



# Kent Sport Equality Action Plan 2020 – 2022



## **Kent Sport & Physical Activity Service**

### **Equality Action Plan 2020 - 2022**

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## 1.0 **Introduction**

- 1.1 The Kent Sport & Physical Activity Service (Kent Sport) is Kent's partnership agency seeking to co-ordinate the development of sport and physical activity in Kent through providing direct services to the public, hosting a variety of projects & programmes and working with a large number of other organisations in the public, commercial, private, voluntary and education services.
- 1.2 Kent Sport takes the strategic lead and ensures that best use is made of resources for sport and physical activity in the County. One of the key principles of the Strategic Framework for Sport and Physical Activity – 'Towards An Active County' is that there should be efforts made to maximise sport and physical activity opportunities for all people and groups as defined within the Equality Act 2010, irrespective of sex, gender reassignment, race, disability, age, sexual orientation, religion & belief, pregnancy & maternity or marriage & civil partnership (plus Carers who are a local priority identified by Kent County Council). All of Kent Sport's work is in partnership with other organisations and individuals.
- 1.3 Kent Sport is a service unit of Kent County Council (KCC) and sits within the Growth, Environment & Transport Directorate. All Kent Sport staff are bound by KCC policies and procedures including the KCC Equality & Human Rights Policy and the Equality & Diversity Policy Statement. Kent Sport has adapted the policy statement to create a policy specifically related and focused on sport and the work of service.
- 1.4 The Active Partnership (AP) for Kent has been incorporated as a partnership into the work of Kent Sport. The Board for the Kent & Medway Active Partnership has been in place since February 2007 and provides governance for and scrutiny of the Sport England funded work ie. that of the Active Partnership.
- 1.5 The Equality Action Plan will assist Kent Sport with planning and continuing to develop, as well as focusing on delivery of services and work with target groups. The organisation's training requirements, equality profile audit data and external equality profile data have influenced the detail in the plan. The plan is based on current structures and resources and will be monitored and evaluated on a regular basis.
- 1.6 Sport England will be undertaking a review of its current strategy 'Towards An Active Nation' at the end of 2020 / early 2021. It is anticipated that there will be continued emphasis upon demonstrating contribution to wider health & social outcomes, tackling inactivity and encouraging underrepresented groups to become more active. It is in this context that this Equality Action Plan has been developed.
- 1.7 ***Equality Standard – A Framework for Sport***  
Kent Sport underwent a reaccreditation process and successfully achieved the Foundation and Preliminary levels of the Equality Standard – A Framework for Sport in May 2013. In October 2016, Kent Sport were confirmed as the first Active Partnership in the Country to achieve the Intermediate level of the Equality Standard.

## 2.0 Strategies, Policies & Plans

- 2.1 There are a number of strategies, policies and plans that the Kent Sport Equality Action Plan links to either directly or indirectly. The Equality Action Plan will cut across many strategies, and as such will enhance these documents and provide increased support in engaging with all communities in Kent.
- 2.2 The table below highlights the strategies and policies that the Equality Action Plan links in to:

Organisation	Strategy / Policy / Plan
Kent Sport / The Board for the Kent & Medway Active Partnership	<a href="#">Towards An Active County: A Strategic Framework for Sport &amp; Physical Activity in Kent and Medway</a>
Kent Sport	<a href="#">Equality &amp; Diversity Policy Statement</a>
Kent Sport	Annual Operating Plan
Kent Sport	Communications Plan
The Board for the Kent & Medway Active Partnership	Diversity Action Plan
Kent County Council	<a href="#">Equality and Diversity Policy Statement</a>
Kent County Council	<a href="#">Equality &amp; Human Rights Policy</a>
Kent County Council	<a href="#">Increasing Opportunities, Improving Outcomes: Strategic Statement 2015 – 2020</a> (A new 5 year plan is currently in development)
Kent County Council	Corporate Communications Guidance
Kent County Council	Terms and Conditions of Employment
Sport England	<a href="#">Towards An Active Nation 2016-2021</a>
Cross-Government	<a href="#">Sporting Future: A New Strategy for An Active Nation</a>

