



INCLUSIVITY GUIDE

– BAME COMMUNITY ENGAGEMENT

BACKGROUND

BAME (Black, Asian, and Minority Ethnic) Communities can face numerous barriers when engaging in physical activity. Different ethnic groups face different barriers, so being aware and culturally sensitive is key

INSIGHT

Latent demand is highest in BAME females (72%) compared to white females (52%)

THE BARRIERS

The below are the key barriers identified by Sport England's 'Sport and Ethnicity' research:

- Home / work and family responsibilities
- A Negative experience in sport
- Lack of money
- Unsuitable Facilities
- No one to take part with / embarrassed to take part

TIPS TO BREAKING THE BARRIERS

- Consult with communities first, do not assume that activities will appeal to all people of a particular faith or ethnic background
- Ensure there are separate changing rooms for men and women
Introduce family friendly sessions for the whole community
Introduce sessions held at varied times to combat work and family commitments
- When English is not a first language, loud music can make it harder to follow instructions
- Run groups in local Faith Centre's, or groups where a community is already established
- Engage with role models within the communities to engage with the wider community, make key influencer's aware of the benefits of the activity
- Ensure that there's both a male and female point of contact for each session