

INCLUSION ONE-YEAR ACTION PLAN: 2023/24



ENGLAND
FOOTBALL



THE IMPORTANCE OF EQUALITY, DIVERSITY AND INCLUSION TO BERKS AND BUCKS COUNTY FA

At Berks and Bucks FA, we firmly believe that Equality, Diversity, and Inclusion (EDI) are the cornerstones of a thriving and progressive football community. Embracing and promoting EDI is not just a moral obligation, but a strategic imperative to help foster truly inclusive and welcoming environments for all who wish to participate, regardless of their background, gender, race, ethnicity, age, sexual orientation, religion, or any other characteristic.

Our challenge is to provide more opportunities and greater awareness for diverse communities, creating an environment for anyone to get involved in our sport through the positive use of role models, lived experiences and through continued awareness & education across our club & volunteer network.

At the same time, we have the opportunity and responsibility to change conversations, raise awareness, stand up and champion those things we believe in, and challenge things that are not good for our sport.

We are a sport that is FOR ALL and no-one should have to choose between participation and who they are and what they believe in.



WHY HAVE BERKS AND BUCKS FA IMPLEMENTED A ONE-YEAR STRATEGY FOR EQUALITY, DIVERSITY AND INCLUSION FOR 2023/24

‘Develop a workforce diverse in thought, voice and action.’

This is one of the key objectives we committed to as part of our Connecting the Game Strategy 2021-2024. With one year remaining in our current strategy, we remain committed to achieving our goals.

A one-year strategy allows us to set achievable short-term goals that will pave the way for long-term transformation whilst also remaining agile and responsive to the ever-changing landscape of football and society. It keeps us accountable and enables us to adapt our initiatives, policies, and practices to address emerging challenges and capitalise on new opportunities, keeping our approach relevant and effective.

By setting a specific timeframe, we can rally stakeholders, including players, coaches, volunteers, partners, and fans, around our shared vision of an equitable, diverse, and inclusive football environment.

Together, we stand united in our pursuit of an equitable, diverse, and inclusive football community at Berks and Bucks FA, where the beautiful game can truly be enjoyed by all, and where each individual is given the opportunity to thrive and shine.



Pillars for improvement	Our commitments/Ambitions/Priorities
Embedding a mindset across BBFA	<ul style="list-style-type: none"> • Provide regular and relevant training & insight to encourage and empower our staff to support inclusive practices on all projects. • Enhance our recruitment processes to encourage diversity within our workforce. • Achieve the Equality Standard Preliminary & Foundation Level. • Develop a long-term strategy to support Equality, Diversity and Inclusion in football.
Inclusion Advisory Group (IAG)	<ul style="list-style-type: none"> • Redevelopment of the Inclusion Advisory Group to ensure representing the views of our communities. • Improve consultation opportunities to check and challenge our activities and interventions. • Invite the Inclusion Advisory Group to events and panels from leading professionals in the EDI space to improve learning.
Challenge clubs and leagues to create inclusive environment	<ul style="list-style-type: none"> • Provide regular updates and training to clubs and leagues to support an inclusive environment • Raise awareness for the role sport can play in supporting health and inclusion. • Increase the understanding of the Football Diversity Leadership Code and ensure clubs are following the best practice.
Tackling Discrimination	<ul style="list-style-type: none"> • Support victims of discrimination • Offer an improved reporting process – improve confidence to report incidents. • React publicly against forms of discrimination in football.
Engage with Under-represented communities	<ul style="list-style-type: none"> • Develop proactive interventions to encourage and participation from diverse communities. • Provide targeted programmes in refereeing and coaching to increase awareness and representation.
Marketing & Communication	<ul style="list-style-type: none"> • Embed Diversity and Inclusion within Marketing collateral and digital content • Review impact and reach of marketing campaigns and activities.

Embedding a mindset across BBFA

Delivery Tactic/Action	Responsibility
Develop and consult on a 3-year EDI strategy engaging and consulting with relevant organisations.	CALLUM SALHOTRA – Community & Inclusion Manager
Achieve the Equality Standard for Sport – Preliminary Level & Foundation Level	CALLUM SALHOTRA – Community & Inclusion Manager
Publicise commitment and targets on inclusion diversity & equality across the game	LIZ VERRALL – CEO / CALLUM SALHOTRA – Community & Inclusion Manager
Develop an education programme for staff and board to raise awareness and to put learning into practice	LIZ VERRALL – CEO
Create a database to support ongoing EDI work including a calendar of events, key contacts and community organisations.	CALLUM SALHOTRA – Community & Inclusion Manager





Inclusion Advisory Group

Delivery Tactic/Action

Responsibility

Redevelop the Inclusion Advisory Group to support the consultation and delivery of the Equality, Diversity & Inclusion Strategy.

RICH HOWGILL – Chair of IAG

Create strand committees which feed into the Inclusion Advisory Group based on the protected characteristics of users within Berks & Bucks

RICH HOWGILL – Chair of IAG

Challenge clubs and leagues to create inclusive environment

Delivery Tactic/Action

Responsibility

Support clubs and leagues to understand the Grassroots Football Leadership Code.

CALLUM SALHOTRA – Community & Inclusion Manager

Audit management committees of leagues in Berks and Bucks to make sure they are reflective of the counties

CALLUM SALHOTRA – Community & Inclusion Manager

Improve awareness and understanding of EDI across our clubs and leagues through education and resources.

CALLUM SALHOTRA – Community & Inclusion Manager

Tackling Discrimination

Delivery Tactic/Action

Responsibility

Create & Publish quarterly discipline reports providing statistics on the number of cases and the outcome of investigations

RYAN DAVIES – Discipline Officer

Create a victim support pathway for individuals who have been discriminated against to increase confidence to come forward.

ALASTAIR KAY – Head of Governance

Support victims in writing impact report to better understand the impact of discrimination on football participation.

ALASTAIR KAY – Head of Governance

Engage with Under-represented communities

Delivery Tactic/Action	Responsibility
Network and collaborate with organisations/groups who work with underrepresented groups	CALLUM SALHOTRA – Community & Inclusion Manager
Increase engagement with coaches from diverse communities, signposting support and CPD available.	RICH BRANT – Football Workforce Manager
Continue to work with Refugee & Asylum seeker groups across the county to encourage increased participation in football.	CALLUM SALHOTRA – Community & Inclusion Manager
Recruit more referees from diverse backgrounds, identifying existing role models and providing access to referee qualifications. Develop bespoke courses to increase representation.	Referee Development Officer

Marketing & Communication

Delivery Tactic/Action	Responsibility
Actively support and promote four awareness campaigns across the season sourcing local content and stories.	STEPH CLARK – Communications Officer
Increase #YourFAYourStory member case studies ensuring representation from diverse communities	STEPH CLARK – Communications Officer
Produce a quarterly EDI themed newsletter for our members to raise profile and conversations at a local level.	CALLUM SALHOTRA – Community & Inclusion Manager
Create community and inclusion podcast to showcase how football can 'Change Lives and Connect People'	CALLUM SALHOTRA – Community & Inclusion Manager



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