



The Equality Standard
A Framework for Sport

NEWS

Edition 53 August 2009

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

Welcome

Hello and welcome to the 53rd newsletter. And so it looks as though the “barbecue summer” won’t be delivered as promised! On the other hand, what does seem certain is that, over at least the next 6 years, the UK will be hosting several major high-profile sporting events. Which only goes to show that, there is life after 2012 after all!

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:

- Employment opportunities for people of all ages
- The Women and Leadership Development Programme
- Sports Councils Equity Group update
- Recognising the achievements of women
- A variety of general information of interest and new resources of use
- Calendar of forthcoming events.

LOCOG tackles age underrepresentation

Our thanks to Julie Burley, from The London Organising Committee of the Olympic Games and Paralympic Games Press Office, for providing the following article.

When London made its bid in Singapore, the team made the promise that London 2012 would be ‘Everyone’s Games’. To truly deliver this vision – the cornerstone of the London 2012 brand – the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) must continue its work to attract and retain a diverse workforce. This is something LOCOG is doing every day when looking to recruit new members of staff. And one area which they have been really committed to is in the employment and development of people of all ages.

Age is an important element when assessing the diversity of London 2012’s workforce. Too often, a generational gap can develop within an organisation and this can therefore lead to feeling of resentment and exclusion. However, London 2012 is aware that the Games in 2012 create a fantastic opportunity for people to learn from each other – whether someone has just started employment or has been working for many years.

As such, London 2012 designed and implemented a programme called ‘>attitude over age’ which is aimed specifically at recruiting older and younger people.



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Key points from this programme include:

- The appointment of an 'Age Champion' - Debbie Jevans, Director of Sport - to ensure the topic of age is addressed on the Diversity Board chaired by the Chief Executive, Paul Deighton
- Older and younger people are members of LOCOG's cross-functional Diversity Action Team, which also reports to the Diversity Board
- LOCOG working in partnership with The Age and Employment Network (TAEN), Employers Forum on Age (EFA), Job Centre Plus and other older people's groups to actively seek older candidates. For example, together they host recruitment evenings for older people (as well as for the other diversity strands)
- LOCOG working with Connexions and the Prince's Trust to engage younger people
- LOCOG working with its principal recruitment partner, Adecco, to benchmark recruitment agencies on the age of candidates to encourage greater diversity. LOCOG will also benchmark the internal functional areas on their hiring record.
- The organising committee launched a 'buddy' system for its most experienced and younger employees to exchange ideas – matching experience with creativity.
- London 2012 will continue to use the 'Age Aware' mark and the 'Age Positive' mark to demonstrate its commitment to being an employer of choice for all ages.

LOCOG's commitment to recruiting a workforce of all ages is also underpinned by the following initiatives:

- School Leavers Programme – which offers those leaving school or college the chance to work at LOCOG
- Work Experience Programme – where people have the opportunity to spend one week working at LOCOG in a number of different departments to get a real idea of the type of work London 2012 does
- Trailblazers Programme – which provides people with an interest in working with London 2012 on a volunteer basis a way to get involved now, well before the big events themselves and to bring their experience to an office environment

By the introduction of its policies and procedures, LOCOG is sending a clear message to the workforce (which is ever growing) that they welcome and value anybody regardless of age. London 2012 wants to encourage its younger and older staff to work together; to learn from each other; and accelerate the project forward.

As Tony Sainsbury, 62, Athletes Villages Manager said: "In the Olympic Games and here at LOCOG, age really is an attitude of mind. The project is just so stimulating and all we can think about is the need to deliver the Games on a certain date and even a certain time in 2012."



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He continued: “LOCOG live their value with regards to hiring younger and older employees and my contribution is as valued as every other member of the team and I am provided with the environment to deliver my best.”

Steven Burnham, London 2012’s youngest employee at 18 adds: “I have been working for London 2012 for the last two years and over this time, I have had the opportunity to be involved in some truly once-in-a-lifetime experiences and learnt new skills that will prove invaluable for the rest of my career. And I know that this opportunity to work for such a unique and exciting project would not have been possible were it not for London 2012’s commitment to hiring people of all ages. I have received strong support and guidance throughout my time here and I’m not sure this would have been available to many other young people at other organisations.”

