

Promoting Equality in Sport and Physical Activity

We believe that opportunities within sport and physical activity should be open to everyone, regardless of their background.

Sports organisations – and the services they provide – should reflect the community they serve, and from which they draw. Thus we believe that anyone who wishes to work, volunteer, play, achieve, or get involved in sport and physical activity in any way, must have a fair and equal chance to do so.

This brochure will help everyone providing services in sport and physical activity to think about some considerations which will help their services be more accessible to under-represented groups. If you are using this brochure, we'd like to hear how it helped you. Likewise, if you have any good examples of sports and activity projects successfully involving under-represented groups, then let us know.

Together we can help more people to get involved in sport and physical activity, and feel the benefits!



This document has been written by the Equality Access Sport Team (E.A.S.T.) with support from the six County Sports Partnerships within the Eastern Region and Sport England East.

We recognise that an imbalance exists between the people who participate in or are involved in sport and physical activity, and the people who make up society in general. We want to address this imbalance. We aim to increase participation levels in sport and physical activity and strongly believe that the best way to do so is to increase participation amongst under-represented groups.



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1: General Points

CHARACTERISTICS

Are you offering the type of service they want? Who currently uses your service? How could you make it more attractive to non-users?

Use the Active People Survey to better understand local participation. You can analyse data using a number indicators and socio demographic variables. This will help you to develop a clearer sense of your priorities in increasing participation in sport and active recreation. Visit www.activepeoplesurvey.com

Visit www.erpho.org.uk or www.statistics.gov.uk to check out stats about your locality.

COMMUNICATION METHOD

Is your communication method appropriate for and accessible by your target group?

Vary your communication methods, use posters, newsletters, radio, internet etc. Put info where your target group goes!

Target the agencies that you know are working with your audience and involve them in your planning.

COMMUNICATION LANGUAGE

Identify your target group and communicate messages specifically for them.

Emphasise the attractive elements and the benefits your service will give your target group.

Ensure material is written in a language, tone, and format appropriate to the audience.

Avoid jargon! Use pictures if it helps.

VISUAL

Are your images appropriate to your target audience?

Avoid pictures which reinforce stereotypes.

ACCESS & TRANSPORT

Is location an obstacle?

Is there a cost issue?

Be aware of the transport needs of your target group.

Think about the complete journey, from home to the activity, and back, with any factors to consider along the way.

VENUES / FACILITIES

Is the physical environment appropriate?

Is the building accessible and friendly?

Use venues already used by your target group.

Consider activities that are not dependant on a venue, like accessible healthy walks.

WORKFORCE

Use volunteers, coaches and other staff that represent your target audience.

2: Rural

CHARACTERISTICS

Between 1981 and 2001 the region's rural population increased by 17.8% to 2.35m people. That's the same as the population of Greater Manchester! This means 43.5% of the regions population live in rural communities.

One in three of people in the East live in places of less than 10,000 people, and one in ten in places of less than 500.

COMMUNICATION METHOD

Don't rely on internet or email as less than 5% of rural households have access to a broadband internet service, compared to two in three typically.

Local newsletters, notice boards and information points are widely used in rural locations and should be taken advantage of.

COMMUNICATION LANGUAGE

Perceptions of the term 'sport' in some instances may discourage some people.

Terms such as 'outdoor recreation' or 'physical activity' can sometimes be more appropriate than 'sport'.

Consider all the other equality groups (like those detailed here) who could be living in rural areas.

VISUAL

Include images of traditional and innovative rural activities.

Avoid the overuse of images that can only take place in urban areas.

Avoid rural stereotypes (e.g. that rural people are more affluent).

ACCESS & TRANSPORT

Be aware that many rural areas do not have a regular daily bus service linking them to larger urban areas (e.g. 84% of rural Norfolk parishes have no access to a daily bus service).

Problems relating to disability and age can be magnified when living in a rural location.

Mobile services that travel around the area can be of great benefit (e.g. North Norfolk Mobile Gym project).

VENUES / FACILITIES

Existing village hall and school facilities can make great sports facilities.

Combining smaller events can help increase the numbers of people willing to take part.

'Nature' is an ideal environment for activity: local green space, rural footpaths, farmland etc. It can also help the landowners.

WORKFORCE

Ensure training is accessible to your workforce who live in rural areas. Consider time of day and location.

Try to involve local volunteers.

3: Young People

CHARACTERISTICS

One in nine of the population are 16-24 year olds.

The young are the most ethnically diverse.

48% are in employment, 52% are not working – 30% of those not working are students.

COMMUNICATION METHOD

Internet and email are more effective than newspapers.

94% of young people have mobiles so consider text messaging.

Use youth orientated venues, music festivals, magazines, radio and TV.

Use young people to advocate.

