



**Sporting Equals**

Promoting ethnic diversity across sport & physical activity

Sporting Equals  
**2009**  
R e v i e w



## Introduction

It is my great pleasure to introduce this review of the work we have been doing in 2009. This report highlights some of the key projects, documents, campaigns and events that we have delivered this year, working either alone or with our partners.

Every one of the achievements highlighted here is a step in line with our vision to promote ethnic diversity across sport and physical activity.

Such a brief summary cannot do justice to the immense amount of hard work that goes on behind the scenes.

I would like to thank everyone associated with Sporting Equals, the Trustees, Ambassadors, Staff and Advisors who have supported me during this, my first year. I have been impressed by both the professionalism and commitment of the team. I would also like to thank the funding bodies, especially Sport England and our BME partner organisations across the country.

I believe we have now established our value as a resource for the National Governing Bodies of Sport and other sporting and physical activity agencies. This is especially important as we go into 2010, a general election year in which every penny of public funding will, quite rightly, have to be fought for.



**Arun Kang**  
Chief Executive Officer

Even more importantly, we have engaged more effectively with black and minority ethnic communities. We have made clear our ability to champion inclusion at every level of sport and physical activity, supporting BME aspirations to participate, volunteer and work in the sector.

Going forward, we are now well-placed to make the case for diversity in sport and physical activity, not just on the grounds of fairness and equality, but on the grounds of sporting performance, good business, health improvement and social inclusion. As 2012 approaches, we can play a key role in broadening the base from which UK sporting excellence can grow.

*New Vision: The Vision of Sporting Equals was amended to include the physical activity agenda as this can be the first route into sport for some black and minority ethnic people. We will also focus on faith as it overlaps with race and ethnicity and can have an affect on BME involvement in sport and physical activity.*

## Barriers to participation

Sporting Equals has identified the principal barriers to BME participation in sport and physical activity. They include barriers encountered in the environment, culture and institutional structures of sports venues and organisations, as well as socio-economic and attitudinal barriers located within the BME community.

We are now able to adopt a strategic approach to tackling these barriers more effectively, in partnership with a number of other agencies.



