



Impact Report

2022-2023

Sporting  equals

Future Female
Leaders

About us



Sporting Equals is a long-standing charity committed to advocating equality, diversity, and inclusion in sports & physical activity, specifically through the lens of ethnic diversity. Driven by the ethos of promoting societal change, Sporting Equals supports a broad spectrum of society including the elderly, non-active individuals, females, young people, and those from low socio-economic backgrounds to amplify their voice and foster their participation in sports. Central to their mission is creating synergies that encourage community cohesion, peacebuilding, capacity building, leadership, and expanding opportunities for all, especially in traditionally marginalized communities.

Our unique two-pronged approach, encompassing both 'top-down' and 'bottom-up' strategies, ensures we are continuously making inroads towards our objectives. The top-down approach focuses on instigating changes at decision-making levels. Striving to effectuate policy alterations and shape attitudes towards diversity and inclusion. Most importantly, ensuring that the leadership positions are reflective of our diverse communities. Our bottom-up strategy zeroes in at a community level, working with faith groups, community centres, schools, and collaborating with grassroots-focused organisations. It ensures that we have a holistic approach in our work and keep the people central to all our work.

The project encapsulated in this impact report, 'Future Female Leaders', aligns perfectly with our core values and objectives. Recognising the numerous barriers impeding women, particularly those from ethnically diverse and underprivileged backgrounds, from accessing coaching qualifications. This project aimed to counter these obstacles. Developed in partnership with Nike, this initiative empowered females from various backgrounds across London, providing them with the resources and training to gain coaching qualifications - opportunities that due to multiple barriers, had previously been elusive. The beneficiaries of this project were as diverse as the city itself, spanning across ethnicities, ages, and sports interests, thus reinforcing Sporting Equals' commitment to inclusivity and diversity in sport. This endeavour was crucial to us, not only because it targeted females, one of our primary focus groups, but also because it addressed the barriers to their involvement in sports, thereby paving the way for a more equitable sporting landscape.

Background

Although women have increased opportunities to participate in sport, they continue to remain underrepresented in all forms of leadership roles in all sport. The underrepresentation of women in leadership roles within sport, specifically in coaching, remains a persistent issue, despite significant strides toward gender equality (Norman, 2010). This systemic disparity is amplified amongst women from ethnically diverse communities who encounter additional hurdles of racial bias (Flintoff, 2015). These combined factors pose significant barriers to active participation and upward mobility in sport for these women. (Acosta and Carpenter, 2012, International Working Group on Women and Sport, 2012, Lapchick, 2012)

Socio-economic factors also contribute significantly to the level of sports participation. For instance, areas of deprivation in London often exhibit lower levels of engagement in sport, largely due to limited access to resources, facilities, and training (Sport England, 2020). According to IMD2019, Hackney, Haringey Kensington, and Chelsea are the most deprived boroughs in London (Ministry of Housing, Communities and Local Government, 2019). These deprived areas stand in stark contrast to wealthier boroughs, where opportunities for sporting engagement are far more abundant. Women residing in these less advantaged areas, especially those from ethnically diverse backgrounds are thus disadvantaged in their pursuit of coaching qualifications. Data shows that 15.7% Asian people as a whole, followed by 15.2% of Black people are the most likely out of all the ethnic groups to reside in the top 10% of the most deprived neighbourhood (GOV.UK, 2020).

Given this context, the importance of women-only spaces in sport, where barriers of gender and racial bias can be actively challenged, cannot be overstated. These spaces allow women to learn, grow, and empower each other without the typical prejudices and pressures found in mixed-gender environments (Lyle, 2010). Particularly for women aspiring to become coaches, these female-centric spaces are instrumental in fostering resilience, confidence, and leadership skills.



Background



Women-only spaces in sport are of crucial importance in addressing socio-economic, cultural, and safety barriers that often prevent women, particularly those from diverse ethnic backgrounds, from participating in sport (Krane et al., 2004). Socio-economic factors such as lack of access to resources and facilities often serve as deterrents for women from disadvantaged communities in terms of engaging in sports (Spaaij et al., 2015). According to UK Coaching (2022), people belonging to ethnically diverse communities engage in fewer minutes of sport or physical activity per week (171 minutes) compared to their white counterparts. The figures are lower for women in general (180 minutes) as opposed to men (221 minutes) (ibid). Thus, women-only spaces can provide cost-effective and accessible opportunities for sport engagement, offering a platform to not only participate but also aspire toward coaching and leadership roles (Norman, 2010). Moreover, the need for female coaches belonging to similar backgrounds as the participants can help to increase women's participation in sport and physical activity.

