



Equality Action Plan for Active Gloucestershire

2007 - 2009



INTRODUCTION

This Equality Action Plan 2007 – 2009 is based on the outcomes of consultations with under represented groups carried out to interpret and understand the data provided by the Active People and other more local surveys of participation in sport and active recreation. This Equality action plan forms an appendix to the Active Gloucestershire Annual Delivery Plan and will be managed through the Active Gloucestershire Leadership Team, following approval from the Active Gloucestershire Board in August 2007.

This Equality Action Plan has been produced to underpin practical delivery of equality policy objectives as well as to address inequalities that emerged through the recent equality audit process. The consultation and research has been used to broaden Active Gloucestershire's understanding of the issues and barriers faced by under-represented groups and to inform the action planning process. It is important to highlight that "Addressing Social Exclusion and Specific Inequalities" forms a core strand within the Active Gloucestershire Strategic Framework and that specific objectives and targets featured in Active Gloucestershire's Annual Delivery Plan 2007/2008 will also underpin implementation of the equality policy.

Over time Active Gloucestershire, through its various sporting and other networks, has adopted a more strategic influencing role and its involvement in direct delivery of sporting activity has decreased. However, widening access and achieving equality of opportunity continue to be identified priorities.

The key elements of the plan are:

- Service Delivery: Increase the number of people from priority equality groups receiving high quality participation opportunities
- Use Active Gloucestershire's influencing and advocacy role to promote equality
- Employment and Workforce Development
- Strengthen the systems that are in place to gather and effectively analyse equality profiling information
- Communication: Marketing, Publicity and Promotion.

A member of the Active Gloucestershire Senior Management Team has lead responsibility for equity. Active Gloucestershire has also prioritised the development of sporting opportunities for disabled people and women and girls and has committed resources and secured external funding to support delivery in these areas. Two full-time development officers have a specific focus on disability sports development in the county whilst one full-time development officers have a specific focus on the development of women's and girls' football. There are also community sports coaches for both women's and girls' football, and rugby – as well as two full-time Active Start coaches working predominantly with children and parents from low income households.



LAYOUT

The table of outcomes contains a list of all the success measures along with details of ownership and timescales. Where possible Active Gloucestershire has endeavoured to pin down the success measures into definite actions. The action plan uses a red/amber/green (RAG) performance measure system:

Red - major problems in achieving scheduled targets, **Amber - challenges to be overcome but schedule still achievable,**
Green - on schedule, Blue – complete.

MONITORING AND REVIEW

It will be the responsibility of the Equality Standard Lead Officer to review and report on progress against the Equality Action Plan each quarter using the red/amber/green (RAG) performance measure included in the “Monitoring/Success Measure & Status” column of this plan. The progress of Equality Action Plan will also be reviewed quarterly by the Active Gloucestershire Board. The Equality Action Plan will then be updated and displayed on the Active Gloucestershire website, thus making it accessible to all our stakeholders.

The plan will be a living document and actions will be added as needs are identified and resources or funding made available.

AUTHORISATION

The content of this plan and the monitoring arrangements was noted by the Active Gloucestershire Executive Board on 11th October 2007. The plan was then released at Issue 1.



Key to Active Gloucestershire (AG) Lead personnel:

CEO	Chief Executive Officer
C & V DO	Club & Volunteer Development Officer
DFDO	Disability Football Development Officer
DOfDP	Development Officer for Disabled People
HoCD & I	Head of Community Development & Investment
HoKM,C & BS	Head of Knowledge Management, Communication & Business Support
scUK DO	Sports Coach UK Development Officer
SDTL(C)	Sports Development Team Leader (Coaching)
W & G FDO	Women's & Girls' Football Development Officer



