

Equality, Diversity & Inclusion Strategy and Action Plan

2024-28



PURPOSE

Mark Frost, Chairman Huntingdonshire FA

“We are delighted to share the Huntingdonshire FA’s Equality, Diversity and Inclusion Strategy and Action Plan. The plan sets out the strategic journey we as the Huntingdonshire FA are on to drive forward ED&I across all our local footballing community. We intend to build on the strong foundations currently established to ensure that all our region’s communities have a platform to have a voice and be heard, share their thoughts and ideas, and be an integral part of Football landscape regardless of their backgrounds”



STRATEGIC PRIORITIES

COMMERCIAL – Building strong relationships with our community.

GRASSROOTS FOOTBALL – Making football a game for all in the greater community, endorsing our commitment to improve and develop further and ensure our strategy for the future is sound.

RUNNING THE BUSINESS – Creating a positive environment where our people thrive, have a voice and be heard.



STRATEGIC DRIVERS

Data, Insights and Community Engagement – Using existing information, understanding, and community engagement to ensure future projects are geared to satisfy specific community needs.

Diverse Partnerships – Engaging new and diverse partnerships to support our strategic plan.

Equal Opportunities – Ensuring participation is available, accessible and attainable for all.

Inclusive Communications – Ensuring all communications are inclusive across all levels of the **game**.

Network of Allies – Developing a successful network of participation partners within the football community and the workforce.

Positive Culture – Developing an environment where diverse ideas, knowledge and experiences are encouraged and prosper.

Representation – Ensuring all groups feel a sense of belonging both on and off the pitch.

Safer & Inclusive Recruitment – Regulating our recruitment practices in line with our Safer & Inclusive Recruitment Policy to promote the wider demographic diversity of our workforce.

Tackling Discrimination – Ensuring a ‘Front Foot’ and proactive approach to tackling all discrimination is delivered.



OUR GOAL BY 2028

Increased participation from diverse and multi-cultural backgrounds.

Encourage and promote the reporting of incidents of discrimination to Huntingdonshire FA.

Improve understanding of the demographic profile of our workforce and the greater football community.

Diversified workforce with more women and ethnic minorities represented on the Huntingdonshire FA Board of Directors and Staff.

Projects delivered by Huntingdonshire FA are informed and steered by consultation, data and insights, and are consistently embedded within the community.

Our workforce fosters a positive environment where diverse thoughts and experiences are both encouraged and welcomed.



MEASURING SUCCESS

Each strategic priority has one key performance indicator (KPI) associated with a series of development measures that are both quantitative and qualitative. Delivering against our development measures should put us in a good position to meet our KPIs.

A) GRASSROOTS FOOTBALL – MAKING FOOTBALL A GAME FOR ALL

1) Key Performance Indicator:

Better understanding of who our football community is with more individuals completing the FA's EDI Survey, including:

- **60% of coaches**
- **60% of referees**
- **50% of club officials**
- **20% of players**



1) Development Measures:

A) 50% of schools in Huntingdonshire to offer equal opportunities for girls by 2028.

· Measured by how many primary and secondary schools are part of the Barclays Girls' Football School partnership.

B) Deliver 2 EDI coach development opportunities each season.

· Measured by instances of engagement (1 coach attending an EDI workshop= 1 instance of engagement).

C) Engage 20 new coaches from underrepresented backgrounds by 2028.

· Measured by number of individuals who complete the 'FA Playmaker' or 'Introduction to Coaching' course and begin their coaching journey. This could include female, disabled and ethnically diverse coaches, or coaches from a religious background.

D) Engage 20 new referees from underrepresented backgrounds by 2028.

· Measured by the number of individuals who complete the FA Referee course and begin their refereeing journey. This could include female, disabled and ethnically diverse referees, or referees from religious backgrounds.



E) Engage 20 new volunteers from underrepresented backgrounds by 2028.

·Measured by the number of individuals who attend the 'Stepping over the Sidelines' workshop and volunteer in a grassroots football club or league. This could include female, disabled and ethnically diverse volunteers, or volunteers from religious backgrounds.

F) Support LGBTQ+ individuals to be active by providing resources, training, and guidance to clubs and promoting the growth of LGBTQ+ friendly clubs countywide by 2028.

·Measured by the number of clubs who have accessed the resources and training.

·Measured by the increase in participation rates for LGBTQ+ individuals.

G) Support neurodiverse individuals to be active by providing resources, training, and guidance to clubs and promoting the growth of neurodiverse- friendly clubs countywide by 2028.

Measured by the number of clubs who have accessed the resources and training. Measured by the increase in participation rates for neurodiverse individuals



B) BUILDING STRONG RELATIONSHIPS WITH OUR COMMUNITY

1) Key Performance Indicator:

- a) Trust in our reporting system has increased as evidenced by: A 25% increase in the number of alleged discrimination incidents reported to the Huntingdonshire FA

2) Development Measures:

- a) Deliver 4 EDI Community Events by 2028.
- b) Deliver 4 Community Engagement workshops to support the Football Foundation's community engagement toolkit by 2028.

