

Do Black Lives Matter in contemporary sport in the UK?

Contributors name:

Ola Fadoju

Sas Amoah

Sas Amoah: Good afternoon, everyone, and welcome to today's Black History Month event titled "Do Black Lives Matter in Contemporary Sport in the UK?" And this is an update. And so my name is Sas, and I'm producer in OpenLearn and co-chair of the Black and Minority Ethnic Network. And I'm delighted to present our presenter today, introduce him. Ola is a staff tutor and an associate lecturer at the Open University in the School of Education, Childhood, Youth, and Sports, ECYS. His interests include improving and increasing the awareness of EDI issues, volunteering, coaching and officiating at his son's sports clubs.

So this event will run for about an hour till about 3 o'clock and is being recorded by the public as an opener. And we won't include the Q&A. And the presentation itself will run for about 45 to 50 minutes. And after that there'll be an opportunity to ask questions for the last 10 to 15 minutes. But please do pop all the questions you have into the chat. And we'll try to get around to them a bit later after the end of the presentation. So without any further ado, I am absolutely privileged to welcome Ola.

Ola Fadoju: Thank you very much, Sas. Thank you. Good afternoon, everyone. It's really great to see a lot of people come in. I have seen the list. And I can see a few names that I am very, very friendly with, so to speak, in terms of working as a staff tutor and as an AL. So it's great to see a lot of people come in.

A bit of context of why the title is "An Update". So, two years ago after the tragic death or the murder of George Floyd, I was asked to write an article about sports for Black people in the UK.

So I wrote the article. It's in the OpenLearn area. And that's what it's called, "Do Black Lives Matter in the Contemporary Sport in the UK?" And at the end of the article, I actually said I would like to revisit this in 10 years' time to see if any of the issues I raised in that article had or hopefully would have improved.

So interestingly, when Sas spoke to me about three weeks ago about saying, would you like to do an update? I thought, well, I did say 10 years, but two years is OK. So this is why I'm presenting this today.

I'd like to say thank you to Mel Green, who is one of my colleagues as an ECYS and central academic. And she's also a colleague of mine as an AL. And also Marcus Young, who is an assistant producer in the LDS for helping me in producing these slides. So I will move on to the next slide.

So let me just go back. So, on the story-- I mean let's go on the front. As you can see there's two pictures and their all the same player. So, kneeling down, taking the knee here is Wilfried Zaha. And as you can see him, across on this side he's actually standing up while another player is taking the knee.

And a bit of context here is that immediately after the murder of George Floyd, it was taken upon by the Premiership and also other sports within the UK to take the knee before matches. But as he called it a gesture.

So as that protest continued, Wilfried Zaha and some other players and actually, prominently one of the Black sports administrators who is an ex-footballer, Les Ferdinand came out against it, saying that they felt it was not actually making much difference to the issues that were raised by taking the knee.

So that's why I've got that as the front about how what has happened between 2020 to where we are now.

I want to just quickly touch on this, about race, ethnicity, and nationality. And I think I want to touch on it because it gives a bit of context of what I'm going to discuss later.

But if you want more in-depth information about it, I will implore you to please take time to watch the recording on OpenLearn of which I am hopefully will be there very soon from a presentation by Mel Green about how we can teach children about race. Where she discusses race and ethnicity in really, really extensive depth. So please have a look at that video.

So, as it says on the screen there, the terms race and ethnicity are often used interchangeably. However, they do refer to different things. Race is a social construct, but racism is real.

"Race is characterized as being based on the physical appearance such as skin color". There is "no biological basis around it". Therefore it's seen as "a social bias or basis. Hence, social construction". The "racial distinctions are woven into our everyday practice. Race is a significant factor in the organization of social life."

And there's a quote at the bottom here from an author called Scott Woods, who is an American author and poet from Columbus in Ohio where he states, "Racism is a complex system of social and political levers and pulleys set up generations ago to continue working on the behalf of White people at other people's expense, whether White people know, like it or not. Racism is an insidious cultural disease."