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
Service Delivery: Increase the number of people from priority equality groups receiving high quality participation opportunities						
<p>Engagement & Support: Active Gloucestershire is committed to widening access to Sport and Physical Activity opportunities and to increase participation by under-represented groups. Through district-based Community Sports and Physical Activity Networks (CSPANs), review the Active People results for each and take action to support widening access and increasing participation in sport and physical activity opportunities. CSPANs are a tangible way in which we can influence other delivery agencies to address inequalities.</p>	<p>1. Set up CSPANs. Include in the terms of reference for the district CSPANs strategic guidelines which prioritise projects that encourage participation amongst priority equality groups. Use CSPANs to engage with under-represented groups and inform consultation comments on funding bids and resource requests. Projects developed through CSPANs should take account of:</p> <ul style="list-style-type: none"> • access to transport • vicinity of facilities • fear of crime <p>Work with partners to address lack of communication, joined up working and awareness of their current activities, strengths and local knowledge to deliver in true partnership. Learn from partners' successes.</p> <p>Liaise with partners on how CSPANs will "fit" into existing initiatives such as Gloucester City's Healthy City Partnership and Stroud's Sport and Health Development Team. Work with partners to develop measures that include retention and sustainability.</p>	<p>CSPANs under development to include: Local Authorities (LAs), Gloucestershire County Council (GCC), District Councils (DCs), National Governing Bodies (NGBs), Primary Care Trust (PCT), Police, regional and local under-represented groups.</p>	<p>HoCD & I</p>	<p>Mar 08</p>	<p>£4k from existing resources</p>	<p>4 CSPANs established. (Links directly to Annual Delivery Plan: Strategic Framework Theme 1 – Influencing Strategic Planning, Target 1.5).</p> <p>1 member of the CSPANs representing a priority group. Links directly to consultation feedback from GCC.</p> <p style="text-align: center; font-size: 2em;">B</p>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
	<p>2. Increase external partners' awareness of funding and awards of mutual benefit by providing links to funding organisations and & FAQs on website. Include article on funding in an edition of the AG newsletter.</p> <p>3. AG to liaise with Local Authorities in any bid-creations/profile-raising across the county, as well as amount of funding accessed. Attract funding from other sectors and key partners to work together to increase 1% participation year on year.</p>	<p>Funding bodies (eg: Sport England, National Lottery), local partners, local businesses, local funding advisers network.</p>	<p>HoKM,C & BS</p>	<p>Ongoing</p>	<p>Staff time</p>	<p>Website to have a funding section. Complete.</p> <p>No. of hits on website.</p> <p>Newsletter circulation numbers.</p> <p style="text-align: center; font-size: 2em;">B</p>
	<p>4. Review criteria for allocation of Community Sports Coaches funding to prioritise applications which encourage participation amongst priority equality groups.</p> <p>5. Liaise with CSPAN partners on how CSCs can best work with priority equality groups.</p>	<p>Local & regional organisations representing or with a vested interest in supporting priority equality groups.</p>	<p>CEO / HoCD & I</p>	<p>Jan 08</p>	<p>Staff time £1k</p>	<p>5 community coaches with a significant proportion of their workplan/delivery dedicated to priority equality groups.</p> <p>Full time Inclusion Community Sports Coach.</p> <p>Girls' Football</p> <p>Girls' Cricket</p> <p>Girls' Rugby</p> <p>Hosting "Onside" community Football post.</p>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
<p>Disabled People</p> <p>Analysis shows significant under representation of disabled adults taking part in at least three 30-minute sessions of moderate physical activity per week.</p> <p>Analysis shows significant under representation of disabled Children and Young People in Gloucestershire coached by Active Gloucestershire's Community Sports Coaches. Disability research indicates that there are limited opportunities for young disabled people to take part in competitive sport and to progress from school to community sport.</p> <p>Work with partners to increase physical activity opportunities for disabled people.</p>	<p>6. Through the employment of a Development Officer for Disabled People, continue to develop relationships with local disability organisations such as the Ability Sports Association in Stroud. Investigate joint projects.</p>	<p>Ability Sports Association, English Federation of Disability Sport (EFDS), National Star Centre, NGBs, GCC, Special Educational Needs (SEN) schools, LAs.</p>	<p>SDTL(C) / DOfDP</p>	<p>Mar 08</p>	<p>Staff time / CIF Funding</p>	<p>Secure funding and employ 1 full-time disability-focussed Community Sports Coach. Complete.</p> <p style="font-size: 2em; text-align: center;">B</p>
	<p>7. Community coaches to have completed a disability awareness training courses such as: EFDS's "Disability Equality Training Course" or Sports Coach UK's "Including Disabled People in Your Coaching" and "Coaching Disabled Performers".</p>		<p>HoCD & I</p>	<p>Oct 07</p>	<p>Staff time</p>	<p>Establish Disability Sport Forum & action plan. (Links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities, Target 6.1). Slipped to Feb 08 due to availability of key partners.</p>
	<p>8. Work with partners (eg DCs & EFDS) to develop buddies/enablers to disabled adult client groups.</p> <p>9. Work with partners such as EFDS & Gloucestershire Partnership NHS Trust to enable special needs communities to access community groups & activities. Develop appropriate communication channels. Investigate timing and transport to activities, and appropriate support (eg support for talented disabled athletes).</p>		<p>HoCD & I</p>	<p>Oct 07</p>	<p>Staff time</p>	<p>Establish SEN/mainstream schools forum and action plan. (Links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities, Target 6.1). Consultation started. SEN Forum established. Action Plan slipped to Feb 08.</p>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
			DOfDP	Sept 07	£5k	Deliver, evaluate & review the SEN Youth Games as a premier multi-sports event for disabled young people. (Links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities, Target 6.1). Games delivered. Draft Report available – final version available Feb 08.
			SCTL(C)	Ongoing	Staff time	All Community Sports Coaches have disability training. See evidence in 3A re: min. training & plans. (Links directly to Annual Delivery Plan: Strategic Framework Theme 7 – Developing the Workforce). CSCs will attend & assess pilot UoG Multiskills Inclusion training. Inclusion CSC attended “Let’s All Play” inclusion training from SkillsActive. (DOfDP has suspended staff attending “Coaching Disabled Performers” course as it is not appropriate, low quality and lacks practical elements/advice. Staff Inclusion training will resume when both above courses have been assessed).
				Review Jun 08		



