

Scenario 1

You overhear language used at a session between friends that is potentially offensive and hurtful to other members of the group.

How would you address this as the coach/leader of that group?



Scenario 1

- How does this scenario make you feel?
- Could this potentially happen at your organisation/club/facility? / What would you do if this did happen in your organisation?
- What immediate action would you take to resolve this?
- What long term solutions could you implement to ensure you are inclusive?
- Who else within the organisation would need to be involved in creating these solutions?

Ideas and suggestions

- Take the group of friends aside and discuss how their language could be hurtful to others and why it cannot be tolerated.
- Provide a gentle reminder to the whole organisation that hurtful language – no matter how it was meant, is not tolerated. Refer to code of conduct if needed. Recirculate code of conduct with the reminder.
- Reassure anyone who was upset or offended that the situation has been dealt with and if they hear anything like this again, encourage them to continue to raise and report it and that it will be responded to.

TOP TIP: Always promote in a visible place the contact details of the people responsible for managing concerns e.g. HR Manager/Club Welfare Officer

Scenario 2

You think you are inclusive but some recent customer feedback suggests otherwise.

What steps do you take and how do you ensure you communicate your actions effectively?

HOW DO PEOPLE IDENTIFY THAT WE
ARE LGBT+ FRIENDLY?

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Scenario 2

- How does this scenario make you feel?
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Ideas and suggestions

- Take time to really look at the feedback given and if possible follow up for more details.
- Don't become defensive – take the points and learn and develop from them.
- Look at your ways of communication – could you improve, could they be clearer? E.g. what does your website and online presence say about you? Unsure... then refer to **this toolkit** for some suggestions.
- Think about the language you use, is it inclusive?
- If you feel you are a diverse and inclusive group – how do you show that? E.g. have you considered your imagery, does it reflect your participants?

TOP TIP: Stonewall have a simple resource to help us think about the language that we use.

Scenario 3

A member of your workforce attempts to signpost a participant to the changing facilities. It becomes apparent that the participant is uncomfortable with the suggestion.

How would you support your workforce in managing this sensitively?



Scenario 3

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Ideas and suggestions

- How can your workforce get to know their customers a little better, to understand their needs and handle situations sensitively? Engage with Energise Me who run the **UK Coaching** workshop 'Supporting the person in front of you'. This might provide good support for frontline staff. Does this scenario highlight any other training needs and knowledge gaps that you need to explore? If yes and you are Hampshire & IOW based, contact Helen Beckley, Project Officer: Workforce. Helen.beckley@energiseme.org, or check out the **Energise Me website** for further training opportunities.
- If the facility is yours, could you make any of the changing facilities gender neutral?
- If you hire that facility – could you take along your own signage to ensure some changing facilities are gender neutral?
- Would a generic gender neutral changing room be welcomed? Ask your participant(s), is this something you can provide? What measures can you take to create appropriate spaces?

Top Tip: Always try and find a solution with help from both participants and other members of your workforce – this way people feel empowered and comfortable that you are considering long-term solutions.

Top Tip: Always be open about what your facilities offer so people can come prepared.

Scenario 4

As an organisation, you consider yourself welcoming. You don't currently have anyone from LGBT+ communities attend your sessions, so perhaps there isn't too much you need to do at this moment?

- Do you really know your members?
- Are you making assumptions about your membership profile?
- Are you creating safe spaces to allow people to be themselves?



Scenario 4

- How does this scenario make you feel?
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Ideas and suggestions

- How do you know? Are you making assumptions? Would it be more appropriate to assume that you have LGBT+ members?
- Have you looked at why you might not be seen as a safe space for all members of the community?
- If you 'might' then have you created an environment that allows people to open up and be themselves... if they wish to!
- Do you give people the option to disclose their gender orientation on the membership form? Remember some people won't feel the need or want to, but you should always give the option.
- What else could you do to get to know your members more? Could you run social events?
- How do your online channels make it clear that you are welcoming and inclusive? Take a look at the Club Matters '[**Online presence toolkit**](#)' for a quick and handy way to help with this.

TOP TIP: Getting to know your participants is key to creating authentic and meaningful relationships. Creating good relationships makes it much easier to share ideas and thoughts.

Scenario 5

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Ideas and suggestions

- Ensure you have communicated your culture and values to everyone and ensure people understand them. Shout about what you stand for and celebrate diversity.
- Create an environment to talk about language that your workforce use. Perhaps some don't realise that some of their terminology is no longer appropriate to use and/or causes offence.
- Gently show how and why that language might upset someone.
- Provide suggestions of alternative language. Check out this [simple guide](#) to appropriate language from Stonewall.
- Reassure the staff member (and remind all staff) they don't need to become an expert, however they do need to commit to learning and developing.

TOP TIP: It can be difficult to remain current with language and people's preferences can change over time so, if in doubt, ask.

