

UNIFIED ACTION

A FRAMEWORK FOR DIVERSIFYING SPORT GOVERNANCE

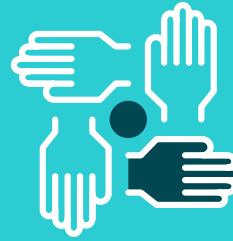


No Voice Left Behind

Lack of diversity

7.9%

In 2020 7.9% of board members were from ethnically diverse communities.²



Young people are under-represented

60-62

Younger people are under-represented on trustee boards. The average age of a trustee is 60-62.³



Inequality in leadership roles

0.5%

0.5% of trustees are 18-24, despite making up 12% of the population.³



Colour-blind approach

Sports councils highlights the impact of a "colour blind" approach in sport leadership which encourages inequality and division.¹



Purpose:

A set of recommendations developed by young people from Ethnically Diverse Communities. Created to build inclusive cultures within National Governing Bodies of Sport (NGBs) and deepen their understanding about the barriers young people face in sport governance.

¹ #Tell your story: 5 Home Countries – Response to Racism: Sport England, Sport NI, UK Sport, SportScotland, Sport Wales (2021)

² Diversity in Sport Governance Survey 2020, Sport England, UK Sport and Perret Laver

³ Future Trustees Programme <https://www.gettingonboard.org/future-trustees-programme#:~:text=Younger%20people%20are%20under%2Drepresented,up%2012%25%20of%20the%20population>



Why is it needed?

A 12-month pilot research project, funded by the Esmee Fairbairn Foundation, delivered by Youth Sport Trust in partnership with Sporting Equals, 2 – 3 Degrees, Golf Foundation, England Golf, Swim England and Paddle UK (formerly British Canoeing).

Young people are under-represented in sports governance, with even less representation of young people from diverse backgrounds and communities.



Why does this matter?

Young people of all backgrounds deserve to have a real say in how sport is run in this country, and without their voices being heard this is impossible.

Every sport is looking to grow its reach and impact. Without listening to a diverse range of ideas, opinions and stories, how can an offer be designed and delivered that meets the needs of all communities.

Diverse representation at governance level and youth voice, brings about fairer, smarter and better decision-making. **#novoiceleftbehind**

Meet the Changemakers

As Changemakers we are motivated to have our voices heard to tackle the racism we have experienced in our own lives to bring about long-term change, educating others to increase the voice of under-represented young people from ethnically diverse communities.

Dylan Ahmed

Jonathon Dawes

Emily Emiru

Geoffery Gulzar

Jordan Liburd

Serena Mahandru

Lipa Nessa

Doaa Shayea



“ If you don't tell us, we don't know? How are you reaching out to young people from diverse backgrounds? ”

Doaa Shayea



“ Remove barriers based on age. We should not have to prove ourselves because we are young. ”

Jonathon Dawes

Why would a sports organisation want to recruit young people to their board?

By engaging with young people from diverse backgrounds and communities, your organisation will learn from a wide range of lived experiences. Aside from our skills and passion we;



Bring different points of view to a discussion



Give insight into the needs and experience of more diverse communities



Facilitate contacts in those communities



Think of new ways of doing things



Help you make decisions that enable your sport to have greater reach and impact in every community

Our presence in governance roles makes it more likely that other young people from diverse backgrounds can see themselves in a similar role, creating a virtuous circle of a more diverse future for the organisation.



Barriers and Challenges



Lack of positive role models

Providing us with confidence to take on roles at higher levels in governance.

Documents are not bilingual

Not having documentation in other languages.

Fears of not fitting in

Fears of not fitting in and intersectionality increasing fear of discrimination.

Practical barriers

Including lack of resources and time due to religious commitments, study, job commitments or training.

Concerns about tokenism

Concerns about existing lack of diversity in governance structures. We may not feel safe to express our views when we do not see people like us.



Low awareness of opportunities

Recruitment strategies not reaching young people from ethnically diverse communities. We are less likely to be made aware of opportunities available.



Lack of clarity on board roles



Lack of clarity on roles and expectations on how our contribution will make a difference.

Lack of confidence



Lacking confidence in our skills to take up decision making roles.

Lack of diverse imagery

Not seeing people like us e.g. No diverse imagery in recruitment packs or website.



Desparity between recruitment processes

Different recruitment processes, induction and training programme for young people to that of main Trustees.



No voice for young people

Lack of young people voice across your platforms and governance structures.



Top Tips to Diversify Sport Governance

Structures

- Recruit a diverse youth board to help understand the needs of young people from all backgrounds.
- Ensure diverse young people have a genuine voice in the future strategy of your organisation and connect to your main board.
- Take positive action, listening and acting upon young people's ideas and opinions.
- Appoint an EDI lead on your youth board and main board to support your EDI Lead across the organisation.

Recruitment

- Actively flag that you are looking for young people from diverse backgrounds and lived experiences.
- Make use of specialist job boards for ethnically diverse communities e.g. faith/community centres.
- Use diverse imagery.
- Offer additional support for people who may have language or other barriers.
- Ensure diversity on the recruitment panel and provide training in unconscious bias.
- Host Open Days.

Supporting People

- Think about where, when and how often you hold your board meetings.
- Remove barriers such as transport or cost.
- Ensure flexibility around religious and cultural festivals.
- Appoint more than one young person to avoid feelings of isolation or tokenism.
- Provide shadowing or mentoring to help us learn how the board operates.
- Experiment with different meeting formats to change group dynamics and inclusion.

Top Tips to Diversify Sport Governance

Leadership Pathways

- Opportunities for young people to contribute and make decisions as part of your main board.
- Ensure existing role models for young people from diverse backgrounds on the main board.
- Support young people's confidence and skills to join the main board when they feel ready.
- Develop a mentoring programme between your youth and main board members.
- Raise awareness of specific management and leadership courses e.g. Sporting Equals Leader Board Academy.

Celebrating Success

- Celebrate publicly and proudly the impact of recruiting young people from diverse backgrounds into your governance structures.
- Share how our experiences have helped you engage with different communities.
- Encourage young people to share their journey, how their education or career aspirations have improved because of their experiences with you.
- Give young people a platform to share their stories through blogs, social media and events.

Building a Diverse Future

- Provide opportunities and platforms for us to gain buy-in from the wider organisation using our voice to showcasing our stories and ideas.
- Grow our presence in governance structures so other young people from diverse backgrounds can see themselves in a similar role, creating a virtuous circle of a more diverse future for all.
- Provide EDI training and support for all boards and your workforce to develop inclusive cultures.
- Connect us with others across the sector to share learnings e.g. Youth Sport Trust Youth Board.

Checklist for sports organisations



“ How are you ensuring young people from ethnic diverse communities have the confidence to speak up and be part of your board? Connect us to the right people to make change happen.”

Geoffery Gulzar



Benefit awareness

Do your board members understand the benefits of having young people from diverse backgrounds on the board?



Marketing Reach

Is your recruitment process fit for purpose? Are you being pro-active about reaching out to young people from diverse backgrounds?



Recruitment process

Does your application process encourage young people from diverse backgrounds? Have you addressed potential social, cultural and economic barriers?



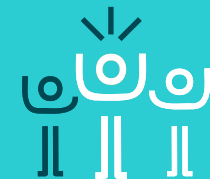
Training programmes

Once you're recruited young people from diverse backgrounds, do you have a training and mentoring programme to support their induction and development?



Maximising the value

Are you maximising the value of your young people from diverse backgrounds by adapting governance structures to get the most out of them?



Celebrating impact

Are you celebrating the impact and successes, especially in more diverse communities?



Useful resources



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for more information

