



The Equality Standard
A Framework for Sport

NEWS

Edition 47 February 2009

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

Welcome

Hello and welcome to the 47th newsletter. Congratulations to all the winners at the, recently held, Sportswomen of the year awards. More information about these can be found in the first article. The balance of this edition is slightly different to the norm, with just the 3 major pieces, but a lot of varied contributions in the general information and resources section.

Please forward this newsletter to anyone you think may be interested and get them to contact Roger Clifton at roger@vagaassociates.com if they would like a copy sent directly to them.

The main features in this edition are:

- Sportswomen of the year awards
- Statistics from the latest Sport England Active People survey
- An innovative way to address discrimination in sport
- A variety of general information of interest and new resources of use
- Calendar of forthcoming events.

2008 Sportswomen of the year awards

Nicole Cooke, the Olympic gold medal-winning cyclist, was announced on Thursday 12 February as the Sportswoman of the Year for 2008 at the Sunday Times Sportswomen of the Year Awards ceremony held at Lord's Cricket Ground in London, in front of an audience of more than 250 people, which included:

- Host Jill Douglas
- The guest of honour Samantha Cameron (the wife of the Conservative Party Leader David Cameron)
- Dame Kelly Holmes
- Olympics minister Tessa Jowell
- Minister for Sport Gerry Sutcliffe
- Former rugby union internationals Lawrence Dallaglio and Jeremy Guscott.

The 25-year-old Welsh rider was not only recognised for winning Gold in the road race in Beijing, but also for winning the World road race championships in Italy 7 weeks later. This meant that she is the first cyclist, male or female, to achieve this unique double. Cooke said: "I am very grateful and proud of it. It has been going for 21 years, which is incredible. There are a lot of fantastic past champions and I am proud to receive it from The Sunday Times".

Victoria Pendleton, the Olympic and world sprint champion, who was the winner of the main award in 2007, finished runner-up. In third place was leading flat racing jockey Hayley Turner, who became the first woman to ride 100 winners in the calendar year.



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As well as celebrating high-profile athletes, the Awards, which were in association with David Lloyd Leisure, recognise women at all levels of British sporting life including administrators working tirelessly behind the scenes, and those coaches, community club volunteers and PE teachers nurturing future talent. Alex Butler, Sports Editor of The Sunday Times, said: "These awards were established 21 years ago, but I don't think over that time we've ever had such a wealth of talent to choose from. 2008 was a fantastic year for British women's sport, and everything is building nicely for 2012. The Sunday Times is honoured to have such an impressive line-up of nominees."

Below is the full list of winners:

- The Sunday Times Sportswoman of the Year:
Nicole Cooke
- Team of the Year:
England Women's Cricket Team
- WSFF Sponsorship of the Year:
The Co-operative
- Sport England Community Club Volunteer Award:
Kay Stokes
- Paralympian of the Year:
Eleanor Simmonds
- CCPR Unsung Hero Award:
Wendy Coles
- The Helen Rollason Award for Inspiration:
Julie Shard
- MCC Young Sportswoman of the Year:
Laura Robson
- David Lloyd Leisure PE Teacher of the Year:
Cheryl Buckley
- UK Sport Olympian of the Year:
Rebecca Adlington.

This information has been taken from a Sunday times article, the full version of which can be found at [SWOTY](#).



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Participation on the increase

In the February edition of this newsletter, readers were informed that the Sport England Active People 2 survey results were now available. The piece below looks at the relevance of these to a number of different demographic groups.

At the heart of Sport England's new strategy is a commitment to getting one million people taking part in more sport by 2012-13. Sport England's progress towards this target will be measured by the **Active People Survey**. The sports participation indicator used to track progress, measures the number of adults (aged 16 and over) participating in at least 30 minutes of sport at moderate intensity at least three times a week. It does not include recreational walking or infrequent recreational cycling but does include cycling if done at least once a week at moderate intensity and for at least 30 minutes. It also includes more intense/strenuous walking activities such as power walking, hill trekking, cliff walking and gorge walking.

