



Diversity & Inclusion Action Plan

Progress 2024-2025



Be part of it!



Introduction

In 2023, Active Cumbria developed a thorough and robust Diversity & Inclusion Action Plan (DIAP) setting out an on-going commitment to progressing our skills, knowledge, and practices around inclusivity.

Formally approved by the Advisory Board in the September of that year, the delivery of the DIAP was delegated to the Equality Diversity & Inclusion (ED&I) Group. Members requested to be updated on progress through the production of an annual Progress Document, that once approved, would be shared publicly via the Active Cumbria website.

This document provides a narrative to the progress we have made against our stated ambitions within the DIAP and our key priorities from the Progress Report for 2023-2024. It also showcases the work completed over the last 12 months to embed ED&I across our work and through our programmes and themes. This document provides an opportunity to take stock, reflect, and see the progress we have made, and where we go next with our ED&I work.

Ours stated ambitions are:

Ambition 1: Our people are truly reflective of the population of Cumbria.

Ambition 2: Our people talk confidently about, and are committed to equality, diversity, & inclusion.

Ambition 3: Our culture, practices, and ways of working are inclusive.



Paul Kasiera
Advisory Board ED&I Champion



Oliver Carswell
ED&I Lead Officer

Ambition 1:

Our people are truly reflective of the population of Cumbria



Progress in 2024-2025:

Priority	Progress	Note
Review role profiles for any new vacancy at both Staff an Advisory Board level, to ensure they are inclusive and accessible.	Slow	Small tweaks to the process but, few opportunities to be implemented. 25-26 Priority.
Build on good progress made regarding developing specific communication plans for each vacancy.	Purposeful	M&C Officer leads on creating bespoke comms plans with relevant officers.

Most of the work that falls under this ambition was completed during the process of creating our DIAP