



The Equality Standard
A Framework for Sport

NEWS

Edition 35 February 2008

**A monthly e-news publication
supported by all Sports Councils**

Welcome

Hello and welcome to the 35th newsletter. Please forward it to anyone you think may be interested and get them to contact roger@vagaassociates.com if they would like a copy sent directly to them.

The main features in this edition are:

- StreetGames, what is it?
- Sports Councils Equity Group update
- Paralympic preview
- Sport and physical activity workforce profile
- A variety of general information of interest and new resources of use
- Achievements
- Calendar of forthcoming events.

Bringing sport to disadvantaged young people

Our thanks to Steve at **StreetGames** for providing the report below.

StreetGames is a national charity, established in 2006, to promote sport for young people living in the most disadvantaged communities. We have tried and tested ways of engaging young people who are currently outside sport. We are bringing sport to thousands of young people.

Throughout England, StreetGames delivers sport and dance to young people where they want it, at times when they want it and in a style they want. We deliver sport to the doorstep of young people who are not members of sports clubs and are waiting for the chance to join in.

In 2007 – our first year of full funding – we achieved over 80,000 visits by young people living in disadvantaged areas, across many sports and activities. By the 2012 Olympics we will be operating in over 100 areas.

The thinking behind StreetGames came from a highly successful and innovative football tournament organised in April 2003 by the Football Association, Government Office for the North West and the regional New Deal for Communities. The idea was to run a sporting event for young people in renewal areas, bringing together the worlds of sport and renewal. It was taken up in different ways in London and in the North East. Since then StreetGames has spread from Northumberland to Cornwall and across from Liverpool to Hull. We work in partnerships at neighbourhood and national level.

Our aims are:

- to get more youngsters in deprived areas playing sport
- to spread skills and knowledge so other sports workers learn how to involve these youngsters



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- to advocate greater investment in disadvantaged communities through sport
- to support agencies interested in using sport for renewal aims
- to improve the quality of sports delivery in renewal areas.

StreetGames works to get young people from deprived neighbourhoods involved with sport in their community. Research has shown that sport can contribute to making communities safer and stronger and encourage healthy lifestyles. It can improve the quality of life for individual young people – developing their skills and confidence – and this, in turn, helps improve the quality of life in their community – building strong community networks and a sense of social responsibility.

StreetGames leaders and coaches come from communities like the ones they work in. They are good role models who understand the youngsters. They are the real sporting champions. They let it be known that a life of offending is a mug's game and socially corrosive. Of course the youngsters swear and sometimes wander off the pitch for a cigarette. Where we draw the line depends on how well we know the youth, but without question, bullying, racism, sexism and homophobia are well beyond the tolerance of StreetGames coaches. We expect high standards and the young people respond well to our expectations.

StreetGames facts

- We have launched a national volunteering project – funded by V, the independent charity championing youth volunteering in England, and The Co-operative Group – to recruit and train 600 StreetGames volunteers over the next 2 years
- StreetGames has strong networks in most deprived areas of England. Networks include many voluntary (third sector) organisations as well as sport and statutory agencies and politicians
- Our current infrastructure of 31 sporting projects is constantly evolving and expanding, adding extra activities and introducing new sports
- We are committed to improving the sporting and community infrastructure in deprived areas through training of local volunteers and the development of clubs
- StreetGames sports include: Football, basketball, boxing, tennis, cheerleading, volleyball, streetdance, handball, fencing, netball, tennis, rugby and multi-sports.

Sport is missing the talent of vast numbers of people, especially those who live in deprived communities. Through StreetGames we can find the talent of tomorrow. For more information, or to register to receive regular Email updates, visit the StreetGames website: www.streetgames.org.

StreetGames is supported by: Sport England, The Premier League, The Football Foundation, The Co-operative, Amicus and V.



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Sports Councils Equity Group (SCEG) update

The Sports Councils' Equity Group met in Scotland on 23-24 January.

The Sports Council for Wales has appointed a new equality lead officer, Emma Newton, who will be joining SCEG at the next meeting.

The new assessment system for the Standard was implemented in December 2008, with generally positive feedback so far. At the January meeting, SCEG reviewed the rollout of the new process. SCEG agreed to make a few final amendments to the Foundation and Preliminary level guidance tables.

