



Equality & Diversity Action Plan April 2013 – March 2015



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1.0 Introduction

Sport Across Staffordshire & Stoke-on-Trent (SASSOT) is committed to working proactively to ensure access to sport across the County for anyone, regardless of individual circumstance or background. SASSOT is full committed to the principles of equal opportunities and will work towards eliminating unlawful discrimination, harassment and victimisation on the grounds of the following characteristics:

- Age
- Race
- Religion/Belief
- Disability
- Gender
- Gender Reassignment
- Sexual Orientation
- Pregnancy & Maternity
- Marriage & Civil Partnership

SASSOT further recognises the diversity of Staffordshire & Stoke-on-Trent's local communities and accepts that a more pro-active approach needs to be adopted and additional resources channelled towards those individuals and groups who do not traditionally access services.



2.0 **Equality & Diversity– SWOT Analysis**

<p>Strengths</p> <ul style="list-style-type: none"> • Dedicated Equality lead and Equality Board Champion • Disability Sport Officer in post for the last 3 years • Comprehensive offer for young disabled children developed • 60 projects delivered through the ACCESS Across Staffordshire funding programme • Engagement of under-represented group in other key partnership programmes i.e. Sportivate, CRT • Demographic monitoring procedures in place • Equity embedded with Sport England and NGB WSPs • Provision of scUK and NGB Disability and Equality workshops/Courses 	<p>Opportunities</p> <ul style="list-style-type: none"> • Working with health partners and their targeted programmes • WSP – NGB Delivery • Third sector engagement • Improve links to key programmes such as Sport Makers, Sportivate, Community Games, School Games etc • Support partner organisations to access funding to work with under-represented groups • Promote further good practice • Building networks with non-sporting/community organisations • Identify appropriate coaches / participants to represent SASSOT and act as ‘Champions’ at events • Consult directly with under-represented groups • Increased opportunities for under-represented groups to access clubs and coach/volunteering positions • Embedding Equality priorities into of core service i.e. Workforce Development and Club Development • Potential links with under-represented groups and the health agenda i.e. Third sector commissioning
<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of wide organisational representation on the Equality & Diversity Steering Group • Partner buy-in • Engaging directly with under-represented groups to establish need • Lack of diversity profile of board members • Awareness of localised opportunities and levels of engagement • Knowledge of local groups and organisations and how to create links • Inconsistent / patchy delivery 	<p>Threats</p> <ul style="list-style-type: none"> • Reduced capacity within partner organisations • Reduced priority placed on address inequalities • Long term funding for Disability Sport Officer

3.0 Strategic Objectives & Outcomes

Equality & Diversity Plan Summary	
Strategic Objective 1:	<p><u>Organisational Development & Governance</u> To develop strong leadership and accountability for equality To develop appropriate internal policies and procedures to facilitate equitable practices and share with key partners To up skill core team and board members through appropriate training</p>
Strategic Objective 2:	<p><u>Club & Workforce Development</u> To increase the opportunities for under-represented groups to access sports clubs/activities To increase the training opportunities for under-represented groups To explore current volunteering opportunities and increase provision accordingly To up skill the knowledge of the existing workforce on engaging with under-represented groups To promote good practice</p>
Strategic Objective 3:	<p><u>Engagement, Networking & Communication</u> To consult with under-represented groups to establish need To build networks with non-sporting/community organisations To raise the profile of under-represented groups participating in sport and physical activity To effectively communicate the opportunities available for under-represented group.</p>
Strategic Objective 4:	<p><u>Delivery Of Specific Projects</u> To support and influence the delivery of key projects including ACCESS Across Staffordshire, Inspire Disability Sport, Aiming High, Sportivate, Sport Makers, Community Games, School Games and the Equality Standard For Sport, CRT</p>
Outcomes:	<p>Increased range of opportunities available for under-represented groups. Increased number of under-represented groups accessing sports clubs Increased number of under-represented groups in coaching and voluntary positions Increased profile and awareness of those from under-represented groups engaging in sport and physical activity</p>