And I think that's the key bit, the last sentence. It's an insidious cultural disease, racism. So moving to ethnicity. Ethnicity says it "refers to the shared social, cultural, linguistic characteristics, as well as a collective sense of identity. Any given ethnic group may or not share a common set of physical" And again I'm just trying to touch on this, just a bit of context and where we're going. OK.

Nationality. "Nationality refers to one's citizenship or membership within a particular country, nation-state". So you could be English, you could be Scottish, you could be British, you could be Nigerian, you could be Algerian, you could be from Jamaica.

But within that given state, there are numerous distinct ethnic groups who may or may not identify with the nation-states. Or could it be that the nation-state may not want to identify with certain distinct ethnic groups as well. That's another point we have to take forward.

So why is there an update? Why am I speaking about why Black lives matter in contemporary sport? Why? Because if I use myself as an example, the question is so what am I? So I'm Black, if you look at it from terms of race.

But what is my ethnicity? I'm actually from the Yoruba tribe. That's where my parents are from, in West Africa. So the Yoruba tribe in Nigeria and West Africa. But there's an element to that because my parents are from the Yoruba tribe, but it doesn't necessarily mean I share their cultural characteristics.

There are lots of what you call second, third generation immigrant children who were born in Britain who don't necessarily actually share the characteristics of their parents.

So the question could be, could I not be brought up with British culture? Does it necessarily have to be Nigerian? Can I not have Nigerian and British culture? So am I Nigerian or English or am I a Nigerian-English or am I Nigerian and British or am I just British, with Nigerian heritage?

But there's a quite big question mark that you have to ask yourself and all those three points that just again, just to summarize what I've said earlier about the race ethnicity and nationality.

So in my previous article, I looked about participation in sport among Black people. And actually, if you look at the article, I looked at it again also from the Black-Asian minority ethnicity as well. But I'm looking at it today in terms of Black people.

So the Sport England report in 2020, there are many key points discussed. But the key points are there. When it says "BAME adults, 16 plus, with the exception of the mixed ethnic group, are less likely to participate in physical activity than their White peers by a margin of 10%. 62% of adults who live in England met the Chief Medical Officer's guidelines of what they say is 150 minutes of physical activity a week. However, just 58% of Black people reached that figure." And that was in 2020.

Now in 2021, which was released literally just about, I think, two or three months ago, "61.4% of adults in England have now met the Chief Medical's guidelines of 150 minutes per week" which is an increase or actually is a decrease, because that's gone down. "However, just 55% of Black people have reached that figure".

So Black people have actually reduced the percentage in terms of reaching the figure of 150 minutes of physical activity a week. Now "the findings were drawn from the survey responses of more than 100,000 people", but this is in England only.

Now the question could be, why didn't you look at maybe Wales, Scotland? Because they also have the same body and similar body called Sport Wales and Sport Scotland. But when I actually looked at Sport Wales, one of the things I tried to-- I couldn't find a similarity.

So they looked at ethnicity, but they didn't break it down into the categories that Sport England and so it's not as clear in terms of what the percentage is in terms of participation. But this is at a low level. When I say low level, this is just literally not just performance people. These are people just doing physical activity.

But the question here is, is this a true figure? Now I'm not trying to contradict myself, but the question is who are Sport England actually speaking to? Who are these surveys going to? Are they going to people who are within established community groups? I don't know. So who are they actually getting to?

It could be that actually there's a higher percentage of Black people who are exercising. It's just that they are not aware of Sport England and therefore not filling in that survey. But this is what they have so far.

And here's the graph that shows it in a bit more detail. And the light green is November '18 to '19. The slightly darker green is November 2019 to 2020, and the darker green 2020 to 2021. And as you can see under the Black ethnic, you can see 58 in 2018-2019, drops to 53 in 2019-2020, and rises up by about 2% in 2020-2021. However if you link that to White British, you can see the difference. That's 65%, 63, 63.

