



**buddle.**

**Creating an  
Inclusive  
Environment**



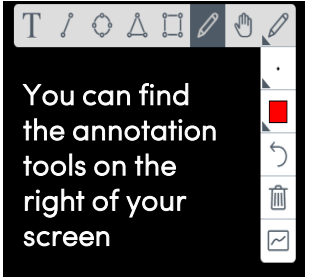
Welcome.

Your session will

begin shortly.

If you are using social media, please tag:  
#Buddle, @SportEngland @SportStructures

Use this doodle box to try the annotation tools whilst you wait.



Before we start, please ensure that:

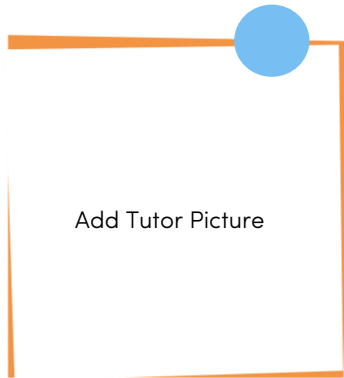


Your microphone is muted



You can see and use the chat box

# A little about me...



- Insert name
- Insert Experience
- My favourite ...

# ... and you!

Add some info about you in the chat box:

- Your Club/Organisation Name
- Where you are based
- What you would like to gain from this workshop?

# Learning Agreement

- Respect everybody
- Participate actively
- Use technology responsibly
- Be engaged
- Challenge each other positively
- Put phones on silent and return calls at an appropriate time
- Avoid sharing any personal/sensitive information outside of the session



# What we'll cover

By the end of this workshop, you will be able to:

- Identify the barriers people face in accessing opportunities as participants and volunteers in a community organisation
- Understand the need for positive action
- Outline the components of an inclusive community organisation
- Identify how your community organisation can create a more positive environment that would enable a diverse range of people to be engaged and retained as participants and volunteers

# Why is this important?

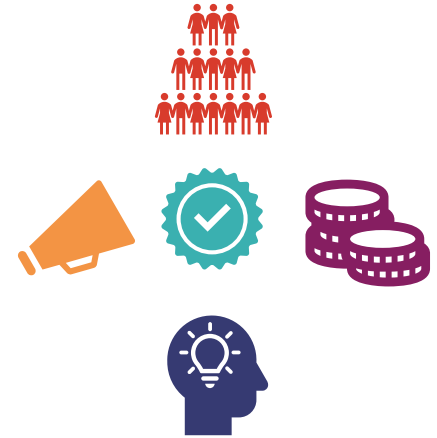
Your time to share:

- What does **“Inclusive”** mean to you?
- Why would this **approach** benefit your organisation?
- **Who** do you want to **reach** that you currently don't?



# What are the benefits of this approach?

- Attract and retain more people
- Widen your talent pool
- New ideas and perspectives from peoples lived experiences
- Enhance your reputation
- Build stronger links with your local community
- Increase your income
- Create new funding opportunities



# Your Organisation

2. Are you representative of the local community?

1. Who is your organisation community?

3. Does your organisation feel part of the local community?

4. Does your community feel that your organisation is accessible to them?

5. Who are your community influencers?





# Are we proactive?



# What are we trying to achieve?



Image source Robert Wood Johnson Foundation (@RWJF)

# Include ME!



Think of the social power of your community organisation and how it can make a difference to me

## My name is Joe

“Sport has always been my life and I had big ambitions. But a year ago life started to spiral out of control, and I didn’t even really see it happening. I was diagnosed with Schizophrenia a few months later. It was the scariest time of my life. Now I am recovering well. I am on medication to control it, which make me a little slower than normal and despite the medication, I still have some symptoms. Part of my recovery is getting back into social settings and keeping active. Actually, I have found that this really helps. I worry though what people think of me...”



# My name is Joe

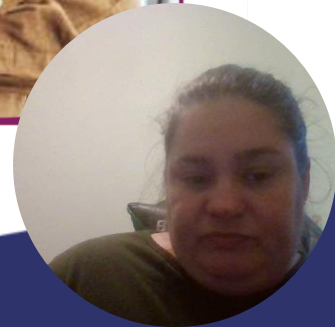


“I am a fairly confident and intelligent person, but I am starting to struggle in life. I am a dedicated student but feel isolated amongst my peers. I was never included in PE lessons because of my Dwarfism. It’s not for someone like me.”