Cultural and religious considerations, such as faith-based modesty requirements, can also impose constraints on participation in mixed-gender environments (Jeanes et al., 2019). By offering a women-only space, these cultural sensitivities are respected, and barriers are reduced, enabling more women to engage with sport in a manner that aligns with their personal beliefs. A lack of role models, an acceptable modest dress code, women-only facilities where women can change or Muslim women can take off hijab (head scarf), parental approval especially for young women, a lack of women-only sessions, household work burden (childcare and elder care responsibilities, etc) and/or work leading to a lack of time, and a lack of adequate information on the availability of sport and physical activity sessions are deemed as some of the challenges that women continue to face in terms of their participation in sport and physical activity (Piper, 2011).

Background

Safety and comfort are additional significant factors underscoring the importance of women-only spaces in sport (Taylor & Toohey, 2001). Instances of harassment, discrimination, and intimidation unfortunately persist in mixed-gender sport environments. Women-only spaces provide a safe and supportive environment, free from gender-based prejudices, empowering women to participate confidently and wholly (Krane et al., 2004). These spaces also foster open communication, mutual support, and shared experiences that cultivate a sense of belonging and community, facilitating personal growth and empowerment (UK Sport, 2020). Besides the availability of women-only spaces, there is a need for the ease of finding new coaching sessions, as people belonging to ethnically diverse groups (62%) find it more difficult to find new coaching sessions compared to their white counterparts (67%) (UK Coaching, 2022).

Women-only spaces in sport are about more than just physical space. They involve the creation of inclusive, safe, and culturally sensitive environments that empower women from all backgrounds to participate, thrive, and advance in sport (UK Sport, 2020). This extends to fostering potential future leaders by providing an appropriate socio-cultural setting to inspire and nurture women toward coaching and other leadership roles in sport (Norman, 2010). Increasing opportunities for women to participate in sport also increase their chances of remaining in employment, which can ultimately increase the economic growth of the country (Inclusive Boards, 2019).

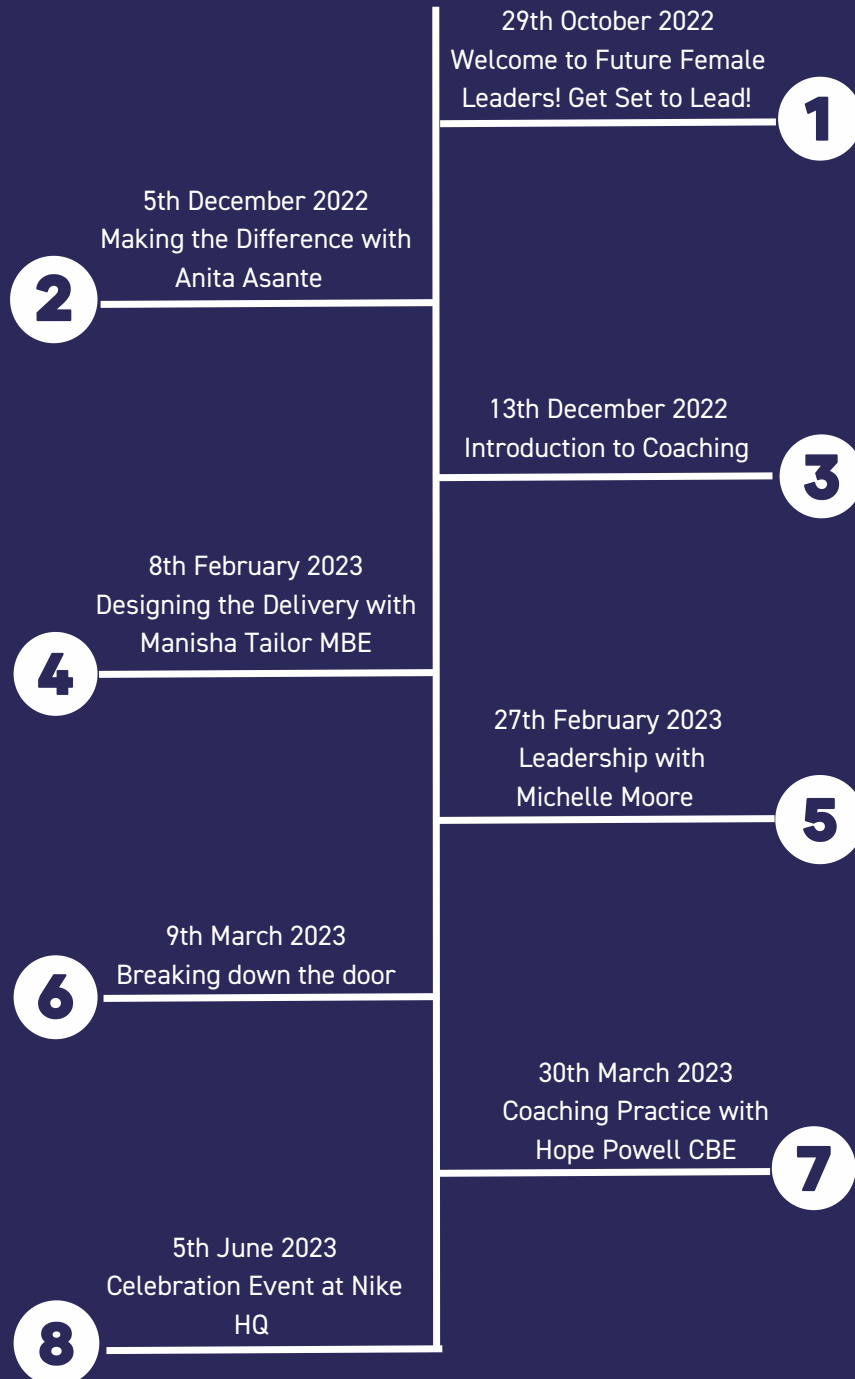
Studies reveal that women's sport media coverage is between 4% to 10%, which is significantly lower than that of men who receive around 80% of media coverage (Women in Sport, 2018). The way women, especially those belonging to ethnically diverse communities are represented in the media is also an area to explore as there are limited studies in this area. It is pivotal to find out how media can influence women's decision to participate in sport and physical activity at different levels including coaching.