4.0 Equality & Diversity Action Plan

4.1 Strategic Objective One: Organisational Development

SO1	What	How	When	Who	Resource	Measurement
Organisational Development	Leadership & Accountability	<ul style="list-style-type: none"> Embed the responsibility for equality throughout the core team and accountability at board level Maintain the Equality Board Champion role Commit staff time and budget to equality Attract new membership to the Equality & Diversity Steering Group Embed equality actions within SASSOT's Annual Delivery Plan 	04/14 On going 04/14 On going 04/13	KCEM / Core Team PD / EBC PD / Core Team KCEM PD / KCEM	Officer Time	Actions reference is key partnership documents Active champion in place Reference in relevant deliver plans New members attending group Actions embedded
	Training & Development	<ul style="list-style-type: none"> Review the equality profile audit of both the core team and board members and make recommendations as appropriate Using data from the equality training needs analysis implement appropriate training (Appendix 1) 	12/13 09/14	KCEM KCEM / WIM	Officer Time	Findings presented at core team and board meetings Training implemented as per the training plan
	Review and promote SASSOT's Equality Policy	<ul style="list-style-type: none"> Review SASSOT's Equality Policy every two years in line with relevant legislation, equality developments and organisational changes Promote SASSOT's commitment to equality and advocate the use of Equality Policy 	01/15 On going	KCEM / EBC EBC / Core Team	Officer Time	Policy reviewed Promotion of commitment through communication channels adoption of policy by relevant organisations / groups
	Achieve the Intermediate Level of the Equality Standard for Sport	<ul style="list-style-type: none"> Assess key tasks to achieve the Intermediate level of the Equality Standard for Sport Initiate key tasks 	06/13 03/15	KCEM KCEM / PD / EBC / Core Team	Officer Time	Action plan produced Intermediate Level achieved

4.2 Strategic Objective Two: Club & Workforce Development

SO2	What	How	When	Who	Resource	Measurement
Club & Workforce Development	Increase access to clubs by under-represented groups	<ul style="list-style-type: none"> Ensure that the annual club audit includes inclusiveness and accessibility data Support clubs to implement EFDS Inclusive Club Toolkit Maintain a Disability Sports Club Directory 	12/13 On going 09/13 / On going	CluDM CluDM DSO	Officer Time	Data collected Implementation of toolkit by 10 clubs Directory live on website
	Raise the awareness and promote good practice	<ul style="list-style-type: none"> Raise the profile of BME community based sport and opportunities within clubs for Girls & Women Create a portfolio of successful inclusive clubs across all of the underrepresented groups and promote accordingly Encourage partners to develop / adopt sport equality policies / action plans 	04/14 04/14 03/15	KCEM / Core Team CluDM / KCEM KCEM / Core Team	Officer Time	Increased membership / engagement by these groups Inclusive clubs promoted on SASSOT website 'Sport Equality' policies in place by relevant organisations / groups
	Audit of education & training opportunities	<ul style="list-style-type: none"> Map current equality training opportunities Create a catalogue of courses indicating who they are most appropriate for i.e. staff, coaches, sport development officers, volunteers etc Map current NGB bolt on courses and communicate this to partners and clubs Evaluate impact of disability training programme and organise additional training accordingly 	08/13 10/13 08/13 12/13	ETO / KCEM ETO / KCEM CDM DSO / ETO	Officer Time	List of opportunities produced Catalogue produced and communicated List of course produced and communicated Survey implemented and additional training offered
	Skill matrix of existing coaches	<ul style="list-style-type: none"> Through SASSOT Coaching establish a network of those coaches already working with under-represented groups Explore the potential of mentoring opportunities Allocation of funding for under-represented groups as part of the Coach Scholarship fund 	12/13 04/14 03/14	CDM CDM CDM	Officer Time	Network of coaches established Mentoring opportunities agreed Funding grants awarded
	Promote volunteering opportunities	<ul style="list-style-type: none"> Actively target under-represented groups as part of the Sport Makers / Coalfields programme 	09/13	SMCo / VDCo	Officer Time	Target groups engaged in programmes