# My name is Fred

“I live alone, sometimes feel lonely and more recently depressed. I have the love of my children, but they are fully grown and live far away. I am starting to consider my retirement. I am a little worried about my health, as I have been a smoker for 30 years. I have never been sporty myself but a big spectator. Love watching any sport on the tv. I always think I am better than the referees ... Haha.

Anyway, a colleague was talking to me about his boxing club needing people to help out. I am tempted but surely, I have nothing to offer. I wouldn't have a clue where to start and can this old dog learn any new tricks?”



# My name is Tonya



Call me “Miss Active”. I love being fit and healthy and I want to support and inspire others. I have recently trained as a Personal Trainer and love all sports. I have been applying for jobs and failing. They seem to love me on paper, but I think they can’t get past the fact that I am a bit different. Not sure if it is because I am black, a female, or deaf – or maybe all three.”



# My name is Ory

“Hello, I am Ory, and I am 19 years old. I am an avid Football supporter and have been watching my team since I was little. It has only been recently that I have realised that it is ok to speak out and say how unhappy I am with the racism in the stands. When I was young my Dad just told me to ignore it and concentrate on the game and our team.

Over the years I have tried different sports, but always felt different to everyone else. I even think in one club that I was not selected because of the colour of my skin. I wish my football coach was more like me. This bad experience has meant I now no longer play the sport I love.”



# Common barriers to Sports Participation



Psychological



Physical



Logistical

# Common barriers different people face

## Psychological:

- Personal perceptions of themselves.
- Perception of others.
- Perception of the sports club, facility or coach.

## Created by:

- Fear of / experience of discrimination
- Lack of confidence / perceived lack of ability / body image
- The 'accepted' face of sport
- Assumptions
- Attitudes of significant others
- Perceived value in sport
- Underrepresentation – lack of awareness of others 'like me' participating or volunteering in sport, a lack of role models
- Lack of knowledge of sport or volunteering opportunities
- Using the wrong terminology or language

**1 in 8**

LGBTQ+ people avoid going to gym or participating sport because of fear of decimation.

# Common barriers different people face

## Physical:

- Lack of suitable opportunities.
- Lack of awareness of facilities or activities
- Lack of information or unable to find the right opportunity
- Accessibility
- Kit / equipment
- No adaptations to activities

4 in 5  
disabled people want to do  
more sport



# Common barriers different people face

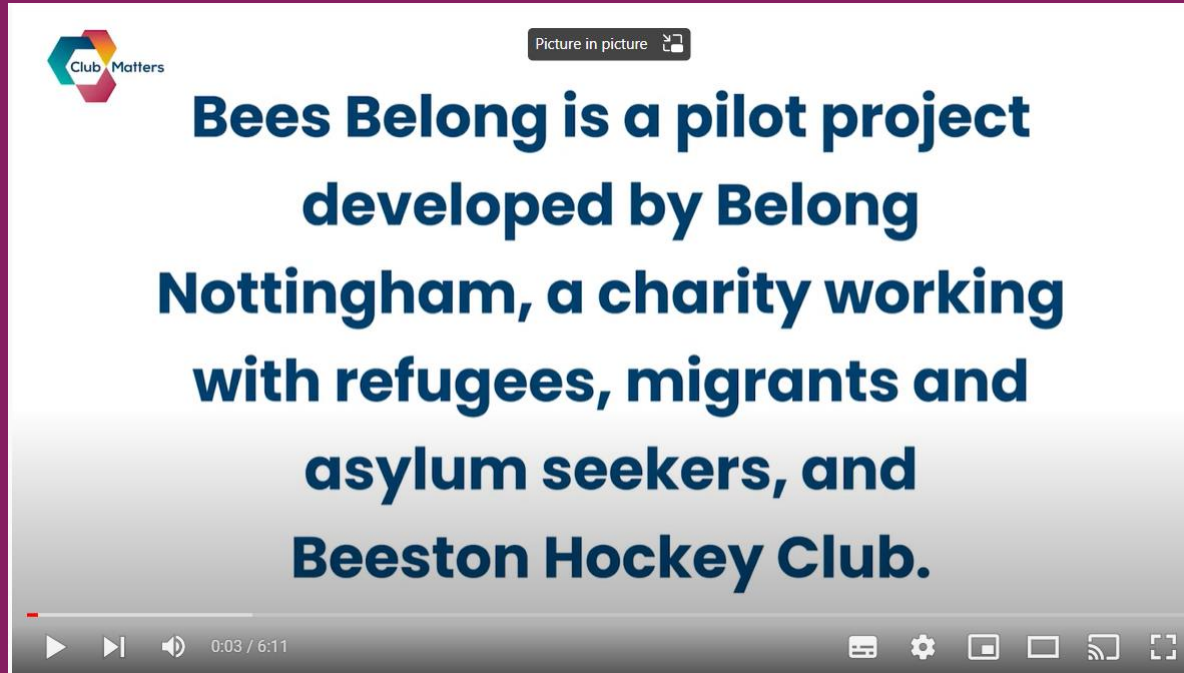
## Logistical:

