WILTSHIRE & SWINDON
INCLUSION ACTION PLAN

in partnership with
Swindon Town FC
Community Foundation



WILTSHIRE FA
EST. 1884

ENGLAND FOOTBALL

INCLUSION ACTION PLAN 2020 - 2023

We recognise that we are at the forefront of promoting equality, diversity and inclusion across football in Wiltshire. We are committed to eliminating discrimination and encouraging equal opportunities. We believe football is for all, therefore we must ensure there are no barriers to participation and involvement. We are responsible for setting the standards and values which should be applied throughout football.

Football is for everyone and should be enjoyed by all.... We will be recognised as organisations that are fully inclusive and provide equal opportunities across the whole of football.

OUR VISION

Football is for everyone and we're determined to break down barriers which get in the way of progress.

LEADERSHIP & GOVERNANCE

The Inclusion Action Plan will be driven by the Inclusion Advisory Group and supported by the Boards of the Wiltshire FA and STFC Community Foundation. It will be endorsed from the top and cascaded across all levels of the organisations.

COMMUNICATION

Sharing good news and success both internally and externally will help to raise the profile of diversity and inclusion within football.

Ensuring that our communication is relevant and relatable to the diverse communities that we serve will also encourage participation in the game.

PEOPLE

Recognising and supporting our paid and volunteer grassroots football workforce and enhancing education on the importance of equality, will increase diversity within our coaches, referees, volunteers and staff leading to a more inclusive culture.

Opening up our staff and volunteers to new experiences, development opportunities will help progression and increasing diversity at the top.

PARTNERSHIPS

To become diverse and inclusive we need to identify and build relationships with new groups. Our Inclusion Advisory Group will recruit highly skilled, experienced and influential members from diverse communities within Wiltshire.

We will use these members to build relationships and help to identify the organisations in the local area that better represent the diverse people of our community in Wiltshire.

DELIVERY

To develop and improve we first need to know our baseline positions, data sources, and local demographics.

To achieve this we will survey our football population to ascertain equality data and then use this data to develop and embed our Inclusion Action Plan for Swindon & Wiltshire.

INCLUSION LEARNING & DEVELOPMENT PLAN

FOR STAFF

Everyone involved contributes towards the inclusion plan and benefits from an inclusive working environment.

FOR PARTICIPANTS

Participants from all backgrounds know how to access football and feel included and encouraged to get involved.

FOR VOLUNTEERS

Volunteer feel supported, they are able to interact with Wiltshire FA staff and receive a dedicated, inclusive and accessible service.

LEADERSHIP & GOVERNANCE

	OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
1.	Strategically lead inclusion and diversity within football in Wiltshire	Deliver x4 Inclusion Advisory Group meetings per annum.	Recruit 10 skilled and experienced members who represent different sections of the community. X4 meeting per annum.
2.	A paid and volunteer workforce of experienced and highly skilled inclusion leaders.	Senior Managers to attend inclusive leadership training. Senior leaders to attend FA inclusion workshop.	Members qualifications and training recorded.
3.	Inclusion and diversity is influencing decisions at the highest levels of the organisations.	A member of the IAG attends Board meetings to provide feedback on the progress against the Inclusion Action Plan.	Documented via Board/Council meeting minutes.
4.	Inclusion and diversity is influencing decisions at the highest levels of the organisations.	Inclusion and diversity is a regular agenda item on senior management, Board and Council meetings.	Documented via Board/Council meeting minutes.
5.	Inclusion and diversity is influencing decisions at the highest levels of the organisations.	Appoint an Equality Board Champion at Wiltshire FA and Swindon Town Foundation and create two way communication between the Champions.	Inclusion Champion is promoted via staff contacts on company website.
6.	Strategically lead inclusion and diversity within football in Wiltshire	Ensure that Inclusion & Diversity is embedded into the Wiltshire FA and Swindon Town Foundation Strategy.	Documented evidence via organisational strategy and operating plans.
7.	Strategically lead inclusion and diversity within football in Wiltshire	Inclusion targets are set, cascaded across the organisation and tracked on a regular basis.	Inclusion KPIs on organisation scoreboard.

