunity to try to leave a legacy of equality of opportunity for all.



Paul Elliott collecting his MBE in 2003

## Making the breakthrough: BME Football Partnership with Tottenham Hotspur F.C



A Sporting Equals project is looking to provide football opportunities for talented Asian boys. The catalyst for the initiative was the current lack of representation of players and volunteers from Asian backgrounds within the game. The project culminated with a trial at the Tottenham Hotspur Academy.

### The squad: identifying talent

From the initial applicants, 62 were short-listed on the basis of agreed selection criteria. All the boys then went through a rigorous assessment session by the coaching team, which included two UEFA B coaches, led by Junior Lawrence. 26 boys then attended three weeks of training & development sessions. From this, the final squad of 16 was only

picked the week before the trial. They won their 'warm up' match (against an experienced 18/19 year old junior league side) comfortably, 4-0.

### The test: a trial with the Tottenham Hotspur Academy

The session kicked off with a demanding series of skill trials during which the visitors were paired up with Tottenham Hotspur Academy players.

Chris Ramsey, Assistant Academy Manager and Head of Player Development, was watching carefully: "You're looking closely at the skills, the way they address the ball, the way they control the ball, are they dominant on one foot?" A series of short 4-a-side games (with teams made up of a mix of Academy players and visitors) and then two 8-a-side games provided a test of pace, fitness, awareness and commitment.

By the end of a gruelling session, Chris Ramsey had seen enough to invite back not just one but four of the Sporting Equals selection. "I was

very impressed," acknowledged Ramsey. "Especially given that you've just had these lads for six weeks. Of 16 good players, there were probably nine with an edge, and four I definitely want to see again."

Arun Kang, Chief Executive of Sporting Equals, said "This isn't the end, this is just the start of a brilliant journey, we haven't just done this project to gain any brownie points or for tokenism. It's about showing there is talent in the Asian community and also to open a few doors for them. But it's up to the boys to keep going, not let rejection get them down and follow their dream."

### The legacy: a genuine partnership

For the Tottenham Hotspur development team, the programme has opened up another channel through which talented youngsters can be identified early. The club is keen to see the programme extended to the 8-10 year olds, and ensure that there are at least three more visits from Sporting Equals before the end of the season.



The Sporting Equals team with the members of the Spurs Academy

## Will Calvert gets on his bike for Sporting Equals



Will begins his epic journey at John O'Groats

*“Actually cycling from John O'Groats to Lands End in itself is pretty straight forward - but what was unique were the sporting connections along the way that I wanted to make”*

Trustee Will Calvert cycled 1,000 miles from John O'Groats to Lands End for Sporting Equals in July. The journey took 11 days and included 11 visits to sports clubs and organisations - from Wick Academy FC to Cornish Pirates Rugby team.

*“I wanted to visit the two most remote senior clubs on the UK mainland” explained Will. “For instance Wick, a few miles from John O'Groats, are on a limb from their Highland League rivals, while Cornish Pirates have even longer trips to play National League One rugby. In both cases it makes for tight-knit clubs... who just get used to spending time together on coaches.”*

*“Actually cycling from John O'Groats to Lands End in itself is pretty straight forward - but what was unique were the sporting connections along the way that I wanted to make. For example visiting Bodies in Motion at Brierfield in East Lancashire meant a significant detour up into the Pennines.” said Will. “They were one of the projects supported by our DCMS Sports for Communities project - so I wanted to see how they've developed*



The Bodies in Motion Team

*since then. I learned that, while their core programme is difficult to sustain commercially, they are just about finding enough funding to do so, and are pushing into new activities, like kick-boxing, skiing and football to reach further into the community, providing these are self-funding. They're well-managed and having to look innovatively at ways to survive and grow.”*

Will also called at the Manchester Velodrome to visit British Cycling, which is a key partner for Sporting Equals. “Chief Executive Ian Drake was clear about their push to drive grassroots participation and was up to speed with the work that Sporting Equals is doing with them to support that.”

You can read more about Will's trip, at his blog on our website at

<http://www.sportingequals.org.uk/events/bike-blog>

Will has raised over £1,000 for Sporting Equals. The money raised will fund the Sporting Equals Best Practice Award, outlined on the first page of this newsletter!



