

Staffordshire FA



ENGLAND
FOOTBALL

INCLUSION ACTION PLAN 2022-2025



SPORTING KHALSA





CONTENTS

INTRODUCTION	4-5
VISION, PURPOSE, VALUES & OBJECTIVES	6-7
INCLUSION ACTION PLAN PILLARS	8
MARKETING & COMMUNICATIONS	9
INSIGHT	11
MARKETING & COMMUNICATIONS	12
ADVOCACY	13
INTERVENTIONS	14
PARTICIPATION	16-18
LEARNING & DEVELOPMENT PLAN	20-21
TARGETS & KPI	22

FROM THE CEO

Staffordshire Football Association is committed to being truly reflective of our society and to celebrate its diversity by increasing the involvement of all communities at all levels of football by taking positive steps to address any barriers that prevent this.

Our Inclusion Action Plan outlines the positive actions taken to ensure equality of opportunity for everyone involved within Staffordshire Football. Our 2021-2024 strategy "uniting the knot" ensures that equality, diversity and inclusion is at the core of our strategic objectives and is embedded across the organisation.

The Inclusion Advisory Board provides invaluable support to the Board of Directors to implement our strategy and to provide a service that focuses on engaging with all communities, addressing positive interventions and supporting the grassroots game to be ever more collaborative.

Our aim is to Unite the game within Staffordshire and we believe that all players, match officials, coaches and volunteers should be able to enjoy a thriving local game where there are no barriers that prevent anyone from achieving their own football aspirations.



Adam Evans
Chief Executive Officer

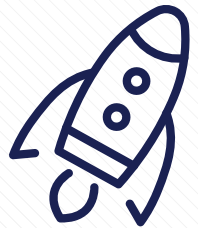


VISION, MISSION, OBJECTIVE



STAFFORDSHIRE FA VISION

Support, Develop, Unite.



