



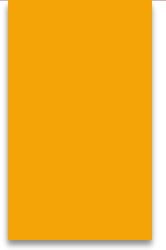
# Inclusion & Diversity Plan

SHEFFIELD & HALLAMSHIRE COUNTY FA 2018-2021

# Strategic Overview

- ▶ 1. Improve community and stakeholder engagement
- ▶ 2. Develop the County FA business to ensure inclusion and diversity is embedded across all areas of the game
- ▶ 3. Develop a diverse volunteer workforce
- ▶ 4. Ensure playing opportunities are accessible 'For All'

# Delivery Tactics & Outcomes



# Community & Stakeholder Engagement

To improve community and stakeholder engagement	Delivery Tactics	Outcomes
1. Identify and build partnerships with a range of different community groups	Develop relationships with a number of community groups  Communicate football updates and news amongst all community groups	Improve understanding of under-represented groups  Understand the barriers and challenges to specific groups  Improve the way we offer football
2. Raise awareness of local and national campaigns which support diversity and inclusion	Create a calendar of I&D related events  Improve the CFA discrimination reporting procedures  Promote disability specific awareness campaigns	Improve internal and external knowledge of events and festivals  Improve confidence in the CFA reporting procedures
3. Participate and support local community events	Attend and support community events  Partner with grassroots tournaments	Increase awareness of the CFA  Improve relationships with community groups  Raise awareness of I&D across grassroots football

# Developing the CFA Business

To develop the CFA business to ensure I&D is embedded across all areas of the game	Delivery Tactics	Outcomes
1. Achievement of the Sport England Code of Governance	Create a strategy to achieve at least Tier 3 of the Code for Sports Governance	Improve corporate governance
2. Achievement of the FA Equality Intermediate level	Re-apply for the Equality Standard for Sport (preliminary level) and work towards the Intermediate level	Improve understanding of equality, diversity and inclusion
3. Ensure the business has a diverse and inclusive workforce	Review and improve the CFA recruitment process Improve promotion and advertisement of roles Develop a more diverse Inclusion Group	Improve recruitment process Access a wider audience of potential employees Improve knowledge and understanding of ED&I
4. Embed inclusion and diversity into staff roles	Develop training and support for CFA staff Host regular Inclusion Group meetings Ensure all staff have I&D objectives within work programmes which are reviewed periodically	Improve knowledge and understanding of ED&I I&D embedded into day to day work CFA to be 'checked and challenged' regular

# Develop a Diverse Workforce

To develop a diverse volunteer workforce which is reflective of the local community	Delivery Tactics	Outcomes
1. Identify and address common barriers for under-represented groups	Conduct consultation with female, BAME and disabled volunteers  Develop a Female Coaches Club  Deliver female only referee and coaching courses	Programmes will be need-led  Increase number of referees and coaches from under-represented groups  Influence and improve future delivery
2. Create engagement strategy to engage new volunteers from under-represented groups	Develop stakeholder contact list  Develop crib sheet to help gather information from new community groups  Develop CFA marketing and promotion materials	Increase engagement from non-traditional groups  Increase knowledge  Improve communication
3. Identify ambassadors and role models to help engage and inspire others	Identify female disability ambassadors to support new women's sessions  Identify Wildcats ambassadors  Identify local female and BAME role models within coaching and refereeing	Increase female disability participation  Increase number of role models from under-represented groups
4. Review current processes and ensure courses are accessible for all areas of the community	Work with Inclusion Group to assess current processes  Identify new strategies through customer feedback	Improve diversity of volunteers  Improve communication methods

# Ensure playing opportunities are accessible 'For All'

To ensure all playing opportunities and accessible to all sections of the community	Delivery Tactics	Outcomes
1. Support existing clubs to become more inclusive, offering football 'For All'	Deliver CPD events to grassroots clubs to educate around I&D Deliver the Disability Pledge Project Ensure I&D updates are shared regularly with members	Clubs become more inclusive Increase awareness of disability football
2. Develop more 'flexible' football opportunities to engage with new participants	Deliver a walking football programme Provide funding support to organisations to deliver community based sessions to under-represented groups (supported by The FA Women's Innovation Fund)	Increase number of recreational opportunities Tackle inactivity and isolation amongst older people
3. Engage with under-represented groups to signpost towards local playing opportunities	Deliver Wildcats festivals to engage new players Share news updates and opportunities amongst community groups Review FA/SHCFA registration processes and aim to simplify and support customers	Increase number of players in the game Increase ease of access to the game