



The Equality Standard
A Framework for Sport

**A monthly e-news publication
supported by all Sports Councils**

Welcome

Hello and welcome to the 59th newsletter. The recent weather across the UK certainly makes us realise that it is time to be thinking of winter sports and best wishes go to the British teams for the forthcoming Winter Olympic and Paralympic Games. More information about those selected for the Paralympic team follows later in this newsletter.

Please forward this newsletter to anyone you think may be interested and get them to contact Roger Clifton at roger@vagaassociates.com if they would like a copy sent directly to them.

The main features in this edition are:

- More opportunities for people with disabilities to participate in cricket
- A campaign to tackle homophobia in football
- Deaf sport news
- Paralympic preview
- A variety of general information of interest and new resources of use
- Calendar of forthcoming events.

ECB leading the World in disability cricket

Our thanks to Ian Martin, National Disability Manager at the England and Wales Cricket Board (ECB), for providing the article below.

Disability Cricket has been played in England and Wales for over 40 years. Blind and Deaf cricket have been in existence the longest whilst organised cricket for those with physical and learning disabilities has been a more recent development over the last 15-20 years. Of course, people with all types of disabilities will have enjoyed mainstream cricket since the sport began.

ECB are, without doubt, the leading governing body of cricket in the world when it comes to the development of the sport for people with disabilities. ECB's commitment to this side of the sport was re-confirmed in 2007 when I was appointed as the first National Disability Cricket Manager, tasked with providing the strategic lead across all aspects of disability cricket in England and Wales. This is the only appointment of its type in any governing body of cricket in the world today.

ECB has agreed and signed Memorandums of Understanding with each of the following impairment groups:

- Blind Cricket England and Wales
- England Cricket Association for the Deaf
- British Association for Cricketers with Disabilities
- Cricket Federation for Cricketers with a Disability.



The Equality Standard
A Framework for Sport

NEWS

Edition 59 February 2010

**A monthly e-news publication
supported by all Sports Councils**

Each of the above organisations has agreed to work with our professional development staff in order to provide opportunities to people with disabilities to participate in cricket. ECB has taken over the management and running of the England squads for Blind, Deaf and Learning Disability cricketers. They play in pre-agreed, forecasted international series and tournaments and the management of these teams are accountable to the ECB for the results and performances during each series.

Whilst there is no doubt that there is still work to be done, disability cricket is in a far healthier place in 2009/10 than it was 3 years ago. In this regard our successes are envied across other countries governing bodies and our views are sought on this aspect of development. By 2013 we expect to have enhanced this position and our expertise. We will have increased opportunities for people with disabilities to play the game and we will have a network of disability specific focus clubs right across the country. Cricket will be viewed as a credible disability sport, a position that it doesn't currently enjoy, and it will become a sport of choice for children with disabilities off the back of the 2012 Paralympic games.

Our Whole Sport Plan funding agreement with Sport England has given us some challenging targets to achieve over the next 4 years. We have specifically agreed that we will deliver on a range of equity related projects across the Grow, Sustain and Excel outcomes. In particular we have agreed to work with partners such as the English Federation of Disability Sport and the Youth Sport Trust to introduce cricket through their network of over 400 multi-sport clubs across the country. Once those children have enjoyed their first taste of cricket through the multi-sport environment, they will be able to further their cricket development at any one of 85 disability specific focus clubs that we will deliver during the same period. These clubs will supplement our existing pathways that deliver an opportunity to go all the way to England representation.

It is ECB that is lobbying our world governing body, the International Cricket Council (ICC), to start discussions to develop international cricket for people with physical disabilities. Our Learning Disability Squad have recently returned from Australia where they reached the final of the Tri Nations series between the hosts and South Africa. Our blind team travel to the United Arab Emirates (UAE) in April to take on World Champions Pakistan whilst our deaf team are preparing for the Deaf World Cup which takes place in Auckland in December.

Over the last 12 months we have looked at how best we can accommodate disability cricket within our coach education courses. The challenge has been whether to keep disability as a separate module or session, or to integrate as much as possible and concentrate on the skills required to adapt a session to the needs of the participant - "differentiation skills".