The baseline for the one million target

Active People Survey 2, which took place between October 2007 and October 2008 and interviewed 191,000 adults in England, provides the baseline for Sport England's measurement of the one million target. Active People Survey 1, which took place between October 2005 and October 2006 and interviewed 363,000 adults in England, provides a measure of the sports participation indicator in 2005/6. Below are some comparisons between the 2 Active People surveys for a variety of demographic groups.

Gender

- Male participation has increased from 3.73m (18.9%) to 4.04m (20.0%)
- Participation among females has increased from 2.57m (12.3 %) to 2.81m (13.2 %).

Ethnicity

- Sports participation among white adults has increased by 447,000, from 5.73 million (15.4%) to 6.18 million (16.6%)
- There has been no statistically significant change in participation among adults in other ethnic groups.

Disability

- Sports participation among adults with a disability has increased by 48,000, from 387,000 (6.0%) to 435,000 (6.8%).



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Age Groups

There has been a statistically significant increase in participation across all age groups except for the 16-19 and 30-34 age groups. The following table shows the participation percentage for each age group from Active People 1 (AP1), Active People 2 (AP2) and the difference between the 2 surveys.

Age group	AP1 %	AP2 %	Difference %
16-19	32.8	33.9	1.1
20-24	26.7	28.5	1.8
25-29	23.3	25.0	1.7
30-34	20.5	20.6	0.1
35-44	17.6	18.2	0.6
45-64	10.6	11.7	1.1
65+	5.5	6.5	1.0

Note: although there was a marginal percentage increase in participation in the 30-34 age group, there was actually a reduction in the number of people taking part, and the percentage increase was only achieved because the overall number of people in this age range is now less.

Socio-economic groups

Participation among adults from lower socio-economic groups (NS-SEC 5-8) has increased by 100,000 from 1.81 million (11.8%) to 1.91 million (12.7%).

Regions

Between 2005/6 and 2007/8, there has been a statistically significant increase in sports participation in seven out of the nine English regions. The largest increase is in Yorkshire, where there are 120,000 more adults taking part in at least 30 minutes of sport at moderate intensity at least three times a week. Participation in two regions, London and the West Midlands, has not shown a statistically significant change between 2005/6 and 2007/8.

Further information

More details about the Active People 2 survey and comparisons to Active People 1 can be found at [Survey](#).

Challenging attitudes through the medium of drama

Our thanks to Christine Lillistone, Insight and Innovation Manager at the Women's Sport and Fitness Foundation (WSFF), for providing the article below.



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Did you know that 11% of young people think that a gay man should not play football? And 6% think that all women who play football are lesbians?

In an attempt to challenge these negative attitudes, a theatre company called Y Touring has been visiting schools across England using drama and debate to encourage students to discuss the issues of homophobia, sexism and racism in football.

Y Touring worked in partnership with WSFF, who carried out an evaluation of the tour to measure its success at raising awareness and changing attitudes. The FA was also involved in providing football coaching sessions specifically for girls, as was the Football Foundation who helped fund the tour.

The Company toured with a play called Full Time, which tells the story of Ryan, Omar, Jez and Sabina and their experiences of prejudice and bullying in the context of football. After watching the hour long play, the student audience had the opportunity to discuss the issues raised in the play. Over 12 weeks in 2007 and 2008, Y-Touring visited 54 schools, performed the play 95 times, to around 8,500 students.

Below are some of the main findings from WSFF's evaluation:

- Seeing the play increased the student's awareness that sexism, racism and homophobia exists in football. This increase was particularly noted among girls.
- Among young people certain derogatory expressions are more acceptable than others with racist expressions being the most unacceptable, followed by homophobic expressions and lastly sexist expressions.
- Girls are more aware of various prejudices, and are less tolerant of them than boys. It was worrying to see how many boys agree with some derogatory statements and think some racist, sexist and homophobic expressions are acceptable. Future studies on the subject might consider working specifically with all-male groups.
- Almost two in five students who play football a lot said they had experienced a racist, homophobic or sexist taunt while playing football. Having seen the play, the proportion increased to one in two who said this.