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
			HoKM,C & BS	Nov 07	Staff time	Develop the Disability Sport section of the website. Ensure it has 2 local case-studies of positive role models. Complete. <div style="text-align: center; font-size: 2em; font-weight: bold;">B</div>
			DOfDP	Sept 07	Staff time £1k	Deliver, evaluate and review 2 inclusive summer sports days by September 2007. (Links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities, Target 6.1). Flooding caused cancellation of both events. 08 Events will be linked to "Playground to Podium" playschemes. <div style="text-align: center; font-size: 2em; font-weight: bold;">R</div>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
						<p>areas of Cheltenham to target services and also developing consultation process to engage 55+.</p> <p><i>(Above links to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities).</i></p> <p style="text-align: center;">B</p>
			HoCD & I	Jun 08	£50k	<p>Workplace Exercise Project to provide at least 1 event/activity targeted at adults 55+.</p> <p>Workplace Exercise Project on hold pending funding & resource.</p> <p style="text-align: center;">R</p>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
						G
	<p>13. Through the hosting of a Women's and Girls Football Development Officer, continue to raise the profile of and co-ordinate women's football increasing playing opportunities; improving quality of coaching; establishing a competitive structure and creating performance pathways.</p>	<p>GFA,WFS</p>	<p>W & G FDO</p>	<p>Ongoing</p>	<p>Staff time £10k</p>	<p>Active Gloucestershire hosts and manages the Women's and Girls' Football Centre of Excellence. Ongoing.</p> <p>G</p>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
	14. Continue to promote and provide opportunities for women to participate in football and rugby via AG's Women's and Girls Community Sport Coaches in football and rugby.	GFA, Rugby Football Union (RFU), SSPs, WFS	SDTL(C)	Ongoing	Staff time	1 women's & girls' coach for football. 1 women's & girls' coach for rugby. 1 netball coach. Ongoing. <div style="text-align: center; font-size: 2em;">G</div>
						1 organisation representing females member of CSPAN. Complete. <div style="text-align: center; font-size: 2em;">B</div>
			HoCD & I	Jun 08	Staff time (£50k as previous)	Workplace Exercise Project to provide at least 1 event/activity targeted at females. Project on hold pending funding and resource. <div style="text-align: center; font-size: 2em;">R</div>
People on low-incomes Analysis shows under representation of adults 16+ from the poorest socio-economic groups participating in at least three 30-minute sessions of moderate physical activity per week.	15. Develop relationships with local partners to identify joint projects for those from the poorest socio-economic areas, and promote activities of partners. Create better links to LA Sport and Health Development Units,	GCC, youth organisations, Housing Associations, District Councils, NGBs, Oxfam.	HoCD & I	Sept 07	Staff time £1k	Work with Gloucester City Council to develop scheme related to the Respect agenda by September 2007. (Links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social