Following a trial verification of the Intermediate level held in December, the requirements and guidance tables for Intermediate level were reviewed and updated. Final guidance tables for Foundation, Preliminary and Intermediate levels will be available following the March verification. They will be posted on the website and circulated to ESAs, ESVs and organisations working towards the Standard.

The next SCEG meeting will be March 18-19, hosted by UK Sport.

History of ParalympicsGB

Our thanks to Sian Davies, Press and information officer at ParalympicsGB for providing the information for the second article in the series of previews leading up to the 2008 Paralympics. This takes a look at the history of the organising agency within Britain.

Nearly 20 years ago the British Paralympic Association was set up to manage the enormous task of taking the British team to the Paralympic Games. The VIII Paralympic Games – held in Seoul in 1988 - proved to be a catalyst for change for the Paralympic movement in Britain. Up to and including these Games, an ad hoc multi-disability committee organised Britain's participation in the Paralympics, but it was decided that a more permanent structure was necessary to undertake such a vast organisational task.

Representatives of the seven national disability sports organisations (NDSO's) each gave £250 of their own money to set up the British Paralympic Association - now known as ParalympicsGB - as a company limited by guarantee in March 1989. In August 1989 the Minister for Sport's Review Group on Sport for People with Disabilities published its findings, proposing that ParalympicsGB take on a wider international and elite sport role and charity registration followed in November 1989. Sports Council backing – with a £4000 set up grant and annual funding of £25000 for four years – gave a financial starting point., In September 1989 the organisation's first office was opened in



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Bromley, manned by General Secretary, Barry Schofield, and just one staff member. The organisation moved to a larger office in Croydon as the team expanded, before moving to a central London office in 2005 to accommodate another increase in staff.

The Winter Paralympic Games in Tignes and the Summer Paralympic Games in Barcelona (1992), were the first Games fully coordinated by ParalympicsGB and initial funding for elite training programmes was provided via the organisation from a variety of sources including the Paralympic Trust (set up with a grant of £500,000 from the UK Government and administered by ParalympicsGB), the Sports Council, the Foundation for Sport and the Arts and Corporate Sponsors.

British Paralympians rose to the challenge at the 1996 summer Games, despite the gruelling Atlanta conditions, winning 122 medals, but the decline of Great Britain in the Olympic arena a few weeks earlier had already prompted calls for a new, and strategic approach to elite sport. Thus in 1997 the lottery funded World Class Performance Programme with the sole purpose of winning medals on the world stage, was set up.

Direct lottery funding for ParalympicsGB meant the appointment of a Sports Technical Director to assist individual sports with their world class performance plans, to liaise with sports councils and governing bodies and to lay the foundations for integration into mainstream sport for Paralympic athletes. By the time the Games took place in Sydney, 16 of the 18 summer Paralympic sports were in receipt of lottery funding.

Over the last few years, ParalympicsGB role in the provision of support services and extended training opportunities to elite athletes has grown immensely. The provision of lottery funding to the majority of Paralympic sports has allowed the organisation to develop the Performance Services department to enhance and assist squad's own programmes.

ParalympicsGB now employs around 30 full-time members of staff, but also works with a number of agencies and external consultants to ensure that Britain take the best prepared team to the Games.

Further details about the history of the British organisation can be found at [ParalympicsGB history](#).



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Understanding equality within the Sport and Physical Activity workforce

Our thanks to Liz Smith, a member of the SkillsActive research team, for providing the information below. This is the first of a 2-part article, with the second part appearing in the March edition of this newsletter.

To gain some insight into the equality and diversity profile of the Sport and Physical Activity workforce, SkillsActive, the Sector Skills Council for Active Leisure and Learning, have drawn upon their work from the Sector Skills Agreement 2005 and the latest Working in Fitness survey 2007 (released last January). The Sector Skills Agreement was a large scale piece of work examining the skills needs of the workforce and comparing them against the supply of training to identify any gaps or weaknesses. The Working in Fitness survey is an annual online survey of health and fitness workers examining salaries, satisfaction and training and development.

