



# **Why diversity matters - a funder's perspective**

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Sport England

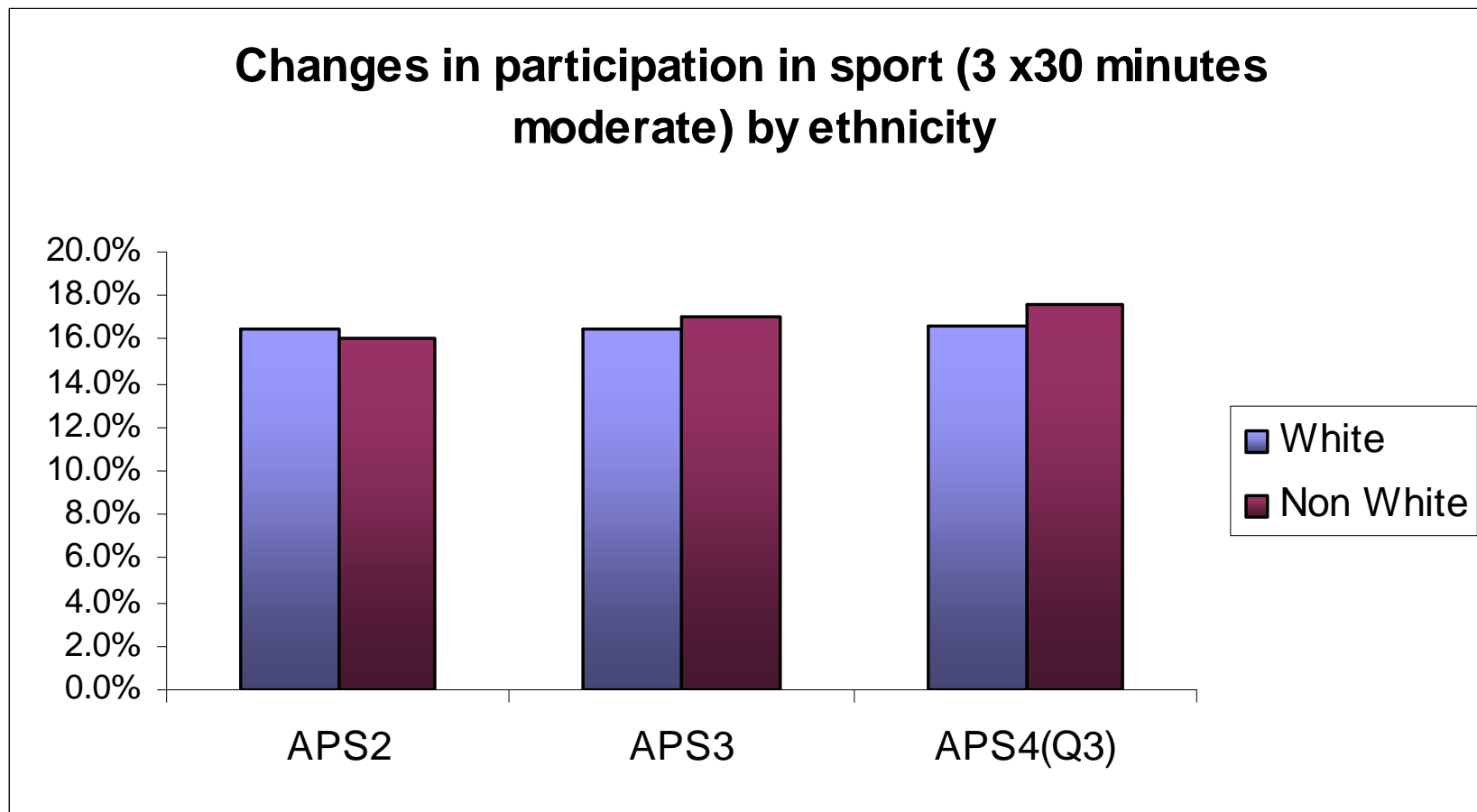
# Sport England's role

- to build a world- leading community sport system
- to grow participation in sport
- to sustain current participants and improve the quality of their sporting experience
- to ensure talented people have the chance to fulfil their potential

# Diversity in participation

- no specific targets...
- ...but a world leading system must be representative and inclusive
- and take account of 'consumer' demand
- and follow the numbers

Participation in sport by ethnic minorities has been growing at a faster rate than for the white population with statistically significant growth between APS2 (Oct 07/08) to APS4Q3 (Jul 09/10)



Source: Active People Survey (APS) 2, October 2007 to October 2008; APS3, October 2008 to October 2009; APS4 quarter 3 July 2009 to July 2010)

# Diversity in Leadership

- icons and symbols
- governance

# Why it matters to me

- doing the right thing
- broader evidence/experience base
- diverse boards often challenge more
- which leads to more discussion
- and in turn to better decision making

# How to achieve diversity in governance

- strong leadership
- skills based boards
- combined with an outward looking approach
- set the right criteria
- look in the right places
- interview in the right way

# And then

- be stubborn
- induct and support properly
- announce widely
- build your next pool of candidates
- mentoring and shadowing can help