

Tackling inequalities - impact work



Ipswich Sangat Seikh Sports Project

Funded by Ipswich Borough Council in partnership with Sport England East and the local Indian community, the Sangat Seikh sports project is managed by Alan Laud who works with the community to deliver improved opportunities for people to enhance participation in sport and active recreation. A range of taster activities are held using local facilities and employing local club coaches. Sessions are aimed at both older and younger members of the community and users are closely engaged in shaping activities to ensure they reflect local needs. For further information on projects similar to this please speak to aruna@menter.org.uk

Cambridge Disability Sports Focus Group

The Cambridge Disability Sports Taster Festival has been organised and delivered through a strong local authority and community alliance since 1999. Staged at Sawston Village College Cambridge, the event involves a range of local clubs, coaches and governing bodies of sport in offering a wide range of taster activities with the view to increasing participation in sport and active recreation by disabled people. For further information on other similar projects in the East Of England, please contact marie.yates@sportengland.org



Photo: Forestry Commission

High Lodge Forest Centre

High Lodge forest centre is a perfect example of an innovative approach to getting more people to enjoy the natural environment for both formal and informal sport and active recreation opportunities. The facility is used for a range of activities ranging from cycling, high rope assault courses, walking, play and ball sports and was funded by a range of partners. Diversification of natural resources for both commercial and community benefits are gaining in popularity across the East Of England. To discover more about how access to sport and active recreation in rural areas can be improved please contact info@naturallyactive.org

Be Fit @ 60 Project

The B Fit @ 60 Project was funded by Sport England East in partnership with the Bedford Pilgrims Housing Association in Bedford and aims to increase participation in sport and active recreation amongst people in mid and later life. The project funded a physical activity coordinator whose responsibilities extend to organising a programme of activities ranging from chair based exercise to aerobics, dance and other exercise schemes. The project focuses on developing leaders and instructors from within the client group and clients are involved in planning the course programme. For further information on this and other similar programmes please contact becky.pheasey@ace.org.uk



Suffolk Positive Futures Project

The Positive Futures concept is funded by the Home Office, Sport England and The Football Foundation in partnership with local stakeholders. The project provides leadership and direction, engaging young people at risk of social exclusion in a range of 'positive' sport and active recreation experiences using a broad and in some cases extreme range of approaches. The Suffolk project is managed through Suffolk Youth Offending Team in partnership with local authorities and the Suffolk Sports Partnership and covers areas such as Lowestoft and Ipswich. The project has been a resounding success thanks to the commitment and skill of the management team and coaches. For further information on this and other projects please visit www.renewal.net, www.nacro.org.uk or www.go-east.gov.uk.



What is Sports Equality E.A.S.T.?

The E.A.S.T. team has been created to provide leadership, evidence, knowledge and innovation across the Sport Equality agenda in the East Of England.

The team comprises a five strong development team who focus on providing specific expertise across this broad agenda covering disability sport, rurality, gender, Black Minority Ethnic Sport, Age with a specific focus on the Mid Life generation and the Crime & Young People focus.

More information on the respective project managers can be obtained in the following pages.

The **Equality Access Sport Team** was developed by Sport England East in partnership with a range of agencies including MENTER (East Race Council) WSF (Womens Sports Foundation) EEDA (East Of England Development Agency) Age Concern, EERA (East of England Regional Assembly), EFDS (English Federation Of Disability Sport) and Government Office East

The concept became reality following the development of several innovative research projects that focused upon identifying barriers to participation in sport and active recreation experienced by certain groups. The research documents can be downloaded from www.sportengland.org/east_index/east_get_resources/east-research.htm or by speaking directly with the E.A.S.T. team.

The E.A.S.T. team are based across the region within a range of host agencies. Although each have specific roles, they work together on a number of levels, particularly in supporting County Sports Partnerships

and Community Sports Networks as fundamental delivery structures within the System For Community Sport (see Fig 1).

The E.A.S.T. team's core functions are to provide leadership across the following areas

- ◆ **Advocacy & Leadership**
- ◆ **Equity Proofing**
- ◆ **Marketing & Communication**
- ◆ **Special Projects**
- ◆ **Research & Best Practice**

Barriers to participation

The variety of sports equality research data in the East Of England indicates that many barriers to participation are generic. The E.A.S.T. team works to provide support for partners who are engaged in developing opportunities that will enhance participation in sport and active recreation by under represented groups. These generic barriers include

- ◆ Poor Transport - public and private
- ◆ Cost restrictions due to socio economic deprivation
- ◆ Poor access to facilities in some areas
- ◆ Limited levels of skilled administrators, coaches and volunteers
- ◆ Restricted access to funding to improve opportunities
- ◆ Limited access to organised sports opportunities in clubs or alike.
- ◆ Cultural barriers

If you think you would like support in tackling some of these issues then please contact the team.