London 2012 realises that over the next three years, it has a unique opportunity to challenge misconceptions about younger and older people, inspire lasting change and prove that age is never a barrier. The aim is to make London 2012 ‘everyone’s Games’ and for this to happen, they’re looking for people to join together and support this, whether young or old.

More information about the programme can be found at [Attitude over age](#).

Leadership opportunities for more women in sport

Our thanks to Hemant Mistry, Equality Policy Officer at UK Sport, for providing the press release below.

UK Sport and its partners the British Olympic Foundation and CCPR have successfully recruited 15 more participants to their successful “Women and Leadership Development Programme” (WLDP).

The three organisations are committed to gender equality in sport and recognise that the situation for women in leadership is such that positive action is required. Therefore the partners decided to develop and fund a programme which would provide training and support for women with the talent and desire to achieve senior positions in sport. The programme not only reaffirms commitment to gender equality but also contributes to each organisation’s influencing work in terms of international representation, developing excellence in sports leadership and advancing governance in sport.

The programme was established to address the low level of women in senior administrative positions in sport. WLDP involves periods of intense training and continuous support to build leadership skills and enable the participants to maximise their potential.



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WLDP is a focused initiative targeted at women to develop their career and personal skills to enable them to compete on equal terms in management. The programme is design to create a level playing field for women in a competitive environment like the sport industry.

The aims of the programme are to:

- Increase representation by women in leadership positions in sport
- Build the competence and confidence of women in decision-making positions
- Increase support among organisations for the contribution women can make to sports leadership
- Foster networking between women leaders in the UK and internationally.

Baroness Sue Campbell, Chair of UK Sport said: “WLDP and its impact on the first group of leaders between 2006 and 2009 has been highly successful both at an individual and organisational level. The interim evaluations of the programme highlight that 75% of the participants have been promoted to Director / Senior Management Team level and given greater responsibility, these individuals have demonstrated far greater organisational influence and positively contribute to the high level success of their individual sports organisation. I am delighted and proud of the widespread appreciation and support for the programme expressed by the participants, organisations and their mentors.”

CCPR’s Chair, Brigid Simmonds, said, “The under-representation of women in sports leadership positions means that not all sports bodies are making the most of the resources which are available to them. WLDP seeks to change that and ensure that more women have the chance to rise to the top.”

BOF’s Chair, John James OBE said “The Olympic Family has recognised the need for greater representation of women both as leaders and sport participants. WLDP provides an opportunity for aspiring women to build skills, knowledge and experience which can positively contribute across the sporting sector and we are delighted with the progress of the programme.”

In addition, the success of this programme in the UK has been replicated at an international level. A number of National Olympic and Paralympic Committees and sports organisations worldwide have recognised the value of this programme and the Comité National Olympique et Sportif Francais has started to implement a similar programme based on WLDP. UK Sport presented the values and outcomes of WLDP at the recently held International Association of Physical Education and Sport for Girls and Women Congress. Furthermore, CCPR has successfully secured European Union funding under the Leonardo scheme to extend the delivery of the programme.

If you would like any further information about the programme, please contact the programme manager Hemant Mistry – hemant.mistry@uksport.gov.uk



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List of those selected in the second group of leaders

Jane Harvey Snow sport Scotland	Catrin Devonald Swim Wales
Holly Woodford England Hockey	Helen Cartwright Royal Yachting Association
Lisa Wainwright Volleyball England	Janie Frampton The Football Association
Rachel Washington Amateur Swimming Association	Amanda Van Santen Royal Yachting Association
Amanda Bond British Dressage	Joanne Richards Great Britain Wheelchair Basketball Association
Chloe Nelson MCIM British Canoe Union	Sam Matthews British Cycling
Zoe Wilson-Maye UK Athletics	Helen Bushell Welsh Hockey Union Undeb hoci cymru
Donna McIvor The Football Association	

Sports Councils Equity Group (SCEG) update

Our thanks to Adam Blaze, from Sport England, for providing the following report of the latest SCEG meeting, held on 29 July in London.

Welcomes

Hemant Mistry attended his first SCEG meeting. He has joined UK Sport as cover for Charlotte Edward who is on Maternity Leave. Hemant's contact details are:

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Sports Council Updates

The individual Sports Councils provided a brief update:

UK Sport – The second round of recruitment for the Women and Leadership Development Programme has been completed and fifteen new recruits have been identified. The new participants will be introduced at the World Class Performance Conference later this year.

