
Advisory Board Diversity Action Plan

2017 - 2022

Outlining our commitment
to promoting and
encouraging diversity
within the Active Cumbria
Advisory Board



Be part of it!

About Us

Active Cumbria is the active partnership for Cumbria, and is one of 43 such organisations in existence across the whole of England. Hosted within Cumbria County Council since our inception in 1999, we have a strong track record of success in the delivery of national services and programmes on behalf of our principal funder Sport England.

Through the provision of leadership, expertise, insight and connectivity, we also continue to support many local organisations to develop services to achieve a wide range of outcomes through increasing participation in physical activity and sport in communities across Cumbria.

We believe that physical activity and sport have a major role to play in improving the health and wellbeing of residents of Cumbria.

Our Mission

Improving lives through physical activity

Our Vision

Everyone in Cumbria is enjoying an active lifestyle.

Our Values

- **Communicate** in a clear and constructive way;
- Act with **honesty** and respect for others;
- Demonstrate a **positive** flexible attitude;
- Take **responsibility** for our actions;
- Be **committed** to 'one team'.

Message from Our Chair

Active Cumbria Advisory Board is committed to encouraging equality and diversity among its membership, and eliminating unlawful discrimination.

The aim is for our Board to be truly representative of our population and for each member to feel respected and able to give their best.

The **purpose** of this action plan is to: -

- Demonstrate that the leadership (Advisory Board and Senior Management) of Active Cumbria is committed to ensuring greater equality and diversity on its Advisory Board and within the senior management of the organisation;
- Provide equality, fairness and respect for all members, and oppose and avoid all forms of unlawful discrimination;
- Provide a strong public commitment to not unlawfully discriminate in line with the Equality Act 2010 protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex (gender) and sexual orientation.

To support the above purpose, all members of the Advisory Board have **committed** to: -

- Proactively encourage equality and diversity on the Board;
- Ensure Board meetings take place in an environment free of bullying, harassment, victimisation and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all members are recognised and valued;
- Make opportunities for relevant training and development available to all members, to further raise awareness and understanding of equality issues;
- Proactively seek to recruit members from a diverse range of backgrounds, or members who can provide access to or represent the views of people from a diverse range of backgrounds, and publicly demonstrate behaviours and actions which promote the work of Active Cumbria to, and encourage applications for Advisory Board membership from individuals from a wide range of diverse backgrounds, representative of the population of Cumbria;
- Ensure that a minimum of 30% of both male and female gender is represented on the Board at all times and publicly state the make-up of the Board on Active Cumbria's website;
- Progress towards achieving gender parity and greater diversity generally on the Board, including, but not limited to those from diverse ethnic communities, and disability;
- Review recruitment practices and procedures when necessary to ensure fairness, and also update them and this plan to take account of changes in the law;
- Monitor the make-up of the Board with regard to age, gender, ethnic background, sexual orientation, religion or belief, and disability in encouraging equality and diversity, and in meeting the aims and commitments set out in this statement;
- Monitoring how this action plan is working in practice, reviewing it annually, considering and taking action to address any issues, and promoting these publicly via the Active Cumbria website.

