

The Equity Standard A Framework for Sport

The Equity Standard

A Framework for Sport

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by the Chair of each Home Country Sports Councils and UK Sport	

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Foreword

Sport England

I am pleased to support and endorse *The Equity Standard: A Framework for Sport*. Equity is fundamental to Sport England, and it underpins all aspects of our operations. Over the years, Sport England has championed the implementation of the Race Standard, developed by Sporting Equals, which has facilitated significant progress in racial equality within Sport England and by our partners.

It is therefore, a welcome development to have the Equity Standard, which is a progression and extension of the work achieved through the Race Standard, to cover other areas of equality as well. The new Standard provides a framework for Sport England and its partners to move the equality agenda to new levels. I have little doubt that the Standard will have an impact on the delivery of sport and leisure services in England.

I would like to congratulate the four Home Country Sports Councils, UK Sport and the other partners involved in developing and producing the Standard.

Now, let's deliver!



Patrick Carter Chair, Sport England



sportscotland

The celebration of diversity in sport is one of the key targets for **sportscotland** and *The Equity Standard: A Framework for Sport* is crucial to that aim. Equity in sport means the practice of fairness and the application of social justice to all situations and decision making processes. It is vital that we ensure that all individuals are respected, have equal opportunities and have their rights protected. Some may question why we need a document like this in the first place – we would hope and expect that these values already prevail in our sports clubs and organisations. However, as the *The Equity Standard: A Framework for Sport* points out, research has shown that this perception is not wholly accurate. Supportive noises are not enough on their own and that is why it was recognised that the production of this Standard was necessary.

I am particularly pleased that the Standard is a collaborative effort involving the four Sports Councils, UK Sport and the partner organisations. When a document has such wide-ranging support from the key organisations involved in the delivery and running of sport in the UK, it confirms its importance, and crucially, a willingness from all involved to make it succeed.

I believe that the production of this national Standard, providing a framework for sports and community organisations, will help to achieve an increased participation in sport from individuals and groups who are currently under-represented. I commend this document to everybody involved in sport throughout Scotland and the UK.



Alastair Dempster Chairman, **sportscotland**



Sports Council for Wales

Sport is both an inseparable part of any country's cultural identity and a vital element in promoting health, individual fulfilment and social interaction.

It also provides the opportunity to bring people together. It is inclusive and can provide accessibility to all sections of the community – young and old, those with disabilities and people of different ethnic origins.

The Sports Council for Wales is working with the Welsh Assembly Government to improve health, social inclusion, equal opportunities and sustainable development.

We all have a role to play in levelling the playing field and improving the pathways into sport for those that remain socially excluded from sport. The Sports Council for Wales accepts that challenge.

I would like to thank all those involved in producing this blueprint for the future and I am confident that *The Equity Standard: A Framework for Sport* will help us, and our partners, to redress the balance.



Philip Carling Chair, Sports Council for Wales



The Sports Council for Northern Ireland

The Sports Council for Northern Ireland is committed to ensuring that equity of opportunity is central to all Sports Council activities, including programme development as well as the Equity Training Course. We are delighted to support *The Equity Standard: A Framework for Sport* and it is certainly fair to say that this document is the culmination of many months of hard work. Not only does the Standard provide a framework to ensure that organisations work to actively promote equity in sport in Northern Ireland, but it also forms a crucial step in moving sport forward for the benefit of all of us.



Prof Eric Saunders OBE Chair,
The Sports Council for Northern Ireland

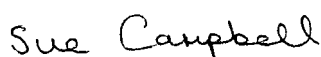


UK Sport

UK Sport set out its commitment to equity in our *Equality and Diversity Strategy* which was published in January 2004. In the Strategy we recognise that some groups in society remain disadvantaged in sport and accept our responsibility to address this lack of access through ethically fair investment and positive action.

It is now well known that equitable sporting opportunities positively effect the health of the nation, improve community cohesion, can raise standards in schools and increase a nation's medal tally. In addition, the demographic make up of the UK population will change radically in the next 10 years and sports organisations need to seek out those groups who traditionally participate less to ensure a stable participation base from which our future medallists can be drawn. Women, black and ethnic minority groups and disabled people all having the right to sporting opportunities and those with the talent and desire should be encouraged to strive for the highest levels of performance.

The Equity Standard: A Framework for Sport will provide the framework and thrust for UK Sport and our partners to engage, involve, promote and develop people from all sectors in society as athletes, coaches, officials, administrators and leaders in sport. The Standard will assist sports organisations in meeting their legislative obligations and drive them to demonstrate not just good practice in equality, but in all aspects of governance. Equity is central to the Modernisation process and sports organisations that are dynamic, visionary and progressive will set equality and the Equity Standard for Sport, as a priority in the coming years.