Our programme was designed to empower women in sport by equipping them with the necessary coaching qualifications. By focusing our efforts in London and specifically targeting women from ethnically diverse communities, we aim to redress the imbalance in coaching (UK Sport, 2020).



Timeline

TOUCHPOINTS COMPLETED



Candidate Feedback

Touchpoint 2

“Very inspirational and motivating to meet the other ladies and hear Anita Asante speak of her experiences”

Touchpoint 3

“Really informative and transferable, I have no coaching experience at this point so I was glad to hear about others experiences”

Touchpoint 4

“Amazing, this will definitely help towards my football coaching sessions”

Touchpoint 5

“This was such a powerful session, I took so much away from it. The delivery of the session was amazing and impactful”

Touchpoint 6

“Very informative session and some very interesting stories about overcoming barriers”

Touchpoint 7

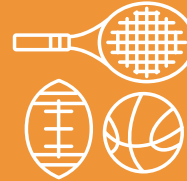
“It was great meeting Hope – I felt very lucky to have received positive feedback from her and take in all of her advice”

Coaching Impact

15 London Boroughs



34 Courses Secured



20 Multisport



1 FA Level 1
5 FA Level 2



4 Athletics
Coaching Assistant



1 Level 2
Triathlon



2 Rock
Climbing



1 Level 2
Boxing

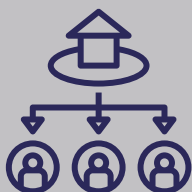
10 Weeks of
Coaching Delivery



75% of candidates
undertook a minimum of
10-weeks of delivery



3 candidates are
searching for a
suitable placement



329 beneficiaries

9 Community
Organisations



Supporting the programme delivery by
offering placements for our FFL Candidates

End of Project Survey

Outcome 1:

70% of project participants will report more positive attitudes toward sport, health, and fitness

91% of respondents stated "Yes" to the question "Do you have a more positive attitude towards sport, health and fitness after taking part in the Nike FFL programme?"
Source: Nike FFL End of Project Survey, June 2023

Outcome 2:

60% of project participants will report that the project has helped them build confidence and self-esteem

As per our End of project survey, 91% of the respondents said that Nike FFL programme has helped them to build their confidence and self-esteem. Source: Nike FFL End of Project Survey, June 2023

86% of the respondents said that engaging in sport and physical activity in women-only spaces has increased confidence levels. Source: Nike FFL End of Project Survey, June 2023

Outcome 3:

70% of those that participate in the coach and leadership programme land roles in the sport and physical activity sector. e.g. as a paid/volunteer, paid/volunteer role in sport or physical activity

74.3% of candidates have completed a minimum of 10 weeks coaching delivery in their local community. A further 8.6% are pending placements which should be starting in July.

82% of the respondents agreed (a combination of strongly agreed and agreed) that they are more confident in designing and delivering coaching sessions. Source: Nike FFL End of project survey, June 2023 This figure is 29% higher than the combined percentage we found in the baseline survey.