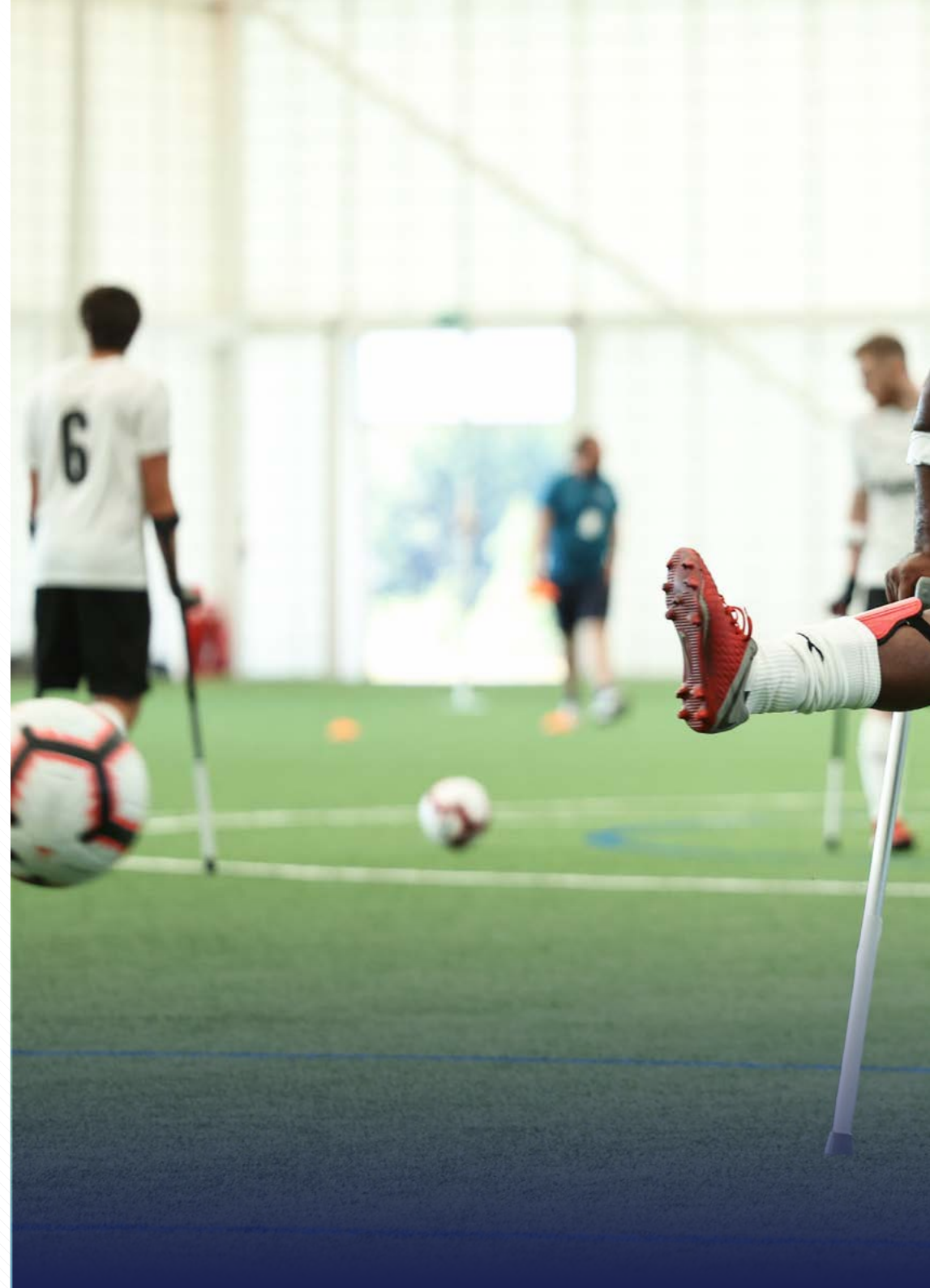
STAFFORDSHIRE FA PURPOSE

Providing a safe and inclusive environment where everyone can achieve their football aspirations.



STAFFORDSHIRE FA OBJECTIVES

Support The Game
Develop The Game
Unite The Game
Safe & Inclusive Environment For The Game

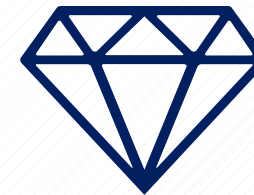




VALUES



The values of the Association are to ensure they meet the business and strategic priorities for the county. These values establish the core at which our staff operate, to support the game across the county and to ensure we put the participant at the heart of what we do.



INSIGHTFUL

Having or showing an accurate and deep understanding.

INNOVATIVE

Introducing new ideas; original and creative vin thinking.

INCLUSIVE

Open and accessible to all.

INSPIRATIONAL

Providing or showing creative or spiritual inspiration.

PILLARS & KPIs



We must ensure everyone involved in Staffordshire Football feels safe and protected. Creating secure environments for people of all ages to flourish in the game, regardless of background and personal circumstances. Providing a supportive, inclusive network across Staffordshire Football.

