



JERSEY FA

Equality, Diversity and Inclusion Action Plan

August 2022 to July 2024

Purpose and Vision

To ensure that football is welcoming, inclusive and accessible for everyone across Jersey. We are determined to challenge any perceptions and any 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 August 2021, the Jersey FA launched its 3-year strategy 'Game for Change, Game for Life'. This strategy highlights the commitment of the Association to promoting and embedding Equality, Inclusion and Diversity (EDI) throughout all areas of its work.

To ensure our efforts are focused appropriately, significant data has been captured through a variety of sources to provide the latest diversity picture across our sport. This included:

- 341 responses via public survey for players and coaches
- Use of Whole Game System data for referees
- Board Tracker Smartsheet
- PowerBi Data
- Staff State of Play Survey 2022

This data has allowed us to identify priorities till 2024 and create an EDI Action Plan that 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 audiences to increase the association's business.

The Equality, Diversity and Inclusion Action Plan is endorsed by the Jersey FA Board, Chief Executive Officer, and the Inclusion Advisory Group.

The plan will be delivered by the professional staff of the association and will be monitored and reviewed by the Jersey Equality Diversity Inclusion (JEDI) Group. Overall accountability of this plan is held with the Board of Directors of the Jersey FA, in particular Andrew Moon who is the Jersey FA EDI Director and Chair of the JEDI.

Embedding Equality and Diversity

- All 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 JFA 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.





Key Goals





1. Improving the gender balance across football



2. Ensuring football is inclusive to ethnic minority groups



3. Increasing opportunities in football for those with a disability



4. Ensuring cost is not a barrier in football



5. Promoting the diversity in Jersey football



6. Effective engagement and communications

What do we look like?

BAME – 18%



Current
82%



Current
18%
Target
33%

BAME – 21%



Current
98%



Current
2%
Target
10%

BAME
0% v Target 10%



Current
66%



Current
33%
Target
50%



Current
88%



Current
12%
Target
18%

1. Improving the gender balance across football

Only 12% of the playing population are (or identify) as female
Of the 42 registered referees in 2022, only 1 was female
Only 25% of JFA Board Directors are female

OBJECTIVE - Increase the number of registered girls and women playing in Jersey football



ACTION

Maximise the popularity of the Womens Euros to signpost girls to clubs

Provide assistance to Clubs to develop girls only mini soccer sections

Provide a recreational programme of football for girls not in affiliated clubs

Use England Football Accreditation resources to encourage clubs to establish girls sessions

1. Improving the gender balance across football

OBJECTIVE - Increase the number of registered girls and women playing in Jersey football

PROGRESS AS OF MAY 2024

JFA Community Team annual visits to clubs with a girls section	New Squad Girls sessions introduced July 2022	Social media campaigns following England success were released
Girls only courses delivered throughout school holidays	Wildcats Centres delivered at Janvrin and Rouge Bouillon Schools and Springfield Stadium – currently 50 girls attend	New sessions delivered in partnership with Wednesday Night FC for 30+ girls
Development Officer employed January 2024 and utilising Equal Game resources in clubs	Womens Only (16+) festival delivered September 2023	Euro 22 girls festivals x 3 delivered with over 150 girls taking part.

1. Improving the gender balance across football

OBJECTIVE - Support the female game through the development of new and existing coaches and referees

ACTION



Provide a programme of discounted or free Coach Education and CPD for female coaches

Ensure new and existing female coaches receive appropriate support to achieve their potential

Appoint a designated JFA Lead for the development of female coaches

Ensure newly qualified female referees receive bespoke mentoring

1. Improving the gender balance across football

OBJECTIVE Support the female game through the development of new and existing coaches and referees

PROGRESS AS OF MAY 2024

All female coaches received £120 bursaries towards their Level 1	Free Coach Education course advertised through social media	FA Coach Developers provided 8 x in-service events
3 x Stepping Over the Sidelines Courses delivered	1:1 support given to female coaches who support the community programme	Appointment of Womens and Girls Community Champion in September 2022 with responsibility to support female coaches in Jersey
Increase in the number of female officials from 1 to 5	All new referees have been allocated mentors and have been able to referee in the newly formed u12 and U14 Girls league.	EFA female officials used in Muratti's

2. Ensuring Jersey football is reflective of the Island demographic

Of the 21 clubs in Jersey, 5 are primarily made up from the Portuguese community
As of July 2022, there was only 1 employee at the Jersey FA (including Directors) that was from an ethnic minority.