91% of the respondents agreed (a combination of strongly agreed and agreed) that they are more confident that they have the ability to advance their coaching career. Source: Nike FFL End of Project Survey, June 2023

Outcome 4:

35 females from ethnically diverse communities to complete the programme Participants to gain a mixture of Level 1/ Level 2 coaching qualifications and other relevant qualifications for roles in sport and physical activity sector.

34/35 women successfully gained Level 1 or Level 2 coaching qualifications. Unfortunately one candidate was unable to secure a place on the FA Level 2 coaching course.

Case Studies



Lisa Dinh and Beverley Mason

Lisa

"Huge thanks to the Future Female Leaders programme for connecting me with Shan and Power Mobile Gym. It's been an amazing opportunity to build up my skills and I've loved giving back to young people in my community through boxing every week"



Eddie Nestor and Shannia Gordon

Shannia

"The Level 2 qualification will help me further expand my knowledge around coaching and provide me with an in depth understanding behind the psychology of boxing coaching. I'd like to take this opportunity to thank all those who made this possible and highlight the fact that this is a big step for women in boxing. The more women we can get highly qualified within different sports, especially those male dominated...the more girls will be inspired."

An example of the caliber of participant on the Future Female Leaders programme is Shannia Richardson Gordon. She founded Power Mobile Gym in 2020 and has worked with thousands of young people across London. She is also the founder of the Rudebwoy 2 Role model project, a two-week cultural exchange programme between England and Jamaica.

Shannia also helped facilitate a placement for another one of our Future Female Leaders, Lisa, who gained a multisport qualification with Kidstivity in March 2023. With aspirations of coaching boxing to her community Lisa paired up with Power Mobile Gym to complete her 10-week delivery. This partnership has worked so successfully that Lisa is now coaching permanently with the team at Power Mobile Gym.

Case Studies

Victory

In January 2023 Victory successfully completed her Assistant Coaching Athletes qualification. Victory is now training a group of under 18s at GMax Trackstars in Eltham. The classes have been such a success that now even the parents are asking Victory to create adult sessions at the club due to her engaging and positive coaching styles. Alongside completing the Future Female Leaders programme, Victory has also been studying hard for her final year exams at university which she has now successfully completed. Her work ethic and determination will no doubt allow her to make incredible impacts within the industry.



"This organisation has been so amazing to me, because if not I wouldn't be able to get my Level 2 in Coaching Assistance and I wouldn't really have thought about it in the first place. I have a passion for sport, I want to tell people about sports and I want to train people. I want to get involved in sports and this has given me the opportunity to. When I see the kids that I am coaching, they are really happy, they are smiling and you can see the development in them, as I said previously, they are home school kids so they don't really have the opportunity to like bond with other people and now you can see that their confidence is being built they are talking to people. Before everyone would be so separated and now they are coming together and even bumping into eachother but it's for a good reason. And I feel like if not because of this organisation, I wouldn't have had the opportunity to gain my qualification and the opportunity to help younger kids aswell which I feel like is really important. I'm really grateful for you guys, from the bottom of my heart I am really grateful, thank you so much!"

Case Studies

Shmaila

Shmaila joined the programme slightly later than the other candidates and therefore unfortunately missed out on securing an FA Level 2 qualification. However despite this she was keen to gain any qualification possible to help support her coaching development and help drive impact in her community. In March 2023 Shmaila completed her multisport course with Kidstivity, she said “This has helped me with my confidence and bettered my skills. I can use this to now coach all sports and not be restricted to just one.”

During our celebration event Shmaila spoke as part of the panel and shared her thoughts around the importance of representation and safe spaces for women and how she hopes to make a difference.



“I think it is extremely important. You need someone who can represent your background, you know someone who is Muslim or wearing a hijab. I first joined Muslimah Sports Association as a player and invited people I knew to come along and try it. Then I had the opportunity to coach and now so many women have looked at myself and think now a female is doing it they can do it too.”

“100% a safe space is so important for women, I didn't have that when I was younger and I know probably a lot of women my age didn't either, I wish I did and I probably would have stepped into a more sporty field sooner rather than joining later. I did it because if I go into then my girls will have the opportunity and they can go into it and a lot more other women will be able to. Just being a coach and being able to provide those safe sessions is so important, its an outlet for them.”

Case Studies



Radhika

"I think equity is important not just in coaching but at other levels as well such as senior coaching. We must empower women so that they get similar opportunities as men. Initiatives like this are brilliant. I wasn't planning on doing my Level 2 because I didn't have £500 in my pocket, but I am grateful that now I can make an impact in a different way through this programme."

