



FOUNDATION

Equality Diversity and Inclusion Action Plan

2021/22

#OurClubChangesLives



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Introduction

Cardiff City FC Community Foundation (the Foundation) is the official charity of Cardiff City FC.

Our vision is for children young people and families to achieve their full potential.

Our mission is to use the unique appeal of Cardiff City FC to change lives in South Wales. We tackle inequality and overcome barriers by helping people to lead healthier more active lives, improving education and employment opportunities and reducing offending and reoffending. Put simply, **'OUR CLUB CHANGES LIVES'**.

This Equality Diversity and Inclusion Action Plan 21/22 sets out the steps we plan to take between 1st September 2021 and 31st August 2022 to ensure equality diversity and inclusion is embedded throughout our organisation.



Unity through Community

Equality Statement

For the Foundation, equality is not about treating everyone the same; it's about ensuring that everyone has equal access to opportunities – through taking into account the differing needs and capabilities of people.

Protected Characteristics

Diversity is about recognising and valuing differences through the inclusion of as many people as possible, regardless of whether those differences relate to protected characteristics such as age, religion or belief, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (which includes colour, nationality, citizenship and ethnic or national origin), sex (or gender identity) and/or sexual orientation.

Valuing Differences

However, diversity and inclusion also includes valuing other differences – including but not limited to – homelessness, income levels, having previous criminal convictions, commitments outside of work, working part-time or shift work, language, union activity, worship, health status, perspectives, opinions and/or an individual's personal values.

Equal Opportunity

Therefore, for the Foundation, practicing equality is about ensuring every individual has an equal opportunity to make the most of their lives and their talent; and a belief that no one should have a poorer life chance because of such things as where they were born, the way they were born, where they live, their beliefs – or whether they have a disability. And equality is also about recognising that certain groups of people have historically experienced discrimination. It is because of this belief and understanding that the Foundation is committed to the following:

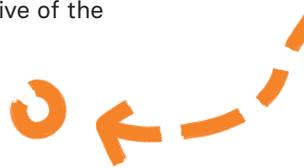
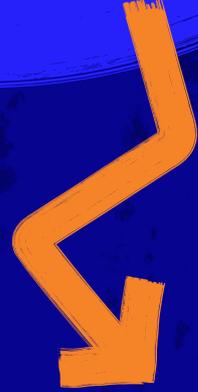


The Foundation is fully committed to equality, diversity, inclusion and anti-discrimination. We will work to address areas of under-representation and disadvantage in all aspects of our operations, activities and services. In practice, this means we will respect the needs of every individual regardless of their differences; and to this end we will deliver our operations, activities and services in such a way as to ensure that no one is excluded.





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What do we want to achieve?

Objective 1 – A diverse, skilled, and passionate workforce that is representative of the communities we serve.

Why is this important to us?

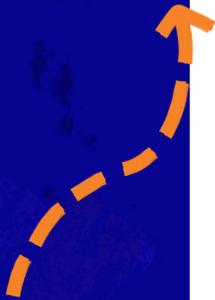
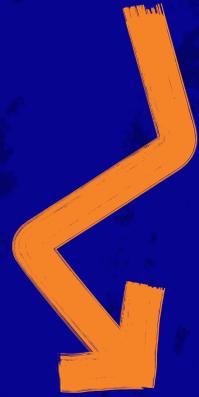
We want to recruit and retain the best people, with relevant skills and experience, representative of and connected with the people we work with and our communities.

How will we achieve it?	Timescale for completion	Reviewed	Lead Responsibility
1. We will set responsibility for ED&I by appointing a Board ED&I Champion, Staff ED&I Champion and ED&I Leads for protected characteristics.	Sept 21	Annually	Chair / Foundation Director
1.2 We will complete equality monitoring at least every three years and compare with population data. We will identify how diversity can be increased amongst our board, staff, volunteers and amongst our applicants. <i>PLCF 1.1, 2.3</i>	March 22	3 Years	Governance & Quality Officer / ED&I Lead
1.3 We will provide annual ED&I training for all staff and trustees to further embed an ED&I culture within our organisation. <i>PLCF 4.3</i>	March 22	Annually	Governance & Quality Officer / ED&I Lead
1.4 We will include thematic awareness and training opportunities within our annual staff training plan and induction process. For example, Disability Inclusion Training. <i>PLCF 5.1, 5.3</i>	Dec 21	Annually	Governance & Quality Officer / ED&I Lead
1.5 We will continue to improve our recruitment and selection policies to ensure they support diverse applications, utilise networks and systems that reach candidates from diverse backgrounds and eliminate the risk of unconscious bias.	Sept 21	Annually	Head of Finance & Operations / ED&I Lead



Tackling inequalities Together

How will we achieve it?	Timescale for completion	Reviewed	Lead Responsibility
1.6 We will offer staff from protected characteristics specific opportunities for continued professional development and career progression at Cardiff City FC Foundation.	Aug 22	Annually	Head of Finance & Operations / ED&I Lead
1.7 We will continue to hold conversations with staff members from protected characteristic groups about their experiences and satisfaction as a means of monitoring progress towards a more inclusive culture. <i>PLCF 2.4</i>	Aug 22	Annually	ED&I Lead
1.8 We will train and deploy our students to support programme delivery so that they can share their lived experience and become our future workforce.	Aug 22	Annually	Skills & Employability Coordinator
1.9 We will conduct an Annual Employee Engagement Survey and supplement with periodic pulse checks.	May 22	Annually	Governance & Quality Officer



What do we want to achieve?