Sue Campbell CBE Chair, UK Sport



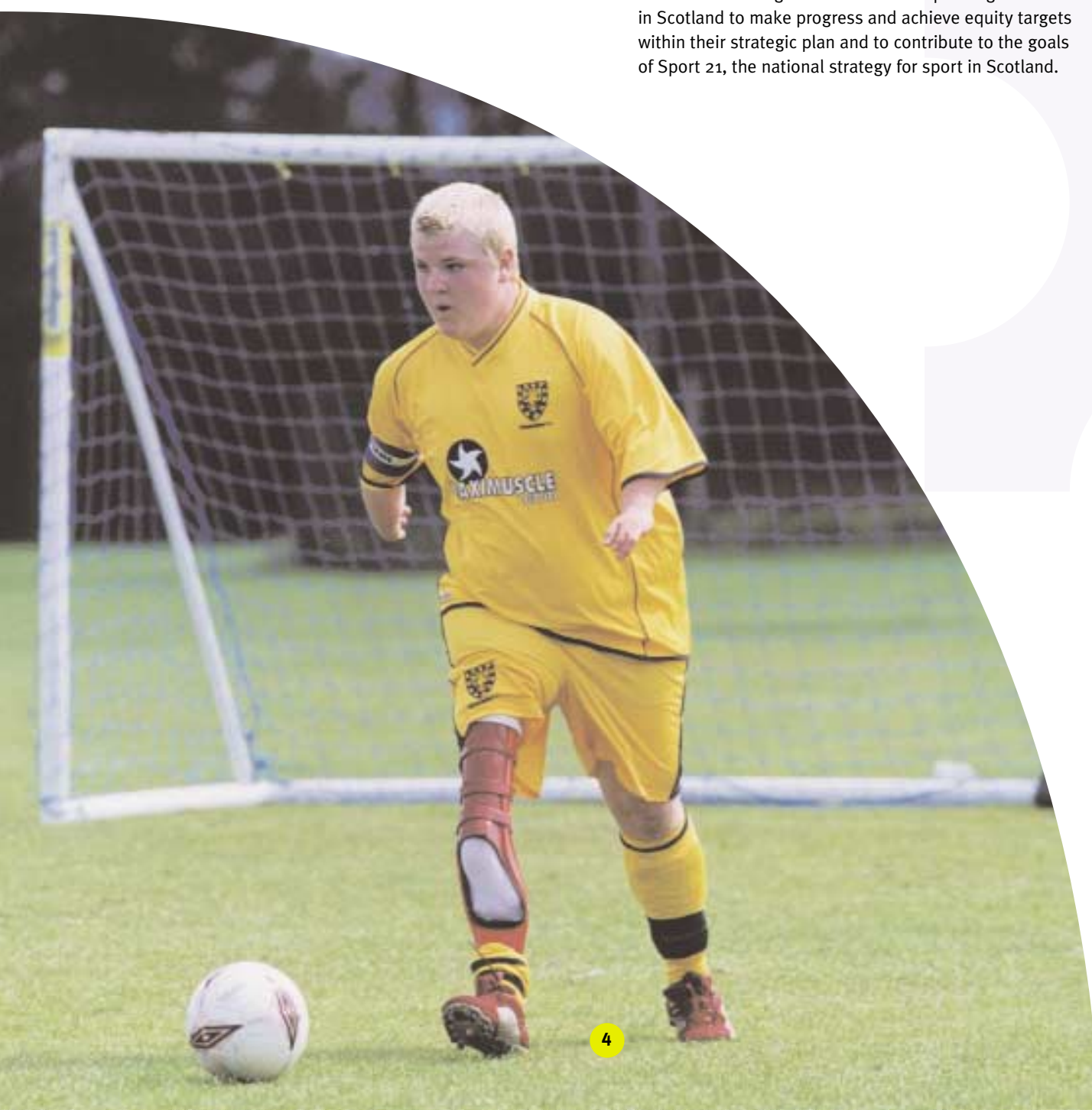
Introduction

The Equity Standard (the Standard) is a framework to guide sports and community organisations towards achieving equity. It will assist organisations in developing structures and processes, assessing performance and ensuring continuous improvement in equity.

The Standard draws on lessons from *Achieving Racial Equality: A Standard for Sport*, published by Sporting Equals in December 2000.

The Standard is a collaboration of the four Home Country Sports Councils and UK Sport, and is supported by the CCPR, the Women's Sports Foundation, the English Federation of Disability Sport and Sporting Equals.

In Scotland the Equity Standard forms an important part of the sportscotland Ethics Programme, in particular the development of the Celebrating Diversity and Inclusion Strategy. The Equity Standard provides a framework for Scottish Governing Bodies and other sport organisations in Scotland to make progress and achieve equity targets within their strategic plan and to contribute to the goals of Sport 21, the national strategy for sport in Scotland.



2 Role of the Equity Standard

2.1 Rationale

Although many sports organisations maintain that they have an 'open door' policy, this has not necessarily changed the traditional levels of participation and involvement in sport. Research shows that many sports have low participation levels by women and girls, ethnic minority groups, disabled people and in some cases young people, and these groups are therefore under-represented.

2.2 What the Equity Standard covers

It is recognised that the equity areas that need to be addressed for any organisation will depend on the sport, the role and environment. However it is also recognised that all organisations are bound by specific equity legislation.



2.3 The benefits of the Standard

Applying the Standard will enable your organisation to:

- Provide a framework for achieving equity in sport.
- Ensure democracy and the sound governance of the sport.
- Increase the number of participants, members, coaches, officials, spectators and volunteers by reaching new audiences.
- Help meet legal duties thereby reducing the likelihood of litigation.
- Enhance the skills and knowledge base of your staff and volunteers.
- Increase active involvement in equity at every level.
- Improve equity practices through monitoring, evaluation and review methods.
- Improve your chances of accessing funding and sponsorship.

And, for those organisations that have started to address equity issues to:

- Build on existing good practice in equity.
- Assess and review current equity policy.
- Assess and review equity performance and achievements.



3 The Equity Standard

3.1 The Standard explained

The Standard is based on two broad areas of activity and four levels of achievement. All four levels must be supported by relevant evidence, which will be verified through the evaluation process.