"I think it's great to have initiatives like Future Female Leaders, that's what helps instill confidence and belief within women"

Radhika is member of one our Associate Members Indian Gymkhana, not only does she support coaching sessions there when needed, she also runs her own football sessions in Twickenham.

Having recently achieved her FA Level 2 qualification, Radhika now coaches weekly football sessions to a group of mums. Radhika was aware of the barriers to participation for working mums and has supported this by offering sessions linked to a local school where children can play nearby on the park and mums can enjoy an hour of physical activity. Next season, Radhika will be joining the U15s team at Indian Gymkhana Club as well as looking to grow the football programme for Mums to support their coaching journeys.

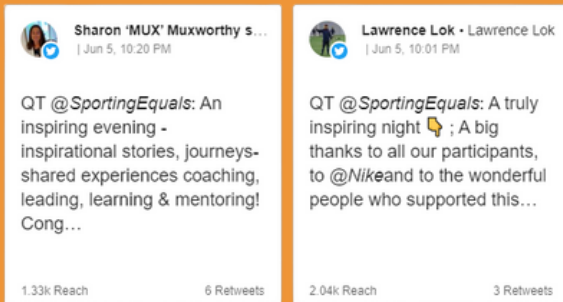
Radhika's input across the sector is already having an impact, she now sits on a working group with other young people at Youth Sports Trust as part of their Youth Summit.

Social Media Statistics



Twitter

Most Retweeted Content



81.1k

Total Potential Reach

124k

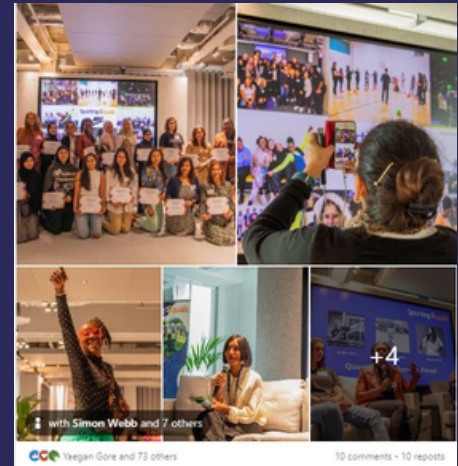
Impressions

40

Mentions



LinkedIn



1,467

Impressions

435

Clicks

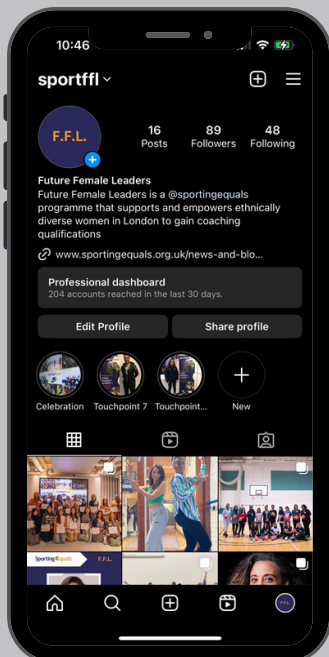
29.6%

Click-Through Rate



Instagram

Top Post Engagement



569

Accounts Reached

763

Impressions

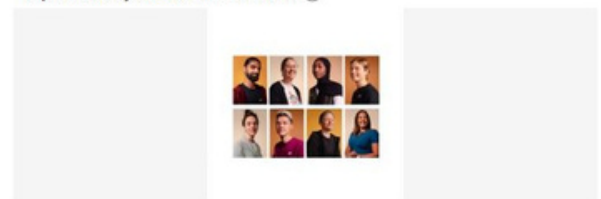
98

Likes



Editorial Articles

Top Article by Reach and Volume



Editorial | US | 8 Dec 2022 · 23:47

Nike Is Investing in Inclusive Community Organizations Across Europe to Address Inequality in Sport

What to Know ...

Social Echo 0 2 0

26k Reach

Neutral

26k

Total Potential News Reach

76

Sentiment

42

Mentions

Social Media Comments

"What a wonderful initiative! Great to see so much experience in the room sharing knowledge and guiding these individuals onto paths of success for all those who engage with them! Well Done Ladies!" Sky

"Had a brilliant time this evening. Thank you to everyone for making it so enjoyable 🙌🙌🙌"
Guest speaker

"A Truly inspiring and insightful event and great to see the work in this space."
The Football Association

"Thank you for a fantastic event and an inspiring evening. There was such a great energy in the room and it was wonderful to hear what all the candidates have been up to since completing the Kidztivity training course. Congratulations to everybody involved in the FFL programme."
Coaching Course Provider

"A great initiate and pleased that we were a part of it!"
Associate Member of Sporting
Equals



We thank you for your
continued support in our
programmes.