

Culture Check

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Content note

This session explores topics including bullying, harassment, discrimination, sexual misconduct, and other behaviours that can cause harm within our communities.

Throughout this training, slides include statistics and data drawn from both national research and UEA reporting. Some of this content may be upsetting or distressing.

Please engage in a way that feels manageable for you.

You are welcome to step out, take a break, or speak to a member of staff if you need support.

Expectations

- Maintain a safe and confidential space
- Step out when needed - ‘thumbs up or down’
- Only share what and if you’re comfortable
- Focus on working together

Building on positive club culture

The online training covered:

- Your role in shaping club culture
- Managing conflict
- How to access support



**POSITIVE CULTURE
IN SPORTS CLUBS**

Aims

- 1 Reflect on your club's culture and reputation.
- 2 Explore how your club is experienced and perceived by others
- 3 Identify actions to strengthen belonging, inclusion and respect
- 4 Promote support, reporting and positive culture initiatives within your club

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What makes a sports club
somewhere people
genuinely want to belong?

Why sports clubs matter

Sport can be one of the most positive parts of university life

- Friendship and community
- Belonging and connection
- Improved wellbeing
- Confidence and leadership
- Support networks and shared experiences

- 90%+ of students surveyed by BUCS said participating in university sport supported their mental wellbeing.
- Nearly half said being part of a sports club helped them stay at university.

-BUCS Student Survey Findings 2024/25

Culture Check

When culture is positive	When culture is unhealthy
People feel they belong	People feel excluded
Members support each other	Cliques form
Students grow in confidence	Pressure to conform develops
Leadership is used to support and encourage others	Hierarchies and power imbalances develop
Traditions bring people together	Traditions become barriers
Concerns are addressed	Harmful behaviour is normalised

Big Reputations

What do people say about your club?

- How do other students perceive your club culture?
- What misconceptions / stereotypes exist around your club / sport?





Reality Check

- What challenges to belonging, inclusion and respect do we face in our club?
- How confident are we in acknowledging issues within our club?
- How confident are we in addressing issues within our club?
- How can we address this?

Your club has developed a reputation for heavy drinking.

Committee members know attendance at socials and drinking alcohol is entirely optional, but many new students think they need to drink to fit in.

Some freshers have started leaving events early, while others attend despite feeling uncomfortable because they worry they will miss out on friendships or team bonding opportunities.

Case Study 1

Discuss:

- What risks does this create?
- What messages are members receiving?
- What can the committee do differently?

Several members stop attending socials and training.

Through conversations, you learn they don't feel included and think the club is dominated by a small friendship group.

Newer members say they often arrive alone, conversations feel cliquey, and social plans are frequently arranged through private group chats that not everyone has access to.

Case Study 2

Discuss:

- What might be causing this?
- How could you identify problems earlier?
- What actions could improve belonging?

A member tells a committee member they feel uncomfortable about another student's behaviour at a social event but doesn't want to make a formal complaint.

They say the behaviour was not serious enough to "make a fuss" about, but it has made them reluctant to attend future events and they are unsure whether anyone would take their concerns seriously.

Case Study 3

Discuss:

- What is your role as a committee member?
- Could / should this be reported?
- What support options are there?

Building a better club



STOP

START

CONTINUE

Changing the Culture



Never Ok



Training & Workshops



Events & Awareness

Session Recap

- ✓ Promote Report + Support
- ✓ Support Never OK in your club
- ✓ Support initiatives & activities that promote respect, inclusion & safety
- ✓ Culture change happens through everyday actions

Any Questions?

Follow us on social media for more information,
resources and updates



@ueastudentservices



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Club Culture / Never OK 2026 Feedback Form



We'd love to know what you thought of this workshop,
scan the QR code to complete a short feedback form.

Resources

- Report + Support - [Report + Support](#)
- Never OK - [Never Ok Campaign](#)
- Changing the Culture - [Workshops and Training for clubs](#)