For further information about the research or for the full report, please contact Chris Lillistone, Insight and Innovation Manager, Women's Sport and Fitness Foundation, chris@wsff.org.uk



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A selection of general information of interest.

This section contains information that may be of interest as well as useful new resources. In many cases we are simply passing on information we have been sent and the inclusion of this is purely to make readers aware and should not be interpreted as a recommendation either in favour or against what has been provided.

Homophobic bullying in sport

Below is information from a PhD student at Brunel University outlining some research being undertaken. Please get in touch with Katie if you would like to assist or find out more.

“I am carrying out a study on bi-sexual invisibility in sport within the broader context of homophobic bullying in sport. There is a gap in the literature regarding bisexual experience in sporting spheres, where the focus is predominantly on gay and lesbian experience. To bridge this gap, and potentially to contribute to theory, I plan to use qualitative research methods, conducting interviews with bisexual athletes. Using discourse analysis, I hope to draw out recurring themes and issues about bisexual athlete experience. My study is one way of unveiling these possible issues, and of giving a voice to bisexuals competing in sport. As a consequence, policy changes for sport organisations may be highlighted.”
Contact: Katie Maddocks, sppgklm@brunel.ac.uk, 07949557976 (mobile)

If you have any concerns about this project then please contact Prof. Celia Brackenridge on celia.brackenridge@brunel.ac.uk.

Employment opportunity

Show Racism the Red Card are seeking to recruit a North East Community Education Manager who will be responsible for managing a team of staff to deliver their education programme in the region. The closing date for receipt of application forms is 10 March. For more details, including a downloadable application form, click on [Vacancy](#).

A guide to “reasonable adjustments”

The Employers' Forum on Disability (EFD) is a UK membership organisation helping businesses and companies to recruit disabled workers and providing services and products geared towards making the workplace more accessible. They have produced The 'Reasonable adjustments - line manager guide', which provides advice to employers to ensure they procure the correct equipment so that disabled workers can work to their full potential. It also includes example scenarios with solutions to common problems associated with disabilities in the workplace.



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Though focused on those with disabilities, the guide aims to maximise the potential of all employees, by increasing understanding of and adapting to the needs of disabled workers. It also sets out legal guidelines and helps employers identify what can and cannot be classed as a disability. To find out how to obtain a copy of the guide, visit [Reasonable adjustments guide](#).

Improving employment scope for disabled people

Worcestershire County Council recognised an internal need to promote better access to opportunities for disabled people. By clicking on [Employment opportunities](#) find out how the authority, by appointing a disability equality adviser and forming a staff network for disabled employees, has sought to extend the employment opportunities for disabled people.

How you can support women and girls to develop a positive body image?

Rosa is a charity that aims to bring about equality and justice for women and girls throughout the UK. It is currently focusing on funding projects in a number of key policy areas, one of which is Health and Wellbeing with the theme of Body Image. Approximately £25,000 is available and will make grants to fund work that will help women and girls view themselves more positively and with less self criticism. To be eligible, applications must be:

- From a not-for-profit organisation, with charitable objectives
- Run by women, based in women's organisations or based in mainstream organisations
- Able to contribute a minimum of 20% funding from other sources towards the delivery of the project
- Located in the UK
- Carried out in partnership between a minimum of two organisations.

The deadline for expressions of interest is 9 March 2009 and further information and application forms are available from [Rosa](#).

Volunteering can help keep you fit

Below some information received from the Northern Ireland Volunteer Development Agency.

A recent survey carried out by the Volunteer Development Agency revealed that 89% of people believe that volunteering can help keep you fit. If you are looking for volunteers for your organisation you may want to think about publicising the health benefits of volunteering as a way to attract interest. Volunteering exercises both the mind and body and can help keep you active.



