

## Barriers to Participation – Black and Minority Ethnic Groups

### Key Facts

- 28.2% of white people in Basildon are members of a sports club while only 19.4% of non-white people are
- According to the 2001 Census 5.4% of all people living in Basildon are from a Black or Minority Ethnic group

### Main Barriers

- May not be able to use mixed sex facilities
- Assumptions about BME people - eg that all Asian girls aren't allowed to wear swimsuits - can limit their opportunities to take up sport
- Home and family responsibilities
- Previous negative experiences in sport due to ethnicity
- Cultural norms of behaviour appropriate to women and to older people
- May consider sportswear immodest

### How can these barriers be addressed?

- Advertise via religious buildings, posters, radio and word of mouth
- Consider using only female instructors for female groups of participants
- Use images of Black and Minority Ethnic groups in promotional literature

### Case Study

Alhijra Somali Community Association - Tottenham

This group started a new program in 2002 to build provide activities for females who face cultural barriers to mainstream activities. The Women & Girls sports group has weekly basketball, football and netball sessions run by female coaches who began as participants then gained coaching qualifications through the project. Two women also trained as volunteer walk leaders and the group organises monthly health walks. As well as this the project also runs weekly basketball sessions for juniors and senior men, with the senior team being the first Somali team to be represented in an organised league.

At first the group struggled to find female coaches, however by giving participants access to train on the Basketball Level One Coaching Certificate and Community Sports Leaders Award they were able to then coach their peers. The groups have proved to be a great success with 2,278 female participants in the year 2004-05 and numbers continuing to grow.



## Sources and Further Information

Active People Survey - <http://www.webreport.se/apd/login.aspx>

Sporting Equals - <http://www.sportingequals.com/>

Sport England 'Sports Participation and Ethnicity in England' -

[http://www.sportengland.org/ethnic\\_survey.pdf](http://www.sportengland.org/ethnic_survey.pdf)

Sport England Promoting Sport Toolkit [www.sportengland.org/promotingsport](http://www.sportengland.org/promotingsport)

Sports Equality East 'Promoting Equality in Sport and Physical Activity' -

<http://www.sportengland.org/equality-proofing-a4-v1b.pdf>

What Works for Women - <http://www.whatworksforwomen.org.uk>

Women's Sports Foundation - <http://www.wsf.org.uk/>