In defining the equity needs for sports organisations the Standard has identified two areas of activity:

- **Developing Your Organisation** – what your organisation is. This will be a reflection of the culture, policies, leadership and people.
- **Developing Your Services** – what your organisation does. This is reflected in the impact that policies, leadership and people have on your organisation's programmes, communications and customer service.

Each level has been developed to take account of the different starting points of different sports organisations. The outcomes from each level are as follows:

FOUNDATION

- Your organisation is committed to equity.
- Your organisation has an equity policy that has been communicated and is understood by staff and key volunteers.
- Your organisation is aware of its current profile in terms of equity.

PRELIMINARY

- Your organisation understands the issues and barriers faced by under-represented groups in sport.
- Your organisation has a robust equity action plan which all staff, volunteers and key stakeholders understand.
- All staff and volunteers within your organisation understand the principles of equity and their role in delivering against your action plan.
- Partner organisations and new audiences are aware of, and are engaged in, the delivery of your action plan.

INTERMEDIATE

- Your organisation has increased the diversity of its leadership, staff, board and senior volunteers.
- All internal policies pay due regard to diversity.

- You have a staff/volunteer team with a strong understanding and commitment to equity at head office, regional, county and club membership levels.
- You have increased the diversity of people participating in and using your services.
- People inside and outside your organisation are aware of its success and achievements in working towards equity.

ADVANCED

- Leadership and staff are reflective of the community your organisation serves.
- Equity is central to the way your organisation carries out all of its work.
- All of your programmes and investment pay due regard to the diverse groups you serve.
- Participants, coaches and officials are reflective of the community.
- All affiliated organisations and clubs are able to engage and develop participants, coaches, officials and administrators from under-represented groups.
- There is an increase in the number of athletes from under-represented groups in performance and elite sport.

The Advanced level is equal to category two of the Modernisation Programme 'Investing in Change'* models of good governance. Governing bodies that reflect category one of the 'Investing in Change' models would be expected to achieve the Advanced level of the Equity Standard and to demonstrate that they have both maintained and 'excelled' at this Advanced level for a further year. Additional evidence would be required to verify that this work has been maintained for this period, confirming that equity issues are part of the mainstream work of the governing body.

*'Investing in Change' clarifies what the Modernisation process means, identifies the strengths and weaknesses of governing bodies, and offers practical advice on the systems, structures and process that they can use in order to operate more effectively and more efficiently.

The national governing bodies of sport (NGB) *Investing in Change Success Criteria/Model Framework* forms the basis of the development model produced for NGBs – and is an essential element of the NGBs Modernisation Programme. Further information is available from the UK Sport website www.ukssport.gov.uk or telephone 020 7211 5100.





3.2 Organisational engagement

In the first instance the chief executive and or the board should make a positive statement reflecting your organisation's commitment to achieving the Equity Standard. Signing up to the Standard can be done in a number of ways:

- A feature article, written by your chief executive or chair of the board, published in the sport's magazine, website, newsletter or via a press release.
- Announcement of your commitment to the Equity Standard at a public event, such as a national competition, annual general meeting or conference.

3.3 Verification of achievements

In order to make progress through the Equity Standard framework, organisations will have to establish their current position and provide evidence of their achievements. Organisations which have achieved the Preliminary level of the Racial Equality Standard in sport can use this as part of the evidence needed for the Equity Standard. Monitoring is essential to enable organisations to measure change and improvement.

On completion of a level, your organisation will forward a portfolio to the relevant Sports Council, to convene the panel responsible for assessing and verifying the evidence.

If your organisation is unsuccessful in meeting the Standard, the panel will give their reasons in writing and you will have an opportunity to respond. You can re-submit your portfolio for the panel to reconsider its decision.

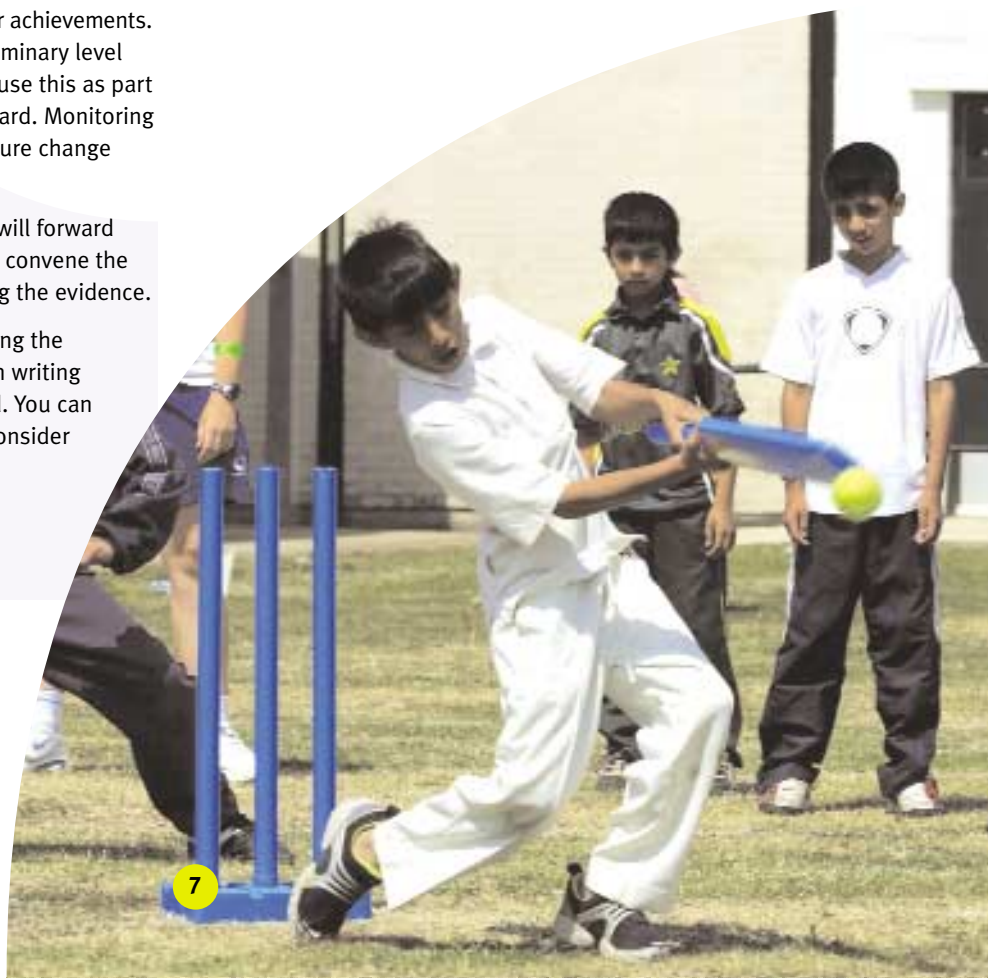
An appeals process is available.