So there's not much of a drop with White British. But can you see the percentage of 65 to 58? Or you're looking at 63 to 53 or 63 to 55?

So again, it just shows that and if you think about intersectionality of it in terms of gender, in terms of socioeconomics as well it is very, very clear the Black ethnic group are not as physically active as their White peers.

The next graph talks about volunteering. And as you can see there, it talks about the "Asian and White Other adults are less likely to volunteer". And there's been a drop of volunteering across the year between White, British, mixed, Black, and Chinese adults.

Now despite this, Asian and White Other adults continue to be the most likely to volunteer to support sports and physical activity. And apparently they're saying there's only small differences by ethnic group when breaking down volunteering by frequency.

But I want to say but if you look at again the graphs here and the lines of purple if you want to pull in 2019-2020, every ethnic group has dropped. So you've got the White British that's dropped by 7.4%. Black has dropped by 7.1. Mixed group has dropped by 8.7. Asians excluding Chinese has dropped by 4.7. And White Others dropped by 4.6. And Chinese has dropped by 8.1.

So if I go back to the Black in comparison to White peers, before, there's not much difference. It's 20 to 21. But it drops now, 15 to 14. But here's the thing. It goes back and I'm going to talk about this a bit more detail upfront about representation.

So if you are a young kid, or if you are a parent and you want to volunteer, but you feel that the place where you want to volunteer doesn't welcome you, don't feel welcomed enough, would you continue doing that?

There's another element of when you start to volunteer, what would that lead to? Now we'll discuss that in a bit more depth as we go through. In UK Sport there was a report that said that a lot of the volunteering when it was linked to the Black, Asian, minority, ethnics and people who were volunteering didn't lead onto paid jobs.

Whereas in comparison to their White peers who were volunteering to do coaching, it did lead onto paid jobs even though the Black and Asian minority ethnic coaches were more qualified than the White coaches.

So the title in this slide is the common belief that "sports is the one place that represents a meritocratic and egalitarian space". But if that is so true, where are the Black coaches in UK sports?

Now you can look at structural or institutional racism. And it says it refers to "legal, institutional, or cultural practices that encourage or advantage certain 'racial' groups over others". And I'm going to move on that in a bit more detail later.

So there was a study done by Rankin-Wright et al. in 2016, that looked at this in much more detail. And at the end of the slides, you will see a bibliography where I've got some links to take you to those articles as well.

It is really, you have to think about it in a sense. We talk about establishments. We talk about institutions within the UK. The biggest one is the Met Police. And it was clearly put in the report that was done by I think it's Macpherson this was after the killing of Stephen Lawrence where it was very clear that the Metropolitan Police was institutionally racist.

The question is, is the sports industry institutionally racist specifically the coaching industry of the sporting?

So I've got this slide here that talks about potential routes into elite and I've put this in bracket, performance coaching. And I want to quickly make a distinction between participation coaching and performance coaching.

With the former, which is performance coaching-- sorry, participation coaching which looks at sports leadership, sports teaching, and not so much intensive engagements in sports.

However on the other hand, sports performance coaching is pitches as the opposite.

Whereas there's extensive preparation, intensive commitment, and a focus to competition goals.

So that's why I'm trying to say there's a distinct difference between a participation coach and a performance coach. Now if you click there's a hyperlink in there "player" and "non-player."

And if you click on those two links, it will take you to the careers of two coaches.

One is Esther Nkwocha, who is a female Black coach who had to leave the country and find a job in the Faroe Islands because she couldn't get a professional job in the UK. But she's still there now coaching.

The "non-playing career", if you click on that link, takes you to the coaching career or the Wikipedia page and know Caroline Heaney is in there. And I know you should be quite upset that I'm using Wikipedia because those are the kind of things we don't tell our students to use, but I apologize in advance of that.