C) RUNNING THE BUSINESS – OUR PEOPLE THRIVE IN A POSITIVE ENVIRONMENT

1) Key Performance Indicator:

The diversity of the Board of Directors and the Senior Staff is improving, with its membership being at a minimum:

- a) 30% female
- b) 15% from ethnically underrepresented backgrounds

2) Development Measure:

- a) Increased diversity on the Inclusion Advisory Group, and the Board by 2028:
Measured via an annual EDI data monitoring survey
- b) Have an EDI lead on the Youth Network by 2026.
- c) Meet the FA EDI Standard by 2028.



MONITORING

The EDI Strategy is owned by the Board of Directors, delivered by the Inclusion Advisory Group supported where requested, by the Executive. Quarterly and annual updates on the progress made against this strategy will be provided to the Board of Directors by the Board Representative of the Inclusion Advisory Group.

ACTION PLAN

Our EDI Strategy is accompanied by an Action Plan that details the different actions that we will take to meet our KPIs and reach our goals by 2028. The EDI Action Plan is updated quarterly and refreshed every season in line with the Huntingdonshire FA Operational Plan. The Board is responsible for monitoring tracking progress against the EDI Action Plan and the IAG supports through monitoring and challenging progress against the plan.



Strategic Priority	Actions	Strategic Driver(s)	Progress / Comment	Former RAG	Current RAG
GRASSROOTS FOOTBALL	PLAYING (MALE, FEMALE & DISABILITY PATHWAYS)				
	Promote and develop in conjunction with relevant Leagues a summer provision, for Youth engagement	Equal Opportunities Data, Insights & CE			
	Audit the footballing activities/participation on offer to girls in primary and secondary schools (data obtained through the Youth Sport Trust).	Equal Opportunities Data, Insights & CE			



	Deliver flexible football events under the Positive Play banner for people with mental health issues, refugees, and other communities who cannot easily access main-stream football.	Equal Opportunities Inclusive Communications Representation			
	Develop grow the <u>Walk, Talk & Play</u> programme in Huntingdonshire FA supporting under-represented women aged 55+ introduced to walking football.	Representation Equal Opportunities Tackling Discrimination Diverse Partnerships			
	WORKFORCE (VOLUNTEERS, COACHES AND REFEREES)				
	Develop Diversity Workshops covering themes such as: <ul style="list-style-type: none"> • Faith • Period & Menopause • Hate Crime • Neurodiversity • Anti-Racism • LGBTQ+ awareness 	Representation Network of Allies Positive Culture Inclusive Communications			
	Develop the Football <u>For</u> Better Minds project by supporting Mental Health Champions to play a more active role in their club or league and wider community	Positive Culture Network of Allies Representation Equal Opportunities			
	Deliver 1 'Stepping Over the Sidelines' programme to a cohort of ethnically diverse and female coaches.	Representation Equal Opportunities			
Signpost eligible individuals to the Fully Funded Places programme and signpost them to the EDI and W&G 'Stepping Over the Sidelines' workshops.	Representation Equal Opportunities				
	Recruit and train 2 or more women from under-represented backgrounds to become coaches.	Representation Equal Opportunities			



GRASSROOTS FOOTBALL	Promote the FA Playmaker and Disability Football introduction e- module.	Representation Equal Opportunities			
	Deliver 2 female only CPD workshops for female coaches.	Representation Equal Opportunities Tackling Discrimination			
	Deliver 2 disability CPD workshops for the Huntingdonshire coaching community.	Representation Equal Opportunities Tackling Discrimination			
	LEAGUES & CLUBS				
	Work with the Pan Disability League to support individuals through the Disability coaching and referee pathway.	Representation Equal Opportunities Network of Allies			
	Develop a deliver a Mentoring Scheme to target female and underrepresented communities.	Representation Equal Opportunities Network of Allies			
	Develop a working group to support neuro diverse activities within Clubs and Leagues	Equal Opportunities Network of Allies Inclusive Communications Data, Insights & CE			
GRASSROOTS FOOTBALL	Promote the Bimonthly Huntingdonshire FA newsletter and incorporate elements of the EDI Strategy into each newsletter.	Equal Opportunities Inclusive Communications Network of Allies			
COMMUNICATIONS & PARTNERSHIPS					