3.4 Evaluation of the Equity Standard

The validation and evaluation of the Equity Standard will be carried out in different ways for the different levels.

3.5 Accreditation

As a minimum the independent panel will consist of two Sports Council representatives, a representative from a sports organisation and an equity specialist.





4 Using the Equity Standard

4.1 Foundation level

Principle: your organisation is committed to equity



A. Developing Your Organisation

OUTCOME

1

Your organisation is committed to equity.

2

Your organisation has a policy for equity that has been communicated and is understood by staff and key volunteers.

3

Your organisation is aware of its current profile and position in terms of equity.

SUGGESTED KEY TASKS

Set accountability for equity at the highest level in the organisation both in terms of officers and committee members.

Commit staff time/budget to equity generally and the process of achieving the Equity Standard specifically.

Ensure that all those involved in your organisation are aware of this commitment.

Draft a policy for equity.

Develop briefing sessions/training for senior staff and committee members on equity and its relevance to your sport.

Ensure all staff and key volunteers have an opportunity to contribute to its development.

Disseminate and communicate the policy for equity throughout your organisation.

Conduct an audit of:

- the equity profile of staff, volunteers, board, coaches and officials
- human resources policies
- marketing and communications
- profile of members, participants, service users
- profile of elite performers.

Analyse the findings in terms of trends and equity impact. Present the information in a format that enables the information to be easily used in the development of an equity action plan (see Preliminary level).

SUGGESTED EVIDENCE

Named person or group accountable for equity.

Specified budget and staff or volunteer time recorded in meeting minutes, person specification, and individual action plan.

Written communication, website pages, internal communication.

A copy of the policy that addresses equity.

Training session notes, list of attendees and evaluations.

Presentation papers, list of attendees, publications or promotional materials, staff handbook, members' handbook, recruitment literature, induction training, minutes of meetings, advertisements, recruitment materials, policies and procedures, staff training, members' information.

Statistical data that demonstrate the demographic profile of the organisation to include staff, all volunteers, coaches, officials and participants, in terms of gender, ethnicity, age, disability and sexual orientation (staff only).

Report and presentation of the findings.



4.2 Preliminary level

Principle: your organisation is clear about what it needs to do to achieve equity

A. Developing Your Organisation

OUTCOME



Your organisation understands the issues and barriers faced by under-represented groups.



SUGGESTED KEY TASKS

Seek guidance on the findings of the audit which demonstrate under-representation from particular groups.

SUGGESTED EVIDENCE

Notes of meetings, training and briefing sessions with relevant experts.

Research report or data that investigates the relevant issues and barriers and underlines rationale.

Attendance at relevant conferences, seminars and workshops.

Internal study or survey on the equity issues facing the organisation's staff and/or volunteers.



Your organisation has a robust action plan for equity which all staff, volunteers and key stakeholders understand.

Review policies, procedures and programmes for their equity impact.

Draft an action plan for equity.

The action plan should take account of all areas of your organisation's activities including: sports development work, administration, personnel and human resources, publicity and marketing, representation and committee structures and elite elements of the sport.

Identification of pathways for under-represented groups.

Develop a consultation process both within the sport and with external stakeholders including equity target groups and equity organisations.

Integrate systems for monitoring and review into the action plan.

Communicate and promote the organisation's policy and action plan internally.

Copies of old and new policies, correspondence that demonstrate a review has taken place.

Correspondence and communication from staff and senior volunteers that contribute to the development of the equity action plan including memos, meeting minutes, briefing papers.

Details of communication with under-represented groups, eg consultation meetings, focus groups, written responses or direct contributions to the action plan.

Copy of the equity action plan which details objectives, tasks, accountability, timescales and resources.

Copies of monitoring procedures, including a plan of how they are to be resourced, reports and minutes of meetings.

Briefing and literature, staff handbook, code of conduct, members' handbook, website, inclusion in annual report, marketing plan, club materials.

OUTCOME

3

All staff and volunteers within your organisation understand the principles of equity and their role in delivering against the action plan.

SUGGESTED KEY TASKS

Undertake a training needs analysis for staff, managers and senior volunteers.

Establish relevant training and staff development initiatives which support the equity action plan and organisation's objectives.

Identify the roles of individuals in delivering elements or sections of the action plan.

