

NO HATE JUST SPORT



A joint letter from Wesport and SARI

Dear partners, clubs, volunteers, and community members,

Sport has the power to bring people together. It can provide a safe space and sense of belonging for those who might be experiencing discrimination and hate in other parts of their lives. We also recognise that discrimination and hate can occur at all levels within sport itself. This undermines participation, damages lives, and creates division.

No Hate, Just Sport believes this behaviour should never go unchallenged, support needs to be given, and the voices of those with lived experience need to be heard. That is why Wesport and SARI (Stand Against Racism & Inequality) have come together to create No Hate, Just Sport.

Let's educate, empower, and report the hate we see.

Let's build safe, inclusive and accessible spaces for all.

Why this work matters

Hate crime in Bristol is rising, and its impact is being felt across our communities and within sport. **Police recorded hate crimes increased by 29% in Bristol over the past 3 years**, with 3074 hate crimes reported in Bristol just last year.

As hate crimes increase, **residents in Bristol are stating that fear of crime impacts their day-to-day lives**. In 2024, 24% of people felt that fear of crime affected their day-to-day lives, up from 21% in 2023 and 16% in 2019. Concern is considerably higher in the 10% most deprived areas, where 41% were fearful of crime (a 17% difference)**.

This pilot aims to break the silence and nurture environments in sports clubs that are free from discrimination and hate, so that everyone can access the positive outcomes that sport provides.

What we are doing together

Through No Hate, Just Sport, we are working in partnership to:

- Educate individuals, clubs, and organisations about hate and discrimination
- Empower people to challenge unacceptable behaviour safely and confidently
- Support clubs to create inclusive, welcoming environments
- Raise awareness through a city-wide campaign
- Increase reporting so that incidents are recognised, recorded, and addressed

Our goal is to ensure that everyone involved in sport, from players and coaches to parents and volunteers, has the knowledge, tools, and confidence to take action.

* Avon & Somerset Constabulary Offences (Niche)

**Bristol City Council, JSNA Health & Wellbeing Profile

Our shared vision



We are building a sporting culture where:

- Hate and discrimination are not tolerated.
- Individuals, clubs, and organisations are empowered to challenge unacceptable behaviour.
- Individuals, clubs, and organisations are confident in reporting discrimination and hate crimes.
- Safe, supportive, and inclusive spaces are created and sustained.
- Everyone, regardless of background or identity, can participate and thrive in sport.

Together, we can break the silence and create lasting change.

Join the movement

The landscape and action needed might feel daunting to many. That's why we need your help to educate, support and advocate for safer spaces for all.

You can support No Hate, Just Sport by:

- Taking part in our new **No Hate Just Sport training** to build your confidence and understanding.
- **Connect with our Club Champions**, whose role is to work make safer and more welcoming spaces for all, feedback on NHJS resources and training, making sure they work for those who need the support.
- **Raising awareness** by sharing campaign messages and resources
- **Challenging discrimination** when you see it
- **Reporting hate** incidents, helping ensure that no experience goes unheard

By taking these steps, you are helping to create safer spaces for everyone in sport.

This is just the start

No Hate, Just Sport is at the beginning of a longer journey, and we need your help. Together, we can create a culture of respect, inclusion, and belonging, and eradicate hate from sport.

We invite you to stand with us.

Hate hurts. Silence harms. Speak out.

Yours sincerely,

Wesport

SARI (Stand Against Racism & Inequality)

If you have any questions in the run-up to No Hate, Just Sport, please email a member of the team via
nohatejustsport@Wesport.org.uk.

