

SPORTS CHARTER FOR RACIAL EQUITY
MEMBER RESOURCE

ENGAGING WITH ETHNICALLY DIVERSE COMMUNITIES



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“Empowering the voice of communities through meaningful engagement is effective but not always part of the due process. To make any reasonable changes or recommendations to any system, you must first consult those affected before championing change.”

IVAN LIBURD
LEICESTER NIRVANA FC



“Positive community engagement is vital in reaching underrepresented and disengaged communities. It needs to be a two way dialogue otherwise you will not be able to understand nor provide for these communities as well as your services could be seen as disingenuous or not meant for them.”

ALAN LAU
THE FRANK SOO FOUNDATION

KEY BENEFITS

One in four adults in the UK are from a culturally or ethnically diverse heritage. This figure is growing all the time, and therefore thinking proactively about engaging different groups of people with their identities, customs and beliefs in mind is becoming increasingly important to organisations.

Meaningful and well-thought-out community engagement will lead to:

1. A significant growth in your sport in the communities you seek to engage.
2. A healthy, culturally competent environment that enables people to perform to their best.
3. Increased support and engagement in your sport from different communities.

It is no longer an add-on and a nice to have, but a key differentiating factor between sports that are growing, and those which are struggling to stay relevant.

Making that extra effort to engage with different communities, and reflect their needs, is the single biggest tool you have in growing your audiences, participants and overall organisational outcomes.

MARKETING & USING THE RIGHT TERMS

We've produced separate guides to support you to market, and to use the correct terminology for culturally and ethnically diverse communities.

If you need a copy of these guides, please contact: charter@sportingequals.org.uk



ENGAGEMENT DONE WELL

Cultural sensitivity and awareness plays a crucial role in attracting diverse audiences, respecting traditions, and ensuring a positive experience for everyone.

Sports organisations talk about looking to attract a more diverse audience, but often fail to make the relevant considerations and deliver the actions that demonstrate the ambitions.

Some may have updated their imagery, or included specific communications in publications designed to reach particular audiences, but fail to do the small stuff well. This can lead to tokenism, as may result in disengagement.

Here are our top tips that will help you achieve positive engagement:

1. Create direct links with **community organisations/leaders** and places of **gathering and worship**.
2. Before you implement anything, **seek advice and input** from members of the community you want to engage with.
3. Recruit **role models**, but do not expect them to be experts in all aspects of their community and diversity and inclusion,
4. Use a recognised **multi-faith calendar** to ensure you **proactively celebrate** with communities, it will also help you avoid clashes with key events.
5. Think about the **timing of your sessions/events** to reduce the chance of clashing with other activities happening in the community. Be mindful that some people have commitments relating to their ethnicity or beliefs that they feel they cannot change or miss such as prayer or fasting.

6. Consider **dietary or alcohol restrictions** when providing food and refreshment.
7. Adapt your **method and style** of communication to ensure it is appropriate and relevant.
8. Make **reasonable adjustments** to roles and opportunities to ensure they are culturally appropriate.
9. Ensuring **consideration of clothing and equipment**, and look to make adjustments that ensure accessibility. This is particularly important when considering culturally symbolic headwear, natural body shape, hair type differences and other similar considerations.
10. Always **consult, never assume**. This can lead to stereotyping, and disengagement.





YOUR CHARTER CHALLENGE

We want our Charter members to **share and showcase** so we can all **learn together**. As part of your commitment we ask your organisation to take a challenge based on each resource.

Choose **one** of the following:

1. Write a short summary of how you have **successfully engaged** with an **ethnically diverse community** over the last 12 months. Include a short paragraph on how you might use the learnings from this resource moving forwards.

Or

2. Identify at least one **ethnically diverse community** that would **benefit** from some of the suggestions included in this resource. Then write a short summary of how/what you will **action** to engage them more inclusively in your organisation.

Send your challenge output to: charter@sportingequals.co.uk

WHERE CAN YOU **LEARN** MORE?

If you'd like to know more about how Sporting Equals can help you, get in touch at charter@sportingequals.org.uk

KEEPING UP TO DATE

If you are reading this guide via a PDF document, printed source or similar, be aware that some of the guidance may be out of date. Terms and phrases are fluid and progress and change over time.

We update this guide regularly and no less than once per year.

This version was created on 6th December 2024.

If you're reading this more than 12 months after the date above, please contact us at charter@sportingequals.org.uk

