

# Discrimination in Sport: The Public Perception



# Grassroots at the frontline of discrimination

Often overlooked with the changes in policy at a national level, Grassroots sport remains at the sharp end of discrimination. Although there have been many sentiments that have committed to breaking down barriers in sport, the public's perception and reality tell a different story.

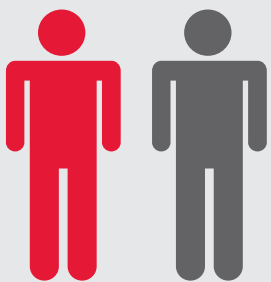
The survey results demonstrate that the changes in professional sports to combat discrimination are not being seen on the frontline of sports.

Many volunteers in various communities give their time to support local groups and when confronted with discrimination it can often put them in an uncomfortable and frustrating position. Leicester Nirvana conducted a short survey to gather the views of those involved in sport, about their experiences of discrimination.

Nirvana surveyed

**100** people

## Discrimination



**1 in 2**

people had experienced or witnessed discrimination in the last 12 months.



of people told Nirvana that they had witnessed or experienced discrimination in sport in the last 12 months.

This is a significant proportion of respondents to the survey and suggests that many people involved in sports especially grassroots are unfortunately still aware first hand, that there is a long way to go in the campaign for equality in sport.

Have you experienced or witnessed some form of discrimination in sport in the last 12 months?

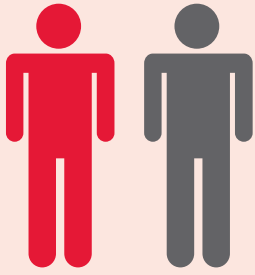


**63%** Yes



**37%** No

# Type of discrimination



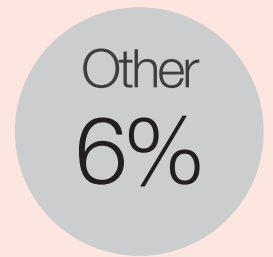
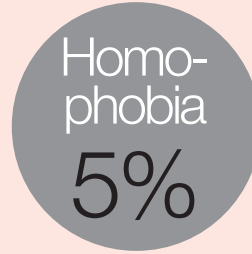
**1 in 2**

people had witnessed or experienced racism in sport in the last 12 months.

**73%**

When asked which type of discrimination people witnessed or experienced, racism was top of the chart with 73%.

Of these respondents 98% had done so in the last 12 months.



# Handling discrimination

**People were asked how well they felt authorities and football have dealt with discrimination in sport.**

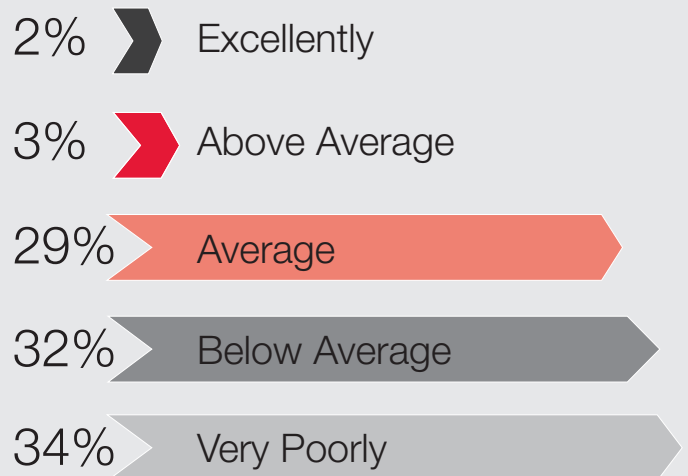
Overwhelmingly people rated authorities 'average' or 'poor' in progressing the discrimination agenda.



**95%**

rated authorities 'average', 'below average' or 'poorly'

Out of respondents who had actually witnessed or experienced discrimination, only 5 rated authorities 'excellent' or 'above average' in dealing with discrimination.



**9** people had experienced or witnessed sexism, of which all persons rated authorities 'below average' or 'very poorly' in dealing with discrimination.



# A focus on **football**

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In order for grassroots communities to be able to empower themselves, they must be kept informed and remain part of the national and local conversation to remove discrimination in football. With this in mind, Nirvana commented...



## Engagement – Listen to us

Authorities must continue meaningful engagement with grassroots communities in order to better understand what is important, to be aware of grassroots issues and how those issues translate in to policy changes.



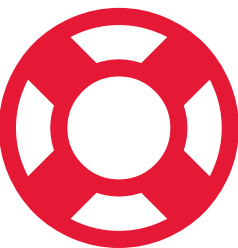
## Communication – Talk to us

The importance of communicating with grassroots clubs must not be forgotten whilst working to improve the system and combat discrimination. The information gap between players, clubs and authorities must be addressed and key messages and strategies must reach the frontlines.



## Culture – Work with us

In order for the culture of football to change it is important to recognise that openness and transparency will allow for lessons to be learnt and provide an opportunity for players, teams and communities to impact improvements. To restore any trust from the grassroots community there must be honesty at all levels of the football system.



## Safeguarding – Protect us

Those who govern football have an important duty to ensure the safety and wellbeing of their members, especially young players and to consider their welfare.

### Leicester Nirvana FC

100 Sandhills Avenue, Hamilton, Leicester, LE5 1LU



Leicester Nirvana Fc



LeicNirvanaFc



Leicesternirvana



info@leicesternirvana.co.uk

[www.leicesternirvana.com](http://www.leicesternirvana.com)