



Courses and support available locally

What help is available?

There is a growing number of training courses that are available to help you provide practical ways to ensure our sports activities are inclusive and welcoming to all.

Useful links

- Sport England:
www.sportengland.org
- Commission for Racial Equality:
www.cre.gov.uk/speqs
- English Federation of Disability Sport:
www.efds.net southwest@efds.net
- Women's Sport Foundation:
www.wsf.org.uk

Local Sports Development Officers can be contacted through the Cornwall Sports Alliance



I would like more information on:

- Equity in Your Coaching
- How to Coach Disabled People in Sport
- Equity – A Club for All
- Disability Awareness Training
- Cultural Awareness Training
- Women Get, Set Go Course

Name _____

Club: _____

Address _____

Phone _____

These courses can vary in price between £15 - £30 depending upon the organising body. For information about a course near you contact the Cornwall Sports Alliance on 01873 324327

Cornwall and Isles of Scilly Sports Alliance

Unit 6 Threemilestone Ind. Est.
Truro
TR4 9LD

Telephone: 01872 324327/ 324385
Fax: 01872 324334
Email: phmorris@cornwall.gov.uk

Striving for Fairness in Sport in Cornwall



Information for schools, clubs, coaches, teachers, parents, volunteers and participants

**Cornwall and Isles of Scilly Sports Alliance
Unit 6, Threemilestone Ind. Est.
Truro
TR4 9LD**

What is sports equity?

Sports equity is about fairness in sport, recognising differences and taking steps to accommodate them. It is about changing attitudes and perceptions to ensure that sport is open and welcoming to everyone in society whatever their age, ability, gender, race, ethnicity, faith, sexual orientation or social-economic status.

Why is Sports Equity important?

Sports Equity is important as it challenges the way sport is provided and viewed.

It enables sport to:

- raise awareness of barriers: knowledge, confidence, transport, facilities, time, cost and culture,
- change perceptions and attitudes of sport providers, potential participants and society in general,
- promote fairness, recognising that some people may need more support than others and people have different needs and aspiration,
- encourage a more diverse sporting community.

A more equitable club will increase its membership and revenue!

What can you do?

Given that most sports people want to make sport more accessible for groups currently under-represented, this leaflet contains some practical tips to ensure that Sport is a positive experience for all.

Funding

Organisations looking to apply for funding must demonstrate an open, accessible and welcoming environment before funding can be approved. Small changes can make a big difference!!

First Impressions Count

What does your promotion say about your organisation? Are you creating a good impression? Do you look & sound like a good organisation to join? *Can new people come and "have-a-go"?*

Role Models

Can you use high-profile performers to sell your sport? Do your coaches inspire young people into leadership? Do your coaches, administrators, volunteers and officials reflect the make-up of your organisation (age, gender, ethnicity)? Do you have female coaches to which girls can relate? Can you offer membership incentives (e.g. family membership, two for the price of one)?

Get to Know Your Local Community

Your Local Authority Sports Development Officer can provide you with data taken from the Census on population, age, gender, ethnicity and a range of other criteria (see contact list).

A Welcoming Environment

Does your promotional information state "New Members Welcome" and include a contact name? Will all new members receive a warm welcome? Do you actively encourage members of your organisation to attend Sports Equity training? Is the timing of your activity appropriate for the players? Do you provide information on local transport (bus routes/train times) to help members and visitors get to your venue? Physical factors, such as car parking, lighting, ramps, doorways, the quality of changing facilities will also affect the attractiveness of your organisation.

Pricing

How affordable is your sport? Is the cost a deterrent to joining your organisation? Can members pay in instalments? Do you offer discounts for juniors and people on low incomes?

Leaflets & Newsletters

Are your leaflets, posters or notices eye-catching and informative? Do you use photographs? Do they appeal to existing or new members (juniors/adults, male/female, social or competitive)? How do people find out more?

Website

Is your website attracting new members? What messages are you giving out to potential members? How easy is it to contact someone from your website? Is the information on your site up to date?