Lorraine Smyth

Chair, Active Cumbria Advisory Board

Recruitment

How the organisation will attract an increasingly diverse range of candidates

Code for Sports Governance

	<p>Adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender on its board</p>	<p>emonstrate a strong and public commitment to progressing towards gender parity and greater diversity generally on its board</p>	<p>Demonstrate a strong and public commitment to progressing towards achieving greater diversity generally (including but not limited to BAME, disability, LGBT and socio-economic)</p>	<p>Each organisation shall identify proportionate and appropriate actions to be taken to support and/or maintain (as appropriate) the diversity targets set out in Reg 2.1</p>	<p>The board shall ensure that the organisation prepared and publish on its website information (approved by the Board) about its work to foster all aspects of diversity with its leadership and decision making)</p>	<p>The board shall ensure the organisation prepared and publishes on its website information (approved by the Board) including an annual update on progress against actions identified in Reg 2.2</p>
<p>Objective: Embed good diversity and inclusion practice into our recruitment activities and decision making processes</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>
Priorities	Actions & Progress			Person(s) Responsible		Completion Date
<p>Short Term:</p> <ul style="list-style-type: none"> Ensure at least 30% of both male and female gender represented on Advisory Board; Advisory Board proactively engages with diverse communities to ensure the work of Active Cumbria and the Board is more widely known. 	<ul style="list-style-type: none"> All Advisory Board members to advocate the work of Active Cumbria with diverse communities; (Ongoing role, expectations identified at induction with new members) Annual Stakeholder event to be used as an opportunity to raise awareness with diverse communities and representatives; (2019 Stakeholder event held on 19.07.19 with equality as the theme for the event – 70 delegates, specific event not held in 2020 and 2021 due to COVID-19, however, 100 attendees at consultation sessions held as part of new 5 year plan in February 2021, 2022 – 20 stakeholders representing a number of equality and diversity organisations pulled together to discuss Tackling Inequalities Fund and learning and sharing) All recruitment to be used as an opportunity to diversify Advisory Board membership; (2018/19 recruitment – 2 x female, 1 x male appointment, current membership is 36% female, 64% male, 2020/21 recruitment 1 x female, 2 x male, 1 x 			<ul style="list-style-type: none"> Chair Senior Manager (Operations) Advisory Board Diversity Champions (SJ + PK) 		<p>April 2018</p>
<p>Medium Term:</p> <ul style="list-style-type: none"> Ensure at least 40% of both male and female gender represented on Advisory Board; Increase representation from diverse communities and backgrounds on Advisory Board from 0% to minimum of 10%. 						<p>January 2021</p>
<p>Long Term:</p> <ul style="list-style-type: none"> Work towards 50% of both male and female gender on the Board by 2026 						<p>March 2026</p>

	<p>male from black African heritage (9% of Advisory Board membership), currently 36% female and 64% male Advisory Board make-up, 2021/22 recruitment 1 x female, 2 x male. Current Board make up of independently recruited members, not including Ex-Officio members is 56% female, 44% male, including 1 x male from black African heritage 8%)</p> <ul style="list-style-type: none"> • Target advertising for recruitment to individuals and organisation representing diverse communities; (<i>Specific organisations targeted including a range of umbrella organisations for under-represented groups</i>) • Undertake analysis of all Advisory Board recruitment, including: - <ul style="list-style-type: none"> ○ 2018-19 ○ Where adverts are posted (<i>range of internal and external mechanisms used</i>) ○ Number of applicants (<i>7 applicants</i>) ○ Demographics of applicants (<i>2 x male, 5 x female applicants, full diversity monitoring undertaken</i>) ○ 2020-21 ○ Where adverts are posted (<i>range of internal and external mechanisms used</i>) ○ Number of applicants (<i>6 applicants</i>) ○ Demographics of applicants (<i>3 x male, 3 x female applicants, full diversity monitoring undertaken</i>) ○ 2021-22 ○ Where adverts are posted (<i>range of internal and external mechanisms used</i>) ○ Number of applicants (<i>7 applicants</i>) ○ Demographics of applicants (<i>4 x male, 3 x female applicants, full diversity monitoring undertaken</i>) 		
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<h2>Engagement</h2> <p>Ensuring that your organisation's commitment to diversity is communicated through internal practices and externally</p>		Code for Sports Governance				
<p>Objective: Embed good diversity practices into our communication and engagement activities</p>	<p>Adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender on its board</p>	<p>Demonstrate a strong and public commitment to progressing towards parity and greater diversity generally on its board</p>	<p>Demonstrate a strong and public commitment to progressing towards achieving greater diversity generally/including but not limited to BAME, disability, LGBT&T and socio-economic)</p>	<p>Each organisation shall identify proportionate and appropriate actions to be taken to support and/or maintain (as appropriate) the diversity targets set out in Reg 2.1</p>	<p>The board shall ensure that the organisation prepared and publish on its website information (approved by the Board) about its work to foster all aspects of diversity with its leadership and decision making)</p>	<p>The board shall ensure the organisation prepared and publishes on its website information (approved by the Board) including an annual update on progress against actions identified in Reg 2.2</p>
			✓	✓	✓	✓
Priorities	Actions & Progress			Person(s) Responsible		Completion Date
<p>Short Term:</p> <ul style="list-style-type: none"> Appoint Advisory Board Diversity Champions as required; (Sam Joughin, plus Paul Kasiera appointed to role January 2021) Adopt the Advisory Board Diversity Action Plan; Ensure Advisory Board member details are published on the Active Cumbria website; Ensure Advisory Board Diversity Action Plan and progress is published on Active Cumbria website; Ensure Advisory Board agendas and minutes are available on the Active Cumbria Website; Ensure Diversity statement is included within Active Cumbria Annual Report; Provide diversity training to existing Advisory Board members. 	<ul style="list-style-type: none"> Ensure diversity is a regular item on Advisory Board agendas; (<i>Equality a specific agenda item on forward plan for September meeting annually, specific awareness raising session delivered to Board in February 2019 via Joel Rasbash, CCC Strategic Policy Advisor</i>) Proactively identify potential new Advisory Board members from diverse backgrounds; (<i>See Recruitment section</i>) As part of the annual skills audit consider gaps in knowledge around diversity; (<i>specific reference added to skills audit questionnaire</i>) Continue to ensure diversity statements are contained within key Active Cumbria publications. (<i>Referenced in 3 & 5-Year Plan, Workforce Framework, Annual Report, Governance Documents, About us section of website</i>) Unconscious bias training delivered to all Advisory Board members February 2020. On-going work of Active Cumbria to engage and work with a wide range of diversity organisations across Cumbria. 			<ul style="list-style-type: none"> Advisory Board Champion All Board Member All Officers 		<p>April 2018</p>
<p>Medium Term:</p> <ul style="list-style-type: none"> Ensure new Advisory Board members receive diversity training as required; Further develop relationships with a wider range of individuals and organisations representing diverse communities; Ensure Diversity Action Plan is reviewed by the 						<p>September 2019</p>