There are 23 registered disabled players in Jersey

OBJECTIVE – Ensure anyone from an ethnic minority or with a disability can take part

ACTION



Provide bespoke support to new and existing clubs with ethnic minority players and staff

Work in partnership with the FA to provide a bespoke Coach Education offering for ethnic minority coaches

Work with JSAD to develop football sessions for 8 – 14 year old's

Provide free football for people identified with a mental health issue

Appoint at least one new Director from the Portuguese community

2. Ensuring Jersey football is reflective of the Island demographic

OBJECTIVE - Ensure anyone in a club (or wanting to be in a club) from an ethnic minority or with a disability receives the relevant support

PROGRESS AS OF MAY 2024

All Portuguese clubs given bespoke training on FA IT systems	FA Coach Developers delivered workshops to 2 x Portuguese clubs	All JFA recruitment packs translated to Portuguese
2 x Directors from ethnic minorities appointed to JFA Board	New disability session set up in partnership with JSAD	Free walking football sessions delivered for those with a mental health issue

3. Ensuring cost is not a barrier in football

One in four children live in relative poverty in Jersey
On average, club subs in Jersey are approx. £125 per annum per child
JFA Holiday Courses cost £125 per week per child

OBJECTIVE – Ensure all JFA activities can be accessed by the lowest income families

ACTION



JFA to maintain Registered Childcare Status ensure families can access free courses via Income Support

Provide free places on courses through existing charitable network (Brightly Charity) and develop new partnerships

Effectively promote Inclusion policy for any families who has a child selected for the Centre of Excellence

Develop commercial pitchdeck based on the diversity in the local game and promote to local companies

3. Ensuring cost is not a barrier

OBJECTIVE: Ensure all JFA activities can be accessed by the lowest income families

PROGRESS AS OF MAY 2024

Registered Childcare Provider status achieved with ongoing auditing by GoJ	Brightly Charity provided free spaces x 6 each year	Inclusion Fund has ensured 2 x players were able to attend off-island trips in 2023
30 free Wildcats places given to schools	Inclusion pitchdeck sent out to local companies	Jersey Sport Grants provided for all off-Island travel for U23's



4. Effective Engagement and Leadership that promotes Football For All

There has been an average of 2 cases of discrimination in Jersey football in the last three seasons

OBJECTIVE – Ensure the Jersey FA will strategically lead and demonstrate through our actions.

ACTION



Call out unacceptable behaviour and promote the underlining importance of respecting our difference at any opportunity

All JFA staff and Board to undertake EDI training

Develop the JFA Youth Council

Effective use of podcasts and news releases to promote diversity in football

Revamp the JFA Inclusion Advisory Group and ensure quarterly meetings are held

4. Effective Engagement and Leadership that promotes Football For All

OBJECTIVE: Ensure the Jersey FA will strategically lead and demonstrate through our actions.

PROGRESS AS OF MAY 2024

Significant media coverage on the development of the Girls and Womens game	Rainbow Laces Podcast received high viewing figures	Stronger sanctions introduced for all discrimination offences
New EDI Director appointed January 2024	All staff and Board have taken EDI training	Jersey FA Youth Council meets quarterly
Jersey FA EDI Group meets quarterly	Two new Directors from ethnic minorities	FA Code of Governance achieved in 2022



ENGLAND FOOTBALL

Primary Measure	Baseline	2022/23	2023/24
Registered female players in Jersey	300	325	431
Percentage of registered female coaches in Jersey	11%	14%	15%
Registered female referees in Jersey	1	3	5
Percentage of female JFA Directors	18%	25%	33%

Primary Measure	Baseline	2022/23	2023/24
Newly qualified coaches from ethnic minorities	0	3	4
JFA Directors from ethnic minorities	0	1	2

Primary Measure	Baseline	2022/23	2023/24
Number of sessions for 8-14 year olds	20	32	33
Number of registered disabled players in Jersey	23	24	34

Primary Measure	Baseline	2022/23	2023/24
Number of free places given for holiday courses	6	12	24
Number of free 'Come and Play' festivals	4	8	12