Non-playing career of Jose Mourinho. Now I'm using this just to just show again a bit of context. Because Jose Mourinho, if you look at his career, didn't really play football as a professional. However was able to work his way through from being an interpreter in Barcelona to Bobby Robson when he was in Barcelona all the way to getting his qualifications.

I've put in here that "academic is optional". It tends to be that non-playing coaches tend to have academic qualifications albeit and it always tends to be something in sports, and that's not saying it's mandatory, but it tends to be optional but it tends to help.

And then we now know where Jose Mourinho is in terms of how successful he has been as a coach. The question will be is that same route available for a Black non-player who hasn't got what you would call a status of a player behind him? It's a question. And we need to expand on that a bit more.

Whereas a player and a league player will play through their career. It doesn't have to be football. It could be basketball, it could be netball all the sports. Would normally play through their career, will pick up their coaching badges as they go through.

Most of the time the first UK coaching has four levels that you have to attain to become an elite coach. And most of the top elite players will be given what you call accredited prior learning.

And therefore they won't do level 1 and level 2. They'll most likely jump into level 3. And they will get these coaching qualifications while they are playing. And then the most likely to get their pro license maybe when they retire, maybe just as they retire, or just before they retire. And nine times out of 10 will lead to a hired coaching role within either the club they used to play for or a club within their sport or an academy within their sport or a high-level sports academy or a school academy. That's what tends to happen. And that's the potential. I'm not saying that they're the only routes. Those are the potential routes.

There's also another study done by Bradburry et al., in 2018, which looked at the underrepresentation and experience of elite-level minority coaches in professional football in England, France, and the Netherlands.

Now as I didn't want to say this at the start, but I'm not just giving it a personal perspective. I'm trying to link it to some academic rigor as well.

OK, and therefore I'm looking at the second slide or you're all looking at the second slide that talks about potential roots in community participation coaching, where you volunteer. You then pick up qualifications in coaching. Academic is optional.

It normally tends to be the club you're playing with. If I use my son's local rugby club or the volunteer coaches there have been sponsored by the club to pick up what I'm talking to now, rugby.

And all three sons play rugby union. And the youngest one, Dominic, who is playing is 13. His coach who I'm very friendly with, Steve, was telling me how he got his coaching.

So he would put in to say, I want to do a coaching qualification. The club will pay for it. And he would take time off work and do the coaching. So he's now gone, I think, level 1 and level 2.

My eldest son Jordan, who is 20, his coach got to the second top level of rugby and coaching. He's on level 3. And he did that again with the support of the rugby club.

Now at the end, once you're qualified, you're hired most likely still as a volunteer. But then there's another option, which is the second set of where it might be that your playing career is most likely as a non-professional.

So again if I use my son's rugby club, the coach is especially the one for the first time coach was a ex-player. But a very young player who got injured. Has picked up his qualifications, as I said to a level 3, is now studying to do his I think it's been his Masters. Yes, his Masters. And that's now been hired by the club and is being paid by the club. He also works in the local school as a PE teacher.

So those are those routes that are again the potential routes.

OK, so you might see why have I jumped into rugby union? Well the segue was to use that into rugby union. Now what I try to do is previously to this presentation, I contacted the Sport England and UK Sports, which are two public funded governing bodies.

I'd ask them those four questions that are at the table there about coaches who have gone through coaching awards in particular sports. Can you break down the participants into gender, ethnicity, demographics? Could you specifically tell me how many Black, Asian, and minority ethnic coaches are coaching within a particular sport? And also could you actually tell me how many Black and Asian ethnic coaches are coaching in grassroots clubs?

Now Sport England replied back saying, we do not have that information. You have to contact the governing bodies yourself. UK Sports didn't reply at all. No, they did reply and said we can't get back to you until the 31st of October.

