

# SPORTS PROJECT

2026

THE REAL CHANGING ROOM:  
**RETHINKING MASCULINITIES**  
OFF & ON THE PITCH

B  Y O N D



# SPORTS X MASCULINITIES

Sport holds a powerful position in British culture - and especially for men and boys. Sport serves as a physical activity, a spectator event, and as a place for identity, belonging, and connection. And for so many, it goes even further.

It plays a key role in shaping friendships and pro-social relationships; strengthening community cohesion and bonds; developing 'soft skills' such as resilience and emotional regulation; shaping relationships with health and wellbeing; and, perhaps most significantly, engaging men and boys as active participants in social change movements and social justice issues that will lead to better outcomes for men and boys, and for people of all genders.

Sport is an arena within which men and boys can play a fundamental role in building a safer and more equitable world for all, starting with upstream work in the primary prevention space that bring about firstluy attitudinal, then behavioural, and finally, cultural change.

Sport can be a "real changing room" for men and boys, and for the communities they exist within, by creating fertile ground for men and boys to be positive 'agents of change' in compassion cultures of active allyship and collective and individual accountability. And that's why we're actively involved in facilitating this world into being.

**BE Sports, WE'RE IN THE GAME.**





# WHO WE ARE & WHAT WE DO

**Beyond Equality** is a gender equality charity on a mission to rethink masculinities in order to improve men and boys' wellbeing and to tackle gender-based violence (GBV) and the cultures that enable it. We see boys and men as key 'agents of change' in creating safer, more inclusive and more equitable team, club and community cultures. Our main pathway for change is direct delivery transformative group workshops and trainings that we deliver in places and spaces that men and boys belong to and where they feel the necessary level of psychological safety to both self-reflect and to contribute to challenge topics.

Through our **Sports Project**, we take a person-first approach to support men and boys engaged in sport (either amateur or professional) to find their place in gender justice conversations, that impact them and those around them; help build cultures of vulnerability, compassionate accountability and collective resilience to pressures and expectations informed by gender norms; and give them the tools, knowledge and confidence to have a more positive impact on their communities and the clubs they represent.

Our program offering focuses on work with young men and boys, but also, taking a holistic approach to change, on upskilling the trusted-adults around them. Together we are working to lay the foundations for both meaningful, sustainable and inclusive change at the individual, collective and behavioural level.

**12 years**

*experience*

**100,000+**

*Number of participants Beyond Equality has worked with since 2014*

**B** **EQUALITY** **YOND**

# SPORTS PROJECT IMPACT 2024/25

85%



of participants say our workshops help them develop a greater understanding of our core topics, and help them develop more positive team cultures

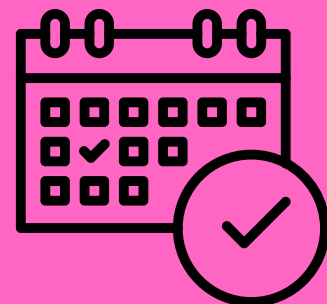
92



sports clubs reached through conferences, events and partnership work

1000+

participants reached



20

organisations booked, a 60% increase on last year



35

Workshops delivered

80%



of participants rate our workshops at 4 or 5 out of 5 stars





# TOGETHER WE CAN

## Rethink Masculinities

in brave and transformative explorations of what it means to 'be a man'

## Promote Gender Equality

by inviting men and boys into the conversation and helping them to find their place in it

## Tackle Gender-Based Violence

by engaging men and boys in empathy-building and prevention work

## Build Cultures of Allyship

that develop both collective accountability and disrupt enabling cultures



# Who we work with

**Club**

**Academy**

**Foundation or  
Associations**

**Leadership Team**

**First Team/ Adult  
Players**

**Academy players**

**Coaches & Staff**

**Fans**

**Coaches & staff**

**Coaches and Staff**

**Parents, Guardians &  
Host Families**

**Alumni**

**B** EQUALITY **YOND**

## Workshop 1: Masculinities & Being A Man

01

The session will explore how masculinity shows up in the players lives - both off and on the pitch. It will give them a chance to reflect upon what it means to 'be a man', examine the pressures and expectations they experience and unpack how this impacts them, and how by extension this impacts others.

