

SKAA10

Promote equality and diversity in sport and physical activity



Overview

Widening participation is a key objective in the delivery of sport and physical activity. This can only be achieved if service delivery proactively addresses the diverse needs of the community with whom you work and seeks to overcome issues of inequality and barriers to participation.

The unit is divided into two parts. The first part describes the two things you have to do. These are:

1. identify issues of equality and diversity that impact on communities
2. ensure that equality and diversity is integrated into the delivery of sport and physical activity

The second part describes the knowledge and understanding you must have.

The unit is recommended for first line managers and sports development staff operating at that level.

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Performance criteria

You must be able to:

Identify issues of equality and diversity that impact on communities

- P1 keep up-to-date with legal, professional and organisational requirements for equality and diversity in sport and physical activity
- P2 collect, organise and analyse relevant information about the community with which you are working from **appropriate people**
- P3 identify **issues within the community** that are relevant to equality and diversity
- P4 identify and compare community needs for sport and physical activity with current provision and participation rates
- P5 identify and consult on **inequalities and barriers to participation** with **appropriate people**
- P6 prioritise the **inequalities and barriers to participation** that you are able to address through your provision
- P7 report and communicate issues you are not able to address to the **appropriate people**

You must be able to:

Ensure that equality and diversity are integrated into the delivery of sport and physical activity

- P8 keep up-to-date with current best practice in addressing equality and diversity in sport and physical activity
- P9 work with **appropriate people** to develop methods of overcoming **barriers to participation** and integrate these into **service delivery**
- P10 where possible, ensure your methods complement similar initiatives for the community
- P11 make sure that the way you and other staff interact with customers shows your organisation values diversity and equality
- P12 make sure that words and behaviour from staff and customers that are inconsistent with equality and diversity are challenged
- P13 work with **appropriate people** to monitor and evaluate your methods of addressing **barriers to participation**
- P14 work with **appropriate people** to improve and sustain your methods of addressing **barriers to participation**

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Knowledge and understanding

You need to know and understand:

- K1 sources of information on current legal, professional and organisational requirements for equality and diversity in sport and physical activity
- K2 the current legal, professional and organisational requirements for equality and diversity in sport and physical activity that are relevant to your work
- K3 the effects of not promoting opportunities for equality and diversity
- K4 government policies in relation to widening participation
- K5 who are the more isolated groups in the community and why it is important to address their needs
- K6 the diversity of people in the community and in your own organisation
- K7 why it is important to have accurate and up-to-date information on the community you are working with
- K8 how you should collect and analyse information on the community and draw conclusions based on this analysis
- K9 the importance of exploring and challenging assumptions that you or others may have about the community
- K10 the most common barriers to participation in the community you are working with
- K11 appropriate people in your own organisation with whom you should work on issues to do with equality and diversity
- K12 other organisations and people in the community with whom you should work on issues to do with equality and diversity and their responsibilities
- K13 the importance of collaborative working and trying, wherever possible, to align agendas
- K14 sources of information on case studies and models of good practice in addressing issues of equality and diversity that are relevant to your work
- K15 the importance of being innovative and trying new approaches to overcoming barriers to participation
- K16 the importance of consulting directly and regularly communicating with people in the community
- K17 the importance of making sure that the methods you use to overcome barriers to participation support and 'join up with' other initiatives for the community you are working with
- K18 the key aspects of service delivery that are important in overcoming barriers to participation that are relevant to your work
- K19 the key indicators which show that your organisation values equality and diversity
- K20 types of words and behaviour from staff and customers that are inconsistent with valuing equality and diversity and how to make sure these are challenged
- K21 the importance of monitoring and evaluating your methods for

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overcoming barriers to participation

K22 how to monitor and evaluate the effectiveness of your methods

K23 how you can use the outcomes of evaluation to improve your methods

K24 the importance of embedding and sustaining your methods of improving service delivery

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Additional Information

Scope/range related to performance criteria

Identify issues of equality and diversity that impact on communities

1. **appropriate people**
 - 1.1. within your organisation
 - 1.2. within other sports organisations
 - 1.3. within other non-sports organisations
 - 1.4. from the community

2. **issues within the community**
 - 2.1. demographics
 - 2.2. ethnic mix
 - 2.3. relationships within and between groups
 - 2.4. social and economic issues
 - 2.5. attitudes to sport and physical activity
 - 2.6. religion and cultural issues

3. **inequalities and barriers to participation**
 - 3.1. sex
 - 3.2. race/culture/language
 - 3.3. disability
 - 3.4. religion
 - 3.5. health
 - 3.6. wealth
 - 3.7. age
 - 3.8. sexual orientation
 - 3.9. access

Ensure that equality and diversity are integrated into the delivery of sport and physical activity

4. **appropriate people**
 - 4.1. within your organisation
 - 4.2. within other sports organisations
 - 4.3. within other non-sports organisations
 - 4.4. from the community

5. **barriers to participation**
 - 5.1. sex
 - 5.2. race/culture/language
 - 5.3. disability
 - 5.4. religion

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- 5.5. health
- 5.6. wealth
- 5.7. age
- 5.8. sexual orientation
- 5.9. access

6. **service delivery**

- 6.1. a range of and types of programmes/activities
- 6.2. facilities, location, access and equipment
- 6.3. appropriate staffing
- 6.4. marketing, communication and promotion
- 6.5. monitoring and evaluation of attendance

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