**3.0 Consultation**

- 3.1 Consultation is important in order to ensure that the Equality Action Plan is reflective of the issues facing communities within Kent.
- 3.2 The consultation process will include key internal groups and external partners to ensure that any gaps in provision are identified and addressed.
- 3.3 The table below identifies the key internal and external organisations that Kent Sport will consult with on the production of the Equality Action Plan:

Internal	External
The Board for the Kent & Medway Active Partnership	Local Authority Sports Development Officers
Kent Sport Staff	Local Equality contacts
KCC Equalities contact/group	
KCC Staff Groups (representing the interests of Black & Minority Ethnic employees; Lesbian, Gay, Bisexual & Transgender employees; Disabled employees and younger employees.)	

**4.0 Monitoring, Impact Measurement & Evaluation**

- 4.1 The Equality Action Plan will need to be monitored and evaluated on a regular basis. All Kent Sport staff and partners involved have a responsibility for taking ownership of the plan to ensure that actions are implemented effectively, and tasks achieved throughout the year.
- 4.2 The monitoring and evaluation process is as follows:

Action	Responsibility
Overall accountability for monitoring implementation and reviewing progress of delivery of the Equality Action Plan:	The Board for the Kent & Medway Active Partnership and the Kent Sport Partnership Director
Ongoing monitoring and evaluation of plan progress (quarterly):	Physical Activity Manager
Implementation progress:	All Staff and Partners and led/supported by Physical Activity Manager
Quarterly monitoring, assessment of effectiveness and achievement of actions:	All Staff and Partners and led/supported by Physical Activity Manager
Annual Report:	Physical Activity Manager

## 5.0 **Vision, Mission and Objectives**

5.1 **Our Vision:** More people, More active, More often.

**Our Mission:** Changing Lives through sport and physical activity.

Through delivery of the Equality Action Plan, Kent Sport will be working towards the above vision and mission with a particular focus on those who are less active and from underrepresented groups.

5.2 **Our Commitment:**

Kent Sport is committed to embedding the principles of Equality & Diversity and Safeguarding young people & adults across all our work, and expects all staff, Board Members, partners and volunteers to share that commitment.

5.3 The Equality Action Plan has seven main objectives. The organisation's training requirements, equality profile audit data and external equality profile data have influenced the detail in the plan.

### **Objective 1 – Training & Development**

To improve the understanding of equality and diversity issues by all staff and Board Members.

### **Objective 2 – Partnerships and Service Users**

To work with existing partners and seek new partners to support with tackling inactivity and developing participation opportunities for the least active and underrepresented groups.

### **Objective 3 – Policies and Strategies**

To ensure all policies and strategies promote equality and opportunity for all.

### **Objective 4 – Funding**

To evaluate and promote funding streams internally and externally.

### **Objective 5 – Human Resources and Staffing**

To ensure all human resources procedures and practices promote equality and diversity.

### **Objective 6 – Research, Insight, Monitoring and Evaluation**

To analyse current research, develop insight regarding interests and barriers to participation, and ensure monitoring and evaluation methods are in place for existing and future projects.

### **Objective 7 – Marketing and Communications**

To promote Kent Sport's commitment to Equality and Diversity and evaluate all marketing and communication methods used by Kent Sport to ensure accessibility by all.

