

**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 | 04.02.17  02.04.17  30.05.17  Each mtg  TBD |
| 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 | 05.12.16  16.02.17 |
| 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 | 30.05.17  30.06.17 |
| 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 | 30.03.17  01.04.17  17.06.17  24.06.17  2017/18 |