Review all human resource policies, procedures and practices, for example:

- Clear and relevant selection criteria for staff and senior volunteers.
- Equity training staff involved in recruitment and selection.
- Format and content of application materials to include information on equity.
- Seek alternative media to reach under-represented groups.
- Ensure grievance, disciplinary and complaints procedures are in place.

SUGGESTED EVIDENCE

Organisation's training programme, demonstrating how equity is addressed.

Training, seminar and workshop materials.

Key staff and leading volunteers have specific responsibilities detailed in the action plan.

Review framework, report of human resources review, minutes of meetings, new or amended policy documents.

Selection criteria, application packs, recruitment literature, internal and external communications, recruitment and selection training programme, list of attendees on training.

B. Developing Your Services

1

Partner organisations and new audiences are aware and engaged in the delivery of the action plan.

Promote the action plan to, and through, equity organisations.

The organisation has an agreement with equity organisations, and a means of communicating with key stakeholders, on the implementation of the equity action plan.

Joint articles, press releases, features and media list.

Correspondence with equity organisations.

Surveys of stakeholders including those from under-represented groups.

Use of new media forms including sporting and non-sporting media whose audience is primarily from under-represented groups.



4.3 Intermediate level

Principle: your organisation is increasing opportunities for a diverse range of people

A. Developing Your Organisation

OUTCOME



Your organisation has increased the diversity of your leadership, staff, board and senior volunteers.

SUGGESTED KEY TASKS

Establish positive action schemes to increase the diversity of staff and board, including:

- Set targets for representation on staff team, committees and boards.
- Run positive advertising campaigns.
- Develop succession programmes and mentoring for key positions.
- Co-opt or second individuals from under-represented groups.

Support the process with specific gender, disability and racial equity training to include elements on sexual orientation, age and religion.

Positively promote positions within the organisation to increase applications from target groups.

SUGGESTED EVIDENCE

Information on positive action schemes developed to increase the diversity of staff and board including:

- advertisements
- promotional materials
- person specification
- evidence of media used.

Ongoing reporting of profile of staff and board.

Training courses or modules that include specific equity elements, course evaluations.

Advertisements placed with diverse publications, websites or targeting specific groups.





OUTCOME

2

All of your organisation's internal policies and procedures pay due regard to diversity.

SUGGESTED KEY TASKS

Carry out impact assessments and review of all policies.

Communicate these to staff and board.

Amend existing policies and procedures or develop new policies and procedures that establish good practice in human resource management.

Implement appraisal and objective setting in equity for senior staff.

Allocate performance targets to key staff and senior volunteers.

SUGGESTED EVIDENCE

Impact assessment process and results.

Documented annual policy review which takes account of legislative obligations, results of monitoring against targets and performance indicators.

Evidence of good practice in:

- human resource policies and management
- grievance and disciplinary policies
- selection and recruitment procedures
- education programmes and strategies.

Examples of appraisal and performance targets.





B. Developing Your Services

OUTCOME

1

Your organisation has increased the diversity of people participating/using its services.

SUGGESTED KEY TASKS

Identify and promote examples of good practice in sport relating to equity.

Establish pilot programmes to increase participation by under-represented groups. Contribute to national or international projects that address participation by under-represented groups. Programmes might include:

- sports development initiatives
- partnership links with schools, local authorities, sports action zones, regional sports boards
- social inclusion partnership projects
- evaluate the project.

SUGGESTED EVIDENCE

Reports, minutes, monitoring and review papers, service user surveys, project evaluations.

Pilot specification, aims and action plan.

Correspondence or publicity materials for pilot programmes.

Evaluation report.

Audit data that demonstrate an increase in service users and/or participants.

2

People inside and outside your organisation are aware of your success and achievements in working towards equity.

Positively promote the organisation's commitment, equity action plan and achievements in equity:

- Equity proofed publicity and promotional materials on the website, in newsletters or magazines.
- Regular communication with non-traditional media which highlights your organisation's success against performance targets.
- Use champions, figure heads or well-known figures to help publicise successes.
- Organise a community event to congratulate volunteers who contributed to the success.
- Celebrate successes through seminars, workshops or awards ceremonies.

Written examples of good practice and case studies.

Information on organisation's website and intranet.

Acknowledgement at board meetings.

Lead speaker or workshop at a major conference.

Equity section in sport newspaper/ newsletter.

Journalist comment in local, regional or national newspaper.

Slot on local, regional, national or specialised radio programme.

Publicity materials, website promotion, communication with partner organisations and non-traditional media.

Communication with partner agencies, including other sports bodies that promote the organisation's successes and shares good practice.



4.4 Advanced level

Principle: your organisation offers fair and equal opportunities to its staff and the communities it serves

A. Developing Your Organisation

OUTCOME



Leadership, and staff are reflective of the community you serve.

SUGGESTED KEY TASKS

Gather statistical data that demonstrate an increase in the diversity of boards, advisory groups and staff.

SUGGESTED EVIDENCE

Audit report.
Reports to committee and/or management teams, which highlight the increase in the organisation's profile to reflect the community at large.



Equity is mainstreamed through the organisation's operations, functions and service delivery.

Ensure key policies and strategies in all areas of activity include a visible equity dimension.

All policies to have an equity focus that is highlighted.

Equity priorities highlighted in staff and board members' individual objectives.

Audit report that demonstrates representation appropriate to your organisation's community with positive trends in areas of previous under-representation.

Staff and resources for equity in place and accounted in your organisation's staff structure.

Induction and training programmes, review and appraisal templates.

Organisational procurement and grant award policies, records of complaints, monitoring reports and action taken at national, regional and local level.