Produced by Vaga Associates

Enquiries: 020 8521 7505

roger@vagaassociates.com



The Equality Standard
A Framework for Sport

**A monthly e-news publication
supported by all Sports Councils**

We opted for the latter and engaged with coaches who were experts in working with different impairment groups and asked them what worked best with their group. The answers were consistent across each group with the ability to communicate well and be prepared to adapt and be flexible in your delivery and your targets being the key themes across all groups. These findings and thoughts have been documented in a disability awareness pack that is available for download from the ECB Coaches Association website www.ecbca.co.uk.

Above all, ECB are endeavouring to bring about culture change within our sport. We want cricket to be a sport where all members of our communities can participate in the sport at a level that is appropriate to them, whether that be table cricket or test match cricket. We accept that not every disabled person will want to play cricket but they all should have the opportunity to. We aim to make sure that cricket is seen as a credible and welcoming disability sport that will offer opportunity to participate and perform.

David Collier, the ECB chief executive, added: "In the last four years we have been able to invest in disabilities cricket and the progress, under Ian Martin's direction, is clear to see. Through the Whole Sport Plan funding agreement with Sport England, ECB have committed to the introduction of over 80 disabilities specific focus; clubs by 2013 whilst also investing over £4m to improve facilities. This sort of funding has been achievable because of ECB's success in attracting commercial and broadcasting agreements to underpin the sport's infrastructure'.

For further information, email disabilitycricket@ecb.co.uk or visit www.ecb.co.uk/disabilitycricket.

Football v homophobia

Our thanks to Lou Englefield, Director of Pride Sports, who, following the piece in last month's newsletter about issues faced by the lesbian, gay, bisexual and transgender (LGBT) community in football, has provided information supplied by The Justin Campaign.

On February 19th 2010, The Justin Campaign are launching an initiative, Football v Homophobia, to raise awareness of homophobia in amateur and professional football; to unite clubs, players and fans across the country by using the game of football to bring communities together in opposing hate and intolerance in the world's favourite sport. After listening to our partners and supporters, The Justin Campaign believe that to tackle homophobia in football effectively a collective show of opposition needs to be made by all involved to get a message of zero tolerance across to the perpetrators of homophobic insults and abuse.



The Equality Standard
A Framework for Sport

NEWS

Edition 59 February 2010

**A monthly e-news publication
supported by all Sports Councils**

We intend that Football v Homophobia on Feb 19th will become the one day out of each year where individuals, community groups & teams and clubs internationally can express their disapproval of homophobia in football by celebrating under the banner of Football v Homophobia. The launch in the UK this year will also coincide with LGBT History Month, a full month of activity celebrating the lives and achievements of the LGBT community. We hope that you can express your support for the day and ensure that this initiative significantly changes how LGBT people are perceived and treated in football. You don't have to be a football fan or sports group to back the campaign.

Ways professional football clubs can show their support for the campaign:

- Adopt the logo and display it with a message of support on the club's website
- Host the logo on screens around the ground throughout match day.
- Include the logo and information for fans and supporters in your match day programme
- Ensure signs condemning the use of homophobic language and abuse in your ground are highly visible
- Inform fans of the initiative by declaring it on loudspeaker at half time on match day
- Have designated members of staff distributing Football v Homophobia flyers on match day.

Ways community football clubs can show their support for the campaign:

- Organise a match, or even a tournament in your area and promote it using the Football v Homophobia logo
- Circulate this message & news of Football v Homophobia among other community teams in your area
- Include the Football v Homophobia logo in your newsletter, briefly explaining the initiative with a message of support.

Ways non-football groups can show their support for the campaign:

- Upload the Football v Homophobia logo onto your website, briefly explaining the purpose of the initiative and add a message of support
- Include an article on Football v Homophobia in your newsletter
- Provide The Justin Campaign with your organisation's logo and details so that we can ensure they appear on our campaign materials
- Circulate this message and news of Football v Homophobia to other organisations, community groups, football teams and the media in your area
- Support local teams in arranging football matches, tournaments, skills events, quizzes or other themed events in your area to celebrate Football v Homophobia.

Produced by Vaga Associates

Enquiries: 020 8521 7505

roger@vagaassociates.com

4

VAGA



The Equality Standard
A Framework for Sport

**A monthly e-news publication
supported by all Sports Councils**

Here at The Justin Campaign we are happy to field any questions regarding the launch of the initiative, support you in developing any ideas you might have about how you celebrate Football v Homophobia and provide you with any promotional materials such as posters and flyers.

Website: www.thejustincampaign.com

Email: justincampaign@gmail.com

Phone: 07791583088 – Jason Hall, Founding Director.

