

As we continue to pivot and respond to the ever-changing government information regarding Covid-19, we wanted to bring you an update from *SportCheer England*, on developments at the National Governing Body for Cheerleading in England.

SportCheer England response to Covid-19 and the closing of gyms

Announcements and support

SportCheer England have been working hard to bring the cheerleading community regular updates in response to the government announcements. We continue to monitor the situation carefully and are currently preparing resources to support gyms returning once the lockdown is lifted. In addition to information and advice provided by *Sport England* and *UK Sport*, we are currently in communication with coaches and event providers in New Zealand and Australia, where programmes are planning to return next week: They have agreed to provide us with on-the-ground feedback on how safeguarding measures are working in practice, and we are planning a free webinar and resources in partnership with them, to give more detail on this, once best practices are established.

Free webinars

SportCheer England has been able to offer two free webinars during the lockdown. One in partnership with *Scrutton Bland Financial Services Ltd*, to offer financial advice on the government grants and furloughing schemes, and one provided on Child Protection. Both these webinars had a positive response and we look forward to developing more resources like these over time.

Regional Zoom meet ups with reps

During the lockdown period, Regional Reps have held Zoom meetings for members of their regional Facebook groups, to share resources, updates and moral support. All the meetings have been well attended and feedback has been positive. We are currently trialling a “buddy system” in the *South East, South West, London Inclusive* region; partnering up coaches, to give regular support and share best practice. If successful, we will offer this out across all our regions in the coming weeks.

Sharable graphic in support of athletes and coaches



At the start of the lockdown, *SportCheer England* worked with the other national governing bodies in Scotland, Wales and Northern Ireland (who together make up SportCheerUK) to collaborate with 13 EP's in a show of solidarity and support for coaches and athletes. Thirteen commercial competitors across the UK came together in a show of support: not only producing a sharable graphic for the cheerleading community, but also demonstrating their support for our national governing body and producing a small first step in working together. Find and share the graphic via our social media, with hashtag #UKCheerleadingStrongerTogether

Team England and ICU Worlds update

SportCheer England are responsible for the appointment of the national team managers and oversee the coordination of the national teams. We are currently awaiting further information from ICU on the postponement of the ICU World Cheerleading Championships due to Covid-19 and will communicate this to our managers and athletes as soon as we are informed.



With regards to what will happen if the competition is cancelled: we are currently working to establish the best possible outcome for our national teams, that honours the hard work of this season's athletes and coaches, while still ensuring the best possible outcome at the 2021 World Championships. We will shortly be speaking with this season's managers to finalise arrangements, before communicating with this season's athletes and coaches.

Establishing NGB membership – an update

Regional Rep Facebook groups

Regional Rep Facebook groups are now up and running as a way of communicating to potential membership (details of how to join are listed below). You can also register for our mailing list by emailing sportcheerengland@gmail.com. During the lockdown, we have limited access to our mailing list, so information at this time will mainly be communicated via the Facebook groups.



South East, South West, London Inclusive

www.facebook.com/groups/459220891606324/about/

Yorkshire and the Humber & North East

www.facebook.com/groups/657990011344030/

West Midlands and North West

www.facebook.com/groups/SCE.WestMidlandNorthWest/

East Midlands & East of England

www.facebook.com/groups/476465239809402/

Membership structure

The board have worked with a membership consultant to consider the most appropriate ways to offer membership and what membership might include. These considerations will be looked at again in more detail after the results of the national survey are produced.

National survey

The national survey has had responses from 259 programmes so far, but we are aware there are many more programmes, teams and after-school clubs that have not participated. Therefore, while the survey will not provide an accurate overview of cheerleading activity in England, it will certainly provide enough data to make considered choices about how membership is structured.

There is still time to complete the survey before it closes on the 15th May. Go to www.sportcheerengland.org to register your programme.

Sport England application update



At the beginning of March, SportCheer England Director Angela and Chair Joanna attended a meeting with Sport England at their head offices, to discuss SportCheer England's application for sport and national governing body recognition. The meeting was extremely positive, and many criteria have already been met, however, there is still work to be done, particularly on the establishment of an official membership. Formal membership will be the next step in the development of the NGB once

the survey results are back, and we hope to have more information with you on this in the coming months.

British Universities & Colleges Sport recognition update

We have met this month with a member of the BUCS board, to gain a better understanding of how Cheerleading can apply to become a recognised BUCS sport. We are now waiting on further meetings and documentation to take this forward.

Press, media and public engagement

Back in December, just after our last newsletter, 5 members of the *SportCheer England* board attended the Everything In Sport: Women's Edition conference in London. This high-profile event was attended by all the major sporting national governing bodies, and organisations from the world of sport, media and technology including FIFA, Sport England, World Athletics and the International Sports Press Association. *SportCheer England's* Chair Joanna spoke on a panel as part of the event. The conference was a fantastic networking opportunity and there are some exciting developments happening as a result of the conference, which we hope to share soon.



Since January, the advent of the Netflix docuseries *Cheer* has brought with it an increased press interest and interview requests for more information on cheerleading in England. *SportCheer England* has either contributed direct quotes and interviews, or provided stats and information to help fact check articles in the following publications over the last 3 months: The Guardian, The Times, The Daily Mail, BBC Sport, TalkSport Radio, The Face Magazine, BBC Radio Kent and Changing Education.