Will at the finish line - Lands End

## World Cup Winner, Yuvraj Singh, to bat for Sporting Equals



We are proud to announce that India Cricketing star, Yuvraj Singh, has become an Ambassador for Sporting Equals.

*“I jumped at the opportunity to become an Ambassador for Sporting Equals because I am keen to see a greater uptake of and involvement in sport by children and adults,” said Yuvraj, speaking at the Masters Cricket tournament in London, which Sporting Equals supported.*

*“I see part of my role as an Ambassador being to particularly encourage more sporting activity among Asian communities, who are underrepresented at all levels, and I shall share that message with everyone who follows cricket.”*

*“I love this sport and am fortunate to play it full time. It's a game which simply requires a bat and ball and enthusiasm and can be played practically anywhere by anyone, from a park to a beach and anywhere in between. If, during my time as an Ambassador, I can encourage those who follow the game to play as well, I will consider my time well spent. Who knows, I may even be responsible for starting the career of a future cricket captain!”*

Arun Kang, CEO, said “I am delighted to welcome Yuvraj as an Ambassador for us, because he is a talented cricketer, looked up to by countless fans, many of whom want to try and emulate his achievements. Not everyone can be a gifted sportsperson, but there are countless careers linked to sport beyond playing, including club accountants, lawyers, doctors, physiotherapists, administrators and sports journalists, commentators, pundits and event organisers and planners.

“I hope that Yuvraj's role with us will prompt people from all backgrounds and communities to play their part in sport and physical activity, either on the field or behind the scenes.”

## We're pleased to announce the appointment of three new members of the Sporting Equals team.

### Head of Marketing and Communications - David Mbaziira

David is a senior marketing professional with over 13 years commercial experience covering both public & private sectors. David has a passion for sport and the important role it can play in communities.



### Head of Administration - Rae Arnold

Rae has worked in a variety of administration roles for the past 13 years. She has a good background in equality, having recently joined us from Warwickshire Race Equality Partnership where she was Support Manager.



### Sports Consultant - Cliff Simms

Cliff has extensive knowledge of sports and community development, having previous experience of working within a county sports partnership and a professional sports club. Cliff's passion for all sports, diversity and inclusion further embed his commitment to the vision of Sporting Equals.



## Sporting Equals Trustee recruited to 2018 World Cup Inclusivity Committee

We're thrilled to announce that Sporting Equals Trustee, Lorraine Deschamps has been appointed to the World Cup 2018 Bid Inclusivity Advisory Group.

In addition, our Ambassador, Paul Elliott, has been appointed as Chair of the Inclusivity Advisory Group, and is also a non-executive Board member of the World Cup 2018 Bid.

The remit of the Inclusivity Advisory Group is to advise the England 2018 Bid Team on all aspects of

inclusivity, and to ensure that England's bid builds on football's positive record of inclusion and demonstrates a commitment to celebrating diversity and promoting inclusivity.

Lorraine has been a Trustee of Sporting Equals since its incorporation as an independent company in June 2006. Lorraine is a huge football fan, and one of only a handful of female referees. She is a Level 5 referee (Senior County level), and FA Licensed Referee instructor, officiating regularly in Men's semi-professional football and in the Women's Premier League. Lorraine said "My own view is that whilst it is a wonderful thing to bring a World Cup to England on the back of "diversity", I am mostly

interested in leaving a lasting legacy of inclusivity - at community level - for the diverse people of this country who currently enjoy, and are yet to enjoy the beautiful sport of football. If in some small way I can help bring that about, I will be pleased to have been part of the team that facilitated that legacy"



Lorraine Deschamps

## Sporting Equals launch BME Older People Fit and Active Project

Funded by the National Lottery, the Age UK Fit as a Fiddle programme offers a catalyst to empower older people to live more healthy, active and fulfilling lives with the support of their peers and communities.

Sporting Equals has been appointed National Partner to help deliver this programme as part of Fit as a Fiddle faith and community strand.

This will involve building the capacity of volunteers and organisations to support older people in community and faith based settings, ensure agencies are responsive to cultural and religious

sensitivities while maintaining a focus on physical activity, nutrition and mental wellbeing.

The project will involve free training delivered by Sporting Equals to community based organisations and volunteers to enable them to work with BME older people to become fit and active. The project will be delivered in three phases and the initial pilot

will commence February 2010.