So I thought, OK, I can't do much other than that. So I couldn't contact all the sport's governing bodies. So I did-- I said let me send out a sample. So I sent out emails to rugby union, basketball which is basketball Lawn Tennis Association, the SA which is the national governing body for football and English Netball. And only the RFU, the rugby union governing body responded. And this is their response there.

So as you can see, they were unable to tell me what the figures were for anything. They could not respond. And the question there now is if they can't respond to a question about no, we do not currently collect this information because they can't tell you which coaches are Black, White, Asian, Chinese, mixed they can't tell you that.

You need to contact the clubs individually to know who these coaches are. That would be contacting about 18 rugby premiership teams. I can't do that. It's impossible. "No." "Yes, somebody said they got a good contact in the SFA". "Yeah, I know", but they didn't respond. There was not a response till now. I've looked around just to see if I can get some information of my own.

Paul Horne is the only Black head coach or director of rugby in the premiership history having been in charge of Bristol Bears FC between 2019 to 2011. That's 2011. We're in 2022.

The former England rugby player Maggie Alphonsi, who actually went to the University of Bedfordshire, where I live in Newton here, is the only Black person sitting on a 61-strong rugby football union council.

But she does indicate that there is a pathway into becoming the executive president. That's what she wants to do. She wants to become a permanent sports administrator. And she feels that there's a pathway between there in the RFU that will enable her to get there. And I think that's positive.

But if you've ever watched rugby Union if you do follow rugby union, there are so many Black rugby union players that I could name. And I'm just going to name a few. You might not know them. If you don't know them, please look them up. If you do know them, OK, that's great. So Steve Ojomoh, Victor Ubogu, Jeremy Guscott, Jason Robinson, Paul Sackey, and Topsy Ojo. Those are just a few that I can name. Not one of them and these are players who actually played for England.

So I'm not talking about, sorry to say so-- an average rugby player. They played for England more than 10 caps each. They all played in the World Cup I think apart from Topsy Ojo. Jeremy Guscott arguably is one of the best centers ever. And Jason Robinson is arguably one of the best wingers ever to play full back for England. But are not coaching. Are not coaching in elite rugby clubs as it stands now.

This slide refers to basketball. So I had to do some searching of my own. So again, I have to apologize. It's slightly male gendered, but you know it's really hard to find the information. So basketball. 10 professional men's team in the UK with three Black male coaches. The coach for the GB men's team is what I try to find information for the coaches of all the other GB teams. And it was not there on their website. The only coach they were able to show was the GB men's team.

Now that could be linked to the fact that UK Sports and Sport England have seriously been underfunding British basketball for the last five years. And it's quite interesting that basketball is one of the most highly participatory sports amongst young Black men and women. But actually one of the most underfunded sport.

In the picture here on the left is Chris Grant, who is also a very, very well-respected and sports administrator who used to serve on the Sport England board of members. And his time there, he used it to create a Talent Inclusion Advisory Group.

It's main objective was to investigate how access could be ensured through all sports for anyone, regardless of any background. And Sport England now has a talent inclusion strategy

as his legacy, because he's no longer there. It's now with the British basketball. And are saying they're making some progress.

What is an electric chair underrepresentation in sports? In the wheelchair, there is Anne Wafula Strike, who is a wheelchair Paralympic wheelchair racer. She was born in Kenya. She was actually born I think 45 days after me. So I'm older than her about five days. She joins Chris Grant and Maggie Alphonsi as the only Black board members and in terms of senior sports administrators across the UK. Now Anne Wafula Strike is actually on the UK Athletics board. That's where she is as administrator.

Only 3% of board members identify as Black across the 130 Sport England and UK funded bodies. There's a quote here from our Arun Kang, who is the CEO of Sporting Equals. Talks about "the lack of diversity at the top impacts the average person and their ability to feel included and welcome to this sector".

And it goes back to that point, I made earlier about structural or institutional racism, where there's either an institutional, cultural, or legal practice that encourages or advantages certain racial groups over the other.