- Cost
- Transport and location
- Need for additional support
- Time of activity and commitment requirement
- Childcare
- Poor communication and engagement
- Cultural/religious beliefs and expectations – e.g. clothing, religious festivals, time for prayer, fasting and how this impacts on exercise etc.

### PRICE

Low Income families have just £3.21 per week to spend on sports activities compared to the national average of £12.11.  
Street Games

# Break slide (10 minutes) bees belong video



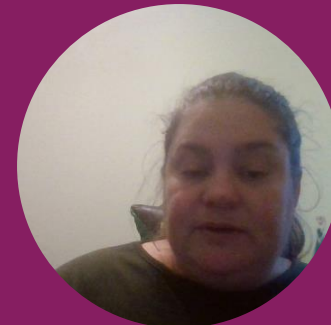
Club Matters

Picture in picture

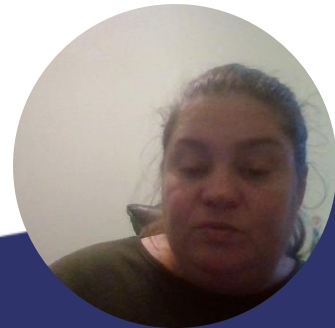
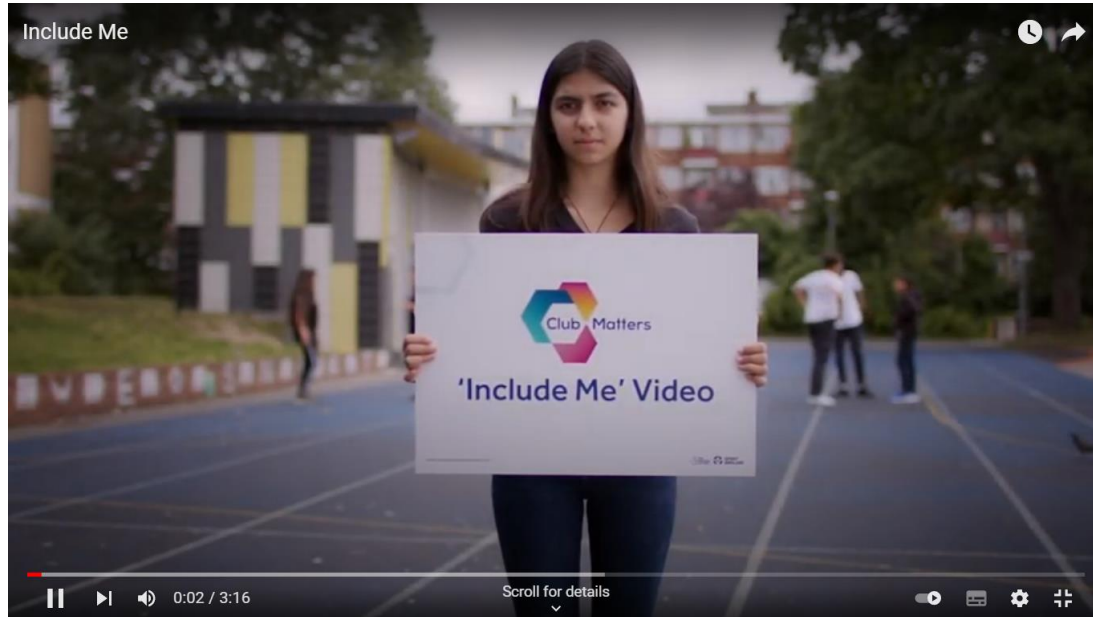
**Bees Belong is a pilot project developed by Belong Nottingham, a charity working with refugees, migrants and asylum seekers, and Beeston Hockey Club.**