## 6.0 EQUALITY ACTION PLAN 2020 – 2022

<b>Objective 1 – TRAINING AND DEVELOPMENT</b>					
<b>To improve the understanding of equality and diversity issues by all staff and Board Members</b>					
<b>TASKS</b>	<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMESCALE</b>	<b>RESOURCES</b>	<b>OUTCOMES / MEASUREMENT / IMPACT</b>
<b>1.1 Provide basic equality training and support for new Kent Sport Staff</b>	<ul style="list-style-type: none"> <li>- Ensure training is provided for all new staff during induction process with use of resource/briefing sheet.</li> <li>- All new staff to complete Equality and Diversity e learning module.</li> </ul>	<p>All Managers</p> <p>Managers/New Staff</p>	Ongoing. To take place as and when new members of staff join Kent Sport (includes gap year students).	Officer Time	<ul style="list-style-type: none"> <li>- All new staff to have received briefing sheet at induction.</li> <li>- All new staff to have completed E&amp;D e learning module.</li> <li>- To record all training on E&amp;D training record spreadsheet.</li> <li>- All staff to have a good understanding of equality and diversity agenda and how it links to their role.</li> </ul>
<b>1.2 Recruitment Training</b>	<ul style="list-style-type: none"> <li>- Ensure Line Managers complete Equality and Diversity in Recruitment &amp; Selection e learning.</li> </ul>	All Managers and those involved in interviewing.	Ongoing. Review annually (March).	Officer time – online training	<ul style="list-style-type: none"> <li>- All line managers and staff on recruitment panels to have successfully completed the Equality &amp; Diversity in Recruitment &amp; Selection e learning. To be recorded on E&amp;D training record spreadsheet and refreshed every 2 years.</li> </ul> <p>(Kent Manager Standard includes a module on Resource Management with a focus on recruitment and</p>

					selection. Supporting development is also available and includes training courses and e learning.)
<b>1.3 Training opportunities for all staff &amp; Board Members</b>	- Ongoing updates & briefings for staff and Board Members to provide guidance on how equality work is embedded within roles.	Physical Activity Manager	2 meetings / briefings a year	Officer Time	- 2 meetings / briefings per year
	- Support staff to increase their knowledge levels of how best to take action to address equality and diversity issues within their work areas.	WES (Workforce, Equality, Safeguarding) Group to offer guidance and support to staff to embed WES in all aspects of their work.	3 Meetings / 3 updates per year.	Officer Time Training Budget	- Group to meet and provide updates 3 times a year. - All staff to have WES actions in their work programmes. - All training to be recorded on E&D training record spreadsheet.
	- Board members to participate in training webinars / development days.  - Promote the Equality Policy Statement and Diversity Action Plan to all new Board Members.	All Board Members  All new Board Members	Ongoing. Review annually (March).  Ongoing	Officer Time	- All staff / Board Members to have a good understanding of equality and diversity agenda and how it links to their role.

**Objective 2 – PARTNERSHIPS & SERVICE USERS**

**To work with existing partners and seek new partners to support with tackling inactivity and developing participation opportunities for the least active and underrepresented groups.**

<b>TASKS</b>	<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMESCALE</b>	<b>RESOURCES</b>	<b>OUTCOMES / MEASUREMENT / IMPACT</b>
<b>2.1 Maintain, manage and develop network of local equality contacts &amp; new partners</b>	- Maintain ongoing links with existing equality partners/networks and continue to seek new partners including non sport and voluntary sector organisations who work with people with protected characteristics. Where appropriate work with them to support	All staff	Ongoing. Review annually (March).	Officer Time	- New partnerships developed and new partners identified. Strengthen / develop relationships with existing partners.

