



DIVERSITY AND INCLUSION STRATEGY

Cambridgeshire FA Equality and Diversity Action Plan

INTRODUCTION



At Cambridgeshire Football Association we are committed to fostering an inclusive environment that reflects the diverse communities we serve. As part of our ongoing commitment to diversity and inclusion, the board will continue to maintain an Equality, Diversity, and Inclusion (EDI) committee. The chair of this committee will hold a position on the board, ensuring that EDI considerations remain central to our governance and decision-making processes.

Our strategy includes achieving greater diversity across all levels of our organisation, including the board, council, and staff. We recognise that diversity encompasses a broad spectrum of identities, including but not limited to gender, disability, race, ethnicity, LGBTQ+, and socio-economic backgrounds.

In addition to this top-level strategy, we have developed a comprehensive four-year Diversity and Inclusion Action Plan to guide our implementation efforts. This plan outlines specific objectives, initiatives, timelines, and responsible parties to help us achieve our diversity and inclusion goals effectively and efficiently.

Through the collective commitment and action outlined in our strategy and action plan, we will create a workplace where everyone feels valued, respected, and empowered to contribute their unique perspectives and talents towards our shared mission.

Together, we will build a stronger, more inclusive Cambridgeshire Football Association that reflects the diversity of our community.

KEY COMPONENTS OF OUR STRATEGY



Setting Targets Based on Census Data:

We will adopt targets for board representation relative to the 2021 census data for our county. This data, included as an appendix to our Diversity and Inclusion Action Plan, serves as our targets. It will guide our efforts in achieving equitable representation across all dimensions of diversity.

Gender Diversity:

Acknowledging the current underrepresentation of females on our board, we aspire to achieve a minimum of 30% female representation. Through targeted initiatives and recruitment strategies, we will work towards achieving this goal while ensuring equal opportunities for all genders.

Identifying and Removing Barriers:

We are committed to identifying and removing barriers to representation and inclusion within our organisation. This includes conducting regular assessments to identify areas for improvement, implementing inclusive policies and practices, and providing training and resources to promote diversity awareness and cultural competence among our staff and leadership.

Promoting Intersectionality:

We recognise the intersectionality of identities and the unique challenges faced by individuals who hold multiple marginalised identities. Our approach will be intersectional, ensuring that our efforts to promote diversity and inclusion are inclusive of all individuals, regardless of their overlapping identities.

KEY COMPONENTS OF OUR STRATEGY



Collaboration and Engagement:

We will actively engage with our stakeholders, including employees, members, and the broader community, to foster a culture of inclusion and belonging. By listening to diverse perspectives and involving stakeholders in decision-making processes, we will create a more inclusive and representative organisation.

Measuring Progress and Accountability:

We will regularly monitor and evaluate our progress towards achieving our diversity and inclusion goals. By tracking key metrics and holding ourselves accountable, we will ensure transparency and continuous improvement in our efforts to build a more diverse and inclusive organisation.

TARGETS

Setting Targets Based on Census Data

We will adopt targets for our leadership relative to the 2021 census data for our county:

Minority Ethnic Groups: 6.87%

Disability: 16.73% (This includes people recognised as disabled under the disability act whose day-to-day activities are limited both a lot and a little.)

Gender Diversity: Female 51%, Male 49%. Acknowledging the current underrepresentation of females on our board, we aspire to achieve a minimum of 30% female representation on the board.



- 1. BOARD AND COUNCIL**
- 2. EDUCATION AND TRAINING**
- 3. DIVERSITY OF PARTICIPANTS**
- 4. MARKETING AND COMMUNICATION**



BOARD AND COUNCIL

Objective:

Increase diversity on board and council



AUDIT CURRENT DEMOGRAPHICS OF BOARD/COUNCIL, VERSUS LOCAL POPULATION

Conduct a Comprehensive Diversity Assessment

Conduct thorough analysis of the current composition of the county football association Board and Council, considering factors such as gender, ethnicity, age, disability, and socio-economic background.

