



DIVERSITY. INCLUSION. ACTION PLAN



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OVERVIEW

Birmingham County Football Association (BCFA) is the governing body of football in Birmingham, the Black Country and Warwickshire. We are one of the largest county football associations in the country and oversee all aspects of the game within our FA defined football boundary.

We are responsible for promoting, governing and developing the game by providing the structure and support that enables players, coaches, volunteers and referees to participate and develop. Our utmost priority is that every participant within our 'region' is given the opportunity to participate and develop in a progressive, safe and enjoyable environment.

The people we support are diverse individuals and so are we. We aim to recruit and retain great people from a wide variety of backgrounds, not just because it's the right thing to do, but because it makes us stronger and wiser. However, our commitment isn't just to us - it's also to those we serve. Football is a diverse sport, which brings together communities and cultures from all backgrounds. This diversity has made the game better and stronger and it is vital we ensure this is reflected across all areas of the game and roles within the game. As the local governing body for football, we are responsible for setting standards and values that apply throughout the game, especially within grassroots football. Our national game belongs to and should be enjoyed by anyone who wants to participate in it and in whatever role or capacity they choose.



We continue to make considerable strides in realising our statutory obligations to pay due regard and to promote equality across the equality strands, which we can be proud of and encouraged by. However, to truly live and embed our commitment, we will commit to the following:

Leadership and Commitment

- A member of the board will be designated ED&I lead ensuring that our commitment to ED&I is at the forefront of all decisions and discussions
- Progress against key ED&I actions will be presented as a standing agenda item at all board meetings
- The Board, CEO and senior staff will demonstrate accountability and leadership for ED&I across the business
- All staff will contribute to our ED&I outcomes
- ED&I review findings will influence corporate decision-making, strategies, operational plans and risk management across the business



Data Insight & Delivery

- Improving our collection and use of FA/BCFA/Other equality data in line with GDPR. This will help us identify patterns of inequality, exclusion and unfairness. It will also help us to pinpoint the precise causes of any unfairness so decision on what can and should be done are made in a considered and informed way
- ED&I data audits will be undertaken annually and these will demonstrate increased return and engagement rates
- An ED&I Monitoring Report will be produced every year with comparisons against previous audits and clear recommendations for change
 - Audit findings will be discussed by the Board and used to inform the ED&I Strategy and/or annual operational plans
- A long-term ED&I Strategy to address under-representation (with strategic objectives, key deliverables and incremental long-term targets covering all business areas) will be developed. The Strategy will be discussed, approved and monitored by the Board
- Consultation through the Inclusion Advisory Group and other stakeholders will be used to shape the Strategy
- External frameworks, benchmarks and/or standards will be are used to inform and enhance the County FA's ED&I work
- An annual achievements report will be devised to showcases the County FA's EDI work
- Undertake or commission specific ED&I research to help shape the Strategy





Embedding Equality & Diversity

- All of our policies and procedures will be Equality Impact Assessed
- All Directors and staff will be offered extensive equality and diversity training and there will be increased knowledge and confidence levels amongst the Board and staff members to embed their ED&I knowledge within their BCFA roles as well as external roles
- We will develop a culture where ED&I is at the core of who we are and how we operate. Our clarity of thought and practice lived values will inspire a positive shift in attitudes and trust and behaviours in our local communities.
- ED&I Learning & Development will be embedded in corporate processes
- We will encourage and support our clubs and leagues, participants, partners and service providers to adopt similar equality, diversity and inclusion strategies.

We know that it is through valuing and respecting differences and by working together in unity, we can all continue to learn and thrive together for the common goal of an all-inclusive national game. By actively promoting equality diversity and inclusion, we will contribute to building vibrant, healthy and cohesive communities and relationships throughout our region where football can truly be FOR ALL.