	their work in developing participation opportunities eg Kent FA Inclusion Advisory Group.				
<b>2.2 Continue to support current and emerging Equality Projects &amp; increase partners and service users</b>	- To continue to work with four Priority areas to develop a multi-agency strategic approach to tackling inactivity/increasing activity (Medway, Folkestone and Hythe, Swale and Thanet).	Leads - Physical Activity Manager / AP Manager (New partners, Insight & Improvement) / AP Manager (Core partners, programmes & workforce) / Funding & Partnerships Manager	Ongoing. Review annually (March).	Officer Time	- New partners and networks established / supported.  - Learning identified and shared.
	- To work with Champions and partners on delivery and promotion of the Everyday Active campaign.  - Support and build capacity with partners across a range of sectors (sport/leisure/health/business/voluntary sector). Source, provide and promote relevant information and training in different formats to create opportunities for under-represented groups and the least active. To include volunteer and professional workforce.  - Delivery of Everyday Active Roadshow webinars to provide the opportunity for partners to share examples and discuss the opportunities and challenges in tackling inactivity.	All staff. Led by Insight & Campaigns Officer / AP Manager (New partners, insight & improvement)	Ongoing.  Phase 1 - New web platform launched (Summer 2020) Phase 2 – web development (Autumn 2020)        2 Roadshow Webinars – Summer 2020	Everyday Active Budget	- New website / platform launched. - Everyday Active Champions in Swale, Thanet and Tunbridge Wells. - Campaign promoted to the public, training delivered, and material developed and being used by partners. - Delivery of 2 Roadshow webinars.
	- To work with partners to recruit, develop and retain female coaches within Kent & the South East through the Project 500 initiative.	Workforce and Coaching Manager	Ongoing. Review annually (March).	Workforce funding and coaching bursary	- Increase in number of females engaged with Project 500. - Development of Blogs and a minimum of 2 case studies.

	- To deliver the Kent young coaches academy to support and help young people to start coaching, whatever their background.	Coaching Co-ordinator	Ongoing. Review annually (Sept).	Partnership Services, Youth Sport Trust, Dept of Education (volunteering funding)	- Engagement of a broad range of young people from across Kent. - Increase in variety of partners nominating young people to enrol on the academy programme. - Minimum of 75% completing voluntary hours.
	- Delivery of Open Golf Legacy plan to include work with golf clubs to support them to become more inclusive/accessible (Dementia Friends sessions & Grant Aid).	Voluntary Sector Development Officer / Funding & Partnerships Manager / Legacy Working Group	July 2021 – Open Golf event	Capital grant budget	- Increase in number of people from underrepresented groups accessing and participating in golf as a direct result of the legacy plan projects. - Development of a case study from each funded project.
	- Delivery of Everyday Active Conference and KUDOS awards. The KUDOS awards will promote sport and physical activity projects that have benefitted people’s physical and mental wellbeing.	AP Manager (Core partners, programmes & workforce) & organising group	Annually - Oct	Officer Time	- Case studies produced and published about all the KUDOS award nominations to promote good practice in the County.
<b>2.3 Use Kent Sport’s existing projects &amp; programmes to promote Equality &amp; Diversity</b>	- Use workshop programme to promote opportunities for advice on equality & diversity and also seek new non-traditional venues / partners for hosting of workshops.	Physical Activity Manager / Voluntary Sector Development Officer	April 20 and ongoing	Officer Time	- Minimum 2 equality related courses per year. - New partners/venues identified. - More effective promotion and increased awareness of equalities work.

<b>Objective 3 – POLICIES AND STRATEGIES</b>					
<b>To ensure all policies and strategies promote equality and opportunity for all</b>					
<b>TASKS</b>	<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMESCALE</b>	<b>RESOURCES</b>	<b>OUTCOMES / MEASUREMENT / IMPACT</b>
<b>3.1 Ensure written policies are in line with current legislation and undergo Equality Impact Assessment screening</b>	- Equality Impact Assessment of key policies/activities in line with our EqIA plan of key documents and events.	All staff (refer to EqIA plan)	Ongoing. Review annually (March).	Officer Time	- Annual EqIA plan achieved. - Policies which reflect best practice and current legislation.
<b>3.2 Commitment to engage in consultation with designated community, staff and stakeholder groups on service delivery</b>	- Ensure key documents such as Strategic Framework and new policies are consulted on with existing and new partners and service users.	AP Manager (New partners, Insight & Improvement) / AP Director / Physical Activity Manager	Review of Strategic Framework – Summer/Autumn 2020	Officer Time	- Input / feedback received from a broad range of partners.
<b>3.3 Equality Self-assessments, scrutiny and audit on Kent Sport service delivery</b>	- Continue to self-assess where appropriate, maintain levels of performance and work on improvement/action plans: - Equality Action Plan (including EqIAs) - QUEST Improvement Plan  - Kent Sport Annual Operating Plan and KPIs	To involve all staff but to be led by:  - Physical Activity Manager  - AP Manager (New partners, Insight & Improvement) - AP Director	Ongoing. Review annually (March).  Quest Improvement workshop – Jan / Feb 2021	Officer Time	- Delivery and monitoring of actions in plans.  - Quarterly EAP monitoring and annual report produced. - Quest Improvement plan delivered.
<b>3.4 Continue to link in with other internal and external Equality &amp; Diversity Plans/Strategies</b>	- Continue links with corporate equality plans e.g. KCC Equality and Human Rights Policy (2016-20)	Physical Activity Manager / AP Director	Ongoing. Review annually (March).	Officer Time	- Maintain links with KCC Equality & Diversity team and KCC staff groups.
	- Support the Board for the Kent & Medway Active Partnership with	Physical Activity Manager / AP Director	Ongoing.	Officer Time	- Continue to meet Code of Sports Governance

