



Equality, Diversity and Inclusion Action Plan

Jersey Football Association
2025 – 2028

PURPOSE

The Jersey FA's purpose is to: Inspire positive change through football – by uniting our community, tackling inequalities and improving the health of our island

VISION

The vision of this Equality, Diversity and Inclusion Action Plan is: To ensure that football is welcoming, inclusive and accessible for everyone across Jersey. We are determined to challenge any perceptions and barriers that get in the way of progress. We aim to be representative of the diversity of Jersey and reflect that diversity within the football community

INTRODUCTION

In October 2024, the Jersey Football Association launched its four-year business strategy, including five strategic priority pillars and three key strategic drivers to help us fulfil our ambitions.



The strategy re-affirms the Jersey Football Association's commitment to promoting and embedding equality, diversity and inclusion (EDI) throughout all areas of our work. Amongst the stated objectives, are:

- Creating more opportunities to play safe, inclusive, casual football
- Delivering safe and inclusive environments for women and girls to thrive
 - Creating inclusive and accessible facilities
- Improving the diversity of the referee and coaching workforce
 - Improving the diversity of those running the game

Significant targets in relation to EDI include an ambition for **75% of clubs to have a women's or girls' team by 2028**, and for the Jersey FA to become **the leading charity in the island in reducing social isolation**.

The Business Strategy was produced following consultation with the Jersey FA's Equality, Diversity & Inclusion Committee.

This Equality, Diversity and Inclusion Action Plan draws upon significant data and evidence, captured through a variety of sources and methodologies.

- The Jersey FA Staff “State of Play” Survey – 2024
 - The JFA Board Tracker Smartsheet
- PowerBI data provided by the Football Association
- Information provided by participants via FA surveying (sample of around 300 participants)

This data has allowed us to identify priorities for the next four years, to coincide with the period of the Business Strategy.

The Action Plan will:

- Ensure all aspects relating to the everyday business of the Association is fair, accessible, and equitable
- Work towards eliminating all forms of discrimination, harassment and other conduct prohibited by the Discrimination (Jersey) Law 2013
 - Reach out to wider audience to grow our game, particularly in areas of under-representation

This Plan is endorsed by the Jersey FA Board, the Chief Executive Officer, and the Jersey Equality, Diversity and Inclusion Group. The plan will be delivered by the professional staff of the Association, in conjunction with the local football community, and will be monitored and reviewed by the Jersey Equality, Diversity and Inclusion Group (JEDI).

Overall accountability for this Plan is held by the Board of Directors of the Jersey FA. Andrew Moon is the Jersey FA’s EDI Director and Chair of JEDI.



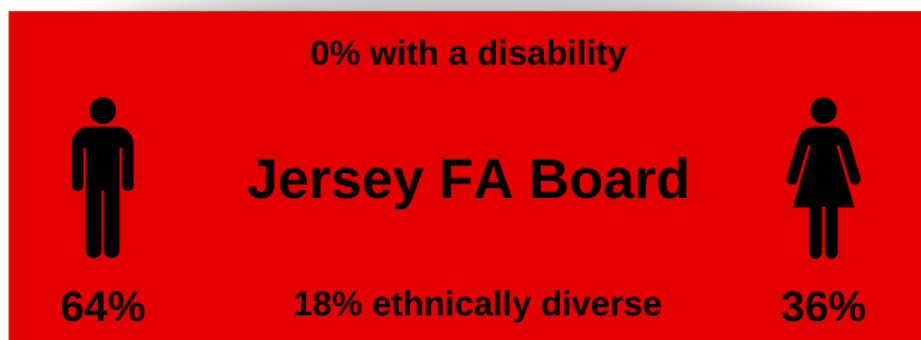
Embedding Equality and Diversity

- All our policies and procedures will be Equality Impact Assessed, with review by the Jersey FA's Equality, Diversity and Inclusion Group (JEDI)
 - We will ensure all colleagues are familiar with the Jersey FA's Equality, Diversity and Inclusion Policy, which is published on jerseyfa.com
 - All Directors and staff will be offered extensive equality and diversity training
- We will encourage and support our clubs, participants, partners and service providers to adopt similar equality, diversity and inclusion strategies
 - We will champion "Football For All" at all opportunities
- All vacancies will continue to be advertised with equality, diversity and inclusion in mind, with clear messaging encouraging applicants from all backgrounds
- We will endeavour to remove barriers to participation, keeping cost for Jersey FA services as low as possible





What do we look like?



