

DIVERSITY & OLYMPIC SPORTS

UNITED KINGDOM



Main Reference:

1. "Sociodemographic profile of an Olympic team", D.W Lawrence
2. "Elitest Britain 2019", Sutton Trust
3. uksport.org.uk



Overview

This is a summary of a report that explored the racial and socio-economic demographic of Team GB at the Rio 2016 Summer Olympic Games. The report looked at at:

- 1 The whole team
- 2 Individual sports
- 3 The funding model

This report was pulled together in light of recent events in an attempt to help drive a conversation around diversity within Olympic sports. This report does not seek to challenge the effectiveness of the system but the fairness of it.

Context

Based on a 2011 census the general population of England and Wales, Scotland and Northern Ireland is broken down as follows:

82.3%

White

17.7%

Non-White



Team GB

In 2016 Team GB sent 366 athletes to Rio for the 2016 Summer Olympic Games. The break down of that team was as follows:

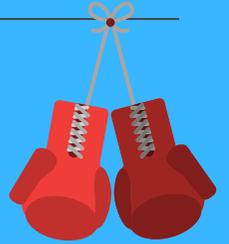
85% White

15% Non-White



On the surface a very reflective representation, however sport specific information looks very different...

Rio '16



The 366 athletes that went to Rio in 2016 representing Team GB made up 23 teams. Out of the 56 non-white athletes, 41 of them came from two sports:

33 Athletics

8 Boxing

That equates to 15 non-white athletes out of a possible 274, a representation of around 5% across the remaining 21 sports.

Team GB

Across the 23 Olympic sports competed in by Team GB, a report commissioned by the University of Toronto in 2017 identified more than half as showing significant bias towards white, privately educated athletes. The 10 most notable biases were found in:

Equestrian

Shooting

Archery

Field Hockey

Swimming

Triathlon

Rowing

Road Cycling

Diving

Sailing

These 10 sports plus the other cycling teams, BMX, mountain bike and track, included 177 athletes, 2 of which were classed as non-white, one in hockey and one in rowing.



Sports

Both cycling and swimming took 26 athletes to the Rio 2016 Olympic Games, all of which were white.



26

26



Funding

These sports were hugely successful at the Games and returned home with 84 athlete medalists. Success is the main, if not only, criteria for UK Sport funding and as such their funding totals for the 2020 Olympic cycle were as follows:

Ref: uksport.gov.uk

Equestrian	£14.5m	
Shooting	£6.9m	
Archery	£0.6m	
Triathlon	£8m	
Rowing	£30.5m	
	£29.6m	Cycling
	£17.1m	Field Hockey
	£22.4m	Swimming
	£8.9m	Diving
	£25.8	Sailing



Funding

In terms of the order of sports that receive funding this includes 3 of the top 4 highest funded Olympic sports by UK Sport

1

£30.5m



4

£22.4m



2

£29.6m



Funding

In total these 10 sports receive £164 million in funding, that's 63% of the funding provided to all Olympic sports.

63%

£164m



UK Sport

Published a document around the 2020 funding cycle called "Tokyo investment Principles". This outlined their purpose and 9 key principles.



Nowhere in the document and in the 9 principles does it mention diversity or inclusion.



Ref: uksport.gov.uk



Maximising the impact of sporting success by targeting investment at athletes and sports capable of winning medals...



Facts

Other interesting facts around the British Olympic movement:

An Old Etonian has won a medal in 'sitting down' sports at every Olympic Games since

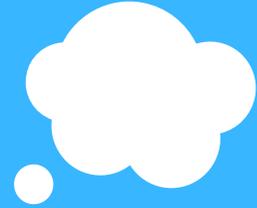
1992

31%

of Team GB medal winners attended private schools, compared with 7% of the general population



Thoughts



- A system built to win medals will invest where it can see quick returns.
- In the UK that is often sports that require specialised and highly expensive facilities and equipment... rowing, cycling, equestrian etc.
- Those sports are often dependent on school and university structures.
- The result is a sporting elite that reflects the biases of society, in particular the education system.
- With the exception of a few highly diverse and accessible sports, UK Sport funding targets sports that bias towards white, privately educated athletes. At the expense of accessible, diverse sports, such as basketball.

Suggestions

Based on our findings we would suggest the following solutions:

Short Term

- 1** Diversity and inclusion to become a formal consideration for sports to receive National Lottery funding.
- 2** Invest in accelerator programs for non-white, comprehensively educated athletes in sports biased against them.

Long Term

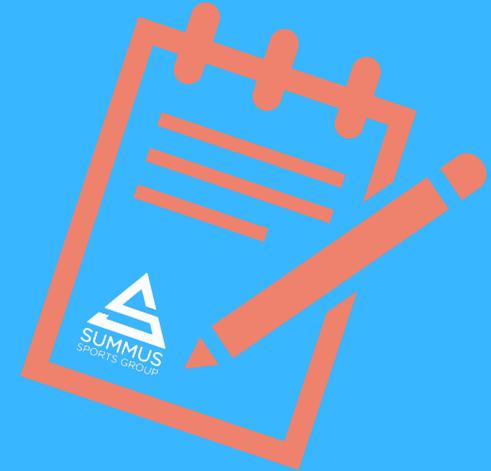
- 3** Survey the accessibility of each sport and mitigate access restrictions or evaluate its eligibility for funding.



Commitment

We, as an organisation, will commit to the following to help address these issues:

-  Work with our athletes and their partners to facilitate accelerator programs in the areas where they are most needed.
 -  Continue to share information and prioritise purpose, equality and diversity at the heart of every athlete strategy and brand partnership.
-  Go to summussports.com/diversity for the full report.



Thanks for reading

#SportForAll