	review and delivery of Diversity Action Plan.		Review action plan annually.		requirements and work towards achieving gender parity and greater diversity generally on the Board, including but not limited to; Black, Asian, Minority Ethnic (BAME) diversity and disability.
	- Continue to be aware of external strategies and legislation. Where necessary any changes to be made to current work to accommodate new strategies or legislation.	Physical Activity Manager / All Staff	Ongoing. Review annually (March).	Officer Time	- Policies which reflect best practice and current legislation.
	- Deliver Growth, Environment & Transport Directorate Equality & Diversity objectives and priorities in the Sport & Physical Activity Service Plan.	All staff  Physical Activity Manager / AP Director to complete annual return.	Ongoing (Annually within Annual Operating Plan). Annual return for Directorate review.	Officer Time	- Ensure equality and diversity is referenced within Service Plans. - Completion of annual return for Directorate / Group.

#### Objective 4 – FUNDING

##### To evaluate and promote funding streams internally and externally.

TASKS	ACTION	RESPONSIBILITY	TIMESCALE	RESOURCES	OUTCOMES / MEASUREMENT / IMPACT
<b>4.1 Monitoring and Evaluation of recipients of funding / funded projects</b>	- Ensure all current forms used for monitoring of funded projects collect equality information (including Small grants [Individuals & Organisations], Capital grants & Satellite Clubs). - Use KCC 'About You' monitoring templates and guidance. - Data inputted onto KPI E&D spreadsheet. - Evaluate outcomes of projects funded	All staff  Funding & Partnerships	April 2020 & ongoing. Review annually (March).  Small grants &	Officer Time	- Rise in number of applications supporting an increase in participation from underrepresented groups. - Data available on KPI E&D spreadsheet. - Data included in annual end of year funding reports. - Case studies produced and shared.

	to identify gaps in recipients and work to increase applications from underrepresented groups. - Development of case studies from funded projects. - Consider 'themed' rounds when funding available to help address any gaps (including support to organisations most in need during and after COVID 19 lockdown period).	Manager / AP Manager (New partners, insight & improvement)	capital grants – Quarterly monitoring		- 'Themed' funding rounds to help address any gaps (if applicable).  - Equality data to be used to inform future policy making and development work. - Identify baseline and set target for April 2021- March 2022.
<b>4.2 Awareness of external funding opportunities and work where appropriate to ensure benefit to Kent communities</b>	- Be aware of new funding opportunities and how to benefit from them.  - Ensure that as and when new funding streams arise, all staff and partners are made aware and support as necessary eg through social media, e newsletters and with applications.	All staff  Funding & Partnerships Manager	Ongoing. Review annually (March).	Officer Time	- Increased awareness of available funding opportunities to increase participation in sport & physical activity by all groups.

### Objective 5 – HUMAN RESOURCES AND STAFFING

To ensure all human resources procedures and practices promote equality and diversity.