COMMUNICATION LANGUAGE

Media demonstrating entertainment or fun elements is important, factual content is less so.

Media that works is loud, funny, rude, exciting and multi-layered – with lots going on at one time.

Use young persons' language and treat them with respect.

VISUAL

Designs should reflect interests and cultures.

Get young people to develop marketing materials.

Use 'ordinary' visuals (e.g. avoid designer sports wear – not all young people can afford these).

Get permission for photos to be used.

ACCESS & TRANSPORT

Recognise pressures on time. Activity needs to be at suitable times and in chunks they can manage.

Plan start and end times of your sessions to fit with public transport.

Consider those with care responsibilities.

Cost is an issue.

VENUES / FACILITIES

Be aware of territorial or gang issues, but also that the right activities can help overcome these.

Local venues are best, as young people are more reliant on others to get around.

Does the venue have a safeguarding policy for under 18's?

WORKFORCE

The Age Discrimination Legislation (2006) applies, but also other laws around working hours and education.

Be aware of safeguarding issues such as Criminal Records Bureau (CRB) checks for adults working with under 18's.

Accreditation - contact CSP (see inside page) for opportunities to achieve NGB qualifications.

4: Women & Girls

CHARACTERISTICS

Girls aged 7–11 are less than half as likely to take part in physical education and sport compared to boys.

Girls as young as 7 begin to show negative attitudes towards sport. 40% of young women have dropped out of physical activity by the age of 18. Only 18% of women regularly take part in sport or active recreation, compared to 24% of men.

Only one in ten women (9%) take part in organised competitive sport compared to one in five men (22%).

COMMUNICATION METHOD

Use word of mouth, local women's groups, faith groups, women's magazines, radio, libraries, schools and websites.

Communicate through organisations such as the Women's Sports Foundation, visit www.wsf.org.uk.

Use women's groups for example the Women's Resource Centre or the Voluntary Sector forums.

COMMUNICATION LANGUAGE

There is a list of considerations at: www.whatworksforwomen.org.uk

Gauge language around client group (e.g. it may be inappropriate calling an older women's group 'guys', however young girls may not mind so much).

VISUAL

Check with clients about concerns relating to body image and cultural issues

ACCESS & TRANSPORT

If possible use venues providing crèche facilities.

Locate activities at areas with good transport and good perceived safety.

VENUES / FACILITIES

Use safe facilities, with good access.

For BME women consider using rooms with limited windows and viewing areas.

Consider female only venues and entrances.

Ask whether facilities available meet needs. For example the standard of changing rooms and showers. Are the showers enclosed and private? Are hairdryers and mirrors available?

WORKFORCE

Check with Equal Opportunities Commission on legislation such as: Equal Pay Act 1970, Gender Equality Duty Act 2007 and Sex Discrimination Act 1975 at www.eoc.org.uk

Women should have good access into coaching, management and leadership roles within sports.

Encourage more female volunteers in sports.

Only 8% of British Olympic team coaches at the Sydney Games in 2000 were women. This figure has fallen since the Atlanta Games in 1996 when 11% of coaches were female.

5: Black, Minority & Ethnic Groups

CHARACTERISTICS

8.5% of the Eastern Region population come from minority ethnic backgrounds.

The gap between men and women's participation in sport is greater amongst some minority ethnic groups than it is in the population as a whole.

The Active People Survey shows that in the Eastern Region 51.2% of the non-white population do not take part in any moderate activity compared to 49.9% of the white population.

COMMUNICATION METHOD

Advertise via religious buildings, posters, flyers, newsletters, radio and word of mouth.

Communicate through MENTER (Minority Ethnic Network) www.mentor.org.uk or the local Race Equality Commission Resources. Both have officers locally and county wide.

Use Community Development Officers and Black & Minority Ethnic forums.

Use internet for the younger audience.

COMMUNICATION LANGUAGE

Use translators if needed.

Be aware of issues such as lack of self-confidence.

Give a good incentive. See www.sistersgames.com for an example of good practice in Birmingham.

VISUAL

Use caution and sensitivity when dealing with faith and gender.

ACCESS & TRANSPORT

Consider times to fit in with BME women and schooling (e.g. after dropping off or before picking up children from school).

VENUES / FACILITIES

Facilities should be local to the groups.

Consider use of local Temples, community halls or other religious buildings.

Schools can make good venues.

WORKFORCE

There are relatively few volunteers from this sector, especially women.

Be aware of legislation such as:

Equality Act 2006

Race Relations Act 1976 (and 2000 amendment)

Employment Act 2002

Check with Equal Opportunities Commission www.eoc.org.uk Commission for Racial Equality www.cre.org.uk or the Commission for Equality and Human Rights www.cehr.org.uk

6: Midlife & Older People

CHARACTERISTICS

By the early 2020's half of all adults are likely to be over the age of 50.