CURRENT PICTURE

2,900,000

COUNTY FA POPULATION



65%



35%

77%

WHITE

13.3%

ASIAN

4.5%

BLACK

3.1%

MIXED

2.1%

OTHER

80.2%

OVER THE AGE
OF 18

24%

DISABILITY/
HEALTH CONDITION

4.8%

UNEMPLOYED

24%

LIVING IN INCOME
POVERTY

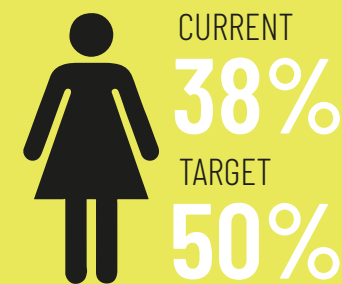
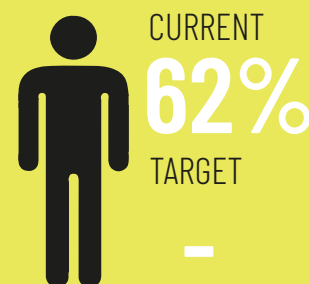
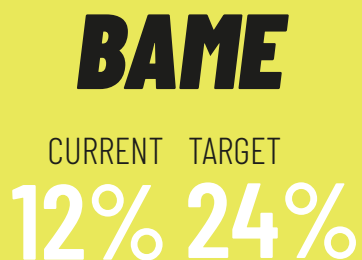
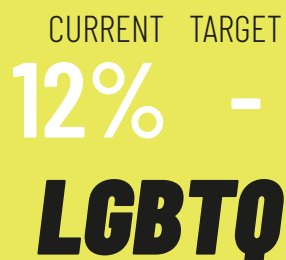
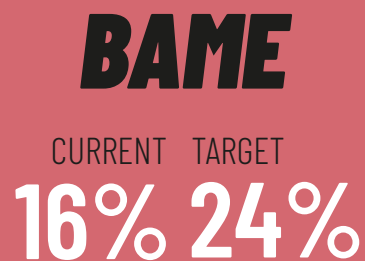
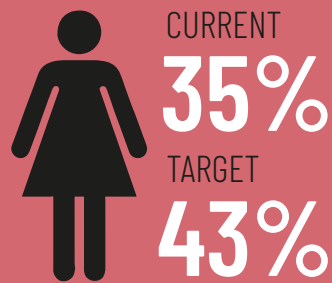
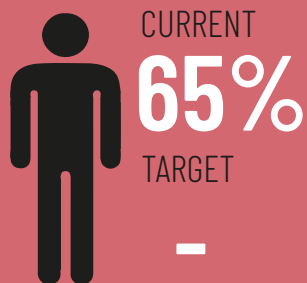
2%

LGBTQ

WHAT DO WE LOOK LIKE?

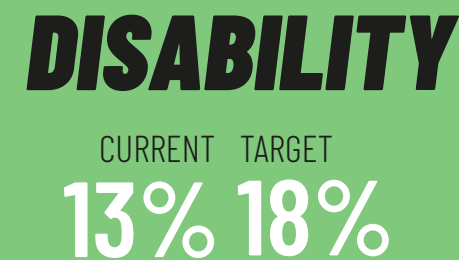
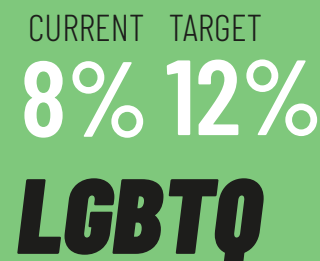
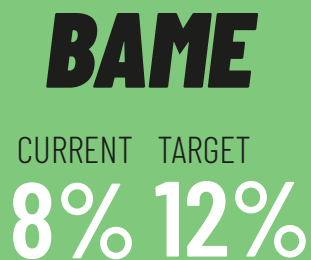
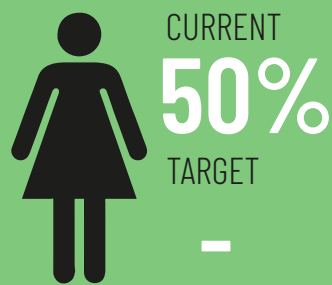
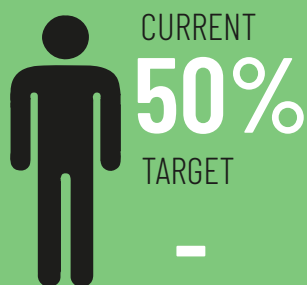


BOARD



TS

STAFF



Equality Standard – Intermediate Level Currently – Progress to the Advanced Level of Equality Standard
 FA Code of Governance – Pass



REFEREES

CURRENT TARGET
6% 8%
LGBTQ

BAME
CURRENT TARGET
12% 18%

CURRENT TARGET
92%
TARGET
-

CURRENT TARGET
5%
TARGET
10%

COACHES

CURRENT TARGET
90%
TARGET
-

CURRENT TARGET
7%
TARGET
10%

BAME
CURRENT TARGET
13% 18%

CURRENT TARGET
5% 8%
LGBTQ

DISABILITY
CURRENT TARGET
2% 5%



ACTION PLAN

INCREASE PARTICIPATION

LEADERSHIP & WORKFORCE

OUR ORGANISATION

GRASSROOTS FOOTBALL WORKFORCE

FOOTBALL SERVICES

INCREASE PARTICIPATION

We will continue to engage and interact with diverse communities to create sustainable participation opportunities across all formats of football