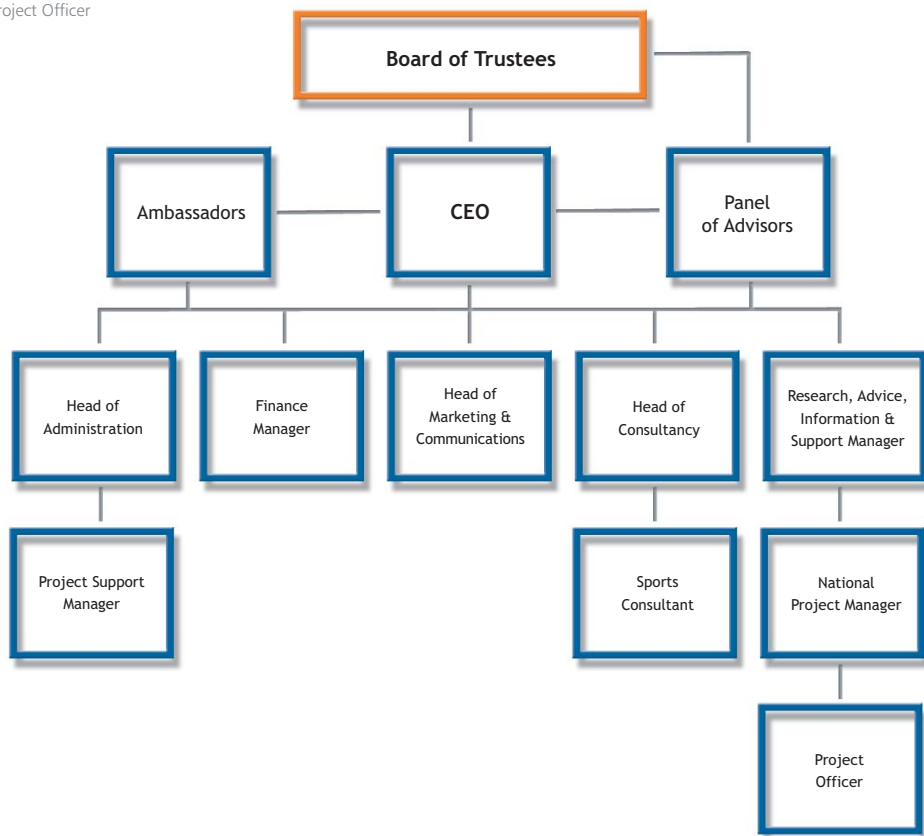
## Sporting Equals Core Functions



## Organisational Chart

The team has been expanded, with the following five new job roles created within the organisation:

- Head of Marketing and Communications
- Head of Administration
- Sports Consultant
- National Project Manager
- Project Officer



## Equality and Human Rights Training in Sport and Physical Activity

Sporting Equals received funding which delivered seven workshops in the following geographical areas:  
 North London, Birmingham, Nottingham, Bradford, Leeds, North West and the North East.

The workshops allowed attendees to access greater one to one support in action planning and more informal discussion around equality and human rights concerns. The feedback was very positive and a further eight workshops were conducted.

**EQUALITY & HUMAN RIGHTS IN SPORT and Physical Activity**

**FREE PRACTITIONER LED BRIEFING WORKSHOPS**  
 for individuals and organisations working in the field of Sport and Physical Activity promotion, development, governance, coaching and management.

These 3 hour workshops will identify the key issues for practitioners in meeting their requirement in equality and human rights in sport, identifying barriers to participation experienced by all equality strands and the development of tailored action plans for change. The workshops are **FREE** and the details below. Please note that a maximum of 40 places are available at each workshop so please book early to secure your place.

<b>West London:</b>	25/11/08 - 10am - 1pm	<b>Venue:</b> Hillingdon Athletics Stadium, Gating Way, Uxbridge, Middlesex UB8 1ES.
<b>South West:</b>	26/11/08 - 2pm - 5pm	<b>Venue:</b> Gloucestershire County Cricket Club, The County Ground, Nevil Rd, Bristol BS7 9EJ
<b>Central London:</b>	01/12/08 - 10am - 1pm	<b>Venue:</b> Southbank University, Keyworth Centre, Keyworth Street, London, SE1 6NJ
<b>Midlands:</b>	02/12/08 - 10am - 1pm	<b>Venue:</b> Lincoln Golf Centre, Moor Lane, Thorpe-On-The-Hill, Lincoln, LN6 9BW
<b>Yorkshire:</b>	03/12/08 - 10am - 1pm	<b>Venue:</b> English Institute of Sport - Sheffield (EISS), Coleridge Road, Sheffield, S9 5DA
<b>North West:</b>	05/12/08 - 10am - 1pm	<b>Venue:</b> The National Squash Centre, Sport City, Rowsley Street, City Stadium, Manchester, M11 3FF
<b>North East:</b>	11/12/08 - 10am - 1pm	<b>Venue:</b> The Parks Sports Centre, Howdon Road, Northshields, Tyne and Wear, NE29 6TL

**Bookings can be made by email to:** [lita@ottawaystrategic.co.uk](mailto:lita@ottawaystrategic.co.uk)  
 Confirmation of bookings and venue details will be provided by return.  
 For further information, please contact: Martin King at Ottaway Strategic Management on: 07985441304 or [martin@ottawaystrategic.co.uk](mailto:martin@ottawaystrategic.co.uk)

The workshops are supported with a **FREE GUIDE** - Equality and Human Rights in Sport and Physical Activity.  
 supported with funding from the EHRC

Logos: English Federation of University Sport, AGE Connect, Sporting Equals, Stonewall, Sporting Equals (Promoting ethnic diversity across sport & physical activity)

## Brand Ambassadors

Sporting Equals has engaged some key sporting personalities to become ambassadors for the organisation including the former Premiership Footballer Paul Elliott, India Test Cricketer Yuvraj Singh and the former England Netball Captain Amanda Newton. Their role is to promote sport to black and minority ethnic groups across the UK, who are under-represented in participation, volunteering and employment in the sector.



