

**APPROVED** DIVERSITY ACTION PLAN Jan 2017- June 2018

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| Aim:  | To ensure that the ESFA’s Council is sufficiently diverse to recognise, understand and meet the needs of its members, customers and players |
| Action | Activity | Task | Deadline |
| Establish a Diversity Advisory Group with terms of reference and reporting lines | Research into non-participation in volunteering to support schools’ football from under-represented groups, with options for addressing any barriers recommended to Council. Particular consideration to be given to participation by ethnic minority groups, women and disabled people. | * Draft ToR & identify potential membership
* Recruit members
* Inaugural meeting
* Reports to Council
* Advisory conclusions
 | 04.02.1702.04.1730.05.17Each mtgTBD |
| Actively promote the ESFA to the wider community | Pilot: recruitment drive in Midlands by approaching schools directly rather than via Associations, to establish if recruiting non-traditionally generates a wider range of interest, and promoting the opportunity to serve on Council by first serving member Associations | * Promotional letter to schools
* Evaluate impact
 | 05.12.1616.02.17 |
| Identify groups to work with to increase access to under-represented groups | On the advice of the Diversity Advisory Group, identify different “routes to market” for attracting volunteers and potential Council members | TBA by Advisory Group | TBA |
| Ensure that young people, as our primary customer, have a voice  | As per the PR, marketing and comms strategy, develop mechanisms for engaging the opinions of young people through ESFA events | * Player surveys at national competitions
* Leadership hub pilot
 | 30.05.1730.06.17 |
| Develop a volunteer strategy for the long term sustainability and diversity of Council | Use findings of pilots, advisory recommendations and other relevant research and experience to develop a volunteer reward and recognition strategy | * Outline strategy
* Council discussion
* Update with insight
* Final version
* Implement
 | 30.03.1701.04.1717.06.1724.06.172017/18 |