



European City of Sport

‘ENGAGING HARD TO REACH GROUPS’

Presentation by Edwin James
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ISRM Conference 2007



*2006-2007
Culture and Sport for
Hard to Reach Groups*



Objectives of the Presentation

- To identify Hard to Reach groups in relations to user figures
- To identify Hard to Reach groups as employed within Sports Services
- Practical example of a scheme which brings together communities

Welcome

- Leicester is the Sporting Capital





Leicester – Some Facts

- Double Winning Leicester Tigers Rugby Team
- Premiership winning Ladies Hockey Team
- Championship Leicester City Football Club
- Premiership Riders Basketball Team
- 20/20 Cup Winning Leicestershire County Cricket Club

Leicester – Some Facts

- Population 300,000
- 40% are from black and minority ethnic groups
- 2 universities in UK top 50
- Midway through a multi-million pound regeneration programme with Sport and Culture at its heart





Leicester – Some Facts

- Clusters of deprivation in the city centre and outer housing estates
- Approx 80 languages spoken
- 45% of primary school children first language not English
- Track record of community cohesion and strong sense of identity among Leicester people

Leicester Sports Services

- 7 Leisure Centres
- 2 Municipal Golf Courses
- 1 Athletics Track
- Sports & Regeneration Team
- Currently employs approximately 400 staff, of which 20% from ethnic backgrounds





Engaging Hard to Reach Groups (1)

1. Who are the Hard to Reach groups?

- Every City is different
- Leicester: Large Somalian, Asian, Muslim, Polish, Chinese communities
- So for us, engagement with these communities is vital. They may include
- Consultation, taster sessions, employing coaches from these communities, talking to community leaders, advertising



Engaging Hard to Reach Groups (2)

2. Employment of people from different cultures

Barriers highlighted:

- Lack of confidence in applying for jobs
- Limited publications
- Inadequate volunteering opportunities
- Role Models
- Lack of Interview technique



Engaging Hard to reach Groups

- Perception of under achievers
- Lack of opportunities to access appropriate courses
- Stereotypes / prejudice
- Unrealistic qualifications
- Lack of mentors



Engaging Hard to Reach groups

Solutions to these barriers:

- Equal distribution of information
- Mentoring opportunities
- Training regarding the application /interview process
- Creation of support / infrastructure
- Sharing opportunities / Good practices
- Leaders to inspire others
- Local Role Models
- Educating employers on benefits of recruiting within the BME community

Engaging Hard to Reach groups

“We do not have all the answers for engaging Hard to Reach groups in Leicester, but it will be forever on our agenda”

-Is it on yours?





Warriors Basketball Club

- Established to develop opportunities to inner city children in the world of basketball
- Community cohesion
- Finding the next Karl Brown
- Using basketball as a tool to engage with young people
- Role model



Warriors basketball Club

Understanding the bigger picture:

- Partnerships
- Funding streams
- Different cultures/diversities
- Understanding young people

WARRIORS
BASKETBALL

Basketball Development Plan
for local area



Kinthe**community**
"Keepin' it real in the community"

Warriors Mens
National League
Division 2

Warriors Mens
Leicester Local League
Division 3

Warriors Local Development (U15)

Warriors U13
National League

Warriors U15
National League

Existing Clubs

Warriors Central Venue League

Primary Schools

Braunstone Leisure Centre
(8 - 14)

Moat Club
(8-14)

St. Matthews Club
(8-14)

Rushey Mead Club
(8-14)

SSCO *SRD's* YOT COMMUNITY GROUPS TEACHERS *ASD School clubs* PARENTS SCHOOLS HALF TERM BASKETBALL CAMPS



Making the difference

“It’s nice to see my daughter having so much fun playing basketball in a safe and friendly atmosphere at the Warriors Basketball Club with so many people from different backgrounds”.

Sam, St Matthews Club

“My son’s behaviour has improved dramatically since attending the Warriors Basketball Club on a regular basis. The positive male role models are a benefit to him”.

Paula, Moat/ Highfields Club