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			HoCD & I / SDTL(C)	Mar 08	Staff time	Set up 1 project with Severn Vale Housing Trust to provide the opportunity for sports coach training for tenants in the lower socio-economic areas of Gloucestershire. Ongoing.
			HoCD & I	Ongoing	Staff time	Support Chinese community in Cheltenham to set up 1 Badminton Club. Ongoing.
			HoKM,C & BS	March 08	Staff time	Hold 1 joint event with Police to signpost Polish community to sport & physical activity opportunities. Complete.
						<p><i>(Above links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities. Also links directly to Outcome 2: Demonstrate equality of opportunities).</i></p> <p style="text-align: center; font-size: 2em;">G</p>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
<p>Coaching & Officiating Analysis shows disabled people are significantly under-represented in coaching. There is an under-representation of females in coaching.</p> <p>Females, disabled people and non-white people are significantly under-represented in officiating.</p>	<p>20. Work with partners including NGBs and LAs to promote coaching and officiating opportunities through media channels appropriate to particular under-represented groups.</p>	<p>Local and regional organisations representing priority groups: WFD, EFDS, Age Concern</p>	<p>SDTL(C)</p>	<p>Dec 07</p>	<p>Staff time</p>	<p>Establish a coach resource centre. (Links directly to Annual Delivery Plan: Strategic Framework Theme 7 – Developing the Workforce, Target 7.3). Ongoing.</p>
	<p>21. Promote coaching and officiating courses to partners & organisations representing priority equality groups.</p>	<p>Sports Coach (scUK), NGBs</p>	<p>HoKM,C & BS</p>	<p>Mar 08</p>	<p>Staff time</p>	<p>Promote AG courses to under-represented groups. This links directly to establishing pathways for priority groups in coaching and officiating. Monitor percentage of participants from under-represented groups attending coaching & officiating courses organised by Active Gloucestershire and partners reflects the demographics for the county. Links directly to Outcome 2: Demonstrate equality of opportunities. Ongoing.</p>
	<p>22. Continue to develop the Coach Education and Development Programme so that good practice is promoted throughout the sub-region.</p>	<p>Sports Coach (scUK), NGBs, Clubs</p>	<p>HoCD & I / C&V DO</p>	<p>Ongoing</p>	<p>Staff time</p>	<p>Develop the website to ensure it has 2 local case-studies of positive role models from low income households. Ongoing.</p>
	<p>23. 95% of all clubs to achieve / retain an approved accreditation.</p>	<p>Sports Coach (scUK), NGBs, Clubs</p>	<p>HoKM,C & BS</p>	<p>Jul 07</p>	<p>Staff time</p>	<p>Establish & publish Active Gloucestershire club accreditation scheme with equality element. (Links directly to Annual Delivery Plan: Strategic Framework</p>
			<p>HoCD & I / C&V DO</p>			