Identify areas where representation gaps exist and use data to identify and address underrepresentation



TRAINING FOR CURRENT AND NEW MEMBERS

Provide Diversity and Inclusion Training.

Mandate diversity and inclusion training for current and potential board/council members to enhance awareness, sensitivity, and understanding of diverse perspectives.

Foster a culture of inclusivity by promoting open dialogue and addressing unconscious biases.

This training should be an ongoing initiative to continually promote diversity and inclusion within the association.



MENTORSHIP AND LEADERSHIP DEVELOPMENT PROGRAMS

Identify and engage with mentorship programmes (Youth Development Group/Kick it Out – Raise your Game/ UCFB) to support individuals from underrepresented groups in gaining insights, skills, and opportunities to pursue leadership roles within the county football association.



EQUALITY IMPACT ASSESSMENTS

Review and update association policies to ensure they are inclusive and do not inadvertently create barriers to participation.

Implement practices that promote a welcoming environment for all individuals, including flexible meeting times, accessibility accommodations, and language support.



STRENGTHEN COMMUNITY ENGAGEMENT

Enhance communication and collaboration with leaders/gate keepers of local communities to build trust and understanding and to ensure the board/council is responsive to the needs and concerns of the broader community.



MONITOR AND REPORT PROGRESS

Design and implement a robust system, with input on measures from the community, for monitoring and reporting on the progress of diversity and inclusion initiatives within the county football association board/council.

Regularly assess the composition of the board/council, track the success of recruitment efforts, and evaluate the impact of diversity and inclusion programmes.

Transparently share progress reports with stakeholders to maintain accountability and demonstrate commitment. Monitor and Report Progress



CELEBRATE DIVERSITY AND INCLUSION ACHIEVEMENTS

See also objective 4.

Recognise and celebrate achievements related to diversity and inclusion within the county football association.

Highlight success stories, share best practices, and use positive reinforcement to encourage a continued commitment to fostering a diverse and inclusive board/council that reflects the richness of the local community.



MANDATORY TRAINING/CODES OF CONDUCT

Map out prescribed Diversity and Inclusion Training for board and council.

Mandate diversity and inclusion training for current and potential board members to enhance awareness, sensitivity, and understanding of diverse perspectives.

Foster a culture of inclusivity by promoting open dialogue and addressing unconscious biases. This training should be an ongoing initiative to continually promote diversity and inclusion within the association.



STAFF TRAINING

Map out prescribed training for staff to include at least one externally delivered session per year. This should also include identification of specific EDI areas related to delivery priorities.

Ensure that all staff, undergo comprehensive training on Equality, Diversity, and Inclusion (EDI) topics.

Utilise The FA Training Ground for modules on EDI, Equality in the workplace, and unconscious bias.

Identify areas of EDI for additional staff training in addition to the priority areas we are largely working on. This may include faith, LGBTQ.



CLUB COMMITMENT TO EDI

Encourage clubs to sign up for initiatives such as the Kick it Out Charter and the Football Leadership and Diversity Code.

Provide resources and support to help clubs create and implement their own EDI action plans. Recognise and celebrate clubs that demonstrate a commitment to fostering inclusive environments.

Utilise census data and support clubs to engage with volunteers and players from diverse communities within their locality.



REFEREE AND COACH EDI EDUCATION

Implement EDI training/forums for referees and coaches, addressing topics such as fair play, respectful communication, and inclusivity.

Foster an environment where referees and coaches actively promote diversity and inclusion within their respective roles.

Use census data to identify priorities for education.



UTILISE ROLE MODELS

Actively seek input from diverse stakeholders, including fans, players, coaches, and local organisations.

DIVERSITY OF PARTICIPANTS



RESEARCH AND ANALYTIC APPROACH

Examine the local demographic and census data, then compare it to the CFAs EDI demographic for a comprehensive analysis.