But the point I'm trying to make, maybe I haven't made it clear enough is their racist underrepresentation. So the point is that if you are a young Black female or a young Black boy going through sports now, do you see a route to becoming an elite coach? Do you see a route to becoming a participation coach?

Maybe yes, that's far easier, but actually I don't want to be a community coach. I actually want to coach in a Sports Academy. I want to coach in the sport. I play that at top level. I want to coach my country. If I was good enough to play basketball for my country, should I not be good enough to coach my country?

Going to football there are three sides on football. And again, this goes back to the article when I wrote the article in 2020. This was the key thing of the day. Now because of the effect of the murder of George Floyd, Football Association launched the Diversity Code. And that was launched with Paul Elliot who was a Black player who used to play for Chelsea and Celtic. And I think it Pisa or Lazio in Italy. I think he was one of the first English players to actually go abroad to play in the early 90s.

And these were the targets for the Diversity Code. As you can see there, 15% of new hires would be Black, Asian, mixed heritage. Oh, OK. I forgot that he played for Luton. So thanks for that, Darren. Thanks. I should have picked that one up. Target set. Did he play with or was it Ricky Hill? Was that the same team, Darren? Yeah, I've got a thumbs up. So same team. OK.

"15% of new hires will be Black, Asian, or Mixed Heritage". But look at it. "Or a target set by the club based on local demographics". So if you're a club that was in a demographic where there wasn't a high level of Black, Asian, Mixed Heritage, then what would be the target there?

"30% of new hires would be female". And I can go on about explaining the targets. As it stands now, and the last one about recruitment looks about "shortlists for interviews will have at least one male, one female Black, Asian, or Mixed Heritage candidate if the applicant meets the job specifications apply".

Now that is essentially what we call the Rooney Rule. And the Rooney Rule, thank you Darrel for that is about where you must, you must interview one coach who is of Black or Asian or Mixed Heritage as long as they have the qualifications. You must. It's a must.

Now the Rooney Rule was only taken as a mandatory by the championship teams. The premiership teams in football did not sign up to it. They didn't sign up to it

Now in the last three months, there's a partnership called the Black Footballers Partnership, which is led by Les Ferdinand and I think Chris Ramsey, who used to coach QPR. He is again a well-regarded, well-respected coach.

And I think there's a lot of few other partners within that, but Les Ferdinand is the most prominent with Chris Ramsey. And they asked Stefan Szymanski to commission a report. Now Stefan Szymanski is a sports economist, I think. His partner is actually has an article on Open done about business and football.

And the commission indicates that while 43% of Premier League and 34% of English football league players are Black, only 4.4% of managers are Black. It also said that 14% of those with top qualifications, which is the UEFA pro license, are Black. And only 1.6% of executive, leadership positions in football are held by Black people.

And I think if you look at executive positions in football in England, even in the UK, I think that is just Les Ferdinand who was director of football in QPR. And incidentally, when he was given that role, Harry Redknapp, who is Frank Lampard's uncle, indicated that it was just a silly title. And that was in 2014. And 2022 and Les Ferdinand is still in that role. So it can't have been as silly as Harry Redknapp made out to be.

And Harry Redknapp is a white coach who has been coaching since the early 80s, I would say, or late 80s. Quite prominent in English football. Father of a player who used to play for Liverpool and Spurs, Jamie Redknapp.

The year this report came is 2020. I couldn't actually access the report itself. These are just an executive summary. OK, so "8.9% of former players active in professional football between 2004-2020 progressed into 'ex-player' manager, admin roles that were Black".

"Black players are particularly underrepresented in scouting and junior coaching levels". And I can attest to that. So in the summer, the youngest son, Dominic also plays football. Literally me and my wife spent the whole summer just touring the whole of Beveridge and Hertfordshire going to football tournaments. And we saw scouts. And none of those scouts were Black. They were all White.