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
						Theme 4 – Delivering Community Sport, Target 4.4). Ongoing. G
Use Active Gloucestershire’s influencing and advocacy role to promote equality						
Work to challenge racism, sexism, disablism, and agism where it exists in our areas of service delivery and of those individuals and organisations who are involved in the work of Active Gloucestershire.	24. Use the Active People results and relevant local statistics to raise awareness of equal opportunities through the CSPANs and other networks such as the Standing Development Networks and Local Strategic Partnership.	Local and regional organisations representing priority groups: WFD, EFDS, Age Concern, Sporting Equals etc., CSPAN members: NGBs, SSPs, District Councils, GCC	HoKM,C & BS	Sept 07	Staff time	Achieve maintain the preliminary standard for Sports Equity as required by Sport England by Sept 2007. Complete.
	25. Equal opportunities profile of Active Gloucestershire represents the demographics of the county.		HoCD & I	Jun 08	Staff time	Equal opportunities profile of each CSPAN is representative of the demographics of local communities.
			HoKM,C & BS.	Mar 08	Staff time	Annually review the equal opportunities profile of Active Gloucestershire Staff and Board members. G
Seek to influence partners to ensure Active Gloucestershire’s and partners’ activities strive to meet the needs of the wider communities of Gloucestershire and equality of	26. Work with local partners to develop 4 pilot projects at district level which meet the needs of the priority equality groups. 27. CSPANs & partners (eg LA’s) to share ideas and good practice	CSPAN members	HoCD & I	Jun 08	Staff time	Use the Active People data to prioritise the 4 pilot projects at a district level. Ongoing: <i>Onside, Respect, Women’s Running Network, Inclusion CSC, DO for Disabled People.</i>



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access for all.	through case studies.		HoCD & I / HoKM,C & BS.	Ongoing	Staff time	AG to publicise CSPAN good practice through the CSPAN network, AG website & Newsletter. Ongoing. G
Currently such formal assessment does not take place and should be implemented to fully deliver against our commitment to equality.	28. Conduct a formal equality impact assessment as part of the development process for all new Active Gloucestershire policies.	University, WFS, EFDS, Sport England.	HoKM,C & BS	Jul 08	Staff time	AG policies to be reviewed for equality impact each time they are issued or reviewed. Ongoing. G
Active Gloucestershire through the CSPANs, and via the Equality Action Plan, will promote areas of good practice.	29. In establishing CSPANs AG will liaise with experts in areas of under representation such as women and girls, ethnicity, disability, age and socio-economic status - to ensure that views of the priority equality groups are represented. Link to previous consultations and audit data carried out by LA's and County Council.	WFS, EFDS, Age Concern, Sport England	HoCD & I	Jun 08	Staff time	Correspondence with experts in areas of under representation such as women and girls, ethnicity, disability, age and socio-economic status. Ongoing.



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	30. Encourage partners to undertake equality impact assessments to ensure services provided are inclusive.	CSPAN partners	HoCD & I	Jul 08	Staff time	Proportion of CSPAN partners who have implemented equality impact assessments, eg work with Stroud CSPAN to complete an impact assessment on it with their Stroud DC Equalities Officer. G
Employment and Workforce Development						
Active Gloucestershire is committed in both service delivery and the development and use of employment procedures and practices to ensure that there is no discrimination, on the grounds of gender, race, colour, nationality, religion, disability or impairment, sexuality, age, employment status, gender reassignment, home address, marital status, national origin, responsibility for dependants and age.	31. Active Gloucestershire to review employment procedures and practice to ensure no discriminatory practice.	WFS, EFDS, Age Concern, Sport England.	HoKM,C & BS	Ongoing	Staff time	Evidence of promotion of AG staff & Board vacancies through partner organisations and organisations representing hard to reach and priority equality groups. <i>Ongoing.</i> G
	32. Ensure that the workforce profiles of AG are representative of the local community across Gloucestershire.		HoKM,C & BS	Sept 07	Staff time	Complete equal opportunities review of recruitment and employment procedures and practice. <i>Complete.</i> B