In 2004, 576,000 people worked in Active Leisure and Learning in the UK (comprised of five sectors: Sport and Recreation, Health and Fitness, Playwork, The Outdoors and Caravans), equivalent to almost 2 per cent of the UK workforce. Including National Caravan Council employment estimates brings the total Active Leisure and Learning employment to 634,000. The sport and recreation sector¹ dominated with employment of around 360,000 people and accounted for 63 per cent of total employment in 2004.

One of the striking differences is the relative proportions of full time and part time working in the Active Leisure and Learning sectors, with part time employment exceeding full time employment. Two thirds of workers in the whole economy in the UK are employed full time (65%) compared to 43% in SkillsActive's sectors. Part time employment is more than double that of the UK as a whole (22%) representing almost half the Active leisure and Learning workforce (47%).

Over the following years to 2014 there is expected to be little change in the profile of the workforce; those working on a part-time basis will continue to exceed those employed full-time in Active Leisure and Learning. Employment in the sector will continue to be dominated by employees, with a slight downward trend in self-employment as large multinationals consolidate their grasp on some of the Active Leisure and Learning sectors (most notably health and fitness).

Now a focus on the three SkillsActive sub-sectors that make up the sport and physical activity workforce. All figures relate to 2004 unless otherwise indicated.



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There is a relatively high level of part-time employment within the workforce when compared to the whole UK where 65 per cent of employment is full time. Self employment is notably higher in the outdoors at 16 per cent compared to 13 per cent in the whole UK economy.

	Full-time	Part-time	Self-employed
Sport and Recreation	42%	47%	11%
The Outdoors	42%	42%	16%
Health and Fitness	42%	45%	13%

Gender

Sport and recreation and the outdoors employ more females than males, and a higher proportion of females than the economy as a whole where there is a slightly more dominant male workforce. This may in part reflect the high level of part time employment seen earlier.

	Male	Female
Sport and Recreation	46%	54%
The Outdoors	45%	55%
Health and Fitness	46%	54%

Age

Sport, fitness and the outdoors have a more youthful age profile than the whole economy. This is a factor behind why retirement isn't as big an issue for the sector; people simply aren't staying in the sector long enough for it to be relevant. It may also be explained by the seasonal nature of employment in the sector (notably the outdoors), which attracts students and other younger, casual staff. Generally, the sector loses employees as they age. This turnover if continued has clear consequences if skills and experience in the sector gained are not retained.

	16-24 years	25-34 years	35-44 years	45-59 years	60 plus years
Sport and Recreation	21%	21%	23%	27%	7%
The Outdoors	19%	21%	24%	29%	7%
Health and Fitness	22%	22%	23%	26%	7%

The aging of the population that is happening across the UK will be reflected in the age profile of the Active Leisure and Learning workforce, as the proportion of the workforce over the age of 44 years increases, whilst the 25 to 44 group declines. This trend is anticipated to positively impact the health and fitness sector where the older market is an increasingly important consumer.



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Ethnicity

The sport, fitness and outdoors sectors have a mainly white workforce 95 to 96 per cent white compared to 93 per cent in the whole economy. Ethnic minorities are mainly under-represented due to a lack of Asians and Asian British working in the sector. However, the health and fitness sector does have an over representation of Black and Black British not seen in sport and recreation and the outdoors.

	Sport & Recreation	Outdoors	Health and Fitness	Whole Economy
White	95.3%	95.6%	95.4%	93.0%
Mixed	1.1%	1.1%	1.0%	0.6%
Asian or Asian British	0.9%	1.0%	0.6%	3.4%
Black or Black British	1.7%	1.4%	2.1%	1.8%
Chinese	0.2%	0.3%	0.2%	0.3%
Other ethnic group	0.7%	0.6%	0.7%	0.8%

To find out more about the Sector Skills Agreement visit www.skillsactive.com or email research@skillsactive.com. The second part of this article will look at the Working in Fitness survey 2007, enabling a closer look at the health and fitness industry to see some of the detail behind the headline figures shown above.

A selection of general information of interest.

This section contains information that may be of interest as well as useful new resources.

Learning and Skills Council project

In the November edition of this newsletter, we sought your views to assist The Learning and Skills Council (LSC) with a project to explore the infrastructure associated with equality and diversity practice. The project is now complete and the final report, which proposes a competency framework and models for an association, can be downloaded from [LSC report](#).