Actions: Creating more opportunities to play safe, inclusive, casual football

- 96% of players are heterosexual
- 9 out of 10 players in Jersey are White British
- Jersey Learning Disabilities Football Club is the **only** affiliated disability team

Core EDI actions	Timescales	Lead Officer	Measurables
Develop a new small-sided competition offer for teenage players.	By summer of 2026	FDM	New small-sided competition to be created to include at least five teams.
Ensure rainbow laces campaign is promoted to demonstrate inclusivity of our sport, while using case studies to highlight "Football for All" philosophy.	Annually	FDM	Reduction in homophobic-related reports. Growth in non-straight players.
Expand the provider network to deepen the reach of casual football with a particular focus on those who have found themselves excluded.	Ongoing	FDM	Support clubs/football providers to have 3 extra providers by 2026.
Provide FA resources to support the provision of more opportunities for disabled people to play football in school.	By summer of 2026	FDM	
Work in partnership with The Jersey Sports Association for the Disabled to provide opportunities for disabled people of all ages to play casually in fun and safe environments.	Ongoing	FDM	Meetings held with JSAD twice per year, and casual sessions delivered. Growth in number of players in disability football to 47 by 2028.
Become the leading charity in Jersey for tackling social isolation.	By 2028	CEO	Growth in number of registered volunteers, with a target of 283 by 2028.
Use football as a platform to recognise and celebrate significant cultural events in the local calendar.	Ongoing	CEO	Ensure 4 non-Christian cultural events are marked on social media annually.

*FDO = Football Development Officer. FDM = Football Development Manager. CEO = Chief Executive Officer.



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Actions: Delivering safe and inclusive environments for women and girls to thrive

- Only **14%** of the playing population in Jersey identify as female
 - By 2028, the Jersey FA is targeting 649 female players (up from the 404 baseline in 2024)
- Only **seven** of our 25 affiliated clubs (**28%**) have a women's or girls' team. Jersey FA's target is **75%** by 2028.

Core EDI actions	Timescales	Lead Officer	Measurables
Use the Barclays Girls' Football School Partnership (BGFSPs) Programme to develop opportunities for girls in both Primary and Secondary Schools.	By summer of 2025	FDO (W&G)	75% of schools to be signed up to the Programme.
Deliver a regular programme of festivals for girls in KS2 and KS3.	Ongoing	FDO (W&G)	Increase in school teams entering by 15% each year.
Continue to grow the number of girls teams and clubs that offer a full female pathway, ensuring access to high quality competitions.	Annually	FDO (W&G)	Increase in clubs with full pathway. Five club target for full pathway by 2026.
Collaborate with Jersey Combination clubs to increase the appeal of the traditional 11v11 format to attract and retain female players.	Ongoing	FDO (W&G)	Growth in registered players and number of 11v11 teams. Number of female players targeted to reach 649 by 2028.
In partnership with local clubs, ensure there is a programme of coaching and games opportunities for Jersey's better youth and adult female players, to include inter-island fixtures.	Ongoing	FDO (W&G)	Collaborate with Bulls on youth games programme. JFA Women enter 2 cups annually.
Develop a casual football offer for adult women to include small sided, walking football and fitness sessions island wide.	By summer 2025	FDO (W&G)	Target of 12+ regular session attendees for female walking football session. Number of small-sided options introduced.
Expand the reach of the Wildcats programme to the east and west of the island.	By summer 2026	FDO (W&G)	New sessions to be launched. Increased Wildcats numbers.
Increase the awareness and access to female-specific kit, equipment and facilities for football.	Ongoing	FDO (W&G)	

*FDO (W&G) = Football Development Officer (Women and Girls).

