sportscotland EQUALITY INPRACTICE GUIDE





FOREWORD

At **sport**scotland, we see a Scotland where sport is a way of life, where sport is at the heart of society and makes a positive impact on people and communities. To achieve this vision we want to work with a range of organisations to build a world class sporting system for everyone in Scotland.

One of our key priorities for driving improvement in the system over the next four years is a greater focus on diversity and inclusion in sport. Widening access to sport means working to understand the needs of people who share the protected characteristics. As a sector we must recognise and understand this if we are to effectively address issues that may be preventing or constraining people from getting involved and progressing in any aspect of sport.

Scottish governing bodies of sport (SGBs) play a vital role in developing a more equal and inclusive sporting system and that is why I am delighted to introduce this equality in practice guide, which I hope supports SGBs to consider how they can increase diversity in sport, both through their internal structures and processes, and through their delivery to members and participants in their sports.

Stewart Harris

Chief Executive of **sport**scotland





CRICKET

Context

Cricket Scotland – the governing body for cricket in Scotland manages both the men's and women's national teams and the overall development of the game.

Cricket Scotland's approach to the development of the sport is about achieving more than equal numbers of participants, instead they are concerned with fairness, justice, inclusion and respect for diversity.

Girls and women

Female participation has been identified by Cricket Scotland as an area for on going development and features within their equality, diversity and inclusion plan. As a result, the governing body established an indoor sixes tournament for women and girls. These popular events take place in different locations across the country, and attract a mix of club, school and university sides.

The competitions requires teams of 6 players to enter, with five overs bowled per team, and points scored for hitting a wall as well as running. The 2014 indoor final of the season took place at the National Cricket Academy, Edinburgh, with ten teams from across Scotland participating. There were many demonstrations of improved batting, bowling and fielding on show from many new and talented cricketers.

In addition to the indoor opportunities, Cricket Scotland also formed the national league in 2011 – giving women's teams the opportunity to play regular games of cricket during the summer. This complimented the development of the Scottish Cup, which was established into the women's game in 2010. The outdoor national league competition for 2015 has 8 teams playing in it while the Scottish Cup has 9 – a positive outcome to these developments designed to support the women's game in Scotland. The governing body has also recently identified the need for a women's cricket manager to support these advancements and to develop their women's cricket strategy.

Success factors

- Providing players the opportunity to play all year round and therefore maximise the opportunity for women and girls to take part in the game.
- Maximise opportunities to play by ensuring good advertising.
- Developing a welcoming atmosphere at events and building the feeling that everyone is helping each other.
- Communicating the fact that anyone can take part regardless of age, stage or ability.
- The games are fast and furious and there's no 'hanging around'.
- Injuries are limited through the use of a soft ball.





"Having twelve teams taking part in the indoor tournaments is great. We see some familiar faces and some new players taking part for the first time. The strength of the game and the support from the players, coaches and supporters is great to see. There is a real buzz around these competitions. Some of the skills on show were unbelievable. It's amazing to think that only a few years ago we ran only one tournament and now we have four – and we may need to add more!"

Kari Carswell

Women's Development Manager, Cricket Scotland.

More information

Visit: www.cricketscotland.com
Visit: www.scottishwomencric.com
Email: Karicarswell@cricketscotland.com

VOLLEYBALL

Context

Scottish Universities Volleyball is one of the longest standing competitive environments for volleyball in Scotland. For instance, the men's annual cup competition has been contested for nearly forty years.

Volleyball in Scottish Universities is characterised by large numbers of participants in clubs run by elected committees of enthusiastic student volunteers. University clubs are often supported by large numbers of oversees players, who provide a unique blend of international experience of volleyball – often from countries where the sport has a much higher profile than in Scotland.

However, university volleyball clubs suffer from a unique problem in that they usually have too many club members to be able to cope. Each October sees a huge influx of players to university clubs – of all abilities from complete beginner, to those with international experience.

Particpation for 18-21 year olds

In response to the increase in the number of players in this age group, the first ever Scottish Student Festival for volleyball was held at the University of Dundee in March 2015. This was a brand new addition to the Scottish volleyball calendar.

The event was the brainchild of the **Scottish Volleyball Association's** Student Commission and recognised the increasing numbers of student volleyball players in the country.