**Duration: 60-90 minutes**  
**Cost: £650+VAT**

## Workshop 2: Masculinities & Healthy Relationships

02

The session will explore what men and boys value and seek in healthy relationships (both platonic and intimate), and examine how the dominant form of masculinity shows up and impacts sex, sexualities and relationships. We will question how this impacts their attitudes, behaviours and values in different forms of relationships and by extension how this impacts people of all genders.

**Duration: 60-90 minutes**  
**Cost: £650+VAT**

## Workshop 3: Masculinities & Being An Ally

03

This session is about giving the participants a chance to reflect on the role they play as men both on and off the pitch. We empower them to be true to their values in being the men they want to be, and using their position to take action in supporting others in positive ways.

**Duration: 90 minutes**  
**Cost: £650+VAT**

# ACADEMY & YOUNG PLAYERS

### Package Offer

Book 2 x workshops £ 600 +VAT each  
Book 3 x workshops £550 +VAT each

Get in touch for  
more information (inc.  
Objectives & Outcomes)

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# TESTIMONIES & IMPACT

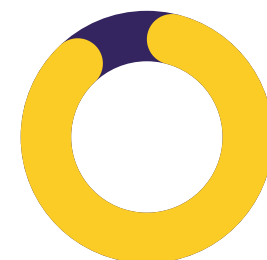


""[The workshop] helped me be more confident challenging teammates and friends"

Academy Player - Premier League club



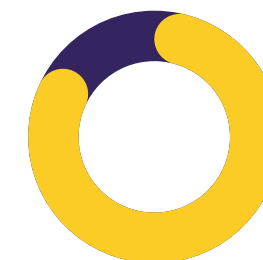
92%



of participants had a greater understanding of what their teammates needed to form healthier relationships

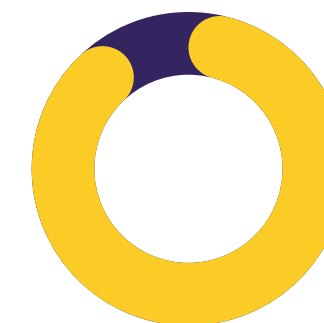


86%



reflected upon when they've done something harmful, and thought about how they could make a better choice next time

83%



of participants felt they were more open to being challenged by our teammates



# TESTIMONIES & IMPACT

*"I would recommend Beyond Equality because they allow the boys to feel that they have a voice and create an environment where things can be challenged and discussed in the right way."*

Academy Player Care Officer - Premier League club

*"Lots of engaging and inclusive activities that really make you think (in context) and are brought to life via each activity"*

Academy Player Care Officer - Premier League club

*"I found it useful to learn about different values that can help me in the future and explore how to be a man and express my emotions."*

Academy Player - Premier League club

ACADEMY & YOUNG PLAYERS

**B** **EQUALITY** **YOND**

**Get in touch for  
more information (inc.  
Objectives & Outcomes)**

## **Coaches: Promoting Inclusive Masculinities**

**02**

The session will look at the foundations of Beyond Equality's approach in working with young men and boys in conversations around masculinities, gender equality and violence against women and girls (VAWG)-prevention. Through the lens of masculinity, we will empower staff with more knowledge, confidence and skills to build new frameworks into their working practise that help them support their academy players with compassionate, preventative and active bystander approaches.

**Duration: 2 hours    Cost: £1500+VAT**

## **Workplace Staff: Men's Allyship in the Workplace**

**03**

We will look at and identify barriers to inclusion that can exist within club/association settings, due to gender-based (inc. sexual harassment) and other forms of discrimination. This will inform our exploration of ways to remove these barriers for others, empower the learning of frameworks to guide everyday allyship actions towards gender equality and create a sense of collective action and accountability within the workplace.