Figure 1



www.sportengland.org/east_index/east_get_resources/partner/sportequalityeast.htm

This document can be made available in other formats



**Think Sports & Recreation
Think E.A.S.T.
Think Equality**

Women & BME

Women's Sport Foundation and MENTER

My name is Aruna Sharma, I have recently been appointed as the new regional Sports Equality Manager covering the East of England. My appointment is to work with the Women's Sport Foundation and MENTER in Cambridge, where I am based. The counties I will be covering include: Cambridgeshire, Bedfordshire, Hertfordshire, Norfolk, Suffolk and Essex.

I will be providing a source of expertise on regional issues relating to women/girls and BME sports, acting as an advisor on policy and strategy issues in order to widen sports participation. I am also looking at setting up some pilot projects with health, media, training and development programmes linking with employment in the sports sector within the East of England.

Within my role, the remit is to investigate and assess participation in sport by young girls and women in addition to BME groups, refugees, asylum seekers, Gypsies, Travellers and migrant workers. Research has been conducted by Ploszajski Lynch Consulting Ltd on behalf of BME Sports Network East, of which Sport England East and MENTER are members, as well as Syzgylesiure and the Womens Sports Foundation indicating the need of a regional worker to evaluate and monitor what is currently set up for these groups to become proactive and self empowered through sports.

Aruna Sharma
Regional Sport Equality Manager



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Rural Issues

Naturally Active

naturallyactive.org has been designed through a cross-agency approach and comprises both The Commercial Recreation Toolkit and The Rural Sport & Recreation Toolkit.

The Commercial Recreation resource is aimed at existing or prospective woodland landowners, managers or tenants in the East of England. Many will be newcomers to commercial recreation and will be seeking new ways to make money from their land and woods.

The Sport & Recreation toolkit focuses on inspiring and supporting those involved in creating active rural communities. This toolkit demonstrates a range of diverse and innovative ways in which sport and recreation activities can be developed through applying practical partnership approaches. The toolkit also contains a range of self-help pages that will aid project design and development.

The site is managed by the naturallyactive working group and partners can contribute to its ongoing management and development through contacting the site manager Ian Plowman.

Ian Plowman
Rural Sport and Recreation Facilitator



Sport & Crime

Sport England East and NACRO

Sport England East in partnership with national charity NACRO and Government Office East, have developed a project aimed at providing holistic leadership and vision for the sport and crime diversion agenda. The project manager will be based at Government Office East in Cambridge and will be responsible for developing a range of innovative pilot projects that look to use sport as a tool to impact upon crime prevention, particularly amongst young people. The project manager will also look to provide support and guidance to existing projects and build upon and promoting the growing evidence base, encouraging the formation of strong partnerships between bodies such as County Sports Partnerships, Community Sports Networks and Crime & Disorder Partners at both a regional and local level.

Jenny Negus
Project Manager

contacts & links

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Mid-life

Fitter Futures

Age Concern is involved in work across the region to combat social exclusion and disadvantages amongst older people, through local information and advice services, social activities, volunteering and by supporting them to influence the development of local services.

Fitter Futures is a new regional project managed by Age Concern Eastern Region, designed to increase participation in physical activity and sport by people in mid life. A fulltime Regional Development Manager, based in the Government Office for the East of England, has been appointed for three years. The post will work with local Age Concerns to develop new partnerships with community sports networks and County Sports Partnerships to promote physical activity, particularly amongst people in midlife - the 45-60 year olds. Fitter Futures is newly funded by Sport England East with financial support from the East of England Regional Assembly (EERA) and Government Offices East.

Becky Pheasey
Project Manager



contacts & links

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Disability Sport

English Federation of Disability Sport (EFDS)

English Federation of Disability Sport (EFDS) The EFDS is the united voice of disability sport seeking to promote inclusion and achieve equality of sporting opportunities for disabled people. In the East Region we are working with key partners to ensure there are sustainable opportunities for disabled people in all areas of sport

As a result of networking and consultation at the EFDS East Regional Conference and throughout the Region, there will be a number of opportunities and support documents being developed, these will include: a 'proofing' document to support the development of sports opportunities for disabled people in both mainstream and disability specific environments, support around the Region for language and awareness training and support for all organisations with the Equality Standard

EFDS has recently launched its 'Count Me In' award, which recognises those who succeed in creating and extending access to sport and physical activity for disabled people. It is awarded by EFDS to any organisation which can demonstrate a commitment to giving disabled people the same rights to sporting opportunities as non-disabled people. To register your interest visit our website or email countmein.co.uk or telephone 0161 247 5632

Marie Yates
Regional Development Manager - EFDS East



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