Objective 2 – Listening, understanding, and responding to the needs of our beneficiaries and our communities.

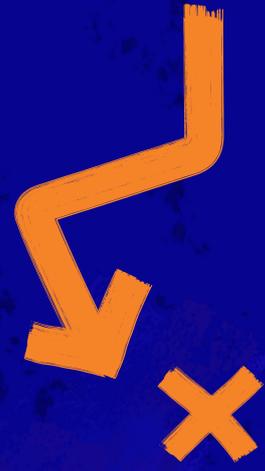
Why is this important to us?

Stakeholder engagement is fundamental to our work to support children, young people, and families to achieve their full potential and tackle the impact of inequalities. We need to listen, understand, and respond to the needs of our beneficiaries and our communities so that we can make positive change.

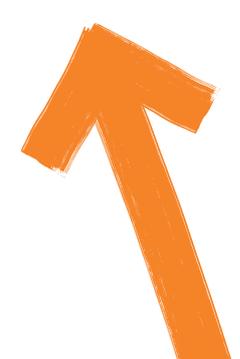
How will we achieve it?	Timescale for completion	Reviewed	Lead Responsibility
<p>2.1 We will hold quarterly meetings of our Equalities Group so that members can advise and support us to make meaningful change. Membership includes Cardiff City FC, Disability Sport Wales, Stonewall Cymru, Race Council Cymru and the Women's Sports Alliance.</p> <p><i>PLCF 2.1</i></p>	Aug 22	Quarterly	ED&I Lead
<p>2.2 We will introduce mechanisms to understand how included our beneficiaries feel when accessing our services.</p> <p><i>PLCF 2.2, 4.3</i></p>	Sept 21	Quarterly	Programmes Director / Data Analyst
<p>2.3 We will use the Welsh Index of Multiple deprivation and other sources of insight to inform our service delivery and prioritisation of resources.</p>	Aug 22	Quarterly	Programmes Director / Data Analyst
<p>2.4 We will develop a mix of universal offers and targeted interventions. Services will be childhood trauma informed and focus on addressing education and employment inequality, health inequality and the likelihood of offending and/or reoffending.</p>	Aug 22	Quarterly	Programmes Director / Data Analyst



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How will we achieve it?	Timescale for completion	Reviewed	Lead Responsibility
2.5 We will undertake regular, direct engagement with diverse communities to inform the development of services and programmes. This will include youth voice and co-production.	Aug 22	Quarterly	ED&I Lead / Project Coordinators
2.6 We will retain Disability Sport Wales' inSport Silver Standard and put an action plan in place to achieve inSport Gold Standard by August 2023. <i>PLCF 4.4</i>	Aug 22	Annually	ED&I Lead
2.7 We will promote and use the Welsh language in our communications, content, and service delivery.	Jan 22	Quarterly	ED&I Lead / MarComms Manager
2.8 We will take action to make our internal and external communication as accessible as possible to beneficiaries, staff and volunteers with a disability or impairment.	Jan 22	Quarterly	ED&I Lead / MarComms Manager
2.9 We will formalise our Kicks Leadership Programme and pilot a new Changemakers female leadership programme.	Jan 22	Quarterly	ED&I Lead / Project Coordinators
2.10 We will embed ED&I content within all our programmes.	Aug 22	Quarterly	ED&I Lead / Project Coordinators





What do we want to achieve?

Objective 3 – Celebrating diversity, championing inclusion and challenging discrimination

Why is this important to us?

We are uniquely positioned to lend our voice to create positive change.

How will we achieve it?	Timescale for completion	Reviewed	Lead Responsibility
<p>3.1 We will publish a statement on Equality Diversity and Inclusion, supported by our ED&i Action Plan (to be monitored quarterly), and an annual progress report.</p> <p><i>PLCF 4.2, 6.1</i></p>	Sept 21	Annually	Board ED&i Champion / Foundation Director
<p>3.2 We will develop a communications plan and calendar of key events (e.g. Cardiff/Cymru Pride) and guest blogs (e.g. ambassadors with lived experiences).</p> <p><i>PLCF 3.1, 4.1, 5.2</i></p>	Sept 21	Annually	MarComms Manager / ED&i Lead
<p>3.3 We will ensure content used across our platforms is reflective of the diverse people we work with and support</p>	Sept 21	Annually	MarComms Manager / ED&i Lead
<p>3.4 We will advocate the impact of sport as a vehicle for positive change.</p>	Sept 21	Quarterly	Foundation Director
<p>3.5 We will collaborate with Cardiff City FC to support national campaigns and activate campaigns on a local level.</p>	Aug 22	Quarterly	MarComms Manager / ED&i Lead
<p>3.6 We will deliver anti-discrimination education workshops as part of our Premier League Primary Stars programme.</p>	July 22	Quarterly	Early Years and Primary Coordinator



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Key Contacts

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