



Dorset County Football Association

Equality, Diversity and Inclusion Action Plan

April 2021



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
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
	Analyse audit data to create a report on makeup of DCFA grassroots workforce to identify gaps	CDM	April 2021	Staff time/EWP time
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)

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Ensure recruitment and selection processes are fair and transparent	Review recruitment and selection processes to ensure fully inclusive from application stage through to induction; track diversity of applications	CEO	Each time recruitment is required	Staff time
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	May 2021	Staff and board time; £££ for attending additional training
Inclusion Advisory Group in place reporting into the board Equality working group in place leading Equality Standard work	IAG oversee EDIAP; input into DCFA operational and business planning EWG members selected and meetings/online communications in place	CDM; IAG chair	Ongoing	Staff time; member time
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

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

Tasks	Action	Responsibility	Timescale	Resources
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
Regular IAG meetings in a format appropriate to the membership	Minimum 3 IAG meetings per season	IAG Chair	September/February /June	Staff and member time
Clear understanding of IAG members' knowledge, skills and expertise	Complete skills audit with new IAG members	IAG Chair	Ongoing	IAG Chair Time
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

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	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	Officer Time
Ensure clear links in place between IAG and DCFA committee groups	IAG members represented on Development Committee; consider representation of IAG on Governance Committee	CEO	Ongoing	Officer Time



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

Tasks	Action	Responsibility	Timescale	Resources
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
	Use of Power BI player registration data to understand player breakdowns for gender/age/disability	CDM	April 2021	Staff time
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
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
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
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

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
Understanding coaches and referee demographics	Utilise FA data reports to understand current breakdown of coaches	CDM	April 2021	Staff time
	Complete equality audit of players; create a report from the findings to analyse the data	CDM	April 2021	Staff time
Ensure coach/referee education and development is inclusive for all – signpost Dorset volunteers to FA Coach Education Programme	Deliver an inclusive CPD workshop programme offering targeted support to coaches with disabilities/female/BAME – signposting coaches to The FA for education courses	FDO; RDO	Ongoing	Staff time
	Explore delivery of female only basic referee courses	RDO		

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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
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
Engage with the ACC to target female players who may be interested in becoming coaches	Ensure ACC players aged 14+ are signposted to FA Playmaker online training and 16+ FA Level 1 course	FDO	Sept 20 – Apr 21	Staff time
Engage with Wildcats Centres in Dorset to support coaches with a pathway onto The FA Playmakers online workshop and FA Level 1 Course	Communicate opportunities with all Wildcats Centres	CDM; FDO	April 21 onwards	Staff time; Wildcats budget
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



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
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	Marketing Officer	Ongoing	Staff time
Sharing of positive new stories celebrating football for all	Capture good news stories and promote through website, e-news and social media	CDM; Marketing Officer	Ongoing	Staff time
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; Marketing Officer	Summer time	Staff time; event budget
Continued use of Female Football in Dorset (FFD) branding across new female football initiatives	Ensure all new female participation projects are branded as FFD	CDM; Marketing Officer	Ongoing	Staff time; FA funding

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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
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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
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
Dedicated discipline@ email	3 staff members receive discipline@ emails	Football Services Officer; CDM	Ongoing	Staff time
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

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 – 2.1 (b) DCFA EDIAP 2020

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 Equality Working Group - - Through EWP 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

