

Equality Action Plan

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Area	Project	Timescale for year 1	Staff Responsibility	Outcomes		
				Year 1	Year 2	Year 3
Strategic equality objective 1 – Increase female participation – Specifically Coaching and Refereeing						
Increase number of female coaches	Establish a coach's club targeting new and existing females coaches working in Norfolk Football to sign up to the club.	31/05/21	Women's FDO	Establish group 40 members	Growth of 20 new members bringing total to 60 female members	Growth of 20 new members bringing total to 80 female members
Increase/maintain number of female coaches	Map coaches working in the female game from levels 1 - 5, identifying coaches to be supported.	31/05/21	Women's FDO	1 x map produced.	Look into any areas where coaches have dropped out from Y1	Look into any areas where coaches have dropped out from Y1/2
Increase number of female coaches	Provide support for female coaches who are not yet qualified and encourage them to complete the "playmaker" course	31/05/21	Women's FDO	Actively sharing details of the FA Playmaker	Encourage new females from clubs to join our coaching workforce	
Increase number of female coaches	Recruit new female coaches by engaging with the following groups: Local Wildcats Centres, Clubs, ACC, HE/FE, Education	31/05/21	Women's FDO	Promote opportunities to target groups	Support development with providing new opportunities to coaches	

Increase number of female coaches	Role model promotion – Use a female role model to promote via interview and coaching footage to promote female coaching, leading into information around coaching opportunities	31/05/21	SFDO (Inclusion)	1 x role model targeted in year one		
Increase female refereeing participation	Continue to work with the Norfolk Women's & Girls League to promote Referees Courses	31/05/21	RDO	On-going	On-going	On-going
Increase female refereeing participation	Identify suitable candidate to undertake the role of Mentor to new & existing female Referees to provide them with relevant support and development guidance	31/05/21	RDO	1 mentor recruited	Mentor maintained	Mentor maintained
Increase female refereeing participation	Ensure that the Norfolk FA Female Referee Facebook group is updated on a regular basis, including the provision of useful support information for Match Officials	31/05/21	RDO	14 members maintained	5% increase in members	5% increase in members
Strategic equality objective 2 – Increase participation of gay males						
Increase participation of gay males	Deliver a localised Rainbow Laces marketing campaign, raising awareness of inclusion within football and engaging	November-December 2020	SFDO (Inclusion)	50 x clubs engaged 13 x leagues engaged	50 x clubs engaged 13 x leagues engaged	50 x clubs engaged 13 x leagues engaged

	with grassroots clubs & leagues					
Increase participation of gay males	As part of the rainbow laces campaign, promote local role model within the football community	November-December 2020	SFDO (Inclusion)			
Increase participation of gay males	Support LGBTQ inclusive days throughout the year such as “coming out day”	Throughout the year	SFDO (Inclusion) & Marketing team			
Strategic Equality Objective 3 – Increase playing participation of individuals over 55 years						
Increase playing participation of individuals over 55 years	Engage with Age UK to connect with their local network and promote Walking Football playing opportunities to the membership	End of 2020-2021 season	SFDO (Inclusion)			
Increase playing participation of individuals over 55 years	Support the growth of local walking football groups within Norfolk	Throughout the year	SFDO (Inclusion)	Increase number of players by 20	Increase number of players by 20	Increase number of players by 20
Increase playing participation of individuals over 55 years	Support the growth of women’s walking football sessions in Norfolk	Throughout the year	FDO (Women) & SFDO (Inclusion)	Increase number by 5 players	Increase number by 5 players	Increase number by 5 players
Strategic Equality Objective 4 – Increase participation of BAME individuals						

Increase playing participation of BAME individuals	Continue to support New Routes charity to run their recreational football session at UEA	On-going	SFDO (Inclusion)	Maintain players	Increase by 5	Increase by 10
Increase playing participation of BAME individuals	Recruit member of ISAG with knowledge of increasing participation for minority ethnic backgrounds and/or is representative from a minority ethnic background	End of 2020-2021 season	SFDO (Inclusion)	Recruit 1x member	Maintain member	Maintain member
Increase playing participation of BAME individuals	Promote BAME individuals involved within the game through the role models promotion	End of 2020-2021 season	SFDO (Inclusion)	1 x individual promoted	1 x individual promoted	---
Increase playing participation of BAME individuals	Promote black history month each year	October	SFDO (Inclusion) & Marketing team	---	---	---
Strategic Equality Objective 5 – Increase participation of individuals with a disability						
Increase playing participation for individuals with a disability	Re-establish the adult-grand prix	End of 2020-2021 season	SFDO (Inclusion)	5 x college teams 3 x day care teams	Maintain	maintain
Increase playing participation for individuals with a disability	Support UEA with setting up Mental Health support sessions for females in the community as well as students, to play football and access mental health support	End of 2020-2021 season	SFDO (Inclusion)	15 x participants regularly engaged	Grow by 5 participants	Grow by 5 participants

Increase playing participation for individuals with a disability	Deliver All to Play for competitions at the FDCs with external support of mental health agencies for one of the events.	End of 2020-2021 season	SFDO (Inclusion)	6 x teams in attendance 3 x a year	Maintain	Maintain
Increase participation for individuals with a disability	Promote to all affiliated clubs and leagues, and the ISAG the "introduction to disability football" online module when available.	End of 2020-2021	SFDO (Inclusion)	16 x coaches engaged	10 x coaches engaged	10 x coaches engaged
Increase participation for individuals with a disability	Engage with Norfolk School Games competition and SGO's to support the progression players from pan disability competition to local talent pathway. Attend SGO meeting to identify specific units within schools that we can work with to support progression of players.	End of 2020-2021	SFDO (Inclusion)			
Increase participation for individuals with a disability	Lead & coordinate a strategic disability football development group as part of the establishment of an IAG to aid collaboration and intervention delivery - representation from Clubs, Education, Active Partnership, Pro Club, LA	End of 2020-2012	SFDO (Inclusion)	Maintain 10 members	Maintain 10 relevant members	Grow 5 members
Strategic Equality Objective 6 – Increase staff and board equality education						

Increase both staff and board's equality knowledge	Identify training needs of all staff and board with regards to inclusion. Following this, implement a programme of training to address the areas highlighted.		SFDO/CEO			
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