4.3 Strategic Objective Three: Engagement, Networking & Communications

SO3	What	How	When	Who	Resource	Measurement
Engagement, Networking & Communications	Explore existing networks and promote engagement with under-represented groups	<ul style="list-style-type: none"> Develop links with non-sport / community organisations in particular third sector organisations and voluntary sector organisations 	04/14	KCEM / Core Team	Officer Time	Engagement with new organisations (minimum 5)
		<ul style="list-style-type: none"> Consult with under-represented groups to influence planning 	04/14 – On going	KCEM / Core Team		Consultation implemented
		<ul style="list-style-type: none"> Consult with under-represented groups on the development of promotional materials and activity 	On going	KCEM		Consultation implemented
	Develop Effective Communications	<ul style="list-style-type: none"> Ensure that equality is embedded within the SASSOT Marketing & Communications Strategy 	05/13	KCEM	Officer Time	Marketing & Communication Strategy completed
		<ul style="list-style-type: none"> Communicate to staff and wider partners SASSOTs equality commitment, policy and action plan 	05/13	KCEM / PD / Core Team / EBC		Partners aware of commitment
		<ul style="list-style-type: none"> Create a list of local role models from under-represented groups and engage them in projects and events as appropriate 	09/15	KCEM		List developed and role models engaged
		<ul style="list-style-type: none"> Provide regular updates on equality developments and issues to the board 	Quarterly	KCEM		Updates presented to board
		<ul style="list-style-type: none"> Produce a set of 'Effective Communication Guidelines' that promotes the use of simple, jargon free, non-discriminatory language 	04/14	KCEM		Guidelines completed
		<ul style="list-style-type: none"> Ensure that there are a range of options for people to contact SASSOT including textphone 	09/13	KCEM		Full range of options accessed
		<ul style="list-style-type: none"> Maintain an 'AA' Accessibility rating for the SASSOT website 	On going	KCEM / AO		AA rating achieved
<ul style="list-style-type: none"> Ensure that publications are offered in alternative formats 	On going	KCEM	Text appears on all publications			
<ul style="list-style-type: none"> Increase the diversity of images held by SASSOT and ensure appropriate agreements are in place for their use 	04/14	KCEM / Core Team	Increased image library			
<ul style="list-style-type: none"> Promote athletes and projects that involve priority groups through SASSOT's communication channels 	04/14	KCEM / Core Team	Athletes promoted and awareness raised			



4.4 Strategic Objective Three: Delivery Of Specific Projects

SO4	What	How	When	Who	Resource	Measurement
Delivery Of Specific Projects	ACCESS Across Staffordshire	<ul style="list-style-type: none"> Support the development of the two newly funded ACCESS projects <ul style="list-style-type: none"> - Abbey Hulton Partnership - UK Dodgeball Association 	05/13	KCEM / E&D Group	£5,000	Projects successfully implemented
		<ul style="list-style-type: none"> Support the development of East Staffordshire Bowls project 	05/13	KCEM / E&D Group	£2,500	Project successfully implemented
		<ul style="list-style-type: none"> Promote existing project and maintain case study portfolio 	On going	KCEM		Case studies live on SASSOT website
	Inspire Disability Sport	<ul style="list-style-type: none"> Review & Implement the Disability Sport County Strategy & Action Plan 	07/13 – On going	DSO	Officer Time	Plan implemented
		<ul style="list-style-type: none"> Implement Aiming High disability multi sport club contract 	03/14	DSO	£40,000 (External Funding)	Clubs operational and engaging disabled children
		<ul style="list-style-type: none"> Develop and maintain disability sport website section, e-news and social media channels 	On-going	DSO		Web information relevant and up to date. Monthly e-newsletter produced
	Sportivate	<ul style="list-style-type: none"> To ensure that the annual delivery plan reflects an increase in the percentage of the retain target which is for 19-25 year olds, female, BME, disabled participants, and those from deprived areas. 	04/14	PADM	Officer Time	Target groups identified in plan
		<ul style="list-style-type: none"> The underspend pot advertised around June 2013 will specifically target participants from under-represented groups. 	09/14	PADM	TBC	Targeted projects awarded
		<ul style="list-style-type: none"> Actively support and promote current projects which target under-represented groups with officer support and production of case study profiles. 	09/14 – On going	PADM		Case studies produced and promoted
<ul style="list-style-type: none"> Continuing to work with proven deliverers' of Sportivate projects with target group. 		03/15	PADM	Delivers engaging under-represented groups		



