



Dorset County Football Association

Equality, Diversity and Inclusion Action Plan

2023-2024



## EDIAP: Aim

COUNTY WORKFORCE & LEADERSHIP	PARTNERSHIPS	PARTICIPATION	COACH & REFEREE DEVELOPMENT	MARKETING & COMMUNICATIONS	REPORTING
Recruit, reward and develop the paid and volunteer workforce to represent the diversity of the Dorset community	Work effectively with external partners with expertise in equality to ensure football is available For All in Dorset	Provide a broad programme of playing opportunities For All to ensure that football participation represents the diversity of the Dorset community	Deliver an accessible coach and referee development programme to ensure that the workforce represents the diversity of the Dorset community	Visible locally as a champion of equality and inclusion in football	Dorset football community understand how to report discrimination and have confidence in DCFA processes

## EDIAP: Objectives

COUNTY WORKFORCE & LEADERSHIP	PARTNERSHIPS	PARTICIPATION	COACH & REFEREE DEVELOPMENT	MARKETING & COMMUNICATIONS	REPORTING
<p>1.1 Recruitment processes ensure applications are representative of Dorset community</p> <p>1.2 Equip workforce to promote equality</p> <p>1.3 Ensure IAG is represented on board</p>	<p>2.1 Review IAG membership annually</p> <p>2.2 Utilise expertise on IAG to inform planning and decision making</p> <p>2.3 Develop and sustain local and national partnerships to support equality and diversity in football</p>	<p>3.1 Collate data from a variety of sources and analyse for validity</p> <p>3.2 Utilise data to identify priority communities and develop specific football offers</p>	<p>4.1 Track coach and referee data</p> <p>4.2 Utilise data to target priority communities</p>	<p>5.1 Promote good news stories</p> <p>5.2 Establish, maintain and disseminate Equality Standard</p> <p>5.3 Monitoring communications to ensure inclusivity</p>	<p>6.1 Ensure that robust and transparent reporting procedures are in place</p>

# 1. County workforce & leadership

**Aim:** Recruit, reward and develop the paid and volunteer workforce to represent the diversity of the Dorset community.

**Objectives:**

1.1 Recruitment processes ensure applications are representative of Dorset community

1.2 Equip workforce to promote equality

1.3 Ensure IAG is represented on board

Tasks	Action	Responsibility	Timescale	Resources	Progress	Status
Understand makeup of DCFA staff, board, council and volunteer workforce	Complete an equality profile audit of DCFA grassroots workforce (staff, board, council, volunteers); updated for staff and board from 2019 audit	CDM	March 2021	Staff time	Audit completed – 216 respondents; 100% staff and board completion; 100% committee completion	GREEN
	Analyse audit data to create a report on makeup of DCFA grassroots workforce to identify gaps	CDM	April 2021	Staff time/EWP time		GREEN

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	Determine when next audit should be completed	IAG	2024	Staff time	Decided to look at next audit in 2024-2025 season	AMBER
Clear ambitions to ensure its leadership represents and reflects the diversity of the local community (as appropriate).	Board diversity targets agreed by the Board: 30% of each gender; 1 board member from a culturally diverse background. INED recruitment practices in place to reach all audiences across the county.	BOARD	March 2024	Board time	Agreed at March 2024 Board meeting	GREEN
Ensure staff with recruitment and selection responsibilities are appropriately trained to complete a fair recruitment process	SMT complete appropriate recruitment training, e.g. NCPCC safer recruitment training	CEO	Ongoing	Staff Time; £££ for training courses (as identified)	CEO and CDM completed online NSPCC safer recruitment training – either will always be directly involved in recruitment of new staff/Board Training. New CEO completed training within induction period (July 2023).	GREEN
Ensure recruitment and selection processes are fair and transparent	Review recruitment and selection processes to ensure fully inclusive from application stage through to	CEO	Each time recruitment is required	Staff time	Redundancy process completed with loss of 2 staff members – advice sought from FA consultant Muckle	GREEN

