



Inclusive Cultures



Nothing else like sport has the power to bring people, societies and cultures together, and to help change lives for the better.

Everyone deserves to be a part of that.

Our mission is to create a fully inclusive experience for everyone in sport, with a principle focus on growing the diversity of people working and participating.

Although we specialise in the sport sector, we work with many corporate and private organisations too.

Come with us, and let's make a difference together!

Our expertise



Inclusive governance

Representation at the very top table, and diversity in decision making, are the keys to good governance and great leadership.



Inclusive workforce

An inclusive and diverse workforce, that truly represents the people and cultures you aim to engage, is the key to bringing EDI to life.

Inclusive workplaces

An inclusive organisation culture that has EDI embedded into daily life, is the key to support all colleagues to truly be themselves at work.



Inclusive experiences

Inclusive, welcoming, accessible, environments and experiences are the keys to successful outreach and engagement.



Who we are



After 10 years leading equality, diversity and inclusion best practice in the sport and physical activity sector, [Jamie Hooper](#) launched Inclusive Cultures in January 2021.

Jamie worked at different governing bodies of sport including [Swim England](#) and [Sport England](#), leading on equality and diversity across these organisations, working towards ensuring that everyone can take part.

Jamie has an intersectional expert knowledge of EDI, and has been at the forefront of LGBTQ+ and ethnic diversity participation in sport, setting the strategic direction for these areas in the UK.

Jamie has also been responsible for driving more inclusive cultures across the sport governance landscape, through his work leading the [Equality Standards for Sport](#), and supporting the implementation of the [Governance Code for Sport](#).

In 2022, alongside a fellow co-founder, Jamie launched the [Include Summit](#), the UK's number 1 equality, diversity and inclusion conference in sport.

Jamie also sits on a number of different organisation boards including as a Non-Exec Director of [Sport For Confidence](#), an Advisory Board Member of the [Black Swimming Association](#), and Vice President of the [Federation of Gay Games](#).

Jamie is a former international hockey umpire and was lucky enough to represent Wales at the 2018 Commonwealth Games in Gold Coast in Australia.

Our services

Governance and leadership

1. Expert advice on developing an inclusive and diverse board and leadership team.
2. Expert advice on increasing diversity in business decision making.
3. Writing, reviewing and equality impact assessing organisational strategies.
4. Development and review of EDI specific action plans and policies.
5. Expert support with achieving EDI sector standards.
6. Expert knowledge of good governance support tools.
7. Expert knowledge of wider strategies and policies likely to impact this area.

Workforce and workplace

1. Writing, reviewing and equality impact assessing internal policies.
2. Expert review of recruitment processes, procedures and strategies.
3. Expert advice on obtaining accurate data to better inform decision making.
4. Expertise on developing EDI business management and monitoring tools.
5. Support to embed EDI best practice in day to day work programmes.
6. Ensuring engagement of workforce in developing internal EDI best practice.
7. Training and education for workforce and leadership on EDI best practice.

Outreach and engagement

1. Expert review of current delivery projects and programmes.
2. Experts in developing specific EDI outreach projects and programmes.
3. Experts in redefining measures of success around EDI initiatives.
4. Experts in external workforce EDI engagement and education.
5. Engaging and developing relationships with key partners in the community.
6. Expert advice on developing an inclusive brand and comms strategy.
7. Support with EDI public affairs and external partner engagement.

Why work with us



- Inclusive Cultures is built on years of experience of sector leading equality, diversity and inclusion best practice across sport and physical activity.
- Our knowledge spans the entire sporting system from local level participation and engagement to board level governance.
- We specialise in driving inclusive culture change to create safe and supportive environments for those working and participating in sport.
- We are experts in achieving greater diverse representation, working towards ensuring the sport sector is reflective of the population.
- We are founded on expert knowledge of the intersectional experiences and challenges affecting those most in need of getting involved.
- We believe that people, and creating great experiences for them, should be at the very heart of all decision making, we are a human first organisation.

Our collaborations





Inclusive Cultures

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