COMMUNICATION & PROFILE

	OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
1.	Promote a culture of inclusion across the organisation and wider grassroots football audience.	Embed inclusion into the new Charlton Baker Grassroots Excellence Awards.	Promotion across onlline channels Grassroots excellence awards ceremony
2.	Promote a culture of inclusion across the organisation and wider grassroots football audience.	Run a dedicated awareness campaign as part of the Rainbow Laces initiative across clubs and leagues.	Host campaign on website Promote across social media, emails, at meetings
3.	Promote a culture of inclusion across the organisation and wider grassroots football audience.	Create space on the Wiltshire FA Ezine for inclusion and diversity news stories.	Include a story announcing the IAG in the Wiltshire FA e-newsletter
4.	Promote a culture of inclusion across the organisation and wider grassroots football audience.	Conduct a review of the Swindon Town Foundation and Wiltshire FA website to ensure it is fully inclusive.	Equality Standard for Sport evidence
5.	Promote a culture of inclusion across the organisation and wider grassroots football audience.	"Role model" celebrate role models from BAME background via website and social media.	x4 social inclusion stories via the use of storytelling and publish on Wilts FA / STFC Community Foundation websites, social media, local press and the wider IAG group contacts.
6.	Raise the profile of Wiltshire FA and Swindon Town Foundation as organisations that are championing inclusion and diversity.	Nominate the organisation, individuals or activities for inclusion categories within local, regional and national business awards.	Shortlisted nominations publicised and any award success celebrated. FA CFA Grassroots Awards 2020.
7.	Raise the profile of disability football to sustain and grown participation in Wiltshire.	Increase Marcomms activity related to disability football in Wiltshire.	Film/photography of Ability Counts League, press releases, participation case studies, promoting participation opportunities.

PEOPLE

	OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
1.	A more diverse paid and volunteer workforce supporting grassroots football across Wiltshire.	Diversity monitoring questionnaire to be launched for new recruits and all staff, Board and Council diversity to be monitored annually.	Documented evidence
2.	A more diverse paid and volunteer workforce supporting grassroots football across Wiltshire.	Conduct diversity monitoring of coaches, referees and grassroots football volunteers.	IAG scoreboard Inclusion survey
3.	A more diverse paid and volunteer workforce supporting grassroots football across Wiltshire.	Provide work experience opportunities to provide a route into football and encourage applications for BAME candidates.	Documented evidence
4.	A more diverse paid and volunteer workforce supporting grassroots football across Wiltshire.	Monitor the ethnicity of candidates applying for staff, Board and volunteer roles.	Documented evidence as part of submission for Equality Standard for Sport
5.	Ensure that the recruitment and selection processes are Bias free and inclusive.	Review and update policies relevant to recruitment and selection of people to ensure they are full inclusive.	Documented evidence as part of submission for Equality Standard for Sport
6.	Facilitate the voices of staff providing opportunities for them to contribute to the ongoing delivery of the Football Inclusion Action Plan.	Recruit a staff Equality Champion to provide a conduit between staff and senior management.	Documented evidence from The FA state of play survey findings
7.	Facilitate the voices of staff providing opportunities for them to contribute to the ongoing delivery of the Football Inclusion Action Plan.	Ensure that inclusion & diversity is a regular agenda item on all staff team meetings.	Documented evidence via meeting minutes
8.	Take action to support the mental health and wellbeing of all staff.	Include health and wellbeing on the staff one to one template to ensure that staff have the opportunity to voice any concerns.	Documented evidence of one to one meetings.
9.	Take action to support the mental health and wellbeing of all staff.	All staff to have attended the mental health first aid course	Evidence of certification
10.	Act as ambassadors for football inclusion across Swindon & Wiltshire.	IAG members to attend Wiltshire FA and Swindon Town Foundation Events.	Photographic evidence of IAG members attending event.

PARTNERSHIPS

	OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
1.	Increase engagement from BAME communities in Swindon.	Support the Nepalese Association of Wiltshire to deliver a successful annual football festival.	Event coverage
2.	Increase engagement with the LGBT community in Swindon.	Create a partnership with Swindon Voluntary Action who organise a youth forum for young people from the LGBT community.	IAG Representation
3.	Strategically lead S&WIAG	Representation from Muslim, Hindu, Nepalese, Sikh communities and representation from LGBT+ and disability football.	IAG minutes
4.	Continued success of the Wiltshire Ability Counts league.	Promote the Wiltshire Ability Counts league to help increase participant engagement.	Wiltshire FA disability participation KPIs
5.	Support Wiltshire FA to develop partnerships/relationships with organisations that can enhance disability football.	STFC Foundation, SEN schools network and Wiltshire Council.	N/A
6.	Further develop the partnership with Crimestoppers as our Charity partner.	Utilise the Crimestoppers Fearless brand to provide a voice for young people to share concerns about discrimination and youth crime	N/A
7.	Increase partnerships with youth groups to encourage a young person voice within football	Promote the work of The Wiltshire FA Youth Council.	Wiltshire FA to sustain 7 Youth Council members.