People over 50 account for 40% of consumer spending and are significant purchasers of services. However, many older people do live in deprivation.

Recognise the diversity within people over 50 – one size does not fit all!

The Active People Survey shows that in the Eastern Region the percentage of people not taking part in any moderate activity steadily increases from 46% at age 45-49 to 90.9% at age 85 upwards.

COMMUNICATION METHOD

Consider the font and size used (Age Concern use Ariel or Helvetica Neue fonts in minimum size 12).

People over 50 relate to information on active living, healthy eating and chronic disease.

Adverts are a good way to reach men in this age range.

Women respond well to role models and helpful tools (e.g. cut out and save tips and planners).

Do not rely on the internet for communication.

COMMUNICATION LANGUAGE

Avoid 'old' or 'older'. Use language based around level of ability (not all gentle exercise!) and social element.

Use words which relate to 'active living' and 'physical activity' instead of sport and exercise.

Relate the benefits of active living to functions in daily life (e.g. playing with grandkids, maintaining independence).

Emphasise the positive aspects such as free health checks and/or taster sessions.

Provide information to alleviate fears such as fear of injury.

VISUAL

Be careful not to reinforce perceptions that sport and exercise is only for younger people.

Consider images which counteract stereotypes (e.g. older people strength training, cycling, rowing etc.).

ACCESS & TRANSPORT

Consider workplaces, jobcentres, carers' groups, health professionals.

Services for people in midlife 50-65 will often need to be different than for retired people (e.g. many people in their 50's and early 60's will still be at work meaning day time activities are often unsuitable).

For older, less mobile people activities need to be very local.

VENUES / FACILITIES

Create welcoming, informal and non-clinical environments. If possible include a social aspect (maybe near a café)

Creating a 'quality' experience will be key to ensuring people return to repeat the activity. Consider using staff and volunteers of a similar age to welcome people to your event.

WORKFORCE

The Age Discrimination Regulations (2006) legislate against age discrimination in employment, occupation and training (see over for useful websites).

Ensure training and coaching is also offered and promoted to older people to encourage life long learning.

Midlife and older people are likely to relate better to messages from people 'like themselves'. Develop your workforce to reflect this.

Older people have a wide range of skills to contribute, and will understand the concerns of people their own age.

7: Disability Sport

CHARACTERISTICS

Disabled people make up 20% of the UK population and have an annual spending power of £50bn.

6% of the disabled population are wheelchair users, 15.25% have a hearing loss, 3.39% have a visual impairment.

The Active People Survey shows that 75.5% of people with a long-standing illness, disability or infirmity do not take part in any moderate activity compared to 44.4% of people without.

COMMUNICATION METHOD

Consider the font and size used, especially working with people with visual impairments and people with learning disabilities.

Involve the local 'talking newspaper' in any advertising.

Use existing, credible magazines, websites, school newsletters etc to ensure support.

Use parent/carer groups as an information sharing network.

COMMUNICATION LANGUAGE

Remember to be age appropriate in any communication

For advice on correct terminology and language please contact east@efds.co.uk or visit www.efds.co.uk

Don't assume that a person who is deaf uses British Sign Language, but where appropriate use an interpreter.

If in doubt – ask!

VISUAL

Use positive imagery – not just wheelchair users taking part in sport!

Ensure imagery reflects the fact that disabled people are involved in all sports!

ACCESS & TRANSPORT

Consider the timings of activities, especially for young people attending special schools – their journey can take some time and may not fit with after-school or evening activities.

Use local accessible transport.

Link with buddy schemes (e.g. gym buddy scheme linked to Inclusive Fitness Initiative).

VENUES / FACILITIES

Remember your local Inclusive Fitness Initiative (IFI) Facilities - www.inclusivefitness.org.uk

Venues need to be accessible for all disabled people – consider signage, lighting, contrasting colours, desk height, lifts etc.

WORKFORCE

For advice visit:

www.drc-gb.org (Disability Rights Commission)

Contact your CSP for details on training that is available for coaches in disability sport.

Useful Websites

The following websites provide further guidance for people working with, providing services for and communicating with under-represented groups.