INSIGHT

MARKETING

ADVOCACY

INTERVENTIONS

PARTICIPATION

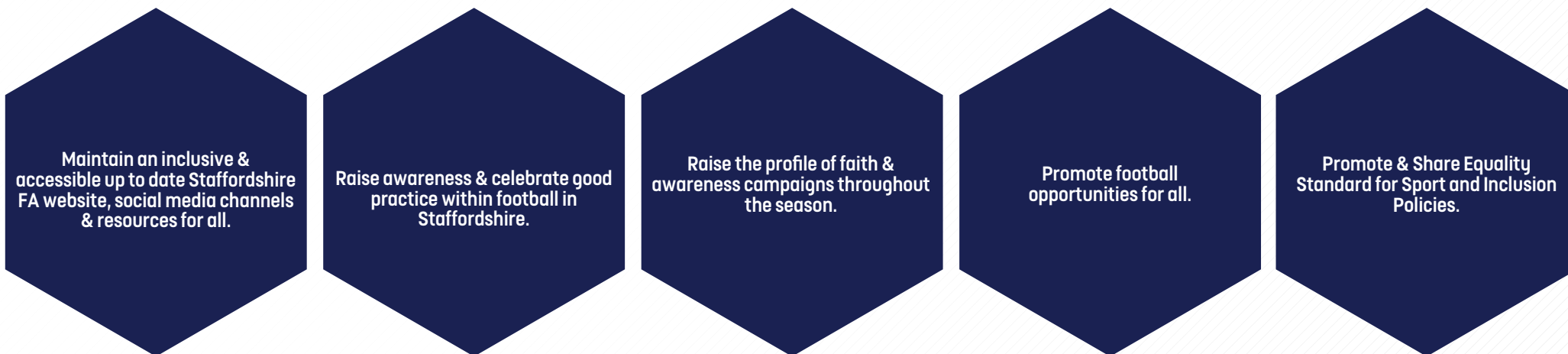
Staffordshire FA KPIs		Target 23/24	Secondary KPIs		Target 23/24
Registered male players		24,473	Weetabix Wildcats provider		74
Registered female players		3,629	Squad provider		27
Registered disabled players		404	Female league with full pathway		Yes
Youth teams with a qualified coach		90%	% Adult teams with an England Football accredited club		70%
CPD Target		857	% Youth teams with an England Football accredited club		90%
Good quality grass pitches		198	80% increase in club and community opportunities* for girls from 2020-2024 (72% CFA, 8% national)		345
Referees			Clubs with a full female pathway		29
	Recruitment	199			
	Retention	636			
	Conversion	119			
	Progression	43			

Diversity Targets

	Gender Split Target	Black, Asian, Mixed & Other Target	Disclosed Disability Target
Board of Directors	50%	12%	12%
Council (Representatives)	33%	12%	12%
Staff	50%	12%	12%
Discipline Panel Members & Secretaries	50%	12%	12%

Promote, celebrate & raise awareness of Staffordshire Football to unite the grassroots game in Staffordshire, driving inclusivity, diversity & transparency.

MARKETING & COMMUNICATIONS



WHAT WILL SUCCESS LOOK LIKE?

- Review website content quarterly to ensure relevant and up to date.
- Identify alternative options to provide language/accessibility resources and guidance booklets.
- Create partnership with website accessibility site to support users online
- Utilise widgeit (symbols) when required for marketing & promotion & alt text on all pictures.
- Create promotional videos & case studies to raise awareness of inclusive opportunities available within the game (bi-monthly).
- Promote monthly 'For All' award to celebrate inclusive good practice taking place (winners September-May).
- Utilise the FA's calendar for key faith dates, and awareness campaigns throughout the year, upload & share via SFA site & channels.
- Share the calendar with our digital outlets to raise awareness amongst the county, ensuring content is sent out throughout the season.
- Identify key dates which we will hold events/select fixtures to support campaigns.
- Create videos of inside the Staffordshire FA that can be used to gain a better understanding of the different areas of the association.
- Create and celebrate role models across Staffordshire Football, representing all areas from Board through to Grassroots.

INSIGHT

Generate greater data and insight into our members, to better serve their needs and to focus our resources appropriately.



Work with partners, organisations, universities and charities to conduct data, insight & research to understand our football demographics, our communities & the motivations/ barriers to involvement. Identify solutions & opportunities to improve.

Confirm the demographics of Staffordshire and the demographics of the Staffordshire football community and how they compare.

Identify gaps within the county for participation & volunteering.
Engage with the local community to find out what people want from football, how often, when, where.

Utilise key partner inclusion plans to help inform our own. Including FA, Sport England, KIO, County Council.

Understand the demographics of existing clubs/league committee members.

WHAT WILL SUCCESS LOOK LIKE?

- Work in partnership with education partners & insight teams to gain valuable research and insight for specific target areas.
- Use The FA EDI data collection to encourage more individuals to submit their data, enabling a better understanding of those involved.
- Analyse the census data 2021 to understand the Staffordshire demographics & gaps of provision for football
- Create surveys & community engagement sessions to understand what people want to see more of in their local community.
- Engagement sessions held & open surveys created twice a year, share with together active & community trusts identified groups.
- Review partner inclusion plans & reports annually, identify key points & objectives to support our own.
- Conduct insight to understand the demographics of existing committee members and their plans to increase wider representation.



