

Sporting equals

Promoting ethnic diversity
across sport & physical activity

2008

Sport for Communities Report



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Sporting Equals – Our role

Set up in 1988 by Sport England, and previously in partnership with the Commission for Racial Equality, Sporting Equals is at the forefront of promoting race equality in sport and physical activity in Britain.

We inform, influence and inspire, in order to create a society in which black and minority ethnic minority (BME) communities can influence and participate in all levels of sport.

Our objectives are to:

- To raise awareness and understanding of the needs of BME communities within the sports and health sector in order to change attitudes and increase participation in sport and physical activity.
- To empower individuals and communities to play a part in this change and achieve their full potential through playing sport and being active.
- To advise and support policy makers and delivery bodies to be inclusive.

We want to reach out to people from all ethnic groups and backgrounds if we are going to succeed in our drive to get the whole nation active through sport.

“Sport has the power to unite people in a way little else can.

Sport can create hope where there was only despair. It breaks down racial barriers. It laughs in the face of discrimination.

Sport speaks to people in a language they can understand.”

Nelson Mandela

Welcome from the Chief Executive of Sporting Equals – Arun Kang

This is an exciting and important time for Sporting Equals.

The BME, migrant and refugee populations in the UK is growing and changing and this will continue to present new challenges. The Olympics and Paralympics 2012, coupled with rising obesity levels, have led to unprecedented levels of political and public awareness of sport and physical activity.

We want to see more people from BME backgrounds playing, participating, volunteering and employed in sport and physical activity. We want to see a sporting establishment that is not only welcoming, but encouraging BME minorities into sports halls, pools, fields and community centres. We want to see diversity not just recognised but celebrated.

This document outlines the impact the sport for community projects has had. The project linked the ethnic minority voluntary sector to the sports delivery system and wider voluntary sector.

We detail some projects that have made a real difference through case studies and discuss key learning.



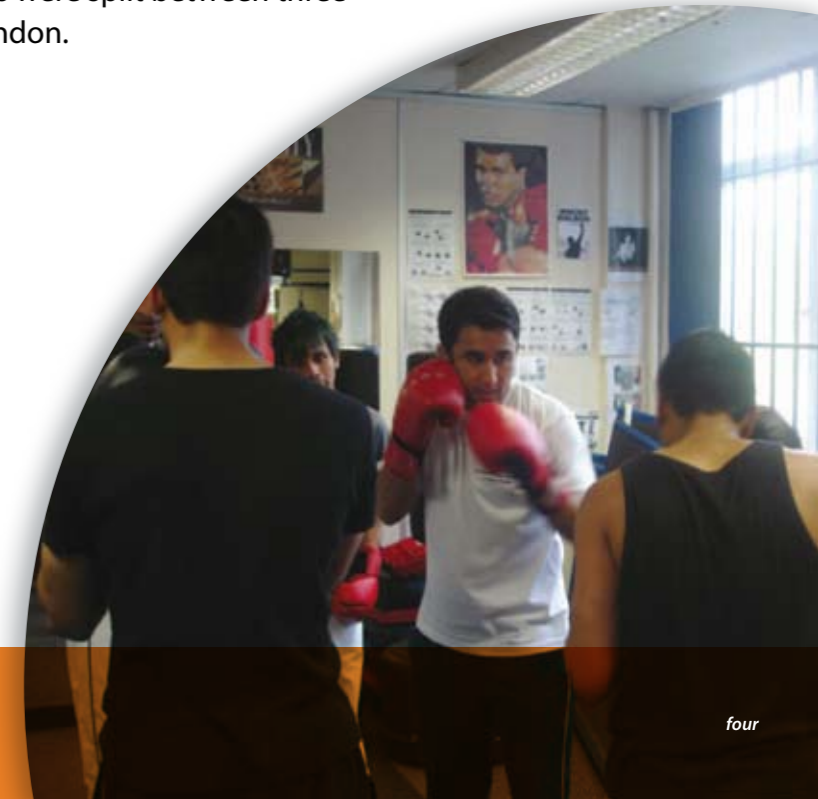
Background to Sport for Communities

Sport for communities was a national project backed by £2 million from the Treasury and supported by DCMS. It awarded grants of up to £50,000 to community projects in deprived inner-city areas, working towards the government's vision of increasing participation and employment opportunities in sport, and promoting social inclusion and community cohesion for ethnic minorities, migrant and refugee communities.