Phone: 07925733387 – Darren Ollerton, Campaign Director.

Phone: 07904208187 – Paul Windsor, Campaign Director.

Success in deaf sport recognised

School for deaf children wins award

A project based at the Royal School for the Deaf and Communication Disorders in Cheshire, which is an Inclusive Fitness Initiative (IFI) Mark accredited facility, has been awarded the 2009 BBC Power of Sport Award. The Children's Able and Disabled Sport programme (CADS) provides sport and physical activity sessions for both able and disabled children in an environment designed to include everyone equally. Thanks to CADS, thousands of young people have taken part in sports activities, regardless of their abilities or backgrounds. CADS provides young people, especially those with severe, complex and multiple disabilities, with the same opportunities to enjoy sport as other children their age. They work tirelessly to break down barriers of sports participation by creating a better understanding of disability issues amongst non-disabled participants. The BBC Power of Sport award recognises real projects that have made a difference in the community and the CADS project is a leading example of this. Further information about the award can be found by visiting [IFI](#).

Deaflympics success celebrated at City Hall

Britain's success at the 2009 Deaflympics was reported in the November edition of this newsletter and athletes and officials, plus friends and supporters were present at a Reception held in their honour at London's City Hall on 22 January. The Reception was hosted by Deputy Mayor Richard Barnes, who congratulated Team GB on their achievements and handed out certificates to medal winners. He also made a point of congratulating the fundraising work of UK Deaf Sport (UKDS), calling the £150,000 which was raised to send the team a "fantastic achievement".

The Deputy Mayor also recognised the significance of the reception being held in London, the Host City for the 2012 Olympics and drew attention to the fact that TeamGB would soon be preparing for the 2013 Deaflympics in Athens - "the home of the Olympics".



The Equality Standard
A Framework for Sport

NEWS

Edition 59 February 2010

**A monthly e-news publication
supported by all Sports Councils**

The fundraising mission for Athens has already started in earnest. Interpreting agency Clarion have recently come on board as sponsors to Team GB and guests heard a speech from Clarion Director Sally Chalk, who is running marathons for the Deaflympics cause.

Speeches were read out from Tim Lamb, Chief Executive of the Central Council of Physical Recreation, and Jan Patterson from the British Olympic Association (BOA). Ms Patterson had paid a visit to Taipei to watch TeamGB in action and had declared herself extremely impressed with the standard of sport at the Games.

Attendees were also treated to a video showing the highlights of Taipei. The positive reaction was good news for UKDS who will show the video to potential sponsors.

Honorary President of UKDS Derek Simmons described the reception as an opportunity "for Deaf athletes to thank their donors and to highlight the Team's successes in Taipei".

If you would like to donate towards Team GB for the Athens Deaflympics, please visit [Deaflympics2013](#) or to sponsor Sally Chalk visit [Sally](#).

British Paralympic team selected

Britain will be participating in 2 of the Winter Paralympic sports in Canada, Wheelchair Curling and Alpine Skiing, and these teams have now been selected.

Wheelchair Curling

Paralympic silver medallist Michael McCreadie has been named as the skip of the team, which also includes a further two members of the team that finished second four years ago, Tom Killin and Angela (Angie) Malone. They are joined by Aileen Neilson, who comes from a family of curlers and who has taken leave from her job as a primary school teacher to train for the Games, and Jim Sellar, a veteran of four World Championships for Scotland.

Phil Lane, Chief Executive of ParalympicsGB, said of the team: "We are confident that they will make us proud and we hope that the team will also bring home a medal for the second successive Games".

Chris Hildrey, British Curling Chairman, said: "I'd like to congratulate these athletes on their selection by ParalympicsGB as we enter the final stages of preparation for medal success in Vancouver.

Produced by Vaga Associates

Enquiries: 020 8521 7505

roger@vagaassociates.com

6

VAGA



The Equality Standard
A Framework for Sport

NEWS

Edition 59 February 2010

**A monthly e-news publication
supported by all Sports Councils**

The passion, commitment and professionalism they have displayed over recent months along with the support of their families, has been admirable and with their selection now confirmed, they will be able to focus efforts on achieving the ultimate goal in Vancouver, whilst hopefully enjoying the Paralympic experience".