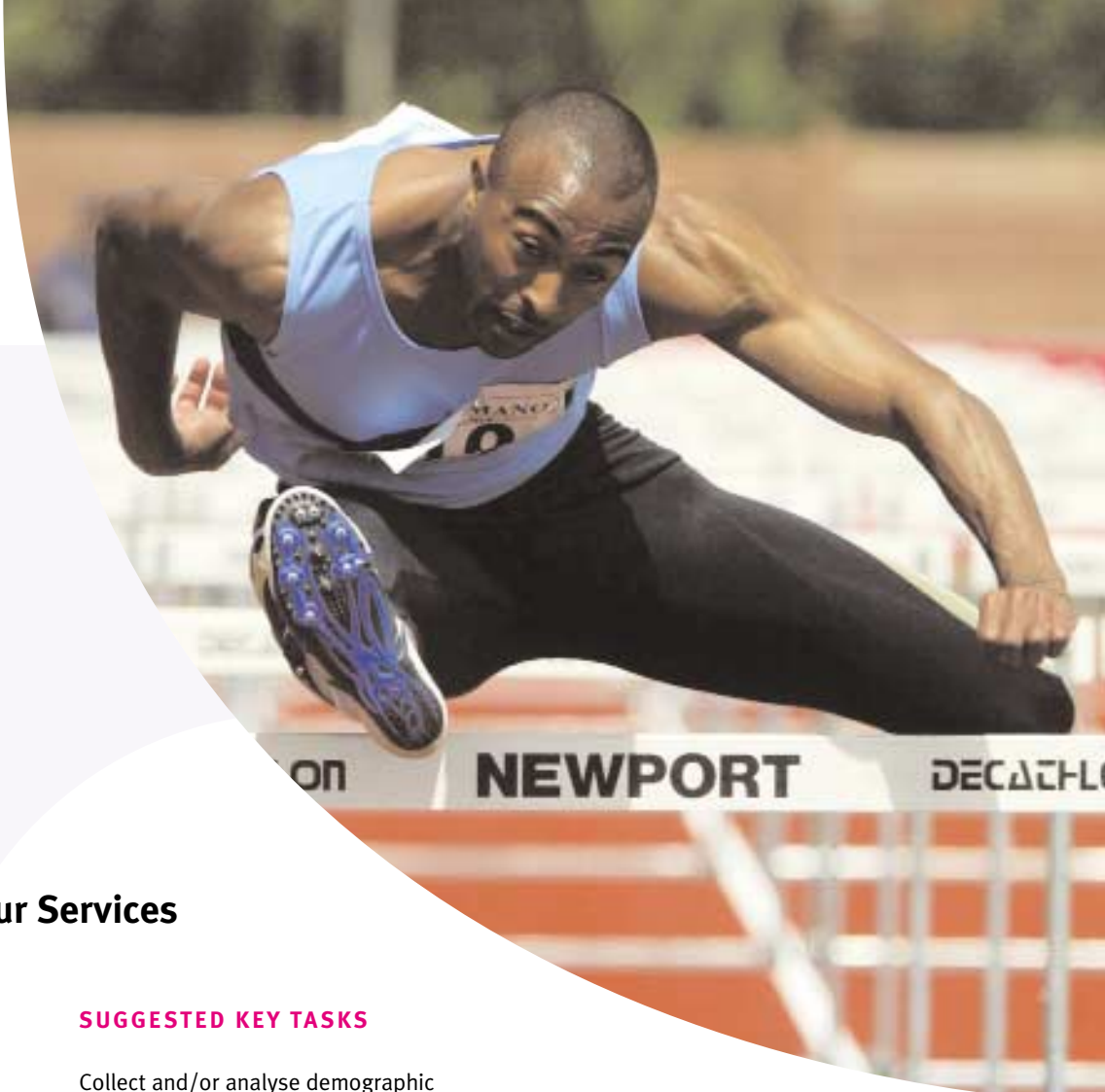
Named staff and board members are identified as being responsible for equity in their area of operation.

Actively seek representation on boards and committees of previously under-represented groups through positive action.

Ensure there is an equity manager or senior member of staff with capacity to develop the equity programme.

Ensure equity training is included in induction, performance review and appraisals for staff and volunteers.

Take appropriate action in the event of non-compliance with the organisation's equity policies and requirements by individuals, affiliated bodies or contractors.



B. Developing Your Services

OUTCOME



Participants, coaches, officials, volunteers and administrators are generally reflective of the community.

SUGGESTED KEY TASKS

Collect and/or analyse demographic data of your organisation's community, eg national, regional or local populations.

Develop and deliver specific initiatives that will encourage more people from under-represented groups to take up your sport. These could be your own or you could participate in a wider project. (These might be a result of a pilot project implemented at the Intermediate level).

Gather information and formulate a report that demonstrates the organisation's success at achieving a diverse participant base reflecting your organisation's community.

Review the impact of the initiatives developed and delivered at the Intermediate level.

Establish development targets for clubs and key competitions to reflect their communities and the need to address under-representation in sport.

SUGGESTED EVIDENCE

Demographic report, evidence sources or relevant surveys.

Rationale and evidence base for target setting. Targets with timescales integrated into development plans.

Project development plans, evaluation and monitoring reports.

Completed report, participant surveys or evaluations.



OUTCOME

2

All of your organisation's programmes and investment pay due regard to the diverse groups it serves.

