



**ENGLAND
FOOTBALL**

INCLUSION ADVISORY GROUP

MEMBERSHIP PACK 2022



**ENGLAND
FOOTBALL**

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Staffordshire FA





FROM THE CEO

Staffordshire Football Association is committed to being truly reflective of our society and to celebrate its diversity by increasing the involvement of all communities at all levels of football by taking positive steps to address any barriers that prevent this.

Our Inclusion Action Plan outlines the positive actions taken to ensure equality of opportunity for everyone involved within Staffordshire Football. Our 2021-2024 strategy "uniting the knot" ensures that equality, diversity and inclusion is at the core of our strategic objectives and is embedded across the organisation.

The Inclusion Advisory Board provides invaluable support to the Board of Directors to implement our strategy and to provide a service that focuses on engaging with all communities, addressing positive interventions and supporting the grassroots game to be ever more collaborative.

Our aim is to Unite the game within Staffordshire and we believe that all players, match officials, coaches and volunteers should be able to enjoy a thriving local game where there are no barriers that prevent anyone from achieving their own football aspirations.



Adam Evans
Chief Executive Officer





IAG OVERVIEW



In 2017 the Staffordshire FA developed an Inclusion Advisory Group to assist the County FA in providing a service that focuses on engaging all communities, addressing positive interventions and developing meaningful responses to local priorities.

The Staffordshire Inclusion Advisory Group will support with Inclusion Action Plan to advise and guide the Staffordshire FA on all inclusive programmes, initiatives and ensuring an equal workforce.

Moving forwards the IAG will be focusing on the following areas:

Themes

- BAME
- LGBTQ+
- Disability
- Women & Girls

Pillars & Key Objectives

Insight

- Collate & conduct relevant insight to better understand barrier's to participation/ volunteering within football.
- Liaise with community to find out what people want from football, how often, when, where etc.

Marketing & Communication

- Share good practice and positive news stories that promote inclusion in football.
- Support with raising the profile of faith & awareness campaigns throughout the season.
- Review inclusive and accessible communication released by the CFA.

Advocacy

- To be an advocate for inclusion within football in Staffordshire within your reach
- Actively engage within the IAG, local communities & County FA events
- Identify key ambassadors within Staffordshire to advocate participation and

help drive forward drive forward changes, initiatives & insight.

Interventions

- Utilise the research & insight gained & provided to proactively engage new participants into football in Staffordshire.

Participation

- Actively help identify, recruit and provide support for more individuals from target audiences to become officials and coaches and participants in the game?
- Identify and deliver any support that is needed to be involved and ensure their implementation.



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TERMS OF REFERENCE

Purpose

The Staffordshire FA Inclusion Advisory Group is in place to support and advise the County on meeting its legal duties and operating in a way that meets the needs of the local community and of the organisation.

Role

The role of the Inclusion Advisory Group is to:

1. Advance equality of opportunity for all groups, as well as having a focus on the protected characteristics.
2. Foster good relationships with the local community, so that football can be used to create positive sporting opportunities and increase participation for all.
3. Eliminate unlawful discrimination, bullying, harassment and victimisation, and any form of abuse directed at specific groups
4. Support the CFA with the pillars & objectives of the IAG identified.
5. Advocate equality across all areas of the game and communities

Means

In supporting the role as defined above, the Inclusion Advisory Group will:

1. Analyse data to provide intelligence and support recommendations to the County FA.
2. Consult on and support the county planning process, including the setting of business objectives and targets which ensure that the needs of the whole community are met. This will include being responsible for the development and implementation of a new Inclusion Action Plan.
3. Provide support to The County FA's community engagement, consultation, development programme and disciplinary procedures.
4. Bring forward ideas, links to partners and deliver against targeted outcomes
5. Act as Ambassadors as appropriate for the County FA.
6. Bring a diverse perspective to the County FA.
7. Identify key equality issues and support the identification and delivery of solutions.
8. Advocate the benefits of addressing equality issues.
9. Assess and advise on equality impacts arising out of county plans.
10. Co-ordinate consultation sessions with the wider community in relation to annual county plans.
11. Identify key issues and trends that may promote the growth of the game through inclusion and diversity interventions.
12. Promote inclusion and diversity in football.
13. Devise, monitor and evaluate County FA secondary Key Performance Indicators for inclusion and diversity.
14. Actively engage in meetings throughout the year (quarterly), minimum attendance expectation 2 of 4 meetings a year



MEMBER PROFILE

Do you have experience, knowledge, life skills or training of working with individuals and/or communities from diverse backgrounds?

Are you a positive advocate for creating inclusive opportunities?

Role – Staffordshire FA Inclusion Advisory Group Member (Voluntary Role)

The Group will report to – Staffordshire FA Board of Directors

Role Purpose – To be part of the Inclusion advisory group whose role is:

1. Advance equality of opportunity for all groups, as well as having a focus on the protected characteristics.

2. Foster good relationships with the local community, so that football can be used to create positive sporting opportunities and increase participation for all .

3. Eliminate unlawful discrimination, bullying, harassment and victimisation, and any form of abuse directed at specific groups

4. Support the CFA with the pillars & objectives of the IAG identified.

Location – Meetings will be held quarterly, of which will be a mixture of virtual & in person meetings to be held at a central location in Staffordshire.

Role Type – Voluntary

Key Skills And Experience Required: Essential

- Knowledge of the key legislation aspects of inclusion and diversity and to be able to promote inclusion and diversity as part of the group
- To be able to identify key issues and trends that may help to promote the game through inclusion and diversity interventions
- Experience of working with diverse groups and individuals who have different ethnicity and cultural backgrounds
- To be able to identify key equality issues and to support the identification and delivery of solutions
- To be able to successfully network with key staff and contacts within the County FA and the area in which the County FA operates
- To be a positive team player within a group that will provide direction to Council members, Directors and staff of the County FA

Key Skills And Experience Required: Desirable

- Possess a good understanding of grassroots football
- Consumer-facing on the basis that everyone is a customer and therefore a consumer
- To be able to undertake and utilise relevant research and analyse data, as required, to assist in making informed decisions
- A degree of experience of the sports/football industry
- Knowledge of how to utilise and use appropriate and relevant social media
- Basic and relevant presentation skills (if required)

Person Specification: Essential

- Ability to communicate effectively and confidently
- Positive attitude towards the requirements of the role
- Capacity to handle confidential information sensitively
- Amiable manner
- Ability to work as part of a team group
- Ability to work in a professional manner as a representative of the County FA
- Ability to meet and work outside of normal working hours if required

Person Specification: Desirable

- To have existing positive contacts within the sports/football industry and the wider community
- To have a positive nature
- To have existing contacts within the local business community
- To have existing contacts within local community groups
- To have a knowledge of existing equality groups in the local area and who to contact

THE NEXT STEPS



REGISTER YOUR INTEREST

Please complete the Staffordshire Inclusion Advisory Group application form: <https://forms.gle/9PFjRM9A8a6wgN2o8>

Staffordshire FA are committed to equality of opportunity and welcomes applications from all sections of the community

Please complete the anonymous Staffordshire FA Equality & Diversity Monitoring form: <https://forms.gle/roAJtbCvUEvptPbP6>

Please contact Staffordshire FA's Equality Officer, Gemma Machin; Gemma.Machin@StaffordshireFA.com
01785 256994

KEY TIME SCALES



Recruitment of new members 2022/2023
Closing Date 31st August 2022



Successful members will be
contacted W/C 5th September
2022



First IAG meeting 2022/2023
W/C 26th September 2022





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