Increasingly Active, Healthy and Successful Communities

	Sport Makers	<ul style="list-style-type: none"> Promotion of volunteering opportunities in Disability Sport 	09/13	SMMo	Officer Time	Increased number of disabled people involved in the programme
		<ul style="list-style-type: none"> Actively target under-represented groups as part of the Sport Makers programme 	09/13	SMMo		Organisations engaging under-represented groups involved in the programme
	Community Games	<ul style="list-style-type: none"> Review and implement the Community Games Delivery Plan to target under-represented groups 	04/13	CluDM	Officer Time	Plan implemented
		<ul style="list-style-type: none"> Promote Community Games to Community Groups 	On going	CluDM		Relevant community groups engaged in programme
		<ul style="list-style-type: none"> Ensure Community Games registered, web page produced and support offered to the Community Games Organiser 	On going	CluDM		
	School Games	<ul style="list-style-type: none"> Through project ability follow the School Games pathway, linking level two to level three 	On going	School Games Coordinator	£45000 (External funding)	Increased number of disabled pupils engaged in programme
<ul style="list-style-type: none"> Organise a high quality level three School Games festival that is inclusive 		06/13	School Games Coordinator / LOC	Officer Time		
<ul style="list-style-type: none"> Support level three satellite sports competitions throughout the year in particular those that engage girls and disabled pupils 		09/12 – on going	School Games Coordinator		Increased number of female / disabled pupils engaged in programme	
Coalfields Project	<ul style="list-style-type: none"> Continue to engage under-represented groups in the project by working with key community organisations 	03/14	VDCo	Officer Time	Relevant community groups engaged in programme	
	<ul style="list-style-type: none"> Provide case studies of engagement by under-represented groups and promote to additional communities 	12/13	VDCo		Case studies collated and promoted	
Coach Management	<ul style="list-style-type: none"> Monitor and evaluate the Boccia activity project in partnership with Staffs County Council 	03/14	CDM	£2,000	Increased number of disabled adults accessing Boccia	
	<ul style="list-style-type: none"> Support the roll out of the Sainsbury's and Sport England Inclusive Sports programme 	03/14	CDM		Training implemented	

Appendix One: Training Development Plan

	Training / Development Need	Who	Priority	Timescale	Provided By	Resource Required	Method of Learning	Progress Update
1	Identifying equality & diversity issues / problems	Core Team	Low	04/14	Source e-learning package	TBC	E-learning	
2	Understanding employee rights under equality legislation (including a basic understanding of the Equality Act)	Core Team	High	09/13	Stafford Borough Council / Staffordshire County Council	FOC	Face to face course	
3	Recognising & responding to discriminatory behaviours	Core Team	Medium	09/13	Stafford Borough Council / Staffordshire County Council	FOC	E-learning / Face to face course	
4	Promoting a respectful and inclusive culture	Core Team	Low	04/14	Source e-learning package	TBC	E-learning	
5	Skills and confidence to communicate positively with diverse communities	Core Team	Medium	01/14	Source training provided (liaise EFDS, SE & WSFF)	TBC	Face to face course	
6	Incorporating equality objectives into planning processes	Core Team	Low	04/14	Source e-learning package	TBC	E-learning	
7	Understanding how to make basic reasonable adjustments	Core Team & Board Members	Medium	09/13	Stafford Borough Council / Staffordshire County Council	FOC	Face to face course	

Appendix One: Training Development Plan (Continued)

	Training / Development Need	Who	Priority	Timescale	Provided By	Resource Required	Method of Learning	Progress Update
	Recognising and dealing with equality issues relating to:							
8	Women & Girls	Core Team	Low	04/14	Contact WSSF for relevant resources	FOC	E-learning	
9	Ethnic Minorities	Core Team	Medium	03/14	Contact local public health teams and Sporting Equals	TBC	Face to face course	
10	Disabled People	Core Team	Low	04/14	Staffordshire County Council – FOC (Catalogue of courses already available and being accessed by team members)	FOC	E-learning	
11	Lesbian, Gay & Bisexual People	Core Team	High	11/13	LGBT Staffordshire – James Battrick	TBC	Face to face course	
12	Transgender People	Core Team	High	11/13	Source training provider	TBC	Face to face course	
13	People from different faiths and religions	Core Team	Medium	03/14	Consult with Heather Farr – Stafford Friends of Faith	FOC	E-learning	

Additional Information:

Training need 2, 3 and 7 to be deliver in a single course.

Team / board member request for examples of good practice and case studies.

Training budget to be allocated as part of partnership service training fund allocation.



Glossary of Acronyms

AO	Admin Officer
CiuDM	Club Development Manager(CSP)
CDM	Coach Development Manager
DSO	Disability Sport Officer
EBC	Equality Board Champion
E&D	Equality & Diversity Steering Group (CSP)
EFDS	English Federation Of Disability Sport
ETO	Education & Training Officer (CSP)
KCEM	Knowledge, Communications & Equalities Manager (CSP)
LA's	Local Authorities
NGB's	National Governing Bodies
PADM	Physical Activity Development Manager
PD	Partnership Director
SASSOT	Sport Across Staffordshire & Stoke-on-Trent
SE	Sporting Equals
SMCo	Sport Maker Co-ordinator
WIM	Workforce & Investment Manager
WSFF	Women's Sport & Fitness Foundation
VDCo	Volunteer Development Co-ordinator