<p>Advisory Board on an annual basis;</p>	<ul style="list-style-type: none"> • Further opportunity to increase reach into diversity organisations through the work on the Tackling Inequalities Fund programme. • Diversity Action Plan reviewed by Advisory Board on annual basis. (<i>August 2018, May 2019, September 2020</i>) • Gendered Intelligence Trans Awareness Training held April 2021 and planned for Advisory Board May 2022. • Signed up to the Sporting Equals Charter for Sport October 2020. 		
<p>Long Term:</p> <ul style="list-style-type: none"> • Monitor and review the Diversity Action Plan on an annual basis, taking account of new legislation or requirements of the Code for Sports Governance. 			<p>June 2021</p>

Progressing talent from Within

A focus on developing a strong internal pipeline of diverse talent to populate decision making and other structures.

Code for Sports Governance

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<p>Objective: Embed good diversity practices into our talent development activities</p>						

Priorities	Actions	Person(s) Responsible	Completion Date
<p>Short Term:</p> <ul style="list-style-type: none"> Ensure compliance with the Code for Sports Governance; Increase our awareness of the diverse communities in Cumbria through locality working practices; 	<ul style="list-style-type: none"> Identify individuals and organisations who work with diverse communities in Cumbria, and connect with them to achieve our ambitions; (<i>On-going expectation from all Board members, outlined during induction, see also recruitment section</i>) Proactively advertise vacancies for the Advisory Board and staffing structure within networks and agencies working with diverse communities. (<i>Vacancies promoted across a range of internal and external platforms, and specifically at umbrella organisations engaging with under-represented communities, 2020-21 recruitment 3 x individuals specifically around inclusivity recruited 2 x work with individuals, 1 x male from black African heritage, 2021-22 recruitment 3 x individuals, 1 x member with older adults focus, 1 x member with women and girls focus</i>) 	<ul style="list-style-type: none"> Chair Advisory Board Diversity Champion All Staff 	April 2018
<p>Medium Term:</p> <ul style="list-style-type: none"> Identify potential future Advisory Board members from diverse backgrounds; Ensure that Active Cumbria proactively engage prospective employees from a wide range of backgrounds. 			September 2019
<p>Long Term:</p>			On-going

Key Questions

How does this feed into our broader governance plan?

- The Diversity Action Plan is part of the organisation's Governance Structure, and is highlighted as one of the 'Key Controlled Documents'.
- There is clear alignment between the Diversity Action Plan and the organisation's Equality & Diversity Policy 2018-21.

Who are the key people responsible for the delivery of this plan?

- Advisory Board Diversity Champion
- Advisory Board Chair
- Senior Manager (Operations)

How will we measure overall success?

- Maintaining on-going compliance with the Code for Sports Governance;
- Achievement of the stated actions within the agreed timeframe.

How does your Diversity Action Plan (DAP) cross-reference other parts of the code or other relevant equality or diversity monitoring standards/framework?

The Diversity Action Plan feeds into the following: -

- Active Cumbria Governance Structure;
- Advisory Board Terms of Reference;
- Recruitment and Selection Policy (linked to those of host agency Cumbria County Council).