

SWINDON AND WILTSHIRE INCLUSION ACTION PLAN

2025-26



Swindon Town FC
Community Foundation



INCLUSION ACTION PLAN 2025 - 2026

We recognise that we play a vital role in promoting equality, diversity and inclusion across football in Wiltshire. We are committed to eliminating discrimination and providing equal opportunities.

We believe football is for all, therefore we must work to dismantle barriers any to participation and involvement. We are responsible for setting the standards and values that should be applied throughout the game.

Football is for everyone and should be capable of being enjoyed by all. Our aim is to be recognised as two organisations that are fully inclusive and that provide equal opportunities across football in all settings and formats across Wiltshire.

OUR VISION

Football is for everyone, and we're determined to dismantle the barriers that 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 both 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 greater 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 more inclusive environments.

Delivering new experiences and development opportunities for our staff and volunteers will help progression and increase 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 county 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 study the 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

Volunteers feel supported, that they can interact with Wiltshire FA staff, and that they receive an inclusive and accessible service.

LEADERSHIP & GOVERNANCE

1.

OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
Strategically lead inclusion and diversity within football in Wiltshire.	Engage with capable and motivated people with insight to deliver meaningful progress.	Recruit skilled and experienced people who represent under-represented groups and meet, at least, three times a year.
A paid and volunteer workforce of experienced and highly skilled inclusion leaders.	Identify the individual training needs of senior leaders, e.g., to attend FA inclusion workshop.	The qualifications and training records of senior leaders.
Inclusion and diversity are influencing decisions at the highest levels of both organisations.	The Chair of the IAG attends Board meetings to provide feedback on the progress against the Inclusion Action Plan.	Documented via Board meeting minutes.
Inclusion and diversity are influencing decisions at the highest levels of both organisations.	Inclusion and diversity are a regular agenda item on senior management and Board meetings.	Documented via Board meeting minutes.
Inclusion and diversity are influencing decisions at the highest levels of both organisations.	Appoint an Equality Board Champion at both Wiltshire FA and STFC Foundation and create two-way communication between both organisations.	Both Equality Champions are prominent in communication, on the websites, and at events.
Strategically lead inclusion and diversity within football in Wiltshire.	Ensure that inclusion and diversity is embedded into the respective Wiltshire FA and STFC Foundation strategies.	Documented evidence via organisational strategies and in Operating Plans, plus existing KPIs for the growth in participation of women and girls and disability (Wiltshire FA).
Strategically lead inclusion and diversity within football in Wiltshire.	Inclusion targets are set in relation to the leadership of both organisations and tracked on a regular basis.	Female Board representation to be increased from 28.6% to over 30% and representation from under-represented groups to not drop below 10% - currently 14.3% (both Wiltshire FA).

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COMMUNICATION & PROFILE

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OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
Promote a culture of inclusion across both organisations and wider grassroots football audiences.	Include inclusion in the Grassroots Excellence Awards.	Promotion across all relevant channels and at the Grassroots Excellence Awards ceremony.
Promote a culture of inclusion across both organisations and wider grassroots football audiences.	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, and via other relevant opportunities.
Promote a culture of inclusion across both organisations and wider grassroots football audiences.	Create regular content that showcases progress on inclusion and diversity issues.	Regularly report the progress of the IAG via relevant channels.
Promote a culture of inclusion across both organisations and wider grassroots football audiences.	Conduct a further review of the STFC Foundation and Wiltshire FA websites to ensure both are inclusive and accessible.	Equality Standard for Sport evidence.
Promote a culture of inclusion across both organisations and wider grassroots football audiences.	Celebrate role models from under-represented backgrounds via website and social media.	Social inclusion stories published on the Wiltshire FA and STFC Foundation websites, social media, local media, and via the network of IAG members.
Raise the profile of Wiltshire FA and STFC Foundation as organisations that are championing inclusion and diversity.	Where merited, nominate the organisations, individuals or activities for inclusion categories within local, regional and national business awards.	Shortlisted nominations publicised and any award successes celebrated, e.g., The FA CFA Grassroots Awards.
Raise the profile of Disability Football to sustain and grow participation in Wiltshire.	Increase coverage related to disability football in Wiltshire, including the reporting of participation KPIs achieved.	Coverage of Ability Counts League, achievement of participation milestones, case studies, and participation opportunities reported widely.