TASKS	ACTION	RESPONSIBILITY	TIMESCALE	RESOURCES	OUTCOMES / MEASUREMENT / IMPACT
<b>5.1 Staff Recruitment</b>	- Ensure that job adverts are circulated openly and to key equality group contacts.	Recruiting Manager / Physical Activity Manager	Ongoing. Review annually (March).	Officer Time	- Job adverts / opportunities to be promoted to, and reach, a wider audience.
<b>5.2 Board Recruitment</b>	- Ensure Board recruitment meets standards required by Code for Sports Governance (Tier 3).	Physical Activity Manager/AP Director	Ongoing. Review annually (March).	Officer Time	- Job adverts circulated widely and particularly to key equality group contacts and 'Inclusive Boards'. - Job adverts to include equality statement. - Target of min 40% of each

					gender on Board. - Ensure Board make up is reflective of local community and based on skills, experience and knowledge.
<b>5.3 Equality Audit of Staff and Board Members</b>	- Undertake an Equalities Audit of staff and Board Members.	Co-ordination: Physical Activity Manager  Completion: All staff and Board Members	Biennial (every two years) - March 2020/22	Officer Time	- 100% completion rate. - Findings circulated to Staff and Board members with an associated action plan developed, where necessary.
<b>5.4 Staff Equality Data</b>	- All staff on KCC contracts to complete equality information on Employee Self Service.	All Staff	Ongoing	Officer Time	- All staff to have completed/updated equality information on Employee Self Service
<b>5.5 Designated Lead Officer for Equality and Equality Board Champion</b>	- Maintain commitment to Lead Officer for Equality and Equality Board Champion roles.	Partnership Director, Lead Officer for Equality and Board Champion.	Ongoing	Officer Time	- Designated Lead Officer for Equality and Equality Board Champion roles to be continued and maintained.

**Objective 6 – RESEARCH, INSIGHT, MONITORING & EVALUATION**

**To analyse current research, develop insight regarding interests and barriers to participation, and ensure monitoring and evaluation methods are in place for existing and future projects.**

<b>TASKS</b>	<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMESCALE</b>	<b>RESOURCES</b>	<b>OUTCOMES / MEASUREMENT / IMPACT</b>
<b>6.1 To gather and analyse knowledge and information to get a clear understanding of the protected characteristics of service users. To identify gaps in current service users and source new users</b>	- Produce insight regarding specific protected characteristics / equality groups to inform and support decision making. - Development, delivery and evaluation of the Everyday Active Campaign.	Insight & Campaigns Officer / AP Manager (New partners, insight & improvement)	Ongoing	Officer Time  Budget for Everyday Active campaign.	- Increased awareness of interests & barriers experienced by people with protected characteristics. - Evidence of change / action taken as a result of insight. - Campaign delivery, website development and evaluation of Everyday Active campaign completed.

<b>and partners</b>	- Ensure Customer / Partner Satisfaction Survey has a broad spread of consultees.	All staff to input into list of consultees.	Biennial (next survey in Nov 20)	Officer Time	- Feedback received from a broad range of partners. Action taken where appropriate in response to comments received and promotion of this (eg. You said, We did).
	- Analyse results and identify local participation levels and gaps from Active Lives surveys (Adult & CYP surveys).	Insight & Campaigns Officer / AP Manager (New partners, insight & improvement)	6 monthly (May 20 onwards)	Officer Time	- Equality data to be used to inform future policy making and development work. - Evidence of change driven by results of equality data collection.
<b>6.2 Data collection for monitoring of projects / service users</b>	- Ensure all forms include relevant equality sections.  - Use KCC 'About You' monitoring templates and guidance.  - Monitor uptake by target groups, identify any gaps, and work to increase take up by underrepresented groups.	All staff	Ongoing. Review annually (March).	Officer Time	- Equality data to be used to inform future policy making and development work. - Evidence of change driven by results of feedback and equality data collection.
<b>To include monitoring of and feedback from participants in all the following projects &amp; programmes:</b>	- Kent School Games / National School Games. (Work with partners to deliver 2020 Kent School Games Programme and National School Games Sept 2020-July 2021.) - DfE Coaches and Volunteers	Events Co-ordinator	KSG -Summer 2020  July 2021	Kent School Games budget	- Data inputted and available on KPI E&D monitoring spreadsheet. - Increase in number of people from underrepresented groups accessing and participating in sports projects.
	- Satellite Clubs. (Work with new partners [NGB/Districts/Clubs/Housing Associations/Community Safety	Satellite Clubs Development Officer	Review annually (March)	Satellite Club budget	- Two KPI targets: 1) % of disabled people participating in AP led

