



DIVERSITY ACTION PLAN
2017 – 2021
ACTIVE NORFOLK

ABOUT US

We are the County Sports Partnership (CSP) for Norfolk, one of 44 CSPs covering England.

We aim to provide the single source of activity information for players, organisers, supporters and media.

We are working in partnership with all of Norfolk's local authorities, Norfolk County Council Public Health, and Sport England to increase participation in sport and physical activity.

OUR MISSION

We will offer an environment where:

- All who want take part in sport in Norfolk will have the opportunity to fully participate and achieve their potential
- Physical, social and other barriers are minimised
- There is a welcoming and supportive environment
- Participation programmes and places of activity actively promote equality of opportunity
- Everyone accepts that it is their responsibility to uphold the Equality legislation and show respect for others

OUR EQUALITY VISION

We will maximise the health benefits of physical activity by directing resources to communities with the greatest health inequalities. We will dedicate specified resources to grow participation in under-represented groups including:

- Women & girls
- Older people
- People with a disability
- BME communities
- Low socio-economic status

As well as stimulating participation by under-represented groups, it is clearly understood that the Active Norfolk Team will continue to encourage increased participation with the mass market who are already well represented. We will encourage all persons to take part in sport and physical activity at the most appropriate level for them.

Active Norfolk is committed to equality and operates within a culture and structure that recognises diversity and strives to be fair. Equality in sport is about fairness, justice and equal access to opportunities. Active Norfolk is aware of the diverse needs of different groups within society and respond positively to eliminate discrimination. We will also ensure Equality work is embedded across all our work streams.

OUR CORE VALUES

- Integrity – Being professional, dependable and honest. Doing what we say we're going to do, for the right reasons
- Collaboration – Utilising our collective expertise, resource and assets with partners to achieve shared goals
- Leadership – Leading a strong partnership to achieve big things. Taking responsibility, personally and collectively
- Excellence – Striving to do the best job we can do, not settling for 'good enough'
- Innovation – Challenging convention, being prepared to fail, approaching problems from a different angle
- Making a difference – Being motivated by a desire to make a positive difference to people's lives

Equality Statement

As County Sports Partnership for Norfolk we are committed to encouraging equality and diversity not only within our workforce, but throughout our wider partnerships and in the delivery of all of the sporting and physical activity programmes we are involved in.

Active Norfolk is committed to equality and will operate within a culture and structure that recognises diversity and strives to be fair. Equality in sport is about fairness, justice and equal access to opportunities. Active Norfolk must be aware of diverse needs of different groups within society and respond positively to eliminate discrimination. Positive action will be used to redress inequalities and to maximise participation

Along with the entire CSP Network, we oppose all forms of unlawful and unfair discrimination including direct and indirect discrimination, harassment, bullying and victimisation. Active Norfolk recognises our legal obligations and will abide by the requirements of the Equality Act 2010.

<p>Recruitment / Personnel</p> <p>How the organisation will attract an increasingly diverse range of candidates, both within the main team and across the board</p> <p>Objective</p> <p><i>Embed good diversity and inclusion practice into our recruitment activities and decision making processes</i></p>			
<p>Priorities</p>	<p>Actions</p>	<p>Person(s) Responsible</p>	<p>Completion Date</p>
<p>Short Term:</p> <p>Identify or recruit a board member to be Equality champion</p>	<p>Add item on to next board meeting agenda</p> <p>Provide appropriate training for board member</p>	<p>Director / Equality Officer</p>	<p>April 2018</p>
<p>Medium Term:</p> <p>Update Action Plan and add comment from Board member</p> <p>Ensure all recruitment processes give Active Norfolk the best chance of achieving gender split and / or increasing diversity on board or within the team</p>	<p>Equality officer to discuss and review action plan with board member.</p> <p>Guidelines circulated around the wider team</p> <p>All board members and staff to complete equality audit questionnaire</p>	<p>Director / Equality Officer</p>	<p>September 2018</p>
<p>Long Term:</p> <p>Monitor existing make up of board and staff</p> <p>Continue to approach new organisations in reference to widening the diversity on the board</p> <p>Adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender represented</p>	<p>Review annually</p>	<p>Director / Equality Officer</p>	<p>January 2019</p>

<p>Marketing & Comms</p> <p>How our commitment to diversity is communicated through internal practices and externally</p> <p>Objective <i>Ensure all publications both internally and externally are in line with Active Norfolk's commitment to diversity and inclusion.</i></p>			
Priorities	Actions	Person(s) Responsible	Completion Date
<p>Short Term: Ensure that our website and regular publications are in line with accessibility guidelines.</p> <p>Check imagery used on website, during programmes and in our publications are a fair representation</p>	<p>Follow our guidelines regarding typeface and images</p> <p>Use inclusive imaging for all advertising and promotional material</p>	<p>Marketing Team and all staff who can edit the website</p>	<p>This is an ongoing task</p>
<p>Medium Term:</p> <p>Regular news items on website showcasing work with equality partners and underrepresented groups locally</p> <p>Ensure promotion of specific campaigns relating to under – represented groups</p>	<p>We have a strong marketing team who administer our website making sure our offering is inclusive of underrepresented groups.</p> <p>We offer specific activities for these groups and advertise them on our website and elsewhere</p>	<p>Marketing team</p>	<p>This task is ongoing. As new activities and projects are organised, our marketing team will work with project officers to promote these events.</p>
<p>Long Term:</p> <p>Ensure equality targets included in performance measures in all programme reports</p>	<p>We have a robust reporting system for our activities, using the information gained from past activities to ensure the success of future activities</p>	<p>Marketing Team, Research and insight officers.</p>	<p>Ongoing</p>