Bringing Young people together through Sport

Community Cohesion Conference May 2009

GUNPOWDER
DELIVERIES
FIRST RIGHT

Bringing Young people together through Sport

- Challenges in Community Cohesion
- Barriers to Sport Participation & Inclusion
- Benefits of Sport…Impact to young people
- Engaging Young People through Sport - Some Do's and Don'ts

Community Cohesion Conference May 2009

Challenges in Community Cohesion

- Limited understanding of BME communities, Cultures within Cultures
- Multi-organisational approach? = Co-ordination issues, vested interests, protecting “empires”, duplication. Joined up work?
- Many Words, little Action! Talking ABOUT….Not TO communities
- Gatekeepers…Usual Suspects…..”Yes men” “Community Leaders”
- Limited Engagement…..medium to long term, not surgical strikes!
- Hard Targets/Outputs focused……..should be Outcome focused
- “Hard to reach groups” - Really! Know Who /where they are?
- Don’t Assume what people want…..ASK THEM! INVOLVE THEM!

Benefits of Sport – in community cohesion

- OVERCOMES BARRIERS- racial stereotypes/ cultural / political - Focus on what's COMMON -not different. Easy…turn up an Play!
- makes FRIENDS, builds TRUST, encourages mixing, reliance on others
- Sport is ALL Action!! Crosses language barriers. Equal Opportunity
- ACTIVE CITIZENSHIP -- responsibility, accountability for actions
- DEVELOPS CHARACHTER: positive Can Do attitude, Mutual Respect, Respect for Authority, Self- Discipline, Self-Esteem. OLYMPIC VALUES
- DEVELOPS SKILLS: Leadership, Team Working, Time Keeping, Organisational, Qualifications, Employment prospects improved, etc.
- Transforms lives like nothing else! INSPIRES! Feel Good!

"I can take the winning, I can take the loosing but I can't do without the playing" ….
Boris Becker

Barriers to Sport Participation

Service Providers, as viewed by the 'Community'*

- Racism -overt and institutional
- Ignorance of Service Providers
- 'Not for us'-for white people
- Distant….not engaged, [Talking About..-Not Talking TO communities]

The 'Community', as viewed by Service Providers*

- Cultural Needs and Cultural Prejudices
- Social Exclusion Issues: Transport, Money, Access
- Language
- Parental Control / Desires

Consider also……..

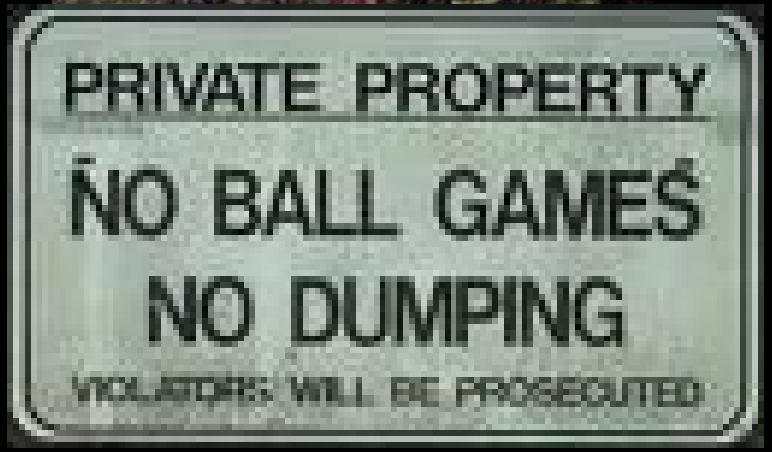
- Trust… Safety ….Cultural (Facilities & Delivery)….Economic barriers
- Awareness/ Promotion….. Take services TO people..
- Role Models
- Sporting Bodies engagement often too broad brush. Knowledge?

* Source: Leeds Metropolitan University

SOCCER NOT ALLOWED
SOCCER MAY ONLY BE PLAYED IN ARCHERY RANGE

SCHOOL BUS STOP AHEAD
NO SHOOTING

ANY PERSONS (EXCEPT PLAYERS) CAUGHT COLLECTING GOLF BALLS ON THIS COURSE WILL BE PROSECUTED AND HAVE THEIR BALLS REMOVED


PRIVATE PROPERTY
NO BALL GAMES
NO DUMPING
VIOLATORS WILL BE PROSECUTED

Evidence of wider Inclusion through Sport?