Michael McCreadie expressed his excitement at leading the team: "It is an honour for me to Skip the British team at the Paralympics in Vancouver. I make up 20% of the playing Team and there are four others who are truly world class performers. We have worked extremely hard to get back into winning ways, with the results from this year's tour clearly indicating we are on the right track. Preparations have gone really well and we plan in the next nine weeks to hone ourselves into a formidable adversary ready to take on the rest of the world".

More information about team members can be found at [Meet the Curlers](#).

Alpine Skiing

The team includes Russell Docker, a veteran of two Paralympic Winter Games, and Sean Rose, who also competed four years ago in Turin. Four newcomers to the Paralympic team are also selected: Talan Skeels-Piggins, Anna Turney and Jane Sowerby will be joined by youngest ParalympicsGB team member Tim Farr.

Phil Lane said of the team: "It is fantastic that we are in a position to announce such a large alpine skiing team. It reflects not only the quality of our athletes but also the dedication of the staff at the British Disabled Ski Team and the support that ParalympicsGB have been able to provide, for example winter camps and access to technical services for the skiers".

Dave Chugg, Team Manager, said: "I am really pleased that so many of our skiers have been selected for the Paralympic Winter Games. We expect the competition to be extremely tough, but we also know how hard our athletes have trained and we are confident they will do well".

2010 World Cup gold medallist Sean Rose said of his selection: "I am delighted to be selected to represent my country at the Paralympic Games. It is the highest honour an athlete can receive. My first Paralympics in Turin were a great experience and it is fantastic now to be going to Whistler with real medal potential. All the hard work in the summer has paid off. I had a great start to the season, am on good form, and I'm really looking forward to the main event".

More information about team members can be found at [Meet the Skiers](#).

A report of the Games will be in the next edition of this newsletter, but if you want to keep up-to-date with progress in the meantime, visit [Paralympics](#)

Produced by Vaga Associates

Enquiries: 020 8521 7505

roger@vagaassociates.com

VAGA



The Equality Standard
A Framework for Sport

NEWS

Edition 59 February 2010

**A monthly e-news publication
supported by all Sports Councils**

A selection of general information of interest.

This section contains information that may be of interest as well as useful new resources. In many cases we are simply passing on information we have been sent and the inclusion of this is purely to make readers aware and should not be interpreted as a recommendation either in favour or against what has been provided.

Funding available for young people

Official Sports London is an exciting bursary opportunity that supports Londoners aged 16+ to complete sports officiating qualifications, volunteer or work as officials and maybe even get involved in volunteering or officiating at the London 2012 Games. Year 2 of Official Sports London is now open for applications and the deadline to be included in the next monthly round of funding is 15th February 2010. For more information about this scheme, including how to apply, visit [Official Sports](#),

The UnLtd Sport Relief MAKE IT HAPPEN Awards have now been officially launched! UnLtd Sport Relief Awards are funded by Comic Relief and provide opportunities for young people to bring communities together, to help promote understanding and solve problems through sport, arts and recreational activities. The UK wide funding programme is for 11-21 year olds, who are prepared to go that extra mile and use their passion for sport and arts to bring respect and understanding to their communities by setting up their own projects. If you know of anyone who is passionate about helping their community then UnLtd Sport Relief could just have the cash and support to make it happen! There are awards ranging from £500-£10,000 so if you would like to find out more please visit their website www.UnLtdSportRelief.com where you can find more information and download an application form.

London 2012 scheme to help disadvantaged young people

The Young Leaders Programme, set up to fulfil part of the London 2012 organisers' bid promise to inspire Britain's youth, has commenced and aims to equip a selected group of 100 young people, aged at least 16, with practical skills. Those taking part will get the chance to improve their communication and leadership skills through special volunteering projects, mentoring programmes and community events and to put their skills into action as part of the Games' volunteer force. Coaching support and guidance from Olympians, Paralympians and 100 BP employees will be offered throughout the programme, which takes place between April 2010 and the end of the Games in September 2012. Organisers believe the example of the youngsters taking part in the scheme might also encourage others to help out with community projects.

Produced by Vaga Associates

Enquiries: 020 8521 7505

roger@vagaassociates.com



The Equality Standard
A Framework for Sport

NEWS

Edition 59 February 2010

**A monthly e-news publication
supported by all Sports Councils**

Lord Coe, London 2012 Chair, said: "Volunteering is not only an integral part of creating positive change in communities and developing skills in young people, but also essential to the success of the Games".

Language!