The significance of the need for funding was overwhelming. Sporting equals received applications totalling £11 million, from over 300 community groups, dispelling the myth that ethnic minority communities are not willing to engage with government initiatives.

In total 50 projects were supported, and generated over £1 million in match funding.

The initial choice of projects has provided national spread and a reasonable size of grants ensuring good value for money. Projects were split between three key regions including, North, Midlands and London.



The main objectives of sport for communities;

- To work with priority communities to identify and understand the barriers to their participation and employment in sport.
- To engage and empower our priority communities to develop innovative solutions, and provide opportunities through which they could influence sports policy and practice.
- To work with the delivery system for sport to inform, support and share good practice.

These objectives were in part about the approach each project took to engaging with priority communities as well as outcomes attached to Key Performance Indicators (KPIs) which included participation in sport, engagement, training, gaining qualifications, being employed and being represented at all levels in the sport and physical activity sector.



Case Study 1 - Access to Sport

Access to Sport project is a community led sports development project operating in the North London boroughs of Islington, Haringey and Hackney. The project is designed to increase participation and provide quality sports provision for underrepresented groups. The project is based on a partnership approach between a broad range of agencies including local community organisations, such as sports clubs, tenants associations and voluntary youth groups, local and national organisations and statutory partners such as local authorities.

They have developed accredited training for local people enabling them to become involved in sports coaching and a range of accessible and affordable sports activities for young people. Much of the work is organised by local groups who develop and deliver sports activities in local venues, notably housing estates, parks and other open spaces and provide support and assistance to local sports organisations and voluntary groups interested in sports.

The funding from Sporting Equals has helped to fund a Project Co-ordinator by working in partnership and helping groups to increase sports participation of priority groups in sports and physical activities and coaching in order to develop their sports development potential.

The project provides a programme of accredited sport award courses including: football, basketball, cricket, athletics, netball, sports leadership courses and multi



“They have developed accredited training for local people enabling them to become involved in sports coaching and a range of accessible and affordable sports activities for young people.”

skills programmes. 130 people from ethnic minority communities have taken part in the 198 training coach education programmes.

They have been given advice and support in gaining sports coaching experience through networking with other sports clubs and assisted other coaches, which has helped to increase the coaching capacity for the clubs.

Case Study 2 - Sky Partnership Project

Sky Partnership works with over 1000 young people from Hackney aged 10-25 years, providing opportunities for personal growth through innovative youth-centred services. Sky Partnership have a Youth Sports Programme which includes estate-based coaching session called Teenage Kicks, an annual five-a-side football tournament which regularly engages 500 players and 100 young volunteers who take on roles such as stewards, caterers, Team Managers, coaches and administrative assistants.

Some of the events and activities that are organised include Sports Coaching Level One Course in either football or basketball and a midnight football league.

Sky Partnership will be recruiting 5 Event Managers which will gain experience in events management, 12 young people from Hackney, aged between 16 and 25 years of age has shown interest in the programme.

They are in the process of recruiting 10 young people from Hackney to become film makers and film the event managers organizing Teenage Kicks and several other events. Four young people have a work placement for two weeks at Sky Partnership and will be expecting another 3 to 4 young people over the next couple of months.



Case Study 3 - Brentford FC Community Sports Trust

Brentford FC Community Sports Trust is a project delivered in partnership with London United Basketball Club. The project is working closely with The Somali Family Learning and Regeneration organisation working with Somali young people who live on the Havelock Estate in Southall.

The Sports for Communities funding has helped to lever in additional funding from the Local Network Fund and the Football Foundation Junior Kit Scheme.

The funding has supported young people to achieve Level 1 Basketball Coach Assistant Award, Table Tennis Umpires Award and the Junior Sport Leaders Award (JSLA). Staff from Villiers High School has encouraged young people who have achieved these awards to assist on sport events at school and have used some of the modules from the JSLA for integrating into PE lessons.

Case Study 4 - Bodies in Motion

Sport for Communities is providing resources to support the development of **Bodies in Motion** – a fitness centre in Brierfield, a ward in Pendle, North East Lancashire.