Royal National Institute for the Blind Clear Print Guidelines

This site gives guidelines on a variety of topics to help produce printed information that is accessible to people with sight problems, including type size, styles, contrast etc. There is also a direct link to the RNIB Web Access Centre which provides information for people responsible for developing and maintaining websites.

www.rnib.org.uk/xpedio/groups/public/documents/publicwebsite/public_printdesign.hcsp

Mencap

Website offering a variety of guides on improving access to information and services for people with a learning disability. This includes information on written communication, websites, physical access, making meetings accessible and alternative communication.

www.mencap.org.uk/html/accessibility/accessibility_guides.asp

Involving Volunteers From Under Represented Groups

This website shows the findings of research by the National Centre for Volunteering with regard to involving volunteers from all sections of the community. It also contains links to additional sources of information.

www.jrf.org.uk/KNOWLEDGE/FINDINGS/socialpolicy/sp105.asp

Equality Direct

This service is designed to give business managers easy access to authoritative and joined-up advice on a wide range of equality issues. The helpline is available across England for the cost of a local call on 0845 600 3444, 9.00 am - 4.30 pm, Monday to Friday. Advisers provide practical, down-to-earth advice on specific questions to help you make decisions which are right for your company. Your conversation will be in complete confidence.

www.equalitydirect.org.uk

Age Discrimination Legislation

For a range of fact sheets on the Age Discrimination Legislations 2006 visit:

www.dti.gov.uk/employment/discrimination/age-discrimination/age-legislation/page29258.html

National Community Health Profiles

This website provides profiles in easily accessed PDF files to show the health of people in all Local Authorities across England.

www.communityhealthprofiles.info

Rural Communities

An independent body aiming to provide well-informed, independent advice to government and ensure that policies reflect the real needs of people living and working in rural England, with a particular focus on tackling disadvantage

www.ruralcommunities.gov.uk

British Heart Foundation

British Heart Foundation National Centre for Physical Activity and Health

www.bhfactive.org.uk

English Federation of Disability Sport

www.efds.net

Active People Survey

www.activepeoplesurvey.com

Drugs awareness

www.talktofrank.com

NACRO

www.nacro.org.uk

Naturally Active

www.naturallyactive.org



Case Studies

Midlife / Older People

Cambridge City Council's Forever Active initiative aims to increase activity opportunities for the over 50 age group. A range of activities are on offer including cricket, tennis, ten-pin bowling, lunchtime rowing sessions and more. All exercise instructors involved have attended Over 50's training workshops. Participants are invited to join an incentives scheme and the initiative is working to establish a Friends of Forever Active group with participants to help develop and improve the scheme further.

www.cambridge.gov.uk/ccm/content/sports/physical-health-opportunities-for-older-people-.en

For an additional example of an inspiring club providing activities such as sailing, jet skiing, abseiling, archery and white water rafting for over 100 members in their 50's – 70's please visit

www.fiftyplusnorthantsadventureclub.org.uk/About.htm



Fathers Day Event at Thetford Forest, Suffolk

This outreach day coincided with Men's Health Week and tied in with the Forestry Commission's Active Woods campaign, aiming to boost mind, body and spirit by getting people off their sofas and out into the fresh air. Aimed at single and absent fathers and their children, the day was full of activity focusing on playing skills, parenting skills and men's health issues. The emphasis was on having fun with your children and building positive relationships through play.

The day promoted awareness of men's health issues and healthy lifestyles, including healthy eating, healthy and safe cooking and physical activity, in the context of father and child relationships.

For more information visit www.naturallyactive.org.

What is Count Me In?

Count Me In is a new award recognising success in creating and extending access to sport and physical activity for disabled people. Awarded to National Governing Bodies of Sport and County Sports Partnerships who have achieved the Equality Standard for Sport, it can also be awarded to Local Authorities.

Individuals are invited to register support for the Count Me In campaign which seeks to: raise the profile of disability sport; create and extend access to sport and physical activity for disabled young people and adults; encourage all organisations involved in the provision of sport to demonstrate a commitment to giving disabled people the same opportunities as non-disabled people. For more information please go to www.efds.co.uk or contact Marie.Yates@sportengland.org



International Women's Day

The Women's Sports Foundation and Menter are developing routes linking with gender and BME projects in the East region, beginning with celebrating International Women's Day. With the support of the Peterborough Women's Resource Centre; The Peterborough Sports Development Unit, sports activities have been organised for women in Peterborough reaching out to women and girls from all communities to experience an afternoon of cricket and badminton organised by Nicky McCready and volunteers.

To hear more about Aruna Sharma's work in promoting sports and leisure activities to women and girls in Cambridgeshire listen to Active 209. You can currently hear the monthly show through www.209radio.co.uk this show is supported by Living Sport.

Youth Matters – Bedford Score Project

This project ran a six week pilot football league on Friday evenings which was identified, through consulting with young people, as a time when they were most bored and most likely to become involved with anti social behaviour. Two weekly outreach sessions formed the league and attracted an average of 40 young people each week.

Preliminary evidence indicates that the league has led to less anti social behaviour around one area of local shops. With the pilot study now complete discussions are under way to set up a more sustainable 6 month league, with various local partners to be involved.



www.sportengland.org/east_index/east_get_resources/partner/sporthequalityeast.htm

This document can be made available in other formats