Scenario 6

You are on a recruitment drive for new members. How could you make your environment more welcoming to members of LGBT+ communities?

Think about the facility you use.

It's also worth thinking about the type of sessions you might run.

How do you use your online presence to advertise/promote your organisation/offer?



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Scenario 6

- How does this scenario make you feel?
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Ideas and Suggestions

- Double check that language used at the facility and on your online media is LGBT+ friendly. This **Rainbow Ready resource** could be a good help here.
- Think about the imagery you have up at your facility and on your media channels – is it diverse and representative?
- Could you run some LGBT+ specific sessions as a stepping stone to joining the club – being mindful this will be a preference for some people, not all?
- Would one to one sessions or a meet the team session be an option for those who are anxious?

TOP TIP: Reaching out to your Active Partnership or Local Authority is a great way of getting support with promotion. They might have tools to advertise your offer and have a wider community reach.

Scenario 7

As a provider of physical activity in the community, you feel there might be some pre-conceived ideas about your organisation, the activity on offer as well as the 'type' of person it attracts.

What are these, and how can you help to change any misconceptions?



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Scenario 7

- How does this scenario make you feel?
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Ideas and suggestions

- Think about some of the things people are either sharing with you or you are hearing about your activity. Separate the fact from the myths and demonstrate you are a diverse, inclusive and welcoming organisation.
- Misconceptions and preconceived ideas are damaging – ensure you create an environment where people can be authentic and talk openly.
- See the person and not a label.
- Does any of your online media reinforce any myths or give the wrong message?
- Could you offer some taster sessions to let people find out your offer themselves and make their own minds up about if it's right for them?

TOP TIP: Letting people try for themselves without an obligation to join is a great way to encourage people to experience your offer. Having testimonials from participants is also a great way of showing what a great organisation you are and how welcome you make people feel.

Scenario 8

For some, past experiences such as PE have not been positive. This can affect confidence and enthusiasm to take part in sport and physical activity in later life. This is often reported by people from LGBT+ communities.

How could you as an organisation create activities that are welcoming, allow participants to feel at ease, and support them to overcome fears and any negative preconceptions?



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Scenario 8

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Ideas and suggestions

- How could you make people feel welcome, understand their motivations and help them thrive?
- Offering an introduction pack with all the information regarding your offer is a great source of information for new membership.
- Could you offer a buddy system and pair people who share the same goals or motivations?
- Do you have information about the 'workforce' and the organisation so people 'get a feel' for what you might be like before contacting you?

TOP TIP: Video reviews from current participants are always a great way for people to find out a little more. Remember people tend to do a lot of research online before engaging with an offer – are you appealing to them?

Scenario 9

A major goal for many is how we can improve opportunities and encourage more people to be physically active. Ensuring we have an inclusive workforce is key to achieving this.

How could you support your workforce to be more inclusive, without overwhelming them?

55% OF THE LGBT+ COMMUNITY ARE NOT ACTIVE ENOUGH!



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Scenario 9

- How does this scenario make you feel?
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Ideas and Suggestions

- Don't expect your workforce to know everything, what can they do to encourage participants to share more?
- Support them with any training or further development they might want or need.
- Ensure documents such as code of conducts support not only the participants but the workforce too.
- Provide your workforce the time and space to get to know their participants – this might mean supporting them with an assistant.
- Be aware that all the workforce need to be mindful of how they interact with participants. 'Customer care' starts with information they get online, to the person they call for details, to the first person they meet at reception or at the club house, not just the coach or instructor.
- Become familiar with other organisations that might be able to support you and the workforce such as **Pride Sports** or **Stonewall**.

TOP TIP: Your workforce might not become experts, but should be celebrated for their willingness to learn and take action. Acknowledge that people don't get things right 100% of the time. Helping people out and not calling them out is a positive way forward.

Scenario 10

Some LGBT+ communities communicate that when looking to join an organisation they look for a symbol such as the rainbow flag to identify that the organisation is a safe space for them and they will be supported and welcomed.

As an organisation, is this something you currently display?

What actions do you feel you would need to take in order to confidently display this symbol? What processes or procedures would your organisation need to have in place to ensure you can commit to being an inclusive organisation.



Scenario 10

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Ideas and Suggestions

- Using a rainbow flag (or something similar) suggests you are an inclusive and safe space for LGBT+ communities to join **HOWEVER** it's not enough to just display a symbol as you are creating an expectation. Your actions speak volumes.
- What have you done as an organisation to show you are being inclusive?
- Working through this scenario pack would count!
- Thinking about the language used in your organisation and updating any code of conduct respectively is another great option.
- Creating relationships and an environment that accepts and respects everyone as individuals is really important

TOP TIP: If you prioritise customer care, you will become a great place for everyone.