The ward is one of the most deprived in the county, with poor quality housing, poor GCSE results, high juvenile crime and anti-social behaviour rates, and high levels of heart disease and diabetes. Not only does the centre aim to improve the health of the local community, but also provide cohesion, giving young people a focus.

Sport for Communities has transformed the centre, and the community. Bodies in Motion has gained the trust of the local community, and got hundreds of people off their sofas and into sport. The centre received over 13,000 visits last year, the majority from the BME community. The grant has also paid for ten members to complete the YMCA L2 Fitness Instructor programme, with four already qualified and two employed at Bodies in Motion.

19 year old Raza Khalid is a case in point. Before joining Bodies in Motion, he weighed in at 14.5 stone, describing himself as "lazy and inactive". Eighteen months on, Raza has lost two stone and put himself forward for the fitness instructor programme. He looks set to be one of the first to graduate and Bodies is hoping to offer him sessional employment once he completes.



Key Outcomes

Some of the key outcomes of the project were:-

To raise awareness and understanding within the sports delivery system in order to change attitudes and increase participation, volunteering and employment.

'Tahir Khawaja joined the organisation for training in fitness instruction. He is still working towards his qualification. Since joining he has lost more than 4 stone and feels much fitter and healthier. He moved on to be a volunteer and is now a paid member of staff. He has formed excellent relationships with other members and staff and has gained immense confidence in the process.'

To empower individuals and communities to play a part in this change and achieve their full potential through sport.

'18 year old Paul did not think he would have any interest in non mainstream sports, such as caving, kayaking and rock climbing, but found he enjoyed every new sport he tried and managed to link to access courses and training. Paul has obtained his CSLA qualification and now coaches football for people aged 6-16 in his local community and is encouraging young people to obtain qualifications.'

To develop skills, qualifications and experience amongst participants.

'Joe was an active football coach with no real aspiration for himself. With support



"I thought the local swimming pool was for the local population, not me! That has changed since I joined the swimming programme run by the Refugee Advice Group every Monday."

Mrs Roda Guled,
Refugee Advice Group Project,
Birmingham

from the project manager, Joe accessed Level 1 & 2 Football coaching courses and is now an FA Accredited tutor. His new found confidence allowed him to have an active involvement within the community both as a coach and as a volunteer. Joe was recently nominated as a 'Champion for Sport', and this role as well as his strong community links has seen Joe recently elected as a councillor and Cabinet member for the City Council with a portfolio for Sport, Leisure and Arts'.

To challenge and support sports leaders to achieve change.

'Kyle from Oldham is one of the very few young role models from an ethnic minority background to emerge through Rugby League to play at a high standard. Kyle was selected for the regional and national camps and also played for the Lancashire County squads and selected for England to play U17's and U18s against Australia. Oldham encourages children and young people from all back grounds to take part in sport from an early age, which brings people from different communities together and breaks down social barriers'.

To build self confidence from within communities.

'The project worker did door to door outreach, poster dropping and conversing with the members of the community. Through this process projects were able to reach those very hard to reach groups, such as the single isolated mothers, women who do not play an active part in the decision making process of their household, women of little or no understanding of the English language, and women who had recently migrated to the UK for settlement. This allowed us to build their self confidence and get them integrated into sport. The impact of speaking to people face to face and discussing issues directly is missed out from poster and flier droppings and from advertising in local hot spots'.

To promote physical health and well being.



'Following the end of project evaluation the main reason people take part in sport, cited by 39.7% of respondents was to help them keep physically fit. Non sport-specific reasons were much less important e.g only 11.7% of people played

sport in order to meet new people and 3% because it gave them a sense of achievement. These statistics help to unpack why some people are motivated to participate in sport and suggest that while participation may have non sports-related outcome such as meeting those from different backgrounds, those non-sports outcomes are not key in attracting people to participate'.

To promote positive attitudes to sport and promote community cohesion amongst participants.

'Priority groups have been integrated into the local community. One participant said, 'apart from well-being, the project brings people from all backgrounds together. You have community cohesion. It creates friendship and you get to know your neighbours. A project leader said: 'you get a real mix of people here – asian caribbean, all races. It helps people to mix better.

Many projects which started aiming at one particular group actually widened to include other groups, such as a refugee football project which widened to include young people of all ages from the local area.