ACTION

Establish links with existing clubs to increase refugee football participation

Target area Coventry & Solihull

2 x small sided league

10 teams (5 teams minimum target in each league)

(Anticipate 100-110 players)

Create more participation opportunities for Muslim football players during Ramadan

Just Play Growth (ethnic minority/underrepresented community focus)

CONTEXT

Attempting to get more refugee communities involved in football

Allow for Muslim football players to play during the month of Ramadan

Create more recreational football opportunities for underrepresented groups

OUTCOME

Increased number of players from refugee communities playing football in the recreational pathway

3 x leagues/events networking opportunities in the wider communities - creating new partnerships to connect with existing FA programmes

Target areas Wolverhampton, Coventry & Solihull

Target 3 x small-sided league, Minimum 4 teams each league. 12 teams in total (Anticipate 70-80 players)

3 x new male Just Play centre's (ED&I)

ACTION

Grow the Weetabix Wildcats Providers across the County using gaps analysis

Grow the Squad Girl Providers across the County using gaps analysis

Increase the number of Female Snickers Just Play Centres to provide more recreational opportunities (Value to be confirmed)

Create a new female league

CONTEXT

Get more female players involved in recreational football from diverse communities

Increase female participation from diverse communities

Increase female participation from diverse communities

To have a better and more accessible geographic spread of girl's football

OUTCOME

Target 10 Overall (clubs, Uniformed groups)

£1k per centre

Support to grow TWO out of the 10 Weetabix Wildcats providers (ethnic minority/underrepresented community focus)

Target 10 clubs or organization to develop a squad centre

£1k per centre

Support to grow TWO of the 10 Squad Girls providers (ethnic minority/underrepresented community focus)

6 new Just Play centres (£300 each or £225)

Support the growth with TWO out the 6 Female FA Just Play Centres (ethnic minority/underrepresented community focus)

Tamworth Area as keen interest for Girls to play Sunday Football



ACTION

Work with FF GAM through the M&E Support Day process to target any female football opportunities at previously FF funded sites

Ensure participation opportunities are being maximised across the county and to be able to identify which projects need further support

Deliver Support Workshop with all existing facilities to promote and provide support around equal access for girls

Organise workshops in line with W&G FDO to help facilities update their development plans to ensure equal access for girls

Deliver projects to increase participation across disability football

3 x Comet Centres spread across the County FA area

8 x Recreational Centres

9 x Just Play Centres retained (6 new centres)

Continue to support competitions on the disability pathway to consolidate and grow membership

Sandwell PAN disability league

Birmingham Ability Counts League

BCFA Mental Health League

CONTEXT

Increase female participation from diverse communities by integrating football development activities into facility delivery plans

Ensuring that facilities are aware of what changes/adaptations need to be made to provide more inclusive facilities for female participation

To create an inclusive Youth recreational offer for Pan-Disability participants

To have an improved disability competition framework that engages with more players

OUTCOME

Increased female participation on FF funded sites

Increased knowledge and understanding of how to cater for the needs of female players to maximise participation

A better pathway from recreational disability football opportunities to mainstream competitions

Better informed leagues on how to recruit and retain member clubs



LEADERSHIP & WORKSHOP

We will promote, champion, and embed diversity and inclusion into the cultural fabric of the business by providing opportunities for all staff, directors, and leaders to acquire training and development to enhance ED&I competencies

ACTION

Embed mandatory ED&I section in all staff PDR's

Embed an ED&I training programme for all staff, SLT and Board

Review all ED&I data for staff, SLT and Board to create targets to make the business more diverse

CONTEXT

The responsibility for embedding ED&I is with all the staff

To have more knowledgeable staff who have a better understanding of ED&I

Have a clear understanding of what areas require targeted recruitment and positive action

OUTCOME

All staff understand their responsibilities in relation to making football for all

Better trained staff who have more knowledge on ED&I in relation to their role

Increase diversity across the business and have a representative, skilled and diverse workforce

OUR ORGANISATION

We will continue to make advancements in ED&I across all areas of the business to ensure football is FOR ALL