If you are a BME organisation interested in getting BME older people more physically active or want to take part in the project as a volunteer please contact Shaheen Bi, Research, Advice, Information and Support Manager, on 0121 777 1375 or email [shbi@sportingequals.org.uk](mailto:shbi@sportingequals.org.uk)



## Rugby League working to increase BME participation

As the National Governing Body for Rugby League, the RFL is committed to ensuring that discrimination in sport is tackled, barriers identified and overcome, and current inequalities in participation across the game are addressed. Rugby League believes passionately that rugby is a game for everyone to enjoy equally!

Rugby League is proud to have many firsts in terms of BME achievement; In 1937 Jimmy Cumberbatch became the first black player to be selected for England and in 1972 Clive Sullivan became the first black captain of a major British sports team, leading the British side to victory in that year's World Cup Final. In 1994 Ellery Hanley became the Great Britain Rugby League national coach, the first black person to coach a major British national sports side. Despite these achievements the RFL recognises that there is still much to be done and as such has developed a range of strategies and action plans to ensure the game is fully inclusive.

Sporting Equals has provided the RFL with invaluable information on the local demographics, as well as information for BME organisations in specific areas, enabling them to reach BME and faith communities in target areas. The RFL are currently working with a

number of clubs based in areas with significant BME communities and establishing steering groups to drive forward the inclusion projects.

### Case study - Bradford

The RFL has established an important partnership between RFL, Bradford Bulls, Bradford Service area, the Khidmat Centre, Bradford, Bradford Council of Mosques, local schools partnerships, as well as local business people and Councillors. A proactive steering group has been meeting regularly over the last few months.

It enabled some local group members, also lifetime residents of Bradford, to visit the Bradford Bulls stadium for the very first time.

### New developments

Regular coaching for young people at the Khidmat centre began in October.

A local Amateur rugby club, will be training once a week at the Khidmat, bringing rugby into the heart of the local community. They are also developing a strategy and action plan for further development over the coming year.



Representatives of the Bradford Bulls and Khidmat centre

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## Volunteers achieve their goals at Sporting Equals



*Harpreet (left) and Pinki (right)*

Following the successful placement of three students at Sporting Equals last summer, we have launched a volunteer scheme on an ongoing basis. Our summer placement students, Pinki Flora (Research Assistant), Harpreet Bhopari (Marketing Assistant) and Nealda Mohammad Yusof (Policy Assistant) made a positive contribution to the work of Sporting Equals very quickly and gained some valuable work experience. In the present economic climate, good quality experience in the workplace is increasingly important to give applicants the edge in an extremely competitive job market.

Pinki said: "Throughout my placement I have been involved in conducting research, pulling together statistical data and presenting information in a variety of formats. I particularly enjoyed the RFL project which involved research into the distribution of BME communities geographically and the Best Practice Project which involved the designing and distribution of a form and liaison with organisations to identify good practice projects. The experience that I have gained at Sporting Equals has enabled me to put all my skills and theory into practice and has been invaluable in developing my learning in a work environment."

Harpreet added "Whilst on my placement I was involved in a number of projects and tasks including writing up press releases for company events which were later published on the company website. I also gained experience of using the website management programme and have been involved with uploading news stories,

events such as trustee Will Calvert's charity bike ride, photos, job vacancies and ensuring the website reflected the latest news."

Nealda said "For me, working with Sporting Equals has been an eye-opening experience. I am honoured to have worked with a team who is passionate about tackling racial discrimination issues in sport. The team consists of people with the courage to face the realities of racism and take it in their stride and perspective to champion a resolution."

The Sporting Equals team would like to thank Harpreet, Nealda and Pinki for their hard work and dedication during their summer placements.

### Volunteer for Sporting Equals

We are looking for talented and enthusiastic individuals to work as volunteers within our friendly organisation. We need people who are passionate about sport and equality; have drive and determination; are adaptable and love working as part of a team.

In return, we offer genuine opportunities to develop your skills in your chosen field, with support from our senior management team. The projects you will be involved in will be innovative, and you will be encouraged to contribute your ideas to the future development of Sporting Equals. Currently, we are looking for volunteers in the areas of:

- Research
- Policy
- Marketing and Communications
- Community engagement

The roles are unpaid, but we reimburse travelling expenses.

For more information, please contact Rae Arnold on 0121 777 1375 or email [rarnold@sportingequals.org.uk](mailto:rarnold@sportingequals.org.uk)