A related outcome suggested by both participants and project leaders was that the projects had taken young people off the streets and prevented them from getting involved in crime by creating a diversion, providing alternative social networks and promoting tolerance. Examples of the crime and disorder that had been prevented included; tension between people of different postcodes, estate and ethnic backgrounds, drug dealing, drug taking and general antisocial behaviour'.

Overall the project was able to successfully deliver a range of impacts, long and short term. This includes where people have gained new skills, new aspirations or career paths. Particular areas of strength include self confidence, physical health and well being, attitudes to sport and promoting community cohesion.



Key Learning & Framework for Future Planning

- Future projects need to focus on the pathway between grassroots organisation and national bodies. The approach needs to be both bottom up and top down and provide a clear pathway throughout incorporating both NGBs and the grassroots organisations. There needs to be a mutually understood role for organisations, such as National Governing Bodies in the project and clarity of objectives and purpose for all parties.

Pull together partner organisations and set up steering group to ensure the objectives of the project are understood and links are developed between grassroots organisations and the sport delivery system.

- The sports sector need to understand the cultural and wider social issues many communities face and deal with issues regarding barriers and perceptions between the community and the mainstream organisations.

Identify with steering group and community where barriers exist and work to address these issues. Ensure people are aware of the access points and develop appropriate signposting.

- A clear understanding of the overall infrastructure is required as well as establishment of how the project fits within it. This will help ensure that it is part of the joined up approach to achieving overall objectives.

Ensure adequate advice and training is given to those involved with the project to understand the delivery system and how their projects fits within in and how to link into access points.

- Project plans need to be well developed before projects are implemented, clearly identifying stakeholder and partnership approaches.

Ensure objectives are linked to key targets and milestones attached to timescales for delivery.

Ensure these targets link into the overall monitoring and evaluation.

- Systems and processes need to be fit for purpose.
Check for appropriate policies and procedures and ensure these are BME impact assessed.



- There is a need to ensure those delivering the projects at all levels have appropriate skills and support.
Ensure people who have been recruited for the project have the appropriate skills and are supported with training and development.
- Develop innovative ways of engaging different sections of the community.
Develop communications strategies to include door to door, direct engagement, use of female representatives within communities etc.
- Identify KPI and develop an innovate approach to reducing inequality which is linked to learning and advocacy at a structured level in sport.
A balance should be struck between delivering on targets and ensuring the overall objectives of the project are being met.

- Monitoring collection should be clear and simple to use.

Ensure any questionnaires are simple, easy to understand and are quick to fill in. Focus on a few key questions where you need data to avoid lengthy questionnaires.

- Assistance should be provided to help capacity build small projects to allow long term sustainability of projects to continue.

Develop long term planning and strategies for capacity building projects to develop long term thinking around future funding strategies.

- Successful examples of good practice should be documented to inform further work.

Ensure examples of good practice are forwarded to sporting equals to inform future work in this area.

“Preston is proud of its diverse community and provides a variety of sports activities for people from all backgrounds.

This demonstrates our commitment to using sport to bring local communities closer together.”

Clr Bill Tyson - Mayor of Preston

Thirty three projects funded through Sports for Communities

- One Nation Education, Recreation and Sports Institute
- Bromley by Bow
- YMCA
- GAIN
- A Sporting Chance
- Life Skills in Rugby Union
- Central Bristol Sporting Equals Training Project
- Regent College and Leicester City SSPS
- Fairbridge Fairplay
- Sikh Community and Youth Services Sports Project
- Slough Community Rowing Programme
- Bodies in Motion
- Youthwise in the Community
- BME Sport and Physical Activity Project
- Access to Sports
- Brentford FC Community Sports Trust
- Kongolese Centre for Information and Advice
- SKY Partnership Youth Sport Leadership Programme
- London Youth
- London Tigers
- Sporting Opportunities
- South Asian Women in Sport
- Sports Persian Cultural Association
- BME Sports Leadership Project
- Active BME
- Refugee Sport Integration
- NACRO
- Sports for Emerging Communities and Young Men
- Take the Plunge, Vietnamese Development Centre
- Sandwell Metropolitan BC
- CTC Inner City Programme
- Leicester YMCA
- East Midlands Sports for Communities



Sporting Equals

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