I used to do some work for the English Football League as an assessor. I still do it, but not as much as I used to. And I used to assess the 16 to 19-year-old apprentices in their clubs. And I had about eight clubs that I was an assessor of. Never met a Black scout. And actually never met a Black coach who was in the Academy. So I completely attest to that in terms of underrepresentation.

But interestingly, you would think, hold on a minute. That's 43% of the Premier League are Black. Now four or five years ago, that would have been lower. So what's happening to the Black players?

Female and male, actually, because it's the same. If you look at the Women's Super League, there is one Black coach. And it's Hope Powell. And Hope Powell is what you call a absolutely trailblazer who coached the England women's team in the 90s.

Nearly, I think, up to even up to more than 2000. Great coach. But she's the only one. So what has happened? So if she wasn't good and she was, why hasn't there been others? And if you remember I talked about the lady, Esther Nkwocha, who I talked about earlier that had to go to Faroe Islands to find a job. She left the UK to go to Faroe Islands to find a coaching job. So those are the points I would like to pick up on.

So on that graph here, it quotes there, "We don't want anyone feeling it's not their game". Well, it can't be a game if you're not represented or you're not able to see a progression to a post you want to be in. And you can just look at the graph itself and you can see. Black players hold 14% of what you need to be a premiership or championship coach manager. But out of that 14%, only 4.4 are coaches. It's just undeniable that there is an issue within the sporting, within the coaching industry.

Now it's more prominent in football because I think football tends to as had to take the data. Now if you were to look further down the line in other sports, I am sure that will be the same. I don't want to say antidote to it because you can just look. But you can just look across the board. It is the same. There is a lack of Black faces in high positions in sports across the UK. And we're at the OU. We have four nations. It doesn't matter which nation you go to. Scotland, there isn't one. There was one last year, a Black coach in the Scottish Premier League. No longer there.

There isn't a Black coach in Wales albeit and I'm saying the world's national league, there isn't. And there isn't one in Ireland. There isn't one, and that's football. In rugby, it's the same. In basketball I mentioned that earlier. And it's the same across the board.

However, there is a slight indication that certain sports is not an issue. So in track and field, that's not an issue because track and field coaches are coaching one track and field athlete. So it's slightly different. And the track and field athlete will pick the coach that they want to be coached by. Would that be the easiest way to become a coach? To go down the track and field route? Maybe.

I need to move on to how the media represent Black people. And I think again, that confirms to some of the point we made earlier. So on the right here, we have the problem frame. So Marcus Rashford. I don't support Man United. Actually I can't even say I like Man United at all. But he's a very good player. Good enough to be in Man United for the last, I think, six years. Good enough to play for England in the last two big tournaments.

But the media represent him as a problem because he challenged the government of the day. Not because of his football but because he decided to tell the government that actually you should be doing what you're supposed to be doing.

And the media representation of him, you would think that he literally had gone out and assassinated somebody. You are hearing commentators saying, he should stick to playing football. He's not even good at that. Why is he worrying about-- why is he talking to the prime minister about having kids to eat free school meals? People were saying he should use his own money, which he was doing because he has a charity that gives that free school meals in his local area.

You have positive associations limited. I'm looking at Alex Scott, who, when she was given the role of being the new presidential commissioner of sport, all hell broke loose on social media.

I remember a MP, not an MP-- a House of Lords peer who was critical of her pronunciation when she was presenting. I think it was the Tokyo Olympics. So why would you? And she had to actually reply to him. "I'm a working class girl. That's how I ". And that's the thing. We talk about linguistics. Earlier I was in a presentation being delivered by Sofia Akel, when she was talking about how to produce Black British models. She talked about linguistic among Black people among people minorities is different to how what you will call the elderly White person will speak. So just because she speaks in a different or pronounces something differently doesn't mean she can't do the job.

You've got the picture of Serena here who is always in a way that's kind of demonized in a way. Instead of them focus on how good she is as a tennis player, it's how muscular her body

is. How powerful she is. But not really talking about her talent in terms of how well she covers the court, how intelligent she makes shots, nothing in comparison to Roger Federer. In comparison to Andy Murray.