Pinpoint target groups to engage with and support football in all the following roles players, coaches, referees and volunteers.

Set internal targets for each of the above for female, disability, lower socio-economic areas, and ethnic diversity.

Identify key barriers preventing diverse participation in football. Exploring and learning from good practice from other county FAs initiatives



COMMUNITY ENGAGEMENT

Establish partnerships with local community organisations, schools, religious institutions, and cultural centres to engage with diverse communities.

Organise outreach programs, including recreational/competitive opportunities and workshops, targeting underrepresented groups including female, disability, lower socio economic areas, and ethnic diversity.

Develop diversity and inclusion training programs for coaches, referees, and volunteers. Emphasising cultural competency and sensitivity.



COMMUNITY ENGAGEMENT

Signpost individuals to FA grants to support with financial assistance for individuals from marginalised communities to access coaching or referee courses.

Provide resources and support networks for diverse coaches and referees to enhance their skills and confidence



MENTORSHIP AND SUPPORT

Establish mentorship programs pairing experienced coaches and referees with individuals from diverse backgrounds.

Provide ongoing support and guidance to participants, addressing any challenges they may face in their football journey.

Create safe spaces for dialogue and feedback to ensure inclusivity and respect within the football community.

Creation of an EDI forum to showcase and highlight good practice or barriers within their diverse community.



ACCESSIBILITY AND FACILITIES

Improve accessibility to football facilities by addressing transportation barriers and ensuring facilities are compliant with the Equality Act 2013.

Develop partnerships with local councils and organisations to secure funding for facility upgrades and maintenance.

Encourage the promotion of facilities that embrace inclusive policies to ensure the inclusion of transgender individuals.



EVALUATION AND CONTINUOUS IMPROVEMENT

Implement regular surveys and feedback mechanisms to assess the effectiveness of diversity initiatives and identify areas for improvement.

Monitor participation rates and demographic data to track progress towards diversity goals.

Adapt strategies based on feedback and emerging trends to ensure ongoing relevance and impact, linking to marketing (priority 1)

Utilise the Moving to Inclusion Framework to self-reflect and consider areas of strength and areas for improvement. This, along with progress against all areas of the plan will be used annually to review and update the plan

MARKETING AND COMMUNICATION

Objective:

Develop and implement a comprehensive marketing and communication strategy to promote and champion equality and diversity initiatives within the county football association, fostering an inclusive and welcoming environment for participants, stakeholders, and the broader community



REVIEW, DEVELOP AND EMBED THE EQUALITY POLICY AND OTHER POLICIES.

Review and update the policy outlining the commitment to equality and diversity.

Clearly communicate the principles and consequences for non-compliance.

Embed EDI across all committee agendas



STAKEHOLDER ENGAGEMENT

Collaborate with local community and educational organisations to promote diversity in football.

Organise events that celebrate cultural and community diversity, such as cultural heritage months, pride events, and inclusivity-themed matches.

Forge partnerships with organisations that specialise in diversity and inclusion.

Leverage collective efforts to amplify the impact of initiatives.



IMPLEMENT A ROBUST COMMUNICATION STRATEGY

Develop a compelling narrative around the commitment to diversity and inclusion.

Utilise various communication channels, including social media, newsletters, and press releases.

Utilise the FA EDI calendar to select key events/holidays to celebrate.

Identify areas of EDI for additional social media posts in addition to the priority areas we are largely working on. This may include faith, LGBTQ.



HIGHLIGHT SUCCESS STORIES

Share success stories of individuals/groups/teams who have benefited from the inclusive programs.

Spotlights - Showcase role models, ambassadors and groups who embody the values of equality and diversity.

Raise the profile of the EDI committee work and memberships via social media and website.



RESOURCES BANK

Resources are accessible through website and FDO support for people to find further information/education (linked to priority 2)



ENGLAND
FOOTBALL