Actions: Creating inclusive and accessible facilities

Core EDI actions	Timescales	Lead Officer	Measurables
Work with the Government of Jersey to develop an inclusion and accessibility policy for all public football facilities.	By summer 2026	CEO	New policy in place for football facilities by 2026
Develop funding streams for clubs to develop inclusive / accessible clubhouses.	By 2028	FDM	Funding to be achieved & delivered by at least 3 clubs.
Ensure all new build facilities provide better access for women and girls.	Ongoing	FDO (W&G)	New policy in place for football facilities by 2028
Ensure football facilities are accessible to people with disabilities. This includes making grounds wheelchair-friendly and providing adaptive equipment for players.	Ongoing	FDO	Growth in 3* accredited clubs to 2 by 2028. All clubs to comply with Jersey law.

Actions: Improving the diversity of the referee and coaching workforce

- Just **10%** of coaches in Jersey are female
- **95%** of coaches in Jersey are white. **96%** are heterosexual
 - **6%** of referees in Jersey are female

Core EDI actions	Timescales	Lead Officer	Measurables
Work in partnership with FA Coach Development Officers to ensure qualifications and support effectively meet the needs of coaches from minority groups.	Ongoing	FDM	Growth in diversity of attendees on courses. Baseline data to be gathered in 2025.
Identify and signpost those who qualify towards the fully funded places programmes for qualifications.	Ongoing	FDM	Marketing issued to those who qualify.
Deliver a sustainable increase in the number of female referees and referees from underrepresented ethnic groups (ie Portuguese community) in the island.	By 2028	FDM	Growth year-on-yeer in this area, to be monitored via participant survey.
Utilise inclusive marketing campaigns, role models and high-profile tournaments to encourage more trainee referees from minority groups.	Ongoing	FDM	

* FDM = Football Development Manager. CEO = Chief Executive Officer.



Actions: Improving the diversity of those running the game

- **36%** of the JFA Board are female – this is the highest it has ever been, but is not reflective of the island
 - **71%** of Jersey FA staff are male, **100%** are White British
 - There are **0** Board members or JFA staff with a disability

Core EDI actions	Timescales	Lead Officer	Measurables
Develop a new Diversity Inclusion Action Plan that recognises the needs of our community and enables more people to take part in football.	November 2024	CEO	Plan to be in place, approved by the Board, and published on jerseyfa.com
Have a diverse and inclusive workforce that reflects the demographics of the Jersey community.	Ongoing	CEO	Percentage of Board and Staff that are female grows to nearer 51%.
Celebrate our diversity by establishing an annual award for clubs who excel in creating an inclusive environment	Summer 2026	CEO	Award created to be delivered at 2025-26 end-of-season awards night.
Conduct an annual audit of volunteers who run our game and develop action plans to achieve a workforce that is representative of the island.	Annual from 2025-26 season	FDM	Audit to be in place by 2026 to set clearer baseline benchmarks.
Provide the means and ability to volunteer regardless of age, ethnicity, gender, sexual orientation, faith, financial status or gender identity.	Ongoing	FDM	Growth in diversity of club officials.
Maximise the Jersey FA Youth Council to champion volunteers aged 16-25 and promote the support available to them.	Ongoing	FDM	Jersey FA Youth Council to meet more regularly, at least six times per year. Number of volunteers to grow.
Ensure Jersey FA job adverts are accessible (translate into key languages) with an inclusive recruitment approach and advertising across a range of diverse places to attract talent.	Summer 2026	CEO	

*CEO = Chief Executive Officer). FDM = Football Development Manager



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