# DCFA Equality Action Plan 2023-2024

	induction; track diversity of applications				Board and IAG Chair recruitment completed fairly with transparency  INED recruitment completed	
	County FA utilising Football Leadership Diversity Jobs Platform to reach a wider audience when recruiting	CDM	Ongoing	Staff time	County FA signed up to the platform – Intern role added to the portal  Staff and Board roles advertised through platform	GREEN
Ensure staff and board have received appropriate training around equality and diversity	Audit staff/board training; task workforce to complete FA Equality & Diversity online training course; identify other appropriate training; Equality embedded in all staff/committee meetings; ensure ongoing training as available – included in staff PDR; diversity and inclusion key objective in County FA Business Plan	CDM; CEO	Ongoing	Staff and board time; £££ for attending additional training	Audit highlighted requirement refreshed training for staff and board; Staff requested to complete FA training and online Training Ground modules; Board now able to access Training Ground modules; new Board members complete training as part of induction  Equality training to be included in new Football Development Administrators induction and written into PDR's	GREEN
Inclusion Advisory Group in place	IAG oversee EDIAP; input into DCFA	CDM; IAG chair	Ongoing	Staff time; member time	IAG in place – membership of 12 – reports to board on monthly basis	GREEN

## DCFA Equality Action Plan 2023-2024

reporting into the board	operational and business planning				New CEO attends IAG meetings	
Governance review presented to council and approved for 2021/22 season	Ensure IAG continues to be represented on DCFA board following governance review; ensure new governance structure is representative of local football	CEO	June 2021	Staff time	Board and Council approved for 2021/22 season change to governance structure and now in operation – IAG continues to be represented on the Board	GREEN

## 2. Partnerships

**Aim:** Work effectively with external partners with expertise in equality to ensure football is available For All in Dorset

**Objectives:**

2.1 Review IAG membership annually

2.2 Utilise expertise on IAG to inform planning and decision making

2.3 Develop and sustain local and national partnership to support equality and diversity in football



# DCFA Equality Action Plan 2023-2024

Tasks	Action	Responsibility	Timescale	Resources	Progress	Status
Ensure IAG membership is appropriate; consider recruitment processes should IAG members step down	IAG membership review on agenda at each September meeting	IAG Chair	September annually	Staff and member time	Full IAG Membership in place; lost IAG member through relocation but replaced with role successor  Football Development Officer left role and so being replaced by new Football Development Administrator with responsibility for youth leadership and disability	GREEN
Regular IAG meetings in a format appropriate to the membership	Minimum 3 IAG meetings per season	IAG Chair	July/October/February/May	Staff and member time	Meetings offered as face to face or online to suit the needs of the membership	GREEN
Clear understanding of IAG members' knowledge, skills and expertise	Complete skills audit with new IAG members	IAG Chair	Ongoing	IAG Chair Time	Skills audit completed March 2020 – plan to complete within 2024/25 season	AMBER
Work with national partners to promote inclusion campaigns	Promotion of campaigns annually including: Kick it Out Weeks of Action; Stonewall Rainbow Laces; Football v Homophobia; World Down	CDM; Marketing Officer	Ongoing	Staff and member time	IAG, staff and clubs supported World DS Day in March – plan to promote 1 campaign per month  Signed up to support Rainbow Laces campaign – 19 <sup>th</sup> – 31 <sup>st</sup> October and 21 <sup>st</sup> – 28 <sup>th</sup> December	AMBER

## DCFA Equality Action Plan 2023-2024

	Syndrome Odd Socks; FA Head's Up					
Develop local network of inclusion partners beyond IAG membership	Build on existing partners, e.g. Dorset Mind, Stroke Association; Identify new partners to engage with	CDM	Ongoing	Staff Time	Partnership with Dorset Mind; revisiting partnership with Stroke Association; putting in place consultation groups for input into new NGS operational planning	AMBER
Ensure clear links in place between IAG and DCFA committee groups	IAG members represented on Development and Governance Committee	CEO	Ongoing	Staff Time	IAG members sit on Development and Governance Committees and the Board	GREEN

## 3. Participation

**Aim:** Provide a broad programme of playing opportunities For All to ensure that football participation represents the diversity of the Dorset community

**Objectives:**

- 3.1 Collate data from a variety of sources and analyse for validity
- 3.2 Utilise data to identify priority communities and develop specific football offers





