

Positive Culture in Clubs

0:02

Welcome to the UEA Sport Committee, training on building a positive culture in sports clubs.

0:11

In this session, we'll explore how your role as a committee member shapes the experience of others, both on and off the pitch.

0:24

This session includes some potentially sensitive topics.

0:29

We'll be using realistic scenarios to explore behaviours like exclusion and early signs of harassment.

0:39

These are designed to help you recognise situations early and respond appropriately.

1:02

What does culture look like?

1:06

Culture is built in everyday moments, how you speak to team mates, how you include people and how you behave socially.

1:18

It's not just about big decisions, it's about small actions over time.

1:29

As a committee member, people will take cues from you both on and off the pitch, often without you realising it.

1:54

Norms shape what people expect and what feels acceptable.

2:01

Your behaviour carries influence, especially in high pressure or social settings.

2:09

When expectations are clear and consistent, people feel safer and more included.

2:27

Take a moment to read through this scenario and think about what you might do in that situation.

2:45

Even when something looks like banter, it can affect how included someone feels, especially for new members.

3:18

There are several ways you may choose to respond.

3:22

Ignoring it may seem easiest, but small moments like this shape group culture.

3:31

A quick check in and a gentle message can reset the tone and support the person involved.

4:00

The key take away is that small actions matter.

4:06

You don't need to make a big intervention.

4:09

Just noticing and responding early can make a real difference.

4:30

Managing conflict Conflict is normal in team environments.

4:38

What matters is how it's handled.

4:54

Your role is to help lower tension and support respectful communication, not to solve everything.

5:20

Take a moment to read through the 2nd scenario and think about what you might do in that situation.

5:41

How might you step in without escalating things?

5:57

The most effective response is calm and neutral.

6:08

Even a small interruption can help de escalate the situation and prevent it from worsening.

6:32

It's important to recognise when something might be more than conflict.

6:40

Some situations are one of disagreements, but others may involve patterns of behaviour that feel targeted or harmful.

7:04

The curious approach is a helpful way to guide conversations.

7:13

It focuses on listening, understanding and supporting rather than fixing.

7:26

It also helps you recognise when something may need to be taken further.

7:44

Most conflict situations can be managed with calm early intervention.

7:52

Stay neutral.

7:54

Lowering the temperature and checking in privately can make a real difference.

8:02

The curious approach gives you a simple framework to guide those conversations, helping people feel heard and supported without you needing to solve everything.

8:15

It's also important to recognise when something may be more than just conflict.

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If behaviour feels repeated, targeted or unsafe, it may need to be taken further or supported through formal routes.

8:34

As a committee member, you play an important role in shaping whether people feel able to speak up.

8:42

Responding calmly and taking concerns seriously helps create that trust.

8:49

It's important to be clear about your role.

8:53

You are there to listen and support, not to investigate or resolve situations on your own.

9:01

When someone doesn't feel right, signposting to report and support or other university services is key.

9:10

Encouraging someone to seek support is always a positive step, and how you respond in that moment can make a big difference in whether they feel safe to do so.

9:26

Some situations don't have just one right response.

9:31

When group dynamics or pressure are involved, the best approach often combines different actions.

9:38

Responding in the moment, supporting individuals and reinforcing expectations across the group.

9:48

The key is taking action.

10:03

This scenario focuses on peer pressure and expectations around socials.

10:10

Think about how group norms can make people feel unable to say no and what your role is in shaping those expectations.

10:19

Take a moment to reach for this scenario and consider what action you would take.

10:40

In this situation, a private check in helps support the individual, but it is also important to address the wider expectation, making clear that participation should always be optional.

10:56

Often a combination of actions is most effective here.

11:11

Take a moment to read through this scenario and think about what you might do in that situation.

11:32

Notice how the behaviour continues despite signals to stop.

11:51

Small in the moment.

11:52

Bystander actions are important here.

12:03

Interrupting or redirecting can stop escalation.

12:12

Following up helps reinforce clear boundaries and expectations.

12:32

In these situations, the most effective response often combines several actions.

12:40

A small intervention, a private check in, and a step to reinforce expectations all work together.

12:52

These actions don't just address the situation, they help shape a culture where people feel safe and respected.

13:08

In this final scenario, someone comes to you with a concern.

13:14

This is where your role becomes especially important, but also where your boundaries matter.

13:23

You are there to listen and support, not to investigate or solve everything.

13:48

The best response here is to listen, reassure and explore options.

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You don't need all the details, you just need to respond calmly and help the person understand what support is available.

14:32

It's important to be clear about what your role involves and what it doesn't.

14:41

You are not expected to manage situations alone, but you are expected to notice concerns and help people access the right support.

15:03

Report and support is the key tool available to you and your members.

15:09

It can be used to raise concerns, seek advice and act as support early, even if you're unsure what to do.

15:39

If something doesn't feel right, you don't have to handle it alone.

15:45

Speak to others, seek advice, and use the support systems available.

15:54

Encouraging someone to speak up is always a positive step.

16:06

You don't have to solve every issue.

16:12

Your role is to notice, respond, support and signpost.

16:20

Small actions make a big difference in shaping a positive club culture.

16:36

If you have any further questions, you can contact the UEA Sport team using the details on screen.

16:48

Thank you for taking the time to complete this training.