"…only a handful of Asian players in all the professional academies.."*

'White Men still run Sport'… ***The Times, Feb.2007***

"Grassroots racism continues to shame the game"……*It may be on the retreat at the professional level but racial abuse still blights recreational football "*

*David Conn, **The Guardian** , October 24, 2007*

Government misses minority sports targets

Craig Woodhouse, Press Association , *Monday, 19 January 2009* **The Independent**

Sport can blaze a trail in our inner cities

Jim White, Daily Telegraph February 17 2007

*Source:www.kickitout.org

Evidence of Inclusion in Sport?- football

"Our main message is that we now need to take a very different route from the one travelled so slowly thus far to make this work well in the future."

-Jas Bains *(Report- "Asians CAN Play Football-another wasted decade" –September 2005)*

"I think we have moved on because of our own efforts, not because the game has really changed for Asian people."

- *Pav Singh, Albion Sports, Bradford.*

" Luton United has worked incredibly hard to get where we are today – much harder than many white clubs. We have had to work this way simply to overcome prejudice." *Butch Fazal, Chair –Asians in Football Forum*

" Everyone here says they admire what we do for young inner-city kids in Leicester. But then when it comes down to facilities, we are always pushed to the very back of the queue. Things have got to change."

- Dilip Chauhan, Nirvana FC

Source:www.kickitout.org

Best Practice: examples of Inclusion through Sport

Local Leagues®

Bend it Like Birmingham
The Sport Inclusion Project: Many communities, one goal.

sähëli
women's group

Youth Sport Trust

Youth Sport Trust- Step into Sport Camp 2009……

- √ **It was a real experience to understand one another's backgrounds, how we were different and what we had in common.**
- √ It was great to mix and communicate with a range of different people from different ethnic backgrounds and experiences etc, where we can come together as one community, where we share and learn from what we gained from each other.

Personal Development (understanding diversity): Step into Sport Camp- interview comments

- ✓ I think it was a good mix of people, different cultures, different backgrounds. It was quite good to get to know them and everything, it was really good, people were coming from all around the country, with different personalities, different opinions, different ways to talk. It was good to get a mix and everything. *(Interviewee 1)*

- ✓ Where I come from, really, its sort of white, middle class, catholic school situation, and I went to the camp and mixed with all different types of races, types of abilities, types of people, from confident people to shy people, and it was amazing because the difference really brought people closer together I thought. *(Interviewee 2)*

How to Engage Young people
(diverse communities)

DO's

- ✓ Understand your target communities first. Be Pro Active
- ✓ ASK & INVOLVE young people what they want, where, how, etc. Don't force it! Overcome Barriers - Motivate them to come!
- ✓ Start with simple/ popular sports first, e.g. Football, Cricket, etc. Use Role Models. No Cost ..or Low Cost !
- ✓ Have clear guidelines to overcome friction, factions, fractions, etc.
- ✓ Ensure Coaches are Trained & diverse (Comfort factor)
- ✓ Continuity of activities. Progression routes?
- ✓ Communicate Widely- widen Channels & Reach
- ✓ Keep it Safe & Neutral

How to Engage Young People
(diverse communities)

DON'Ts

- ✓ "One size fits All"?- NO IT DOESN'T! Customise, be Inclusive,
- ✓ Don't ignore "hard to reach", "tough" communities. ASK, INVOLVE
- ✓ Don't parachute in! Use local people to Engage better.
- ✓ Create "one-off" activities- Sustain, Link UP, Talent Pathways
- ✓ Don't Ignore Cultural/Faith, Language Barriers –*plan for it, accommodate it but keep Faith Neutral.*
- ✓ Don't wait for Riots to set up local programmes!!

The Prize?

- Better Equality of Access in Sport
- More Opportunities for young people of All backgrounds to Realise Talent and Excel
- Chance to Influence Peoples' Lives
- Improved Community Cohesion through - Mutual Respect, Recognition, Wider Involvement and 'Fairness not Favours'

" Champions are not made in Gyms…. Champions are made from something deep inside them…….a DESIRE…..a VISION….,,,. a DREAM "

Muhammed Ali