The Scottish Student Festival is open to all college and university students and provides 12 courts for 4 a-side play. The festival also includes beach volleyball.

Teams were able to enter either a recreational or competitive division, an approach which provided for the wide range of abilities prevalent in the volleyball population in Scotland.

Volleyball is one of the most popular sports within the university sector, with a large number of overseas students continuing the sport during their time in Scotland. And, the sport is also rapidly developing within the college sector, as can be seen from the increasing interest in the Scottish Colleges' Championship.

Success factors

Basing the approach on full knowledge of the audience, for instance:

- Recognising the increasing number of volleyball players in the country during the academic year and targeting 18-21 year old age group specifically.
- Providing scope to play indoor volleyball as well as beach volleyball
- Participants were offered the opportunity to play in a recreational or competitive division in the competition – recognising the variety in the level of skill amongst the student population.
- Recognising the need for sustainability of the sport and including a targeted officiating campaign.
 By successfully connecting the the 'Reffin' Brilliant' programme, over 40 new student officials achieved qualification.





"The introduction of the SVA Reffin' Brilliant and Coaching Brilliant programmes; which are uniquely tailored to the needs of 18-21 year olds at university and college has been hugely successful for Scottish Volleyball both in terms of membership increase and in capturing the imagination and passion of young people for our sport. It is truly encouraging to see that many participants are females and that a significant number are now associated to a club and hopefully volleyball for life."

Margaret Ann Fleming, CEO of Scottish Volleyball.

More information

Visit: www.scottishvolleyball.org

Email: Paul McPate, Student Commission President

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CURLING

Context

The Royal Caledonian Curling Club (RCCC) is the governing body for curling in Scotland. They have 13,000 members in over 600 clubs across the country.

Like other governing bodies, the RCCC is focused on promoting the sport and increasing participation amongst all ages and abilities.

Increasing participation for all

The Royal Caledonian Curling Club has worked to ensure that everyone, regardless of any impairment, can participate in curling. Some specific interventions have been:

- Try Curling which has offered wheelchair taster sessions for those new to the sport.
- Appointing a full time development manager whose role is split between adult and disability curling.
- Developing coach education modules for players with a visual impairment, deaf players and wheelchair users.
- Developing the I-Curl Bonspiel competition which is open to all curlers. It emphasises inclusion and integration of curlers who have a physical or sensory impairment or play with a curling stick.

The RCCC also works in partnership with the Scottish Curling Trust to develop how those participants with a disability might access the sport.

Disability programmes were initially targeted at wheelchair users but now involve the introduction of programmes and pathways for people with a visual or hearing impairment.

Wheelchair curling

The success of wheelchair curling, from inception to Paralympics, in less than a decade highlights what can be achieved. There are already 10 affiliated wheelchair curling clubs in Scotland who have had numerous successes on the world stage – including Paralympic and World medals.



Sensory impairments

Curling for the visually impaired and deaf are growing programmes within the international curling community. The inclusion of curling in the 2011 Deaflympics, and the push for a visually impaired world championships and inclusion in the Paralympics, highlights the potential for more British athletes to perform and achieve on the world stage. It is an exciting time for adaptive programmes in curling.

Gender

The sport of curling is enjoyed by both male and females and is one of the few sports where both genders can compete together and against each other.

Age

In addition, membership of the RCCC ranges from 8-80 years old. For those who are keen to develop their skills and increase the level at which they participate, there will be opportunities to progress in all of our programmes.

Success factors

- Providing participation opportunities that meet the needs of disabled people.
- Training for coaches so they are better equipped to support disabled people.
- Planning ahead to cater for the impact of the Paralympics and interested in curling.

Try Curling

The Royal Caledonian Curling Club has developed Try Curling to provide taster sessions to the sport. Delivered by RCCC qualified coaches, each session offers an introduction to the basic aspects and rules of the game.

In the first season, 2,000 opportunities to take part were delivered. This grew to 7,000 opportunities in year two. Thirteen wheelchair-specific sessions have been organised as part of the programme and one session has 14 new wheelchair participants.

The RCCC set up a dedicated website for Try Curling to help those new to the sport find out where they can take part. At each session, all equipment is provided, including brushes and sliders, and also delivery sticks for those who require them. These taster sessions are fully inclusive to accommodate a wide range of impairments and needs.