Religious calendar

The FA has just produced the Religious Calendar for 2008 and this is available from the Equality Standard Website at [Religious calendar](#). If you have any queries with regards to the calendar please contact Jonathan Mills, FA Equality Coordinator by email jonathan.Mills@TheFA.com or by phone 020 7745 4530.



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FA transsexuals policy

The Football Association has revised its transsexuals and transgender policy and this is also available on the Equality Standard Website at [FA transsexuals policy](#). Any enquiries from transsexual or transgender people wishing to play football, or if any concerns are raised about a player's gender, should be referred to Lucy Faulkner, FA Equality Manager by email lucy.faulkner@TheFA.com or by phone 020 7745 4693.

Leyton Orient to host League Cup final

On Thursday 28 February, Leyton Orient will host the first final of the women's football season, The FA Tesco Women's Premier League Cup Final Between Everton and Arsenal. Kick-off is at 7.35pm and the game will be live on Sky Sports. To buy tickets call 0871 310 1883 or log on to [Tickets](#).

Ball-by-ball commentary at Northamptonshire's cricket ground

In the August 2006 edition of this newsletter, we reported that Lord's was the first cricket ground to provide a ball-by-ball commentary service. They have now been joined by Northamptonshire, who launched the service for the last match of the 2007 season and, with support from the Northamptonshire Association for the Blind (NAB), will continue this from the first game of the 2008 season. For further information, contact Peter Reilly, by phone 01604 719 193, or via email, peter@nab.org.

Achievements

The table below lists all those approved as Equality/Equity Standard Advisors/Verifiers as part of the new support/assessment process. A new page of the Equality Standard Website is currently being developed and will contain profile information for all ESAs and ESVs.

Name	Organisation	ESA/ESV	Level
Amanda Bennett	UK Sport	Both	Preliminary
Lorna Callan	Sportscotland	ESA	Foundation
Roger Clifton	Vaga Associates	ESA	Preliminary
Liz Davidson	Women's Sport and Fitness Foundation	ESA	Preliminary
Anne Dawson	Bright Circle Consulting	Both	Preliminary
Cecil Edey	CBE Consultant	ESV	Preliminary
Charlotte Edward	UK Sport	Both	Preliminary
Catherine Goodfellow	Sportscotland	ESA	Foundation
Anna Gray	Sport Structures	ESA	Preliminary
Kate Griffiths	Sport Structures	ESA	Preliminary



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continued/.....			
Name	Organisation	ESA/ESV	Level
Jeremy Harries	Vaga Associates	ESA	Preliminary
Dawn Lenn	Freelance	Both	Preliminary
Gavin Lightwood	Sportscotland	ESA	Foundation
Jessica Lindohf	Sportscotland	ESV	Preliminary
Kristi Long	Sportscotland	Both	Preliminary
Sharon MacDonald	Sportscotland	ESA	Foundation
Sarah McQuade	ETC Consultants	Both	Preliminary
Alan McMillan	Sportscotland	ESA	Foundation
Gill Messenger	Sportscotland	ESA	Foundation
Mahesh Patel	English Federation of Disability Sport	ESA	Preliminary
Fiona Rochford	VSO and V England	ESV	Preliminary
Karl Spracklen	Leeds Metropolitan University	ESV	Preliminary
Louise Tideswell	Plan4Sport	Both	Preliminary
Nik Trivedi	Sporting Equals	ESA	Preliminary

Calendar of forthcoming events

Dates for your diary include:

- 20 February Stonewall Scotland Workplace Conference in Edinburgh
- 26 February Age Concern Conference in London
- 28 February Women's League Cup final at Leyton Orient
- 18-19 March SCEG meeting in London (UK Sport)
- 21-22 May SCEG meeting in Belfast
- 9-10 July SCEG meeting in London (Sport England).

How to Get the Most Out of this Newsletter

Hopefully you have enjoyed the variety of information in this newsletter. You can contribute! Do give us some information about your governing body, home country, sporting organisation or project. Our schedule is:

Production Date	Deadline for Contributions
25 March	14 March
21 April	11 April
19 May	9 May
16 June	6 June
14 July	4 July
11 August	1 August

Please e-mail any contributions or comments to roger@vagaassociates.com.