0:03 / 6:11

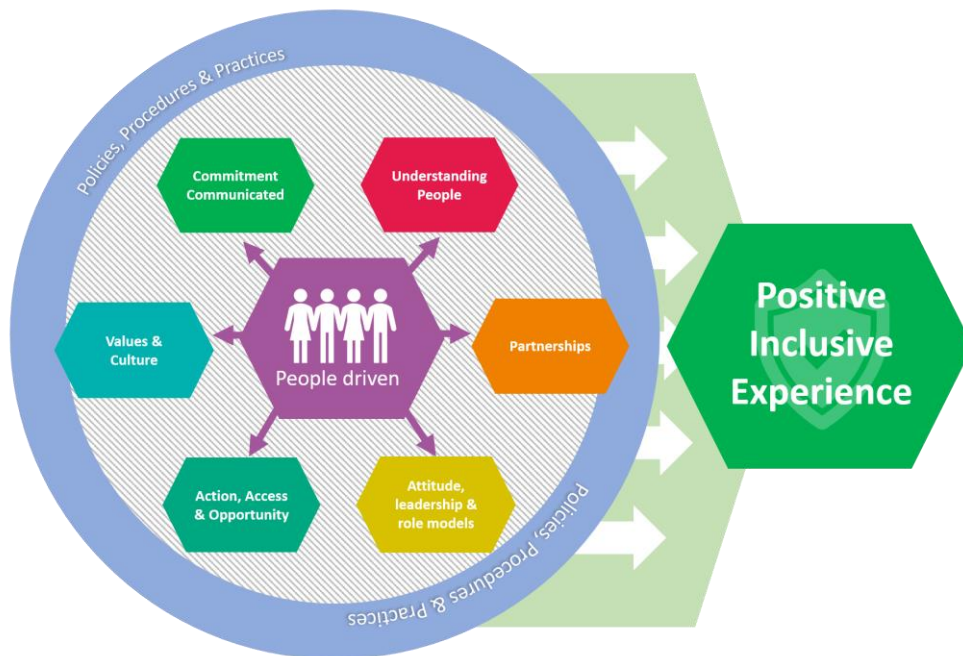
The video player interface includes a 'Picture in picture' button at the top right, a 'Club Matters' logo at the top left, and a control bar at the bottom with play, next, volume, and progress indicators, as well as icons for chat, settings, full screen, and other video controls.



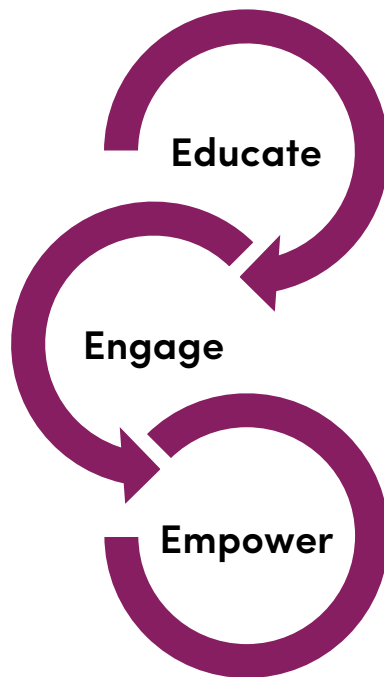
# What does it feel like when we get it right and include people!



# Positive environment for an inclusive organisation



# Future Action





# How can your community organisation or sports club create a positive environment to include everyone?



## What will you take away from this session?



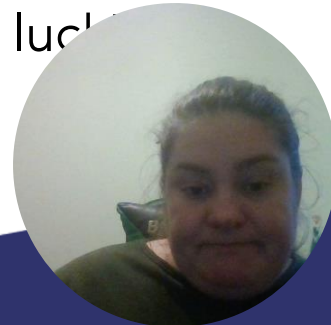
Any questions?



Please complete the evaluation



Good luck!



# Feedback



Please take the time to fill in the evaluation survey by scanning the QR code.

Alternatively, the tutor will put the link in the chat box for you.

- Thanks in advance, the Buddle Team.



# Recap:

By the end of this workshop, you will be able to:

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- Understand the need for positive action
- Outline the components of an inclusive community organisation
- Identify how your community organisation can create a more positive environment that would enable a diverse range of people to be engaged and retained as participants and volunteers.

Getting Organised	Inclusion	Getting Help From People	Money Matters	Develop and Grow
Leadership and Your People	Your Culture and Values In Your Organisation	Maximising Your Volunteers Experience	Raising Money to Sustain Your Organisation	Promoting Your Offer Using Social Media
Exploring Legal Structures	Engaging different People		Financial Management	Creating a Marketing Strategy
Simply Planning	Positive Experiences For All People		Dealing With Increasing Costs	Engaging your community

See future dates at [www.Buddle.co](http://www.Buddle.co)