# DCFA Equality Action Plan 2023-2024

Tasks	Action	Responsibility	Timescale	Resources	Progress	Status
Understand player population of Dorset football	Complete equality audit of players; create a report from the findings to analyse the data	CDM	April 2021	Staff time	Audit completed – 216 respondents; 5% completion rate Plan to complete audit in 2024/25	AMBER
	Use of Power BI player registration data to understand player breakdowns for gender/age/disability	CDM	April 2021	Staff time	272 – disability players (2%) 1,940 – female players (12%) 13,708 – male (86%)	GREEN
Ensure affiliated football is offered for all in the county	Sanction leagues for affiliated football across all formats – mini-soccer, mixed youth, girls, men's, women's, disability, walking, flexi, Vets	Football Services Officer	July annually	Staff time	9 leagues sanctioned – male/female/ adult/ youth/ disability	GREEN
Drive development and promotion of alternative formats to the traditional game	Recreational football opportunities: Women's Rec division; Wildcats; Just Play; Walking Football	CDM	Ongoing	Staff time: Programme budgets	Men's and Women's Recs funded through FDF. Wildcats, Squad and Just Play recreational offers in place. Walking Football League – Over 50's, 60's 65's and developing women's. MAN V Fat hosted at County Ground.	GREEN

# DCFA Equality Action Plan 2023-2024

					Female and Disability Ambassadors in place	
Deliver one off events to drive regular participation	Delivery of: Mini-Soccer Festival; Bobby Moore WF Festival; Inclusion Cup	CDM; Disability Officer	Summer months	Staff time; event budgets	Delivered festivals to celebrate Women's EUROS – 87 teams across Mini-Soccer and Girls age groups (53 girls teams); Women's Rec and County Level festival delivered – 10 teams; Inclusion Cup delivered	GREEN
Achieve 100% target of player registrations + emails	Staff attendance at league club meetings; one to one support for clubs/leagues as requested	Football Services Officer	Ongoing	Staff time	92.41% player registrations	AMBER
Support clubs through the transition to the new England Football Accreditation	Staff work directly with clubs to ensure they meet the requirements of the Football Leadership Diversity Code as it is introduced to accreditation	Football Development Officer	November 2021 onwards	Staff time	100% accreditation renewal in March 2024	GREEN

## 4. Coach & referee development

**Aim:** Deliver an accessible coach and referee development programme to ensure that the workforce represents the diversity of the Dorset community

**Objectives:**

4.1 Track coach and referee data

4.2 Utilise data to target priority communities

Tasks	Action	Responsibility	Timescale	Resources	Progress	Status
Understanding coaches and referee demographics	Utilise FA data reports to understand current breakdown of coaches and referees	CDM	April 2021	Staff time	Female Referees 10/169 Audit planned for 2024/25 season	AMBER
	Complete equality audit of players; create a report from the findings to analyse the data	CDM	April 2021	Staff time	Audit completed – 216 respondents; 24% completion rate for referees; data to be analysed Audit planned for 2024/25 season	GREEN
Ensure coach/referee education and development is inclusive for all –	Deliver an inclusive CPD workshop programme offering targeted support to coaches with disabilities/female/BAME	FDO; RDO	Ongoing	Staff time	CPD for coaches being delivered across the season – 88% male; 8% female; 4% not identified as male or	GREEN

# DCFA Equality Action Plan 2023-2024

signpost Dorset volunteers to FA Coach Education Programme	– signposting coaches to The FA for education courses				female. Referee CORE and youth CORE groups in place	
	Explore delivery of female only basic referee courses	RDO				
Continue to build links with local community groups, to raise the profile of coaching courses and further opportunities within football	Ensure these groups are aware of the opportunities available for them to access coaching courses	FDO	Ongoing	Staff time	Online coaching network in place through Facebook for coaches and females in the game Exceeded 2023/34 coaches CPD target Specific female coach support in place through FA Community Champion and Equal Game Ambassador	GREEN
Continue to work with Bournemouth University to ensure signposting of students to FA education and development opportunities	Work with Sport BU to put ensure clear communications on opportunities available	FDO	Sept 21 onwards	Staff time	Re-establish links with Sport BU for the 2024/25 season	AMBER
Engage with the ETC to target female players who may be interested in becoming coaches	Ensure ETC players aged 14+ are signposted to FA Playmaker online training and 16+ FA Level 1 course	FDO	Apr 21 onwards	Staff time	Coach development lead at DCFA also ETC Manager – strong links in place	AMBER
Engage with Wildcats Centres in Dorset to support	Communicate opportunities with all Wildcats Centres	CDM; FDO	April 21 onwards	Staff time; Wildcats budget	FA Playmaker course now live and directing new coaches to access ahead of	GREEN