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Wendy Osborne OBE, Director of the Volunteer Development Agency said, "This is the time of year when people are thinking more about their health. Research shows that only 28% of people with gym membership regularly go for a workout. This year we are encouraging those people who are keen to stay fit and active, but have already broken their New Year's resolution to go to the gym, to consider volunteering instead. Volunteering does not cost you anything and there is an opportunity to suit everyone, plus it is often more social than the gym."

The Volunteer Development Agency is running a two day course on the Principles of Recruiting and Selecting Volunteers on 19 and 26 March. For information go to [Course](#).

Support Available For Accredited Equality and Diversity Programmes

The following information has been received from Gallant2000 Ltd.

"We have now been successfully running this project and the accredited Equality programmes for nearly two years. During that time we trained with and engaged around 450 people. It is because of this that we can guarantee anyone who attends our programme will gain a valuable qualification (either Level 2 or Level 3) and will also have a different experience. Throughout the programme we actively encourage and support all to develop good practice and develop their performance. We set about not only extending people's knowledge of Equality and Diversity but instil an energy and passion for the subject. We are told by people that this has not only assisted them in their organisational capacity but also in all other areas of their lives.

We are now looking to enrol for our next series of programmes (The Certificate in Equality and Diversity Level 2 and The Certificate in Managing Diversity Level 3 – both nationally recognised qualifications.)

As a result of this project, we are now also offering Equality and Diversity E-Learning packages, Brand and Deliver – a programme looking at the brand of Equality and Diversity in organisations and working with organisations on Equality Impact Assessments.

We also have some places on our next Disability Access Auditor Practitioner Level 4.

For details and further information about any of these, please visit [Learning through diversity](#), or call Chris or Tom on 0121 212 3410.



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Access to All Technologies for People with Disabilities

In an ageing population, and in tough economic times, ensuring all your service users and staff are included in everything you do is more vital than ever, from your externally-facing websites to internal IT systems. If you design your services to be usable by all, it has been shown to improve service take-up and improve recruitment and retention of staff.

E-Access Bulletin's fifth annual conference and exhibition on access to technology by people with disabilities is taking place on 23 April 2009 in London. The keynote speaker is Bill Thompson, technology critic and broadcaster, who will explore the day's key themes. Other speakers include:

- Graeme Whippy, Senior Manager, Lloyds TSB IT Accessibility Group
- Shadi Abou-Zahra, of the W3C Web Accessibility Initiative, who will brief delegates on the new international web access guidelines WCAG 2.0.

To find out more and sign up, visit [Conference](#).

2009 Paralympic World Cup

The 2009 Paralympic World Cup will, once again, be hosted by Manchester and will take place from 20 to 25 May. BT have been announced as new title sponsors. ParalympicsGB host the event and their Chief Executive Phil Lane said: "Since its inception in 2005, the Paralympic World Cup has become an important event in the elite disability sport calendar and I am delighted that a company with BT's global stature is supporting it". In addition to BT, the event is also being supported by: UK Sport, the Northwest Regional Development Agency (NWDA) and Manchester City Council. The BBC, the official televised partner to the event, will broadcast live from the Manchester Aquatics Centre on Monday 25 May 2009.

The Paralympic World Cup is the largest annual international multi-sport competition in elite disability sport and will once again feature action in athletics, swimming, cycling and wheelchair basketball. Tickets will be available from February. For more information visit: [World cup](#).

Strike for Life

"Strike for Life" is a project in Burnley that uses young people's passion for sport to divert them from crime and anti-social behaviour. It provides unemployed 16-25 year olds with opportunities to get into work, training and further education through the innovative use of sport. For further information click on [Strike for Life](#).



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Calendar of forthcoming events

Dates for your diary include:

- 26 Feb. SDS national conference in Edinburgh
- 11-12 March SCEG meeting in Cardiff
- 19 and 26 March Recruiting and selecting volunteers course in Belfast
- 23 April Access To Technologies conference in London
- 13-14 May SCEG meeting in Edinburgh (also SCEAG)
- 20-25 May Paralympic World Cup in Manchester
- 7-8 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
23 March	13 March
20 April	10 April
26 May	15 May
22 June	12 June

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