SUGGESTED KEY TASKS

Your organisation seeks to demonstrate that it has:

- Established and reviewed targets for equity.
- Monitored participation and development initiatives.
- Worked effectively in partnership.
- Established discrete budgets for equity.
- Assessed budgets for the impact of equity.
- Developed equity impact assessment for their sport.
- Used statistical information to demonstrate how under-represented groups have benefited from resource and funding decisions.
- Integrated equity into all communications and key products associated with the organisation.

SUGGESTED EVIDENCE

Report or evaluation of impact of programmes that target under-represented groups.

Target groups' consultation and correspondence.



3

All affiliated organisations and clubs are able to engage and develop participants, coaches, officials and administrators from under-represented groups.

Clubs establish links to local initiatives and networks to increase participation and membership levels.

Promote or establish club and affiliation schemes such as Sport England Clubmark that integrates equity into the sound governance and performance management of clubs.

Schemes to include guidance and support for clubs to target and engage under-represented groups in all capacities:

- participants
- coaches
- administrators
- officials.

Provide guidance and information on funding streams that target local club development and/or social inclusion.

Information and promotional materials for club accreditation scheme.

Correspondence and communication with affiliated bodies and clubs.

Correspondence with schools, local authorities and local networks.

Guidance and support materials developed specifically for clubs.

Monitoring reports of clubs applying for, and achieving, club accreditation.

Funding information secured, or developed, and circulated to clubs.

Monitoring reports of funding applications submitted and the number that are successful.



OUTCOME

4

There is an increase in the number of athletes from under-represented groups at performance and excellence levels of sport (governing bodies only).

SUGGESTED KEY TASKS

There is an increase in the number of athletes from under-represented groups at performance and excellence levels of sport (governing bodies only).

Audit of the profile of athletes at performance and excellence levels.

Assess the specific needs of different groups in developing talent and accessing performance pathways.

Analyse current performance pathways and develop specific programmes to ensure equitable investment and provision.

This might include:

- Education and training for coaches, managers and selectors.
- Information and training for parents and carers.
- Revised strategic and competition planning, including investment strategies.
- Youth development programmes that target under-represented groups.
- Revised training camp structures.

SUGGESTED EVIDENCE

Audit data of athletes at all representative levels, including youth programmes, Start and Potential, Elite Cymru, World Class Performance programme and Talented athletes.

Analysis report of issues and barriers for under-represented groups.

Surveys of service users including coaches, parents, carers and athletes.

Project plans, targets, training plans, course attendees, correspondence with service users and publicity materials.



5.1 Glossary of terms

Community

A group of people with shared interests, locally and/or nationally.

Disability

Defined under the Disability Discrimination Act 1995 as ‘a physical or mental impairment that has a substantial and long-term adverse effect on a person’s ability to carry out normal day-to-day activities’.

Disability – Social Model

Disability is a condition imposed on disabled people by society and is created by prejudice, fear, myths and ignorance. It limits opportunities for education, employment, financial independence and full social interaction.

Disadvantage

An unfavourable circumstance or the disproportionate deprivation of some or all resources without reason.

Discrimination

The action that people take on the basis of their prejudices, which results in unfair and unjust treatment.

Direct discrimination

Treating one person less favourably than another in similar circumstances. Direct discrimination on the basis of sex often shows itself in traditional stereotypes about the roles of men and women and what might be considered ‘men’s jobs’ and ‘women’s jobs’. Women are frequently the target of discriminatory practices.

Indirect discrimination

Imposing requirements or conditions, which on the face of it, apply equally to all but which, in practice, can be met only by certain sections of the population. Such requirements or conditions are lawful only if they can be objectively justified.

Diversity

Respecting and celebrating individual and community differences.

Equal opportunities

Within the employment context, treating people as individuals and providing them with opportunities on the basis of their skills, talents and qualifications so that they are neither disadvantaged nor denied access on the grounds of their age, disability, ethnicity, race, sex or sexual orientation.

Equality

The state of being equal – treating individuals equally, which is not necessarily the same as treating them the same. In some cases the need for equality may require unequal effort to ensure that the principle of equality is achieved.

Equity

In its simplest sense, ‘fairness’; the process of allocating (or reallocating) resources and entitlements, including power, fairly and without discrimination. It includes fairness in opportunity and the upholding of individual human rights through social justice.

Empowerment

A learning organisation is one that provides the skills, competencies and information to enable individuals to learn and develop their potential that will benefit both the individual and the sport.

Ethics

The systematic application of moral rules, principles, values and norms.

Ethnic minority communities

This term is often used to distinguish between white people and black and other ethnic minority communities.

Harassment

A form of discrimination that may lead to a breach of statute as it constitutes an activity that can be detrimental to members of one particular race or sex. Harassment can be defined as an action or comment that causes persistent offence to a person or group. An example of racial harassment would be racially motivated behaviour that causes distress or discomfort to people from ethnic minority communities.

Mainstreaming

The systematic integration of gender equity into all systems and structures; policies, programmes, processes and projects; into cultures and their organisations, into ways of seeing and doing.

Positive action

A range of measures or initiatives intended to redress the effects of past discrimination. For example, positive action measures are frequently used to encourage applications from an under-represented group in an organisation or to introduce training where there is under-representation of a particular group in the organisation. Positive action can be taken to redress a balance only within the bounds of the appropriate legislation.

Prejudice

Negative, irrational feelings, attitudes and opinions that people have about other people. It suggests prejudging or forming an opinion about other people without any prior knowledge of them.

Racism

The total effect of racial disadvantage and discrimination, caused deliberately or inadvertently by individuals, groups or organisations.

Sexism

The systematic discrimination against one sex (usually by the other).