# DCFA Equality Action Plan 2023-2024

coaches with a pathway onto The FA Playmakers online workshop and FA Level 1 Course					FA Introduction To Coaching Football	
Ensure appropriately experienced registered referees are in place for Ability Counts League fixture programme	Up to date list of Ability Counts League referees in place	FDO; RDO	Sept 21	Staff time	Support new league structure through Dorchester Kixstart – Year 1 funded through FDF	AMBER

## 5. Marketing & communication

**Aim:** Visible locally as a champion of equality and inclusion in football

**Objectives:**

5.1 Promote good news stories

5.2 Establish, maintain and disseminate Equality Standard

5.3 Monitoring communications to ensure inclusivity

Tasks	Action	Responsibility	Timescale	Resources	Progress	Status
Create annual communications plan for EDI for the county	Decide on format of the plan and timings e.g. Football Season	IAG; CDM	Delivering from July onwards	Staff and IAG membership time	No progress on specific plan	RED
Presence on DCFA website for equality in Dorset football	Inclusion page on DCFA website – one click through to reach it – includes Equality statement and policy, information on IAG and national partner links	OPORTO (outsourced contract)	Ongoing	Staff time	Inclusion page now a click through from 'about' page	GREEN
Sharing of positive new stories	Capture good news stories and promote through	CDM; OPORTO	Ongoing	Staff time	Shared good news through social media, website, newsletters – award	GREEN

# DCFA Equality Action Plan 2023-2024

celebrating football for all	website, e-news and social media				winners, women's rec, EUROS festivals, Inclusion Cup, FA Respect	
	Create infographics to promote the successes of football in Dorset to share on website and through social media, local media	IAG; CDM				RED
Use DCFA events to promote equality in the county	Mini-Soccer Festival, Inclusion Cup, FA FIVES – promote through build up, delivery and post event through all media channels	Event Lead; OPORTO	Summer time	Staff time; event budget	Women's EUROS festivals delivered – Mini-Soccer and girls age groups – 87 teams – promoted out successes through social media and newsletter	GREEN
Promotion of national initiatives around inclusion and equality	DCFA actively promote sport and non-sport sector inclusion campaigns, e.g. Rainbow Laces, Kick it Out Weeks of Action, DS Odd Sock Day	CDM; IAG membership	Ongoing	Staff time; IAG membership	Rainbow Laces and KIO weeks of action, World DS Day national campaigns promoted. Local promotion of Women's EUROS, diversity of our award winners, Inclusion Cup, women's rec  Signed up to Rainbow Laces each season	GREEN

## 6. Reporting

**Aim:** Dorset football community understand how to report discrimination, and have confidence in DCFA processes

**Objectives:**

6.1 Ensure that robust and transparent reporting procedures are in place

Tasks	Action	Responsibility	Timescale	Resources	Progress	Status
Ensure players, coaches, volunteers, parents and referees are aware of FA anti-discrimination reporting processes	FA reporting processes visible on DCFA website and shared through social media	Marketing Officer	January 2020	Staff time	New FA anti-discrimination process published on DCFA website and shared through social media	GREEN
Dedicated discipline@ email	3 staff members receive discipline@ emails	Football Services Officer; CDM	Ongoing	Staff time	Monitored by Football Services Officer and CDM	GREEN
Relationship with national partners as appropriate	Liaise with The FA and Kick it Out as appropriate on live cases	Football Services Officer	Ongoing	Staff time	Processes in place between KIO/FA/DCFA. Lessons learned from specific racism case or future handling of cases	GREEN



# Appendix

## A

The Covid-19 pandemic has had a big impact on Dorset FA including the loss of staff and significant revenue. The EDIAP has been amended accordingly to reflect the reduced direct delivery capacity of the organisation

## B

Communication of this Diversity, Inclusion and Equality Action Plan:

- Dorset FA Board – through the standing equality and inclusion Board agenda item led by the Board Equality Champion/Inclusion Advisory Group Chair
- Dorset FA Inclusion Advisory Group – Through IAG meetings and via email between meetings
- Dorset FA Staff – Through whole staff meetings and planning days
- Wider Dorset football community – on the Dorset FA website – [Link](#)