COMMERCIAL	Develop campaigns for specific EDI celebrations such as Lunar New Year, Autism Awareness Week, Rainbow Laces, Unite for Access, and Women's History Month.	Data, Insights & CE Tackling Discrimination Representation Inclusive Communications			
	Strategic delivery of disability football to ensure future full player growth and inclusion.	Inclusive Communications Representation Equal Opportunities			
	Pilot weeks of awareness on Para-Talent opportunities and Disability recreational opportunities.	Inclusive Communication Representation			
	HUNTINGDONSHIRE FA FACILITY PLANNING				
	Newley activated projects ensure that the community engagement is essential to its development and promote the use of the Foundations Community Engagement toolkit	Equal Opportunities Data, Insights, and Community Engagement			
	Deliver a minimum of 2 Facilities Community Engagement workshops per season to support new applications.	Data, Insights & CE Equal Opportunities			
	Ensure that the facility needs of Women and Girls and Disability football are factored into all Local Football Facility Plans (FFP's) highlighting growth areas.	Equal Opportunities			
Identify existing Football Foundation funded projects that could be targeted to provide greater access to girls via the Football Foundation support day process.	Equal Opportunities				
COMMUNITY LINKS					
	Develop a Community Annual Event Support the IAG's annual EDI community event.	Data, Insights & CE Equal Opportunities Positive Culture Network of Allies			



COMMERCIAL	To liaise with the CPS <u>Cambridgeshire</u> Hate Crime & Violence Against Women & Girls Local Scrutiny and Inclusion Panel.	Data, Insights & CE Tackling Discrimination			
	Work with the Social Inclusion Partnership and the Health Inequalities subgroup, support the Live Longer Better programme (or similar) and deliver the Walk, Talk and Play programme.	Data, Insights & CE Equal Opportunities			
	Work with the Huntingdonshire Council and relevant partnerships to support our work around neurodiversity.	Data, Insights & CE Equal Opportunities Tackling Discrimination			
RUNNING THE BUSINESS	RECRUITMENT				
	Advertise job applications on specialist websites such as Women in Sport, Kick it Out, Women on Board, Football Leadership Diversity Code (FLDC). The recruitment EDI monitoring form should show that there's been an increase in the diversity of the candidates applying work with us .				
	Research funding opportunities to recruit an EDI and CE Apprentice to support the EDI Strategy.	Representation Equal Opportunities Safer & Inclusive Recruitment			
	Develop an EDI Induction for new staff. All new staff members must complete their EDI induction within 3 months of joining Huntingdonshire FA and complete their general EDI training within 6 months.	Safer & Inclusive Recruitment Network of Allies Positive Culture			
	POSITIVE CULTURE				
Ensure that menopause, pregnancy, baby loss, periods, and women's health have clear policies that are regularly evaluated and updated	Positive Culture Network of Allies Safer & Inclusive Recruitment				



	Diversify Huntingdonshire FA's Board of Directors. Explore the Race at Work charter and the Disability Confident Employer scheme to attract more diverse applicants.	Safer&Inclusive Recruitment Representation Positive Culture			
	Finalise and publish the HuntingdonshireFA EDI Strategy for the 2024-28 seasons.	Positive Culture Representation Safer&Inclusive Recruitment Equal Opportunities Inclusive Communications			
	Recruit a Youth EDI member ensuring they are an integral part of the IAG Committee and that the IAG is benefiting from the insights of the Youth input.	Positive Culture Representation Equal Opportunities			
	GOVERNANCE				
	Continue to roll-out the Huntingdonshire FA EDI Training plan. All staff must complete the FA's EDI playlist on the training ground.	Tackling Discrimination Positive Culture Network of Allies Representation			
	Create Autism Ambassadors in our workplace whilst support staff members who are neurodiverse.	Tackling Discrimination Network of Allies Safer& Inclusive Recruitment			
	Publish annual discrimination report on the HuntingdonshireFA website, monitor and evaluate.	Tackling Discrimination			
	TACKLING DISCRIMINATION				
Devise effective campaigns to promote more people to complete the FA's EDI Survey to ensure that we have a greater understanding of the demographic profile of those who play, coach, referee, and volunteer in Huntingdonshire.	Inclusive Communications Data, Insights & CE				



	Work with Energise Me and Sport England to gain a better understanding of the barriers that prevent people from being active.	Data, Insights & CE Equal Opportunities		
	Collect and analyze the annual monitoring form looking at the demographic profile of our workforce, IAG, SMT, and Board of Directors. Compare the data against previous years and ensure that we are moving towards meeting our KPI.	Data, Insights & CE		
	Collate and evaluate the continuous data monitoring form looking at the demographic profile of candidates who apply for roles at Huntingdonshire FA. Compare the data with previous years and ensure that we are moving towards meeting our KPI.	Data, Insights & CE Safer & Inclusive Recruitment		
	Write an annual data report submitting it to the Board of Directors and the IAG Committee to highlight what our workforce's and community's EDI Data is and whether we are on course to complete our KPI. This will then be reviewed to ensure that the journey is continued and updated. This will then assure progression and closer future ties with local communities.	Data, Insights & CE Safer & Inclusive Recruitment Representation		

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Document Reviewed: February 2025 by -

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Marina Howlett, Council Member and Director of Huntingdonshire FA

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