One reader was amused, or perhaps horrified, with the piece about language in last month's edition of this newsletter, and has sent in some examples that prove how difficult English can be when it isn't your first language:

- Cocktail lounge, Norway: Ladies are requested not to have children in the bar
- At a Budapest zoo: Please do not feed the animals. If you have any suitable food, give it to the guard on duty
- In a Nairobi restaurant: Customers who find our waitresses rude ought to see the Manager
- The box of a clockwork toy made in Hong Kong: Guaranteed to work throughout its useful life
- Airline ticket office, Copenhagen: We take your bags and send them in all directions
- In a Japanese cemetery: Persons are prohibited from picking flowers from any but their own graves.

Getting Black and Minority Ethnic (BME) Older People Fit and Active

Funded by the National Lottery, the Age UK "Fit as a Fiddle" programme offers a catalyst to empower older people to live healthier, active and fulfilling lives with the support of their peers and communities. Sporting Equals has recently been appointed National Partner to help deliver this programme as part of the "Fit as a Fiddle" faith and community strand. This will involve:

- Building the capacity of volunteers and organisations to support older people in community and faith based settings
- Ensuring agencies are responsive to cultural and religious sensitivities while maintaining a focus on physical activity, nutrition and over all wellbeing.

The project will involve a funded training programme delivered by Sporting Equals to community based organisations and volunteers to enable them to work with older BME people encouraging them to live more physically active lives. The initial pilot will commence in February, with a national rollout happening later in the year. If you are an organisation interested in getting BME older people more physically active or want to take part in the project as a volunteer please contact Serena Malone, National Project Manager, On 0121 777 1375 or email smalone@sportingequals.org.uk.

Produced by Vaga Associates

Enquiries: 020 8521 7505

roger@vagaassociates.com

VAGA



The Equality Standard
A Framework for Sport

**A monthly e-news publication
supported by all Sports Councils**

Progress of the Equality Bill

A guide, published by the Government Equalities Office, is designed to form a bridge between the wording of the socio-economic duty, which was published in the Equality Bill in April 2009, and the draft statutory guidance to go with it, which will be drafted and undergo consultation in the summer of 2010. It explains the background to the duty, the need for it, and how it will operate for each of the different types of public body that are covered by it. The guide also explains how compliance with the duty will be monitored, and answers the questions that have been put to the Government in discussions with stakeholders. It can be accessed via [Guide](#).

The Bill itself is still going through the House of Lords Committee stage. To date, there have been 5 sittings to discuss possible amendments. The next sitting is scheduled for 9 February. For information about all previous stages of the Bill and to keep up-to-date with the latest developments visit [Bill](#).

The English Regions Equality and Human Rights Network (EREN) are holding a one-day conference: "Delivering Equality in the English Regions: Opportunities and Challenges". Aimed at equality and human rights practitioners from the English regions, the conference will feature leading speakers from the equality and human rights field explaining what you should be doing to prepare for the Equality Bill. There will also be workshops to showcase 'good practice' equality and human rights work from the English regions, providing a space for sharing ideas, learning and future collaboration. This event is free and will be held on Wednesday 3 March 2010, 11.00am – 3.30pm (Registration from 10.00am), at the Coin Street Neighbourhood Centre, London, SE1 9NH for flyer and booking information, Click [Conference](#).

Calendar of forthcoming events

Dates for your diary include:

- 24 Feb A Fair Share of the Future conference in Stansted
- 12-21 March Winter Paralympic Games in Vancouver and Whistler Canada
- 13-28 March Level Playing Field Weeks of Action throughout the UK
- 14-20 June National Men's Health Week throughout the UK
- 19 June National LGBT Sports Summit provisionally in Cardiff
- 28 June-2 July National School Sport Week throughout the UK
- 23-25 July London 2012 Open Weekend throughout the UK
- 31 July-7 August VIII Gay Games in Cologne Germany.



The Equality Standard
A Framework for Sport

NEWS

Edition 59 February 2010

**A monthly e-news publication
supported by all Sports Councils**

How to Get the Most Out of this Newsletter

Hopefully you have enjoyed the variety of information in this newsletter. You can contribute! Do give us some information about your governing body, home country, sporting organisation or project. Our schedule is:

Production Date	Deadline for Contributions
29 March	19 March
26 April	16 April
24 May	14 May
21 June	11 June

Please e-mail any contributions or comments to roger@vagaassociates.com.