STRATEGY & DELIVERY

	OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
1.	Unite the community to engage more people from BAME communities.	Deliver a high profile inclusion event in Wiltshire to engage under-represented communities.	2021 Inclusion festival to mirror the For Swindon festival in 2019.
2.	To be recognised as an organisation that is working towards being inclusive.	Equality Standard for Sport Preliminary Level	Achieve the Equality Standard for Sport Preliminary Level
3.	Strategically lead inclusion and diversity within football in Wiltshire	Work with internal and external stakeholders to devise an inclusion action plan for grassroots football in Swindon & Wiltshire	Inclusion action plan launch
4.	Deliver high quality introduction to football for participants from all sections of the community.	Swindon Town F.C to establish a regular weekly just play type session for under-represented communities in Swindon.	Aim of 1 new Under 14 team, 20 new participants.
5.	Sustain & grow disability football participation.	Support the Wiltshire FA operational plan delivery and work relating to the Ability County League.	Disability participation KPI
6.	Increase the number of female and BAME qualified coaches.	Targeted work with BAME communities to raise the awareness of The FA coaching pathway.	Inclusion scoreboard coaching KPI.
7.	Increase the number of female and BAME qualified referees	Targeted work with BAME communities to raise the awareness of The FA referee pathway.	Inclusion scoreboard referee KPI.
8.	Sustain & grow female football participation.	Support the Wiltshire FA and STFC Foundation operational plan delivery and work relating to Women & Girls football	Female participation KPI
9.	Support the retention and growth of adult male participants over the age of 50.	Promote the Wiltshire and Swindon walking football league across diverse sections of the community. Promote the Wiltshire Veterans football league to encourage more participant engagement	Wiltshire walking football and veterans football team growth.

INCLUSION LEARNING & DEVELOPMENT

	TRAINING & DEVELOPMENT	FOR WHOM	EXPECTED BENEFITS
1.	Safeguarding For All	IAG, Staff, Board & Council	Competence in what safeguarding means and what to look for. Basic understanding of safeguarding.
2.	FA Safeguarding Workshop	IAG Chair, Staff, Board & Council	Understand how to identify and report concerns and act appropriately. Provide volunteers with an awareness of best practice in safeguarding children in football
3.	Mental Health Awareness	Staff	General awareness leading to a healthy workplace and positive motivated employees. Understand more about mental health, including the symptoms and effects, promote a healthy, tolerant working environment.
4.	FA Interactive Guide to BAME	IAG Chair	Promoting The FAs work to make the game more inclusive. Encourage more BAME coaches. Understanding of The FA approach to increasing BAME representation in coaching
5.	FA Equality & Diversity	IAG members, Board & Staff	Positive and competent role models for inclusion. Understanding The FA aims of making the game more inclusive.

INCLUSION LEARNING & DEVELOPMENT

	TRAINING & DEVELOPMENT	FOR WHOM	EXPECTED BENEFITS
6.	Safer recruitment	CEO, DSO, Senior Managers, Chairman.	Effective and safe recruitment. Help those who work with children to actively protect their welfare when selecting new people for the workforce
7.	LGBTQ awareness	IAG Chair, CEO	Raise awareness of the issues that LGBTQ+ people can face in the workplace, and help to recognise the changes that can be made to create a more equal, diverse and tolerant working environment The course covers LGBTQ+ terminology, LGBTQ+ law, and how to challenge unlawful behaviours, such as discrimination and harassment.
8.	Unconscious Bias Training	Senior Managers, IAG Chair.	Better/fairer decision making across the organisations. General self awareness across senior leaders. Provides the skills that you need to recognise your own prejudgements and learn how to manage them. It will explain the types of bias, how they can impact your life, and give you techniques to stop them from taking control

OUR TARGETS

- Increase Level 1 female coaches from 4 to 18
- Increase Level 2 female coaches from 0 to 5
- Increase Level 1 BAME coaches from 2 to 9
- Increase Level 2 BAME coaches from 0 to 2
- Increase female referees from 23 to 34
- Increase BAME referees from 12 to 15
- Increase the percentage of staff that feel the County FA have a diverse workforce from 27% to 40%
- Maintain 100% of staff that feel the County FA is heading in the right direction with equality and diversity
- Increase the percentage of BAME candidates applying for roles at Swindon Town Foundation and Wiltshire FA from 0% to 10%
- Increase the percentage of BAME individuals completing the FA Grassroots Football Survey 20/21 from 1% to 3%
- Increase the percentage of females completing the FA Grassroots Football Survey 20/21 from 15% to 20%
- To ensure a fair and transparent recruitment process with the ambition to increase female director representation on the Wiltshire FA board

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