It's the same for the underrepresentation in presenter roles. It's very hard to see a Black male or Black female leading a sports program. Yes, there are pundits or on site presenters, but not actually in charge of leading the presenting.

You've got the commentary that confirms the negative stereotypes. I've got Raheem Sterling here. If anybody remembers, there was an article where the papers kept on banging on about Raheem Sterling's tattoo that he had, which was about a gun. And how he was glamorizing gangsters and crime.

Well actually the tattoo is a remembrance of how his dad died when he was two. But nobody bothered to ask him. They just went off with their story.

And this quote here-- "I think he got it, from my point of view, slightly wrong. Those opportunities have to be equal for everybody. I think we all agree on that. But, within that, then there are details of how hard you worked".

Now that quote is from Frank Lampard, who played for Chelsea, Man City, played for England. White player who is the nephew of Harry Redknapp. And this quote came up when Raheem Sterling, about two years ago, said he doesn't just understand how they cannot be Black coaches more than they are.

And Frank Lampard was trying to say the reason why that happens is because of how hard you work. So again, it pushes that assumption of how a Black person has to work three times more harder than a White person to get the same job.

Now Frank Lampard played with Ashley Cole, Shaun Wright-Phillips, Michael Duberry, Eddie Newton, Frank Sinclair. Apparently Ashley Cole is his assistant coach at Everton and also the Under 21 assistant coach in Everton.

So is he assuming or does he have that around him? Well alright, I'll give Ashley Cole a job, but he's got to work hard for it. Not that I actually he is qualified as much as he is qualified. So do we have any informed conclusions? "What we know". So what do we know? There is a "need for protected characteristics to be respected is there and there is a legal approach to deal with discrimination". Across the board.

So if you're racially discriminated against, if you feel that you're discriminated against in terms of your race, in terms of your personal characteristics, whether you're Black, Asian minority, ethnic, mixed, you can seek legal guidance. Or you can seek legal counsel.

Did "Rooney Rule in the championship. Did it make an impact?" I would say no, it hasn't. Not as much as they fought it, but it hasn't.

"What we don't know". "The stereotype view that has been dismissed countless times" science has covered it "is still expressed and supported among mainstream media, supporters, sporting club owners, and administrators.

The disparity between White and Black coaches can be attributed to, for example, Black coaches are unable to make competent decisions" but they're really great as players but not as good as coaches. "White coaches are far tactically superior than Black coaches. Hence why we hire White coaches. Why would I hire a Black coach who doesn't know what he's doing I'll just rather hire a white coach who doesn't know what he's doing? So final thoughts. That's my youngest son Dominic there. I didn't want to show his face, but there he is in the summer. So the reason why he is there. And the reason why I'm talking about it is because I'm 53.

People have been talking about racism forever. People have been talking about discrimination forever. But nothing tends to change. It is not getting better. If you left Great Britain maybe in the 80s and came back in 2020, you wouldn't notice much difference in terms of race. You wouldn't notice. You might think there is, but there's not much difference. Some aspects in what I want to say about the equality element is that equity is not equality. Equality occurs when each person is offered the same opportunities regardless of circumstance.

Equity will try to correct that imbalance by creating more opportunities for people who have historically had less access. And the last bit here says about the justice bit. So once you've done the equity bit, can we see it? As you can see, that wall now becomes see-through. So you don't have to jump over it. You can see through it. And that's where I think we need to get to. That's where we need to get. You could look at CRT, which is critical race theory. Could that be used as an element to look further into sports in terms of the coaching that we talked about and increasing the number of sports coach, Black coaches? OK, so that's the bibliography. As you can see, I've tried to really make it not just my personal perspective. I tried to support it with some academic articles and articles and stories and also research. There's a few there. And there's another set there. And when you get the slides, please do access them.

OK, thank you very much. Thank you.