Partners/Charities] to increase participation of 11-19yr olds from under-represented groups including women & girls, LGBT, disabled young people and young people from lower socio-economic groups.)					programmes = 8% 2) % of BAME people participating in AP led programmes = 5% - Equality data to be used to inform future policy making and development work. - Evidence of change driven by results of feedback and equality data collection.
- Workshop programme / courses.	Voluntary Sector Development Officer / Coaching Co-ordinator	Quarterly updates			
- Sport Specific projects targeting underrepresented groups and those with low participation rates eg Breeze Cycling	AP Manager (Core partners, programmes & workforce)	Review annually (March)			
- Workplace Health – Active at Work Challenge and Business Games	Workplace Health Activator	Review annually (March)	To seek sponsorship		
- FANS – national level sports performers	Physical Activity Manager / Admin Officer	Review annually (March)			
- Project 500. (To work with partners to recruit, develop and retain female coaches within Kent & the South East.)	Workforce and Coaching Manager	Review annually (March)	Workforce funding and coaching bursary		
- Kent Young Coaches Academy. (To support and help young people to start coaching, whatever their background.)	Coaching Co-ordinator	Review annually (Sept)	Partnership Services, Youth Sport Trust, Dept of Education (volunteering funding)		
- Everyday Active Conference	AP Manager (Core partners, programmes & workforce) & organising group	Review annually (October)			

**Objective 7 – MARKETING & COMMUNICATIONS**

**To promote Kent Sport’s commitment to Equality and Diversity and evaluate all marketing and communication methods used by Kent Sport to ensure accessibility by all.**

TASKS	ACTION	RESPONSIBILITY	TIMESCALE	RESOURCES	OUTCOMES / MEASUREMENT / IMPACT
<p><b>7.1 Promotion of equalities work through a variety of marketing methods and raising awareness of Kent Sport’s commitment to Equality &amp; Diversity</b></p>	<p>Promotion via:</p> <ul style="list-style-type: none"> <li>- Case studies / videos of individuals and groups</li> <li>- Factsheets</li> <li>- Role models (athlete, parent, teacher, coach etc)</li> <li>- Website</li> <li>- Social Media</li> </ul>	<p>Led by Marcomms group alongside CYP group and individual members of staff responsible for projects/programmes eg Satellite Clubs, Grants, School Games, Workplace Health, Priority Area leads, Workforce / Coaching, Daily Mile, Primary Premium, KUDOS awards, Everyday Active Campaign.</p>	<p>Ongoing. Review annually (March).</p>	<p>Officer time.</p>	<ul style="list-style-type: none"> <li>- Equality and Diversity information available for staff and service users / public.</li> <li>- Minimum 2 case studies per work area per year to be developed.</li> <li>- Role models identified.</li> <li>- To monitor equality webpage stats &amp; social media reach.</li> <li>- More effective promotion and increased awareness of equalities work.</li> </ul>
	<ul style="list-style-type: none"> <li>- Deliver targeted marketing campaigns, including:</li> <li>- Everyday Active</li> <li>- We are Undefeatable</li> <li>- Link to national awareness campaigns/weeks/days eg International Women’s Day (March). Awareness / Campaigns calendar on the website to be maintained.</li> </ul>	<p>All staff. To be led by Marcomms group.</p>	<p>Ongoing. Review annually (March).</p>	<p>Officer Time</p>	<ul style="list-style-type: none"> <li>- Promotion of physical activity opportunities, encourage &amp; support participation, highlight inspirational stories and role models.</li> <li>- To monitor webpage stats and social media reach regarding selected campaigns.</li> </ul>
	<ul style="list-style-type: none"> <li>- Ensure that publicity material is reflective of and attractive to the diverse range of people in Kent and available in alternative formats if required.</li> </ul>	<p>All staff to ensure that ‘sign off’ sheet is used. Marcomms group to support.</p>	<p>Ongoing. Review annually (March).</p>	<p>Officer Time</p>	<ul style="list-style-type: none"> <li>- A range of publicity material available that is appropriate and accessible to the target audience.</li> </ul>