Sexual orientation

An awareness of expressions, actions, declarations, attitudes or behaviours linked to an awareness of own or others sexual identity. These identities include lesbians and gay men, bisexual women and men, heterosexual men and women, and transsexual people.

Social inclusion

A process of tackling needs, generally for communities who are or who have been excluded from services and opportunities that the majority of the community has access to. Social inclusion is often used to describe places where there are excluded communities and where there is a need for actions that bring opportunities to these excluded people. It is often used in the context of opportunities in education, housing, economic prosperity, health, employment and in community safety and crime reduction and in community facilities (arts, sport, culture and community venues and services) and transport.

Stereotyping

The process of labelling people because they are members of a particular visible group or developing a standardised image of a person or group, whereby it is assumed that they must also share particular traits that are considered characteristic of that group.

5.2 Points of contact for further information

SPORTS COUNCILS

UK Sport

40 Bernard Street
London WC1N 1ST
Tel: 020 7211 5100
Fax: 020 7211 5246
Email: info@uksport.gov.uk
Website: www.uksport.gov.uk

Sport England

Third Floor Victoria House
Bloomsbury Square
London WC1B 4SE
Tel: 08458 508 508
Fax: 020 7383 5740
Email: info@sportengland.org
Website: www.sportengland.org

sportscotland

Caledonia House
South Gyle
Edinburgh EH12 9DQ
Tel: 0131 317 7200
Fax: 0131 317 7202
Email: library@sportscotland.org.uk
Website: www.sportscotland.org.uk

Sports Council for Wales

Welsh Institute of Sport
Sophia Gardens
Cardiff CF11 9SW
Tel: 029 2030 0500
Fax: 029 2030 0600
Email: scw@scw.co.uk
Website: www.sports-council-wales.co.uk

Sports Council for Northern Ireland

House of Sport
Upper Malone Road
Belfast BT9 5LA
Tel: 028 90 381222
Fax: 028 90 682757
Email: info@sportni.net
Website: www.sportni.net

SPORTS ORGANISATION

CCPR

Francis House
Francis Street
London SW1P 1DE
Tel: 020 7854 8500
Fax: 020 7854 8501
Email: info@ccpr.org.uk
Website: www.ccpr.org.uk

EQUITY ORGANISATIONS

Women's Sports Foundation

Third Floor Victoria House
Bloomsbury Square
London WC1B 4SE
Tel: 020 7273 1740
Fax: 020 7273 1981
Email: info@wsf.org.uk
Website: www.wsf.org.uk

Phab NI Inclusion Matters

Jennymount Business Park
North Derby Street
Belfast BT15 3HN
Tel: 028 90 746 555
Website: www.phabni.org

Special Olympics Ulster

Unit 7
Silversprings
Market Street
Ballymoney BT53 6EA
Tel: 028 2766 6959
Website: www.specialolympics.ie

Sporting Equals

Commission for Racial Equality
3rd Floor, Lancaster House
67 Newhall Street
Birmingham B3 1NA
Tel: 0121 710 3014
Fax: 0121 710 3022
Email: sportequal@cre.gov.uk
Website: www.cre.gov.uk/speqs

EQUITY COMMISSIONS

English Federation of Disability Sport

Alsager Campus
Manchester Metropolitan University
Hassall Road
Alsager ST7 2HL
Tel: 0161 247 5294
Fax: 0161 247 6895
Email: federation@efds.co.uk
Website: www.efds.co.uk

Scottish Disability Sport

Scottish Disability Sport
Fife Sports Institute
Viewfield Road
Glenrothes KY6 2RB
Tel: 01592 415700
Fax: 01592 415710
Email: ssadsds@aol.com
Website: www.scottishdisabilitysport.com

Federation of Disability Sport Wales

Welsh Institute of Sport
Sophia Gardens
Cardiff CF11 9SW
Tel: 029 2030 0526
Email: office@fsadwales.org

Disability Sports Northern Ireland

Unit 10
Ormeau Business Park
8 Cromac Avenue
Belfast BT7 2JA
Tel: 028 9050 8255
Fax: 028 9050 8256
Email: email@dsni.co.uk
Website: www.dsni.co.uk

Stonewall (Lesbian and Gay Rights)

16 Clerkenwell Close
London E1
Tel: 020 7881 9440
Website: www.stonewall.org

Equal Opportunities Commission

Overseas House
Quay Street
Manchester M3 3HN
Tel: 0161 833 9244
Website: www.eoc.gov.uk

Commission for Racial Equality

St Dunstan's House
201–211 Borough High Street
London SE1 1GZ
Tel: 020 7939 0000
Fax: 020 7939 0001
Website: www.cre.gov.uk

Disability Rights Commission

Freepost MID 02164
Stratford upon Avon CV37 9BR
Tel: 08457 622 633
Website: www.drc-gb.org

Equality Commission of Northern Ireland

Equality House
7–9 Shaftesbury Square
Belfast BT2 7DP
Tel: 028 9050 0600
Fax: 028 9024 8687
Textphone: 028 9050 0589
Email: information@equalityni.org
Website: www.equalityni.org



Endorsement

The CCPR, Women's Sports Foundation, English Federation of Disability Sport and Sporting Equals are delighted to support and endorse The Equity Standard.

The Equity Standard is a significant step towards making provision of sport in the United Kingdom fair, just and equal. We, the partners, have contributed to the Standard and will work with our colleagues at each Home Country Sports Council and UK Sport to provide the impetus to ensure it is translated into practice.



This publication can be made available in alternative formats or languages. For further information contact Sport England Marketing on 08458 508 508.



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