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PEOPLE

	OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
1.	A more diverse paid and volunteer workforce supporting grassroots football across Wiltshire.	Diversity monitoring to be used in recruitment of all staff and Board members and diversity to be monitored annually.	Documentary evidence.
2.	A more diverse paid and volunteer workforce supporting grassroots football across Wiltshire.	Conduct diversity monitoring of coaches, referees and grassroots football volunteers.	Inclusion survey.
3.	A more diverse paid and volunteer workforce supporting grassroots football across Wiltshire.	Provide work experience opportunities as a route into football and encourage applications for under-represented groups and from female candidates.	Documentary 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 inclusive and free of bias.	Review and update policies relevant to recruitment and the 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 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 Inclusion Action Plan.	Ensure that inclusion and diversity is a regular agenda item on all staff team meetings.	Documentary evidence.
8.	Take action to support the mental health and wellbeing of all staff.	Include wellbeing on the staff PDR document (or similar) to give staff the opportunity to discuss issues or concerns.	Documentary evidence.
9.	Take action to support the mental health and wellbeing of all staff.	Encourage all staff to attend a mental health first aid course (i.e., funded places).	Documentary evidence.
10.	Act as ambassadors for football inclusion across Swindon and Wiltshire.	IAG members to attend Wiltshire FA and STFC Foundation Events.	Coverage and reporting via relevant channels.

PARTNERSHIPS

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OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
Increase engagement with under-represented groups and communities in Swindon.	Support the Nepalese Association of Wiltshire to deliver a successful annual football festival.	Event coverage.
Increase engagement with the LGBT+ community in Swindon and Wiltshire.	Create a partnership with Swindon Voluntary Action who organise a youth forum for young people from the LGBT+ community.	Participation in work of the IAG.
Broaden the backgrounds of people involved in the work of the IAG.	Target representation from Muslim, Hindu, Nepalese, Sikh communities and from LGBT+ community and Disability Football.	IAG membership.
Continued success of the Wiltshire Ability Counts league.	Promote the Wiltshire Ability Counts league to help increase participant engagement.	Wiltshire FA disability participation KPIs (already achieved 2025 participation target).
Wiltshire FA to develop partnerships/relationships with organisations that can enhance Disability Football.	STFC Foundation, SEND schools network and Wiltshire Council.	First SEND schools event at Green Lane (March 2025).
Increase partnerships with youth groups to encourage the voice of young people within football.	Promote the work of the Wiltshire FA Youth Council.	Wiltshire FA Youth Council to be engaged in regular activity (via documentary evidence).

STRATEGY & DELIVERY

1.

OBJECTIVE	ACTIONS	MEASURES/ EVIDENCE
Unite the community to engage more people from under-represented groups.	Deliver a high profile inclusion event in Wiltshire to engage under-represented communities.	Start with identified events organised we can have a presence at and then evaluate running our own event/s.

2.

To be recognised as an organisation that is working towards being inclusive.	Work towards the Equality Standard for Sport Preliminary Level.	Achieve the Equality Standard for Sport Preliminary Level.
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3.

Deliver high quality introduction to football for participants from all sections of the community.	STFC Foundation to maintain the regular weekly just play type session for under-represented groups in Swindon.	Aim for at least 30 new participants.
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4.

Sustain and grow Disability Football participation.	Support the Wiltshire FA Operational Plan delivery and work relating to the Ability County League.	Participation KPI for Disability Football (already achieved for 2025).
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5.

Increase the number of female coaches and coaches from under-represented groups.	Targeted work with under-represented groups to raise the awareness of The FA coaching pathway.	Inclusion scoreboard coaching KPI.
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Increase the number of female Referees and Referees from under-represented groups.	Targeted work with under-represented groups to raise the awareness of The FA Referee pathway.	Inclusion scoreboard Referee KPI.
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7.

Sustain and grow female football participation.	Support the Operational Plans of Wiltshire FA and STFC Foundation in relation to women and girls football.	Female participation KPI.
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8.

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 participation.	Wiltshire walking football and veterans football team growth.
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INCLUSION, LEARNING, & DEVELOPMENT

	TRAINING & DEVELOPMENT	FOR WHOM	EXPECTED BENEFITS
1.	Safeguarding For All.	IAG membership, staff at both Wiltshire FA and STFC Foundation and respective Boards.	Competence in what safeguarding means and what to look for.
2.	FA Safeguarding Workshop.	IAG membership, staff at both Wiltshire FA and STFC Foundation.	Understand how to identify and report concerns and act appropriately. Provide volunteers with an awareness of best practice in safeguarding in football.
3.	Mental Health First Aid.	Staff at both Wiltshire FA and STFC Foundation.	General awareness leading to a healthier workplace and more motivated employees. Understand more about mental health, including the symptoms and effects, promote a healthy, tolerant working environment.
4.	FA Equality and Diversity.	IAG members, and the leadership of both Wiltshire FA and STFC Foundation.	Positive and competent role models for inclusion. An understanding how The FA is seeking to make the game more inclusive.
5.	Unconscious Bias Training.	The leadership of both Wiltshire FA and STFC Foundation and the IAG Chair (when appointed).	Better/fairer decision making across both organisations and general self-awareness across senior leaders.

WiltshireFA.com
STFCFoundation.com