	<ul style="list-style-type: none"> <li>-All documents to be reviewed before publishing using 'sign off' sheet.</li> <li>- Continue to add new images to the photo library.</li> </ul>				
	<ul style="list-style-type: none"> <li>- Make sure website is accessible to all, expanding on current provision.</li> </ul>	Marcomms group	Ongoing with regular reviews.	Officer Time	<ul style="list-style-type: none"> <li>- To reach a wider audience.</li> <li>- Easier access by all users to information.</li> <li>- Any future website developments to go through WCAG2.1 process.</li> </ul>
	<ul style="list-style-type: none"> <li>- Continue to promote policy statement through all communications methods, including social media, website, information to partners and referenced in Strategic Framework.</li> </ul>	Led by Marcomms group (all staff)	Ongoing. Review annually (March).	Officer Time	<ul style="list-style-type: none"> <li>- Ensure policy statement is promoted widely to increase awareness internally &amp; externally of Kent Sport's commitment to Equality.</li> </ul>
<b>7.2 New Media Forms</b>	<ul style="list-style-type: none"> <li>- Work with partners to identify best/most effective media forms/channels and implement where appropriate eg Facebook, Twitter, Instagram, Webinars, text messaging service.</li> </ul>	Marcomms group	Ongoing. Review annually (March).	Officer Time	<ul style="list-style-type: none"> <li>- Marketing campaigns to reach and engage with underrepresented groups.</li> <li>- Evidence of 'reach' of communications and campaigns.</li> </ul>

## 7.0 **Appendices**

### 7.1 **Glossary of Terms – Organisations:**

**Sport England** – Working towards an active nation where everyone feels able to take part in sport and physical activity, no matter what their age, background or gender.

<https://www.sportengland.org/>

**Youth Sport Trust** – Working to ensure every child enjoys the life-changing benefits that come from play and sport. <https://www.youthsporttrust.org/>

**Women in Sport** – Working to transform sport for the benefit of every woman and girl in the UK. <https://www.womeninsport.org/>

**Activity Alliance** - Working to make active lives possible with a vision that disabled people are active for life. <http://www.activityalliance.org.uk/>

**Sporting Equals** – Working to actively promote greater involvement in sport and physical activity by disadvantaged communities particularly the Black, Asian and Minority Ethnic (BAME) population. <http://www.sportingequals.org.uk/>

**Stonewall** – Delivering campaigns for the equality of lesbian, gay, bisexual and trans people across Britain. Working to empower individuals, transform institutions, change hearts and minds and to change laws. <http://www.stonewall.org.uk/>

**Pride Sports** – Working to challenge homophobia, biphobia and transphobia in sport and improve access to sport for all LGBT people across the world. <http://www.pridesports.org.uk/>

**Kent Equality Cohesion Council** – Working towards the reduction of inequality, the elimination of discrimination, and to promote good relations between the diverse communities with a view to strengthening community cohesion in the county of Kent. <http://www.kentecc.org.uk/>

**Kent Refugee Action Network** – Independent charity providing help and support to unaccompanied asylum seekers and refugees. <https://kran.org.uk/>

### 7.2 **9 Characteristics protected by the Equality Act 2010:**

- 1) Age
- 2) Disability
- 3) Race
- 4) Sex
- 5) Sexual Orientation
- 6) Religion or Belief
- 7) Gender Reassignment
- 8) Marriage or Civil Partnership
- 9) Pregnancy and Maternity

Carers are another group which should be considered (KCC priority) along with socio economic factors and education.