Sports Council for Wales – The organisation has achieved the Foundation level of the Equality Standard and has begun working towards the Preliminary level. Sports Council for Wales are putting an Equality Scheme together and are looking at a whole organisation action plan.

Sport Scotland – Following the restructure at Sport Scotland the organisation is looking at options for working with SGBs with respect to Equality. All SGBs will achieve the Foundation level of the standard by 2011. Sport Scotland is undertaking a series of Equality Impact Assessments.

Sport England - The organisation will be resubmitting for the Foundation and Preliminary levels of the Equality Standard. Sport England have been working closely with the three national equality organisations English Federation of Disability Sport (EFDS), Sporting Equals and Women's Sport and Fitness foundation (WSFF) and they have each submitted plans that detail how they will work closely with National Governing Bodies (NGBs) until 2011.

UK Equality Seminar

This year's seminar will take place in early December and will be hosted by UK Sport in London. The venue will be confirmed shortly and the structure and content of the day will be confirmed at the SCEG and SCEAG meetings next month

Single Equality Bill

SCEG had a long discussion about the Single Equality Bill and what it may mean for the sports sector. Prior to the next SCEG/SCEAG meeting a list of key questions and challenges will be collated for discussion at the meeting. SCEG members will be attending Equality Bill Consultation events in September.

BME Research

The executive summary for "A Systematic Review of the Literature on Black and Minority Ethnic Communities in sport and physical recreation" has now been completed. A link to this executive summary will hopefully be contained in the next edition of this newsletter.



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Dates for future meetings

The next SCEG meeting will be on the 23rd September and will be hosted by Sport Scotland in Glasgow. This will be followed by the Sports Council Equity Advisory Group (SCEAG) meeting on the 24th September in Glasgow.

The Sunday Times Sportswomen of the Year Awards 2009

The following piece has been taken from the Times Online Website.

The Sunday Times Sportswomen of the Year awards celebrate the immense contribution made by women to British sporting success. The awards, now in their 22nd year, are not restricted to the superstars who bring back medals from major championships or break world records, but cover the whole spectrum of sport, from swimming to cricket, athletics to weightlifting. Our awards also focus on the administrators who work tirelessly behind the scenes, PE teachers whose own passion encourages a lifelong attachment to sport among their pupils, and coaches who, often unpaid and unrecognised, nurture the talent of our next generation of athletes.

The Sunday Times initiated the awards in 1988 and some of the greatest names in sport have been among our winners: Olympic champions Sally Gunnell, Dame Tanni Grey-Thompson, Denise Lewis, Kelly Holmes, Rebecca Adlington, Victoria Pendleton and last year's winner, Nicole Cooke, have all featured on the podium.

We are delighted to recognise the huge contribution of the four sporting bodies who have joined us in organising and sponsoring these prestigious awards - Sport England, UK Sport, the Central Council for Physical Recreation (CCPR) and the Women's Sport and Fitness Foundation (WSFF).

The awards will be celebrated at a star-studded lunch in London on Tuesday November 3. The venue will be announced shortly. This is your chance to celebrate the achievements of women participating and involved in sport over the past 12 months.

As well as Sportswoman of the Year, the 10 awards open for nominations are:

- Team of the Year: Celebrating the achievements of Britain's best teams
- PE Teacher of the Year: Highlighting the outstanding contribution of those who teach physical education
- Young Sportswoman of the Year: UK Sport award marking the success of sportswomen under the age of 21



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- The Helen Rollason Award: Recognising inspirational endeavour in honour of the late Helen Rollason
- Community Club Volunteer Award: Sport England award for individuals who have actively engaged with different groups of women within their community through sport
- Sponsorship of the Year: WSFF award for brands that have successfully supported and promoted women's sport in Britain
- Sport Businesswoman: Rewarding those making a mark in sports management, marketing and administration
- Lifetime Achievement: CCPR award which recognises a lifetime of sporting success
- Sports Leader of the Year: Celebrating excellence of those taking a lead role in women's sport
- Disabled Sportswoman of the Year

To vote and read the associated terms and conditions, click on [SWOTY](#).

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.

