



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 at each Active Gloucestershire Board Meeting. 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:

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|-------------|--|
| 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;">G</p> |



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| | <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>Oct 07</p> | <p>Staff time</p> | <p>Website to have a funding section.</p> <p>No. of hits on funding section.</p> <p>Newsletter circulation numbers.</p> <p style="text-align: center; font-size: 2em;">G</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 style="text-align: center; font-size: 2em;">G</p> |



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| <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>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>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>Ability Sports Association, English Federation of Disability Sport (EFDS), National Star Centre, NGBs, GCC, Special Educational Needs (SEN) schools, LAs.</p> | <p>HoCD & I</p> <p>HoCD & I</p> <p>SDTL(C) / DOfDP</p> <p>DOfDP</p> <p>DOfDP</p> | <p>Oct 07</p> <p>Oct 07</p> <p>Mar 08</p> <p>Sept 07</p> <p>Sept 07</p> | <p>Staff time</p> <p>Staff time</p> <p>Staff time / CIF Funding</p> <p>£5k</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).</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).</p> <p>Secure funding and employ 1 full-time disability-focussed Community Sports Coaches.</p> <p>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).</p> <p>Deliver, evaluate and review 2 inclusive summer sports days</p> |



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| | | | SDTL(C) | Dec 07 | Staff time £1k | <p>by September 2007. (Links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities, Target 6.1).</p> <p>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).</p> |
| | | | CEO | Ongoing | Staff time | <p>Continue to work with England Athletics South West to deliver a sports coach UK 'Working with Disabled People in Athletics' course to take place on 16/9/07 in Gloucestershire. (Links directly to Annual Delivery Plan: Strategic Framework Theme 7 – Developing the Workforce).</p> |
| | | | DofDP | Ongoing | Staff time | <p>Continue to work closely with England Athletics & EFDS on disability requirements in the development of a new athletics facility for Gloucestershire. (Links directly to Annual Delivery Plan: Strategic Framework Theme 4 – Delivering</p> |



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| | | | HoKM,C & BS | Nov 07 | Staff time | Community Sport, Target 4.1). Develop the Disability Sport section of the website. Ensure it has 2 local case-studies of positive role models. G |
| | 10. Through the continued employment of a Disability Football Officer, continue to raise the profile of and co-ordinate football for disabled people by increasing playing opportunities; improving quality of coaching; establishing a competitive structure and creating performance pathways. | Gloucestershire Football Association (GFA), local football clubs, South West Disability Working Group, EFDS. | DFO | Dec 07 | Staff time £1k | Establishment of a Centre of Excellence for disability football in Gloucestershire. Many of the success measures above link directly to consultation feedback from EFDS, PCT, England Athletics and the National Star College. <i>(Above links to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities).</i> G |



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| <p>Older People Analysis shows significant under representation of adults over 55 taking part in at least three 30-minute sessions of moderate physical activity per week.</p> | <p>11. Develop relationships with local partners to identify joint projects for adults 55+, and promote activities of partners. Project activities should be cheap, easy to start and readily and regularly available. Activities should be suitable, welcoming, timed & publicised appropriately. Projects should include activities such as yoga, dancing, aerobics.</p> | <p>CSPANs, Age concern, Help the Aged, local Housing Associations, NGBs, GCC, District Councils, PCT, Multi-agency database for neighbourhoods in Gloucestershire (MAIDeN).</p> | <p>HoCD & I</p> <p>HoCD & I</p> <p>HoCD & I</p> | <p>Jun 08</p> <p>Oct 07</p> <p>Jun 08</p> | <p>Staff time £TBD</p> <p>Staff time</p> <p>£50k</p> | <p>1 joint project targeted at adults 55+.</p> <p>1 organisation representing adults 55+ member of CSPAN</p> <p>1 meeting with a District Council (eg: Stroud Sport and Health Development Team) to establish best practise and promotion of activities for older people. Links directly to consultation feedback from Stroud District Council & PCT.</p> <p>Workplace Exercise Project to provide at least 1 event/activity targeted at adults 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; font-size: 2em;">G</p> |



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| | 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. | GFA,WFS | W & G FDO | Ongoing | Staff time £10k | Active Gloucestershire hosts and manages the Women's and Girls' Football Centre of Excellence. G |
| | 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. G |
| People on low-incomes Analysis shows under representation of adults 16+ | 15. Develop relationships with local partners to identify joint | GCC, youth organisations, Housing Associations, District | HoCD & I | Sept 07 | Staff time £1k | Work with Gloucester City Council to develop scheme |



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| | communities. | | HoCD & I HoKM,C & BS | Ongoing March 08 | Staff time Staff time | <p>coach training for tenants in the lower socio-economic areas of Gloucestershire.</p> <p>Support Chinese community in Cheltenham to set up 1 Badminton Club.</p> <p>Hold 1 joint event with Police to signpost Polish community to sport & physical activity opportunities.</p> <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> |
| <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</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>21. Promote coaching and officiating courses to partners &</p> | Local and regional organisations representing priority groups: WFD, EFDS, Age Concern | SDTL(C) HoKM,C & BS | Dec 07 Mar 08 | Staff time Staff time | <p>Establish a coach resource centre. (Links directly to Annual Delivery Plan: Strategic Framework Theme 7 – Developing the Workforce, Target 7.3).</p> <p>Promote AG courses to under-represented groups. This links</p> |