ACTION

Develop and sign off a people Strategy including recruitment and retention and staff benefits - include elements of State of Play results and Staff survey feedback

*Deliver a fully functioning IAG
Deliver 1 x community roadshow to increase awareness of the CFA DIAP
Embed an IAG ED&I award into the grassroots awards to recognize excellent work across ED&I
Ensure that there is youth representation on IAG via Aspiring Young Leaders Programme*

Continue to work towards the Code of Governance, the Equality Standard and embed the new FA Anti-Discrimination Standard

Systematically review and impact assess all policies and procedures and create a policy tracker

CONTEXT

Create a stronger diverse, skilled workforce that can lead the business into the future

To be accountable for all aspects relating to D&I and to ensure that there is consistent checks and challenges to what the business is doing in relation to Diversity and Inclusion

To be compliant with FA requirements for funding and create a more sustainable business infrastructure

To ensure that the business is compliant with legislation and protects its integrity and staff

OUTCOME

Create an improved internal culture that is aligned to the vision and values of the business

A more inclusive Business and Operational plan that has been put together through improved communications with the wider football community

To have a better performing business that is not overly reliant on FA funding with increased diversified revenue streams

All policies are legally compliant

GRASSROOTS FOOTBALL WORKFORCE

We will create a skilled, diverse, and high performing grassroots football workforce which will be representative of the communities they serve

ACTION

To try and get the 3 Leagues currently meeting % of Teams threshold (CWYFL, Sandwell PAN and Midland Football League RFL) to apply for England Football Accreditation

Start working with the Central Birmingham Youth Development League to increase the % of Teams playing in the League from Accredited Clubs

Provide a bursary for new D&I coaches to complete the I2CF

Increase the number of female volunteers within clubs

CONTEXT

We want to create competitions that are sustainable for people with protected characteristics

To raise the standard of football provided by the clubs, including creating a safe and fun environment. This will also support us to further accredit the league

*Support the development of new coaches from ethnic diverse backgrounds
Support the recruitment of new coaches for youth teams playing affiliated football*

To increase opportunities for Female Coaches to get involved in a journey to become a role model in the women's game

OUTCOME

Increased percentage of EFA Leagues that are better prepared to engage with their communities and better run allowing for long term sustainable provision

Create a competition which is better equipped to engage with and serve the communities it has been created for

20 new coaches supported x £50

To achieve a more representative volunteer workforce



ACTION

Deliver isolated referee course to support learners from D&I and underrepresented communities

Deliver the FA Disability Football Refereeing Workshop

Create a support group for 5 different cohorts of volunteers, in Coventry and Warwickshire

- 1) Volunteers under 25*
- 2) Volunteers from Diverse backgrounds*
- 3) New qualified Coaches*
- 4) Business professionals*
- 5) Retirees*

Work with Community Champions to recruit and engage with new volunteers. recruit a volunteer under the age of 25 to work alongside community champion in Coventry and Warwickshire, giving the community champion the ability to mentor a new volunteer closely, as well as the volunteer exploring a programme within the FA.

CONTEXT

To support the development of new referees from ethnic diverse backgrounds, which will also support referee recruitment and retention for our D&I programmes including the Central Birmingham Community Development League

To create more inclusive opportunities for participants to referee in the Disability pathway

To engage more volunteers through positive action across targeted groups

OUTCOME

Create opportunities for people from minoritized communities to access courses

To have better and qualified referees who can officiate in the disability pathway

To have a more representative volunteer workforce that can support local delivery



FOOTBALL SERVICES

We will work with diverse communities to help them increase their understanding of football services and governance, increasing better opportunities for positive contact and consultation

ACTION

Create specific campaigns and support programmes aimed at increasing involvement from underrepresented groups i.e. LGBT & Q Community

Create resources better explaining FA Disciplinary processes

Support participants to report discrimination and understand protocols

Support Football Development staff with ongoing campaigns, including coach education, refereeing, disability, facilities & investment, women & girls, EDI, etc

CONTEXT

Create more engagement with underrepresented groups

Increase accessibility for diverse communities to better understand FA rules and regulations

Create reporting protocols and support to match officials

Create a powerful narrative and convey effective messages to the consumer market

OUTCOME

More people from LGBT & Q communities involved in local grass roots football

People from diverse communities better understand the rules and regulations which are there to protect them

Increased discrimination reporting

An increased engagement and interaction with the BCFA brand from diverse communities