**Duration: 2 hours    Cost: £1500+VAT**

# **COACHES & STAFF**



# TESTIMONIES & IMPACT



COACHES & STAFF

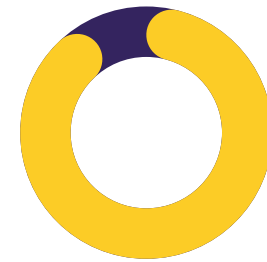
*"Very interactive, enjoyed the session. Highlighted issues and how to maybe help guide young players through challenging topics"*

Academy Staff Member - Premier League club

*"Supported and enhanced the psychological provision and will allow us to support the players to be better people"*

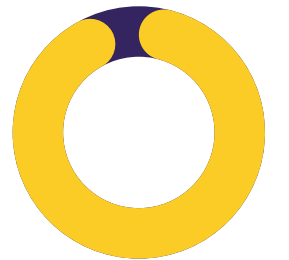
Academy Coach - Premier League club

92%



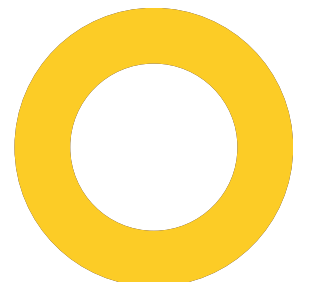
of participants felt they had more tools to approach challenging conversations and open up ongoing dialogue and discussion around topics like masculinity and Violence Against Women And Girls (VAWG) prevention

96%



of participants had a greater understanding of the issues faced and caused by the boys and young men they are working with

100%



would recommend Beyond Equality workshops to other coaches and academies



## Masculinities & Men's Allyship

01

An exploration of what it means to be a man off the pitch, and how this informs the role men play as allies in tackling (and providing support in instances of) VAWG, GBV and other forms of oppression and discrimination. We focus on building skills and confidence in a challenging conversation around creating a culture of allyship and active bystandership to tackle sexism and misogyny within football culture.

Duration: 1 hour    Cost: £750+VAT

*"We should encourage people to be more open when they are uncomfortable in a situation, and we should also be more pro-active in the ways in which we offer support or help"*

Staff Member - Premier League club

*"The session was good, informative, well done, and easy to get involved with."*

Staff Member - Premier League club

# ADULT PLAYERS





## Promoting Inclusive Masculinities

The session will look at the foundations of Beyond Equality's approach in working with young men and boys in conversations around masculinities, gender equality and violence against women and girls (VAWG)-prevention. Through the lens of masculinity, we will equip parents, guardians & host families with more knowledge, confidence and skills to further understand the experiences of their young players and their potential support needs.

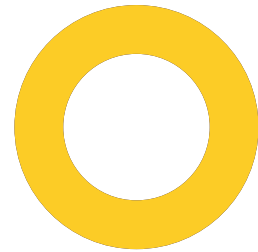
**Duration: 90 minutes    Cost: £1000+VAT**

# PARENTS, GUARDIANS AND HOST FAMILIES



# TESTIMONIES & IMPACT

100%



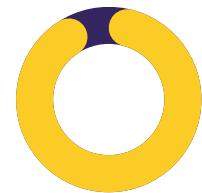
would recommend Beyond Equality workshops to other parents/guardians/care givers of academy players

*"Gives parents new perspective and tools in the toolbox to make them better prepared to deal with their kids"*

Player Parent - Premier League club

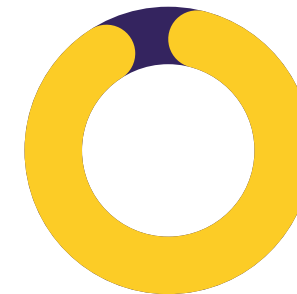


95%



felt more empathy and compassion for what informs potentially harmful attitudes and behaviours

95%



had greater confidence to start disrupting cycles of behaviour that may be harming boys and young men, or people of all genders around them





## ALUMNI

### Masculinities & Athlete Transition

The session will explore how masculinity shows up in the players as they transition into their lives off the pitch. It will give them a chance to reflect upon what it means to 'be a man', examine the pressures and expectations they experience and unpack how this impacts them and their futures, and how by extension this impacts others around them.

**Duration: 60-90 minutes**

**Cost: £650+VAT**

## FOUNDATION COACHES AND STAFF

### Promoting Inclusive Masculinities

The session will look at the foundations of Beyond Equality's approach in working with young men and boys in conversations around masculinities, gender equality and violence against women and girls (VAWG)-prevention. Through the lens of masculinity, we will empower staff with more knowledge, confidence and skills to build new frameworks into their working practise that help them support their academy players with compassionate, preventative and active bystander approaches.