Women's Islamic Games

From 22-28 September, the 4th Women's Islamic Games will be held in Tehran, Iran. Organized by the Islamic Federation of Women Sport (IFWS), female athletes from more than 30 countries will participate in 18 different sports, including Table Tennis for people with a disability. For more information about the games, or the Federation, visit [IFWS](#).

Equality Standard material used to achieve other Standards

The National Association of Karate and Martial Art Schools (NAKMAS) has now been accredited the up to date BS EN ISO 9001:2008 standard.



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As part of achieving this accreditation, the assessor commented that he was very impressed with their equality action plan, produced as part of their recent achievement of the Equality Standard for Sport Preliminary level.

Putting Hampshire on the equality map

Hampshire County Council has worked with third-sector partners over a number of years to develop a Diversity Network Project (DNP). The network supports voluntary sector organisations to meet the needs of individuals and communities experiencing exclusion from, and barriers to, full participation in their locality. The network aims to provide information and guidance across all equality strands through the promotion of training opportunities and events. For more information about this work click on [Hants](#).

London 2012 Open Weekend

On 24-26 July, the London 2012 Open Weekend returned to celebrate art, culture, sport, and everything that makes up the London 2012 Games. The celebration featured 800 events held by around 500 organisations across the UK. To read reviews and see pictures from some of the events go to [Open Weekend](#).

Audit Commission Toolkit

The Knowing Your Communities Toolkit helps organisations assess their current performance and understand what they need to do to improve. Covering nine themes: community engagement, disability, gender, human rights, older people, race, religion, sexual orientation and young people, they provide clear examples of improved outcomes. Supported by case studies of notable practice and links to other web-based resources, the tools give a high level overview of current progress and potential next steps. It has been made relevant to all sectors, not just local government, and can be accessed via [Toolkit](#).

More accessible facilities in London for people with disabilities

The London Development Agency (LDA) has awarded London Sports Forum for Disabled People (LSF) a grant to run a specific Inclusive Fitness Initiative (IFI) London project. Working in partnership with the national IFI programme, this four year project will use the IFI accreditation to ensure that a further 150 fitness facilities across the capital are accessible to and inclusive of disabled people. To date there are 22 IFI Mark facilities in London. LSF is keen to work with all its partners to ensure that by 2013 approximately 10% of the fitness facilities in London become IFI accredited. Details of a formal launch will be announced in due course.

For further information please contact Gideon Feldman,
Telephone: 020 7717 1699 Email: gideon@londonsportsforum.org.uk.



Equality Bill update

Below are views from 2 agencies about various aspects of the Equality bill:

- Fawcett Society: 'The Equality Bill – defining a new approach or business as usual?' Click [here](#) to read more
- Outrage statement on the Equality Bill Click [here](#) to read more.

The Equality and Diversity Forum recently held a conference providing information about, and opportunities to discuss, the Bill. Although the overwhelming view was that this is a positive move, some areas of concern were expressed:

- The Bill must receive Royal Assent by 24 April 2010, otherwise it will not progress
- This time constraint may mean that some items (those requiring further consultation for example), may have to be left out
- Multi-discrimination is only limited to 2 characteristics (known as dual discrimination) and does not cover discrimination on the grounds of 3 or more characteristics
- This bill still remains separate to the Human Rights Act
- It is still unclear how “equally qualified” is defined with regard to positive action
- Equality Impact Assessment will not be mandatory for public bodies
- The existence of the Bill may discourage strand-specific campaigns
- The Bill does not cover provision of services for people aged under 18, making it lawful to discriminate against this group in this area
- A number of vagaries mean the next government will be able to determine the nature of many exemptions and the date when various elements will come into force.

The conference expressed the hope that many of these concerns will be addressed as the Bill progresses and that they will not turn into real issues at some time in the future.

For all information relating to the Government Equalities Office and to keep up-to-date with progress of the bill, visit [GEO](#).

Calendar of forthcoming events

Dates for your diary include:

- 22-28 Sept 4th Women's Islamic Games in Iran
- 23 Sept SCEG meeting in Glasgow
- 24 Sept Sports Council Equity Advisory Group meeting in Glasgow
- 15-27 Oct One Game One Community Weeks of Action throughout the UK
- 3 Dec UK Equality seminar in London



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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
28 September	18 September
26 October	16 October
23 November	13 November
21 December	11 December

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