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
<p>Ensure that staff have a responsibility for the implementation of Active Gloucestershire Equity Policy and are adequately equipped to do so through appropriate training.</p>	<p>33. Through minimum training requirements, Board training needs analysis and staff development reviews ensure training and development needs are identified and staff trained as appropriate. Tap into partner training equalities training resources as appropriate.</p> <p>34. Through induction of new employees ensure awareness of the Active Gloucestershire Equity Policy and identify any training and development needs.</p>	<p>WFS, EFDS, Age Concern, Sport England, LAs.</p>	HoCD & I	Mar 08	Staff time / Staff Training Budget	<p>Deliver 2 Coaching the Disabled performer and other related courses by March 2008 (Links directly to Annual Delivery Plan: Strategic Framework Theme 7 – Developing the Workforce). Ongoing.</p> <p>Deliver local SEN, SAQ, Boccia and EFDS courses by March 2008 (Links directly to Annual Delivery Plan: Strategic Framework Theme 7 – Developing the Workforce).</p> <p>Review staff and Board equality training. Ongoing.</p> <p>Develop staff and Board training plan. Ongoing.</p> <p>Links directly to Outcome 3: All staff and Board members within your organisation understand the principles of equality and their role in delivering against the action plan.</p> <p style="text-align: center; font-size: 2em;">G</p>
			HoCD & I	Mar 08	Staff time / Staff Training Budget	
			HoKM,C & BS	Sept 07	Staff time	
			HoKM,C & BS	Ongoing	Staff time	



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
			HoKM,C & BS	Oct 07	Staff time	Agree minimum training requirements for staff & Board. Complete. B
Active Gloucestershire to commit to monitoring that staff, board members and coaches to ensure they have appropriate and adequate training in equality and diversity good practise.	35. Commit to train and educate staff, board members and coaches on what constitutes good practice in equality and diversity.	Sport England	HoKM,C & BS	Ongoing	Staff time	Documented review of AG staff and Board member Equity training. Ongoing. Evidence of Equity training provision for staff & Board members. Ongoing. G
Developing the workforce from disadvantaged and / or low participant groups.	36. Promote and Support training and development in sport & physical activity to disadvantaged and / or low participant groups.	GCC, LAs, WFS, EFDS, Age Concern, Sport England	HoCD & I	Mar 08	Staff time	Develop, agree and implement action plan with Gloucestershire County Council's Adult Learning unit to support the provision of sport and physical activity programmes targeted at disadvantaged and / or low participant groups. (Links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities, Target 6.2). Ongoing. Plan circulated to Gloucestershire County Council's Adult Learning unit



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G						
Strengthen the systems that are in place to gather and effectively analyse equality profiling information						
Active Gloucestershire needs to develop consistency in equality monitoring data to enable more effective knowledge management, monitoring, evaluation and target setting.	37. Work with Higher Education partners to review the system of data collection for eg: Community Sports Coaches and implement a revised system as appropriate.	University, Sport England SW, regional CSPs	CEO	May 07	Staff time £5k	Establish, implement and manage agreement with University of Gloucestershire by May 2007. (Links directly to Annual Delivery Plan: Strategic Framework Theme 8 – Providing a Robust Evidence Base, Targets 8.3, 8.5 and 8.6 combined). Ongoing. Two PhD Research students in post. Develop common equal opportunities data collection method across Active Gloucestershire. Ongoing. G
			HoKM,C & BS / SDTL(C)	Mar 08	Staff time	
Communication: Marketing, Publicity and Promotion						
Communicate to all staff, partners, volunteers, coaches and officials and others AG's commitment to equality. Develop alternative mechanisms to publicise information to different groups	38. Update and regularly review Active Gloucestershire's website equality section. Try to ensure the website is accessible to priority equality groups. Consult with relevant partners on accessibility.	WFS, EFDS, Age Concern, Sport England	HoKM,C & BS	Ongoing	Staff time	Monthly review of equality section of AG's website. Ongoing. Ensure Active Gloucestershire's website meets the Disability Discrimination Act (DDA)