**Duration: 90 minutes**

**Cost: £1000+VAT**

## FANS

### Masculinities & Men's Allyship

We create a non-judgemental and compassionate space to explore what a healthier and more inclusive experience looks like for fans. We will explore their relationships to both sexism and allyship, challenge them to individually and collectively reflect upon what behaviours and attitudes they might enable, and empathetically empower them to build a culture of both personal and collective accountability that is consistent with both their own values and the values of the club.

**Duration: 1-2 hours    Cost: £1000+VAT**

A photograph of two men in a workshop or training environment. The man in the foreground is a man of color with short dark hair, wearing a white t-shirt, gesturing with his hands as if speaking. The man in the background is a white man with a beard, wearing a blue t-shirt, looking towards the first man. The background is a bright, out-of-focus window with horizontal blinds. The overall image has a blue and purple color overlay.

# TALKS & KEYNOTES

*We deliver talks and keynotes on a range of topics and conversations. This can be one off or embed alongside workshop/training delivery. Our talks focus on a) masculinities; b) GBV and VAWG-prevention; c) anti-sexism and anti-misogyny work in sports; and d) methods and approaches of working with boys and men in gender justice work.*



# CASE STUDY



It's a brilliant, brilliant program, where you get to learn a lot about yourself.



Exploring Masculinities  
Off & On The Pitch

For 6 years, Beyond Equality has partnered with sport and education charity, Kinetic Foundation, to provide our specialist training with men towards emotional expression, improved wellbeing, gender justice, gender based violence prevention and more inclusive masculinities.

For two years, the partners worked with young footballers in Harris Federation academies, helping them navigate pressures, giving them tools to create safer and more inclusive communities and cultures. Our gender transformative approach supports young men to reflect upon their experiences of masculinities and mental health, build empathy and compassion for the experiences of their peers, and use tools of critical thinking to take them past gendered norms that harm themselves and others.

Watch the video to see the [IMPACT](#) of the partnership



# WE KNEW WE WERE MAKING A DIFFERENCE WHEN...

*'...boys and young men in our workshops wanted to stay in the room and keep going, rather than leaving to go to training or play a match! That's always a good sign that they're really invested in the conversations we're having.'*

*A stand-out memory for me is a young person sharing during a workshop 'if you can't cry in front of someone, why would you have them in your life?' It's great to see young men valuing emotional expression and wanting to give each other that kind of support'.*



**RICHIE ETHERINGTON-BENSON, (HE/HIM)  
SPORTS PROJECT MANAGER**



# Who has TRUSTED US



Premier League  
**Kicks**



Premier League  
**Inspires**





# WHO WE ARE



**RICHIE ETHERINGTON-BENSON**

## Sports Project Manager

- Experienced gender-based violence (GBV) prevention educator and campaigner
- TEDxLondonWomen workshop facilitator
- In 2022 advised the UK Government on GBV-prevention strategies in educational settings
- Former competitive track cyclist, visually impaired tandem pilot, and youth cycling support coach
- Trainee Systemic Therapist

## Head of Facilitation

- Deep experience across multiple sectors, from schools to C-Suite to elite universities to prisons
- Public speaker (2 x TEDx Talks)
- Expert facilitator, with vast experience in youth training, workshops and lessons on relationships, sex, race, power, and gender equality
- Consultant, host, and TV presenter and facilitator with major international organisations



**BEN HURST**



# WHO WE ARE



PRINCE KWAYKE

## Lead Facilitator

- Youth and family support specialist
- Experienced facilitator in youth wellbeing, masculinity, relationships
- Trainee systemic therapist and child mental health researcher
- Current sport for development trustee director and former national program manager
- Former semi-professional footballer

## Lead Facilitator

- Facilitator and actor with 10 years experience delivering workshops with men and boys
- Experience working as a project coordinator (Former Head of Schools Project at Beyond Equality) and workshop designer



NATHANIEL HORNE



# LET'S WORK *Together*

**B** EQUALITY **YOND**

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