Paul Elliott with Arun

## Masters Cricket Event

The Masters Cricket Event allowed Sporting Equals to raise their profile in London at a grass roots level. Interviews were conducted with Sony Entertainment TV, Punjabi TV and Panjab Radio. Sporting Equals were also able to announce that India Test Cricketer Yuvraj Singh, had joined the Ambassador programme which was picked up in ethnic and regional media.



Yuvraj Singh with Arun at the Masters Cricket Event



Will Calvert starting his journey at John O'Groats

## Will Calvert Bike Ride

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 including Bodies In Motion, one of the projects that received funding through our Sport for Communities programme.

Will raised over £1,000 for Sporting Equals. The money raised will fund the Sporting Equals Best Practice Award.



The Bodies in Motion Team

## BME Best Practice Project

BME sports organisations were contacted in July 2009 and asked to submit examples of good practice, allowing Sporting Equals to showcase sports and physical activity projects which have made a difference to the lives of BME communities.

Of the 30 projects reviewed and assessed only one project received the highest rating which was awarded to Coventry Sporting Futures.

Sporting Equals will continue to run this project annually. Capturing information around best practice and showcasing projects which have made a significant impact.



New factsheet resources have been produced.

## Age UK

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

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.



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## Literature Review

A report by Sporting Equals in conjunction with the five Sports Councils was produced from the systematic literature review undertaken by Leeds Metropolitan University. The review focused on participation by those from minority ethnic backgrounds (covering general participation, player development, elite sport, volunteering, coaching and employment in sport and physical recreation). The report was circulated to key partners and agencies.



Arun Kang and Gerry Sutcliffe MP

## Ministerial Visit

The Sports Minister Gerry Sutcliffe MP visited the Birmingham office and then went on to visit Hampstead Hall one of the funded projects from the Sport for Communities initiative.

The visit was a great success, with feedback from the Minister and his senior press officer stating that they were both 'very impressed with the work of the team'.

Since the visit Arun Kang has met up with the MP to discuss our role in national strategic sports meetings.

The DCMS Policy team have subsequently visited the team, to discuss how we can work more closely together in the future.



Rae Arnold Head of Administration, Helen Roebuck Finance Manager (both Sporting Equals) with Grace Lilley Press Officer DCMS

*"Sporting Equals is doing some fantastic work in encouraging people from ethnic minorities to get involved in sport. I was very impressed with the work they've been doing with the Hampstead Diamonds Tennis Club. It was great to see some talented young players on show who were really enjoying their tennis and benefitting from the superb coaching on offer. I hope the club and Sporting Equals continue to go from strength to strength."*

Minister for Sport Gerry Sutcliffe



## BME Football Partnership with Tottenham Hotspur Academy

The project objective is 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 programme was looking for promising Asian boys aged 14-16 to showcase their skills. The project culminated with a trial at the Tottenham Hotspur Academy.

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.



Arun Kang, Chris Ramsey Assistant Academy Manager Tottenham Hotspur, David Mbazira, Head of Marketing & Communications

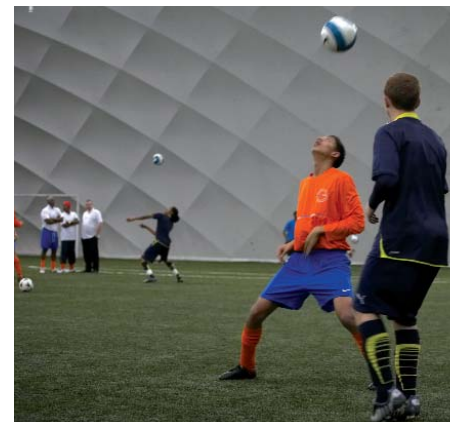


The Sporting Equals team with members of the Tottenham Hotspur Academy

By the end of the trial, Chris Ramsey Assistant Academy Manager and Head of Player Development 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."

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.

Sporting Equals are in the process of establishing partnerships with other Premier League clubs to extend the reach and scope of the programme.



*"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."*

Arun Kang CEO

# Sporting Equals

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[www.sportingequals.org.uk](http://www.sportingequals.org.uk)