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| in officiating. | <p>organisations representing priority equality groups.</p> <p>22. Continue to develop the Coach Education and Development Programme so that good practice is promoted throughout the sub-region.</p> <p>23. 95% of all clubs to achieve / retain an approved accreditation.</p> | <p>Sports Coach (scUK), NGBs</p> <p>Sports Coach (scUK), NGBs, Clubs</p> | <p>HoCD & I / C&V DO</p> <p>HoKM,C & BS</p> <p>HoCD & I / C&V DO</p> | <p>Ongoing</p> <p>Jul 07</p> | <p>Staff time</p> <p>Staff time</p> | <p>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.</p> <p>Develop the website to ensure it has 2 local case-studies of positive role models from low income households.</p> <p>Establish & publish Active Gloucestershire club accreditation scheme with equality element. (Links directly to Annual Delivery Plan: Strategic Framework Theme 4 – Delivering Community Sport, Target 4.4).</p> <p style="text-align: center; font-size: 2em;">G</p> |



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| Use Active Gloucestershire's influencing and advocacy role to promote equality | | | | | | |
| Work to challenge racism, sexism, disabalism, 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. |
| | 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. |
| 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 access for all. | 26. Work with local partners to develop 4 pilot projects at district level which meet the needs of the priority equality groups. | CSPAN members | HoCD & I | Jun 08 | Staff time | Use the Active People data to prioritise the 4 pilot projects at a district level. |
| | 27. CSPANs & partners (eg LA's) to share ideas and good practice through case studies. | | HoCD & I / HoKM,C & BS. | ongoing | Staff time | AG to publicise CSPAN good practice through the CSPAN network, AG website & Newsletter. |
| Currently such formal assessment does not take | 28. Conduct a formal equality impact assessment as part of the | University, WFS, EFDS, Sport England. | HoKM,C & BS | Jul 08 | Staff time | AG policies to be reviewed for equality impact each time they |

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| place and should be implemented to fully deliver against our commitment to equality. | development process for all new Active Gloucestershire policies. | | | | | are issued or reviewed. <div style="text-align: center; font-size: 2em; font-weight: bold;">G</div> |
| 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. |
| | 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. <div style="text-align: center; font-size: 2em; font-weight: bold;">G</div> |
| Employment and Workforce Development | | | | | | |
| Active Gloucestershire is committed in both service delivery and the development and use of employment | 31. Active Gloucestershire to review employment procedures and practice to ensure no discriminatory practice. | WFS, EFDS, Age Concern, Sport England. | HoKM,C & BS | Sept 07 | Staff time | Complete equal opportunities review of recruitment and employment procedures and practice. |



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| | | | HoKM,C & BS | Ongoing | Staff time | <p>Board.</p> <p>Develop staff and Board training plan.</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;">G</p> |
| 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 | <p>Documented review of AG staff and Board member Equity training.</p> <p>Evidence of Equity training provision for staff & Board members.</p> <p style="text-align: center;">G</p> |
| 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 | <p>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</p> |



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| | | | | | | participant groups. (Links directly to Annual Delivery Plan: Strategic Framework Theme 6 – Addressing Social Exclusion and Specific Inequalities, Target 6.2). 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). G |
| | | | HoKM,C & BS / SDTL(C) | Mar 08 | Staff time | Develop common equal opportunities data collection method across Active Gloucestershire. G |
| Communication: Marketing, Publicity and Promotion | | | | | | |
| Communicate to all staff, partners, volunteers, coaches and officials and others AG's | 38. Update and regularly review Active Gloucestershire's website equality section. Try to ensure the | WFS, EFDS, Age Concern, Sport England | HoKM,C & BS | Ongoing | Staff time | Monthly review of equality section of AG's website. G |



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| <p>commitment to equality.</p> <p>Develop alternative mechanisms to publicise information to different groups within the local community.</p> | <p>website is accessible to priority equality groups. Consult with relevant partners on accessibility.</p> | | | | | <p>Ensure Active Gloucestershire's website meets the Disability Discrimination Act (DDA) requirements.</p> <p><i>(Above links to Annual Delivery Plan: Strategic Framework Theme 8 – Providing a Robust Evidence Base).</i></p> <p style="text-align: center; font-size: 2em;">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> | <p>WFS, EFDS, Age Concern, Sport England.</p> | <p>HoKM,C & BS</p> | <p>Ongoing</p> | <p>Staff time</p> | <p>Google language toolbar on AG website.</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)"</p> <p>Review AG corporate style manual contains instructions to ensure marketing, publicity and communication media are appropriate to all.</p> <p>Develop a directory of accessible & appropriate facilities for people from priority equality groups.</p> |



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| | | | | | | Investigate how to put the directory onto the website. <i>(Above links to Annual Delivery Plan: Strategic Framework Theme 8 – Providing a Robust Evidence Base).</i> G |
| | 43. Ensure that the commitment to AG Equity policy is communicated to all staff, board members and partners. | CSPAN members | HoKM,C & BS | Ongoing | Staff time | Documented circulation of AG Equity Policy updates to staff & Board members. Keep the Active Gloucestershire Equity Policy updates and available on the Website. G |
| | 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. | CSPAN members, DCs, LAs, WFS, EFDS, Age Concern, Sport England. | HoKM,C & BS | Jul 08 | Staff time | 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. Work with Sport England SW & organisations representing |



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| | | | | | | <p>priority groups to develop customer feedback on projects, programmes, etc.</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.</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).</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.</p> <p style="text-align: center;">G</p> |
| | <p>46. Feedback outcomes of the Active Gloucestershire Equality Action Plan consultation through</p> | <p>CSPAN members, WFS, EFDS, Age Concern, Sport England.</p> | <p>HoKM,C & BS</p> | <p>Sep 07</p> | <p>Staff time</p> | <p>Promote Gloucestershire Equality Action Plan on the website and through the</p> |



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| | publication on the website. | | HoKM,C & BS | Mar 08 | Staff time | Produce 3 newsletters promoting equality articles/case studies. G |