**ENGLAND
FOOTBALL**

To be a fully inclusive organisation that embeds representation of Staffordshire Football in all we do.

ADVOCACY

Strategically lead Inclusion through the Inclusion Advisory Group, identifying members as ambassadors for their roles in Staffordshire.

Increase wider representation throughout the CFA to ensure the voices of those we are representing are heard. SFA members to support driving Inclusion within other partner organisations including sitting on working groups when invited. E.g. Together Active, Pro Club Community Trusts, Local Authorities.

Identify key ambassadors as EDI Champions within Staffordshire to advocate participation and drive forward changes, initiatives & insight.

Embed inclusion into the workplace culture & its employees roles, holding all accountable for inclusion within their roles.

Utilise the voice of young people to help drive positive change for inclusion locally.

WHAT WILL SUCCESS LOOK LIKE?

- Deliver quarterly IAG meetings lead by the IAG chairperson.
- Monitor the EDI forms for recruitment at each stage of process to identify next steps.
- Provide opportunities for consultation & representation across all areas of the game at all levels.
- Review Staffordshire FA's recruitment pack for future roles within the association to ensure there is a clear focus on inclusivity.
- Inclusion to be embedded within the SFA operational plan & business strategy as part of strategic objectives.
- EDI training expectations of all internal members, annual training plan provided with opportunities for advancement.
- EDI role to be recruited & maintained on the Staffordshire FA Youth Council.
- Clubs/Leagues to be supported with Inclusion Champions to advocate and drive inclusion in Staffordshire Football.

INTERVENTIONS

Utilise the power of football to engage communities and reach beyond the game.



Promote the reporting process for abuse, discrimination & poor behaviour. Instill confidence in process via a Discrimination & respect awareness campaign.

Work in partnership with key organisations to raise awareness & support network of autism within football in Staffordshire. Including Liberty Staffordshire, Makaton, National Autistic Society & Staffordshire Clubs.

Increase the number of female & BAME coaches & referees registered within the county.

WHAT WILL SUCCESS LOOK LIKE?

- Develop an impactful awareness campaign to demonstrate the impact of discrimination.
- Work with key partners including Kick It Out, to utilise training, resources to support our messages.
- Develop an Autism Awareness Workshop that can be delivered within the grassroots game.
- Provide resources & support for clubs to utilise to keep individuals involved within the game in a fun, safe, inclusive environment.
- Develop a promotional campaign for Autism Awareness weekend.
- Targeted work with female only groups to provide opportunities for qualification & access funding.
- Create 100 sensory bags to be distributed to teams within Staffordshire to support individuals within the game.



**ENGLAND
FOOTBALL**

Establish key partnerships with local providers & communities to deliver Staffordshire Football projects and initiatives.

PARTICIPATION

Utilise the research & insight to proactively engage new participants into football in Staffordshire.

Develop & lead a Women's Coach Development Group in Staffordshire in partnership with the FA.

Work with FF to ensure that female & disability provision is included & key groups been consulted as part of new facility projects.

Ensure the objectives within the Staffordshire FA Business Strategy and Operational Plan are delivered & embed inclusion throughout.

WHAT WILL SUCCESS LOOK LIKE?

- Deliver against the key objectives & KPIs within the Staffordshire FA operational plan.
- Recruit members for the Women's Coach Development Group, promoting benefits, support & opportunities available.
- Provide relevant CPD/training opportunities to support females within the game.
- Identify key projects to support equal access for girls and to support 30% CFA target increase.
- Hold regular communication, to allow opportunities for networking & sharing best practise.



**Staffordshire Football Association
Dyson Court
Staffordshire Technology Park
Beaconside
Stafford
ST18 0LQ**

**Tel: 01785 256994
Fax: 01785 279837**

**Support@StaffordshireFA.com
www.staffordshirefa.com**