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within the local community.						<p>requirements. Ongoing.</p> <p>(Above links to Annual Delivery Plan: Strategic Framework Theme 8 – Providing a Robust Evidence Base).</p> <p style="text-align: center;">G</p>
	<p>39. Endeavour to provide information on its services and policies in accessible formats and languages on request so that it does not exclude or discriminate against any group or individual.</p> <p>40. Review methods of communication used when communicating with the priority equality groups.</p> <p>41. Consult with partners (eg District Council Disability Action Network regarding advice on alternative communication that works at a local level.</p> <p>42. Ensure access to resources needed to provide information produced in alternate formats.</p>	WFS, EFDS, Age Concern, Sport England.	HoKM,C & BS	Ongoing	Staff time	<p>Google language toolbar on AG website. Ongoing.</p> <p>Publicity materials to be issued with the statement: “If you need this policy translated into your language, or require it in an accessible format, please contact Equality Lead Officer (contact details)”. Ongoing.</p> <p>Review AG corporate style manual contains instructions to ensure marketing, publicity and communication media are appropriate to all. Complete.</p> <p>Develop a directory of accessible & appropriate facilities for people from priority equality groups. Investigate how to put the directory onto the website. Ongoing.</p>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
						<p>(Above links to Annual Delivery Plan: Strategic Framework Theme 8 – Providing a Robust Evidence Base).</p> <p style="text-align: center;">G</p>
	<p>43. Ensure that the commitment to AG Equity policy is communicated to all staff, board members and partners.</p>	<p>CSPAN members</p>	<p>HoKM,C & BS</p>	<p>Ongoing</p>	<p>Staff time</p>	<p>Documented circulation of AG Equity Policy updates to staff & Board members. Ongoing.</p> <p>Keep the Active Gloucestershire Equity Policy updates and available on the Website. Ongoing.</p> <p style="text-align: center;">G</p>
	<p>44. Develop new and effective consultation & communication networks that engage all section of the community including priority equality groups, as not all user groups, eg: over 60's or disabled people, have access to a computer or can understand how to use one.</p>	<p>CSPAN members, DCs, LAs, WFS, EFDS, Age Concern, Sport England.</p>	<p>HoKM,C & BS</p>	<p>Jul 08</p>	<p>Staff time</p>	<p>1 consultation exercise to be carried out in liaison with CSPANs, experts in areas of under representation, and local/regional organisations representing priority equality groups. Ongoing – Cheltenham CSPAN.</p> <p>Work with Sport England SW & organisations representing priority groups to develop customer feedback on</p>



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						<p>projects, programmes, etc. Ongoing.</p> <p>Identify communication channels popular with under-represented groups, and if within resources alternative mechanisms to publicise information to different groups within the local community. Ongoing.</p> <p>Work with Cleeve Vale Rotary Club and partners to promote Cheltenham Circular Challenge to market the walk into minority groups. (Links directly to consultation feedback from Cleeve Vale Rotary Club). Ongoing.</p> <p style="text-align: center;">G</p>
	<p>45. Promote positive images relating to priority equality groups from all areas of Gloucestershire. AG publicity materials to carry images representative of all priority equality groups & communities in Gloucestershire.</p>	<p>CSPAN members, WFS, EFDS, Age Concern, Sport England.</p>	<p>HoKM,C & BS</p>	<p>Ongoing</p>	<p>Staff time</p>	<p>Develop the Active Gloucestershire image bank so that it represents the demographics of Gloucestershire including priority equality groups. Ongoing.</p> <p style="text-align: center;">G</p>



Rationale	Priority work area	Key Partners	AG Lead	Timing	Resources	Monitoring: Success Measure / Status
	46. Feedback outcomes of the Active Gloucestershire Equality Action Plan consultation through publication on the website.	CSPAN members, WFS, EFDS, Age Concern, Sport England.	HoKM,C & BS	Sep 07	Staff time	Promote Gloucestershire Equality Action Plan on the website and through the newsletter. Ongoing. Produce 3 newsletters promoting equality articles/case studies. Ongoing. G
			HoKM,C & BS	Mar 08	Staff time	