Success factors

- Providing an introductory taster 'version' of curling to engage people's interest.
- Offering the taster sessions free of charge.
- No need to buy any equipment to take part.
- Using qualified coaches to run the sessions.
- Having qualified coaches to carry on the activities through the club, once the taster programme has finished.
- Creating taster sessions that were fully inclusive to accommodate a wide range of disability and mobility needs.



More information

Visit: www.trycurling.com

Email: office@royalcaledoniancurlingclub.org

KARATE

Context

Scottish Karate is the Scottish governing body for all forms of karate in Scotland.

Like all governing bodies of sport, Scottish Karate has been keen to develop its board to ensure it was more balanced – as well as modern and effective.

It was important to them to create an environment where there were equal opportunities to engage in sport – whether as participants or indeed as officials and administrators.

Improving board diversity

Following an equality audit of board members, Scottish Karate set out a plan that would contribute to the long-term aim of diversifying the all-male board. Although they had previously advertised for new board members, and had encouraged women to stand for election, none had put themselves forward.

So, their new approach was to agree to appoint an additional director whose role was specifically focused on representing the interests of women. It was clear that the post holder did not have to be a woman to fill this role – to do otherwise would have been unlawful.

This new position was advertised within the membership and the role of the post was clearly communicated. It was successfully filled by the best candidate.

Scottish Karate has acknowledged that by creating the specific post, it was able to successfully engage key female members who recognised that they had strengths to represent women across the sport, and therefore had the confidence to apply.

Success factors

- Commitment from the board to achieve diversity by encouraging female representation at board level.
- Changing the articles of the association to allow for additional directors to be appointed who represent specific equality groups.

The SKGB board of directors has also appointed a director of refereeing who is a woman and the board now consists of five male and two female directors.

There are also four women sitting on the following committees within the SKGB: anti-doping, refereeing and child protection.



"The Scottish Karate Governing Body is fully engaged with the promotion and development of equality throughout its organisation including membership and our board. Having achieved foundation level of the Equality Standard for Sport we proactively aimed to diversify our board and to better represent the interests of women and girls. Equality is an ongoing area of work for us as a sport and one that we are fully committed to."

Paul Giannandrea, Chair of SKGB.

More information

Visit: www.skgb.com
Email: info@skgb.com

FOOTBALL

Context

The football equity project by the **Scottish Football Association**, in partnership with **BEMIS Scotland**, was established in 2012, and supported by the Scottish Government's Cashback for Communities Fund. The aim of this initiative is to ensure more people from diverse communities have a genuine opportunity to participate, develop and achieve their full potential within Scottish grassroots football.

Ethnic minorities

The Scottish Football Association's equity project recognised that young females, especially from an ethnic minority background, were not actively engaged in football.

To gain a better understanding, the team formulated a survey and consultations with the support their third sector partner, BEMIS Scotland, to understand the potential barriers to participation, dispel any existing assumptions and better engage those within underrepresented communities. Most girls who responded explained that they would love to get involved in football but didn't know how to, or lacked confidence to take part. Similarly, girls from specific ethnic minority backgrounds highlighted a barrier to participation due to cultural and religions reasons – for instance, having to play in gender segregated teams and playing away from the view of males so that girls and women players could remove headscarves or wear shorts for comfort.

As part of the initiative, a female only participation centre was launched. It allows girls of all backgrounds who had never before experienced football to come together in a multicultural, gender segregated, recreational environment and take part. This provided more opportunities to grow participation whilst promoting integration and strengthening community and social development.

As a result, there are now at least 20 diverse girls attending the programme each week to take part in recreational football. Linking the girls' group to several community clubs has been successful – it has provided a pathway for those who want to develop further. Also, the programme has been able to cover costs to enable the girls to progress through coaching qualifications, which have been further enhanced by a coach mentoring scheme.

Success factors

- Encouraging community cohesion and creating a culture of inclusion, whilst taking into account a needs based, equitable approach.
- Benefitting from the relationship and networks of partners within the third sector accelerated the programme and helped reach the target audience.
- This also helped the programme understand the needs of the girls and young women so a positive experience could be guaranteed for them.
- Development of a 'Games for all' cultural and religious awareness workshop to help grassroots coaches better understand the needs of the communities.
- Having ethnic minority female role models as coaches made a positive impact – particularly in developing relationships with parents.



"Football brings different people from different backgrounds together. Communicating with each other, trusting your team mate and being confident is the key to playing football. 'The team' makes football beautiful. The team is made up of people from all over the world, making it a global language. That is why, as a female from a different background, I love playing football and especially as my team has brought girls from Asia, the Middle East, Africa, Scotland and elsewhere in Europe together to enjoy the sport and learn from each other."

Pinar Aksu, EM female football participant.

More information

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ROWING

Context

Scottish Rowing – the sport's governing body in Scotland has 27 affiliated clubs with an estimated total membership of around 2,500 people across the country. Their vision is to drive and inspire people to take part and achieve their potential in rowing.

Increasing participation of under 16s through schools

The promotion of rowing in schools and opportunities for young people under 16 to take part is a priority for Scottish Rowing. In addition to a number of successful school based clubs, all but one of the 'open' (non-university/school) clubs have thriving junior sections. Clubs are encouraged and supported to develop links with schools in their local area and in addition, the governing body runs a rowing programme in Glasgow funded by Glasgow City Council, which provides access to indoor rowing, and ultimately to the water in secondary schools across the city.

Indoor rowing is an easy way to introduce the sport into schools. The Scottish Schools Indoor Rowing League, in partnership with Concept2, is for teams of four or eight and is open to pupils from Primary 7 right through to S6. There is even a category for adult teams incorporating staff and parents so everyone can get involved.

The flexibility of the schools league is critical to its success, as individual schools decide when and where they take part. They can choose to organise their teams to race in or out of school hours – all of the challenges can be completed within time allocated for lessons - the choice is theirs. No travelling is required to compete, as teams race in their own school and enter their results online.

There are five monthly challenges running from September to April each year. An entry into the Scottish league automatically enters a schools in the Concept2 National League and allows schools to compare their scores with teams from the rest of Britain and Ireland and beyond.

In addition, Scottish Rowing has produced resources to help schools set up an indoor rowing club, including a teacher's pack and technique poster.

Also, in 2014 Glasgow City Council funded Glasgow Schools Indoor Rowing Competition held at St Mungo's Academy. The event was organised by the SGB's Glasgow schools rowing project coordinator and was attended by 10 Glasgow schools with over 190 children entering the eight individual events. It proved to be a very exciting team event.

Success factors

- Developing a version of rowing that works in the school environment.
- Access to indoor rowing equipment.
- Flexibility of the programme to take part when it suits the school's own programme.
- Linking schools to local clubs.
- Support from local stakeholders, for example Glasgow City Council.



"The pupil uptake in school rowing training has been fantastic and I've had to put on an extra training session to accommodate the numbers. The pupils are really excited about the fantastic opportunity they have had."

Clare Hughes, Teacher at Clyde Valley High School.

More information

Visit: www.scottish-rowing.org.uk

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SNOWSPORT

Context

All of the activities of **Snowsport Scotland** – the governing body for snow sport – are focused on the needs and interests of the membership and the wider skiing and snowboarding community.

In response to data which showed a drop-off in girls' and young women's involvement in the sport, Snowsport Scotland introduced their LASS initiative in an attempt to attract this specific group back to the sport or to try it for the first time.

Girls' and women's participation (14-25 years)

LASS is a Snowsport Scotland initiative which is backed by **sport**scotland, The British Association of Snowsports Instructors (BASI) and snowsports clubs around Scotland.

It is a platform where females in Scotland can get involved in freestyle skiing and snowboarding whether participating as a rider, photographer, videographer, judge, volunteer or coach. Its key focus is to encourage more women and girls to participate, particularly those aged 14-25 years.

The LASS programme was developed as a result of an identified drop-off and lack of girls and young women involved in the sport in any capacity. In addition, Snowsport Scotland has teamed up with BASI to award the LASS scholarship which will provide one women, over the age of 18, with the opportunity to attend a Level 1 UCKP Freeski or Snowboard coaching qualification. Once qualified, this person will coach women and girls on the LASS progamme and act as a LASS role model and ambassador for freestyle coaching in Scotland.

The LASS 'Come Shred With Us' participation days where held at Cairngorm Mountain, Nevis Range, Glenshee and Glencoe ski and snow sport centres in Scotland. There were over 100 girls involved throughout the season. They created a laid back, progressive and fun atmosphere where friends were made, tricks were mastered and fun was had.

LASS is a dynamic opportunity open to all girls and women and developed through feedback from its members. This makes LASS a true representation of what the target audience wants to see.

Success factors

- The girl and women only focus of the programme provides a supportive environment and gives people confidence to try different roles.
- The programme is designed by the LASS members and is based upon their feedback.
- Use of Facebook, Instagram and Twitter social media platforms has been useful in communicating and growing the group.
- LASS has a flexible and fun programme which fits the image of snow sports.



"Thank you for such a fantastic LASS day at the Cairngorms recently! It was my first day with you and your team and I cannot thank everyone enough for such a fun and informative day. It rocketed my confidence on the slopes again and has given me a new zest for getting up the hills! I can't praise you and your team, or the objectives of your work, highly enough.

"What a great way for girls to spend a day, getting fit, being outdoors, meeting new people, learning LOTS, and building confidence, all whilst having great fun. We have such a great opportunity in Scotland to be making more of our ski resorts and, I've no doubt the work you're doing will contribute to growing both the community and the skills of all involved. My only regret is that I didn't find out about LASS sooner. Thanks again and really hope to see you all again next year."

LASS participant, Cairngorm.

More information

Visit: www.snowsportscotland.org Email: lauren@snowsportscotland.org

Twitter: <u>@lassshred</u> Instagram: <u>#lassshred</u>

Facebook: www.facebook.com/LASSshred

SQUASH AND RACKETBALL

Context

Scottish Squash and Racketball (SSRL) – the governing body for the sports in Scotland – is focused on creating a long term and viable future for Squash and Racketball. Part of this involves developing an understanding of their audience, and the demographics of potential and future players of the sports.

Supporting the LGBT community

To further develop participation in their sports, SSRL used specific market segmentation techniques, mapped against the demographics of the Scottish population to identify their target audience and those who may be likely to play the sport in the future.

They then used this information to develop their website (scottishsquash.org.uk) to help reach the target audience their research identified. Now, the website carries specific pages geared to players and potential players from a variety of different backgrounds. It also provides relevant information on how they can get involved in squash and racketball.



As part of this process, the governing body has developed information for participants and potential participants from the Lesbian, Gay, Bisexual and Transgender (LGBT) community. Squash and Racketball has also used high profile role model, Jonathan McBride, on the page to help positively promote the sports directly to the LGBT community. Jonathan is the former Scotland number one player and gold medalist in the World Outgames in 2009 and 2013.

A further key aspect of the page is to carry clear links to other LGBT organisations that support sport in Scotland.

The key messages of the page are to highlight that there's open access and fair treatment to all those who wish to participate in all aspects of squash and racketball.

Success factors

- Commitment from the CEO and board to showcase their most successful gay player.
- Acceptance from the player to use his status and profile to positively promote squash and racketball to the LGBT community.
- Recognition that there was a need to communicate via the website that squash is inclusive and open to anyone.

"Having played squash from childhood it is encouraging to see the progress SSRL has made in promoting my sport to the LGBT community, of which I include myself. The website is a public show of support from the highest squash & racketball organisation in Scotland. It evidences this approach with policies and strong statements and it provides links to how anyone can get involved in a safe space of their choosing. I have shared the link on my personal Facebook page and on other sport and squash Facebook pages. The website makes me feel like I am supported by my governing body and, as they include my diversity strand, that they are an inclusive organisation for all communities. Squash participant and SSRL member

"Squash has always been a major part of my life. Before I came out at my squash club there was nothing about being gay and playing squash and this made me nervous and worried about a possible reaction from others. These days I organise a weekly LGBT-friendly club night and my governing body has a dedicated LGBT webpage. I tell LGBT people that squash is for them and SSRL has engaged with the leading LGBT organisations to develop their approach, taking part in LGBT events and asking me for help and insight as to how they can improve. I have met with the CEO, Equality Committee and Chair, from which came action, developing relationships with LEAP Sports Scotland and promoting squash and racketball at their awardwinning Commonwealth Games Pride House." Jonathan McBride, athlete.

More information

Visit: <u>www.scottishsquash.org/club-squash/lgbt-squash-and-racketball/</u>

Email: info@scottishsquash.org

WATERSKIING AND WAKEBOARDING

Context

Waterski and Wakeboard Scotland is the Scottish governing body (SGB) of water skiing and wakeboarding and has been established for over 40 years. Originally established as waterskiscotland, the governing body changed it's name in 2013 to better reflect its membership and its two main disciplines.

In an effort to develop participation in the sports and to attract new participants, the SGB established a programme to introduce the sport to young people across the country.

Increasing participation of young people

The national participation programme – Cutting Edge – is aimed specifically at young people. Based on the UK national governing body programme, it offers young skiers and riders from both boat and cable sites the chance to get into a water sport discipline, develop their skills and progress to competition level. It follows a step by step progression so it is easy to track how much they have improved since their last session and compare this with their friends. This pathway culminates in an annual competition for both boat and cable participants.

In 2013, 220 young people went through the Cutting Edge programme in Scotland. With 1,200 individual sessions delivered either through a programme of 8 skis in one session, over a week or over 8 weeks, this is a flexible programme to meet people's needs. It is linked to young people through **sport**scotland's Active Schools Network, other youth organisations and is also promoted by peers. Cutting Edge has been designed and endorsed by some of the world's best coaches, skiers and riders especially for young people who are new to the sport.

It is free for all affiliated clubs and accredited sites to use in order to encourage and develop young people in the sport – and it emphasises the importance of doing so in a safe and fun environment. There are Cutting Edge awards available in a number of disciplines including tournament, boat and cable wakeboard, barefoot and kneeboard.

An inclusive Cutting Edge award has also been introduced for skiers and riders with learning and physical impairments.

Success factors

- The programme is specifically designed for the audience – in this case, young people who are new to the sport.
- It is based on a flexible model to ensure it meets a wide range of needs.
- It offers step by step progression which motivates young people to continue to develop and compare their progress with their friends.
- It is accessible as it's free for affiliated clubs and accredited sites to use.



"Our youth development pathway follows the fantastic WWS / BWSW Cutting Edge programme and is delivered throughout the year by our wakeboarding instructors. Whether it's through the **sport**scotland Active Schools programme during term time or as part of our school holiday programme, young people are guaranteed to get up, start shredding and leave with a big smile on their face!"

Foxlake Adventure Wake Park, East Lothian.

More information

Visit: www.waterskiscotland.co.uk/
Email: Alan Murray, COO agm@btconnect.com

ORIENTEERING

Context

The Scottish Orienteering Association – the sport's governing body in Scotland – is responsible for promoting and developing the sport in all forms and at all levels.

As part of its drive to build opportunities for people with mobility or disability issues to take part in mainstream competitions, they implemented Trail O – a new discipline of orienteering. This ensured that everyone, including those participants with limited mobility, can take part in orienteering competition.

Inclusive competitions

Trail Orienteering (Trail O) is an orienteering discipline centred around map reading in natural terrain. The discipline has been developed to offer everyone, including people with limited mobility, a chance to participate in a meaningful orienteering competition.

It eliminates the element of speed over the ground but makes the map interpretation element much harder. Therefore, able bodied and those with limited mobility can compete on equal terms.

In 2012, the World Trail Orienteering Championships (WTOC) were staged in Scotland. This gave volunteers the opportunity to learn more about the organisational and technical side of the Trail Orienteering discipline.



As a result, competition organisers have been encouraged to stage Trail Orienteering events alongside Foot Orienteering where competitors have the opportunity to try out Trail Orienteering on the way to the start of the main event.

This means that this discipline is now a regular feature within orienteering competitions and means that all competitors now have the opportunity to take part – regardless of mobility impairment.



"The World Trail Orienteering Championships was great for publicising Trail O in Scotland and since then it has become an accepted competitive discipline at all our major events including this year's Highland 2015. The event raised awareness amongst able bodied orienteers who now compete on an equal basis with disabled competitors."

Anne Hickling, Organiser of WTOC and current Chair of the Scottish Orienteering 6-Day Event Co.

"It is very encouraging seeing so many regular orienteers taking part in Trail O, but we still need to attract new competitors into the Paralympic class. I hope that wider publicity of the sport will encourage more competitors to come forward."

John Crosby, a member of Team GB at the WTOC 2014 in Italy and Bronze Medal winner in the Paralympic class.

More information

Visit: www.scottish-orienteering.org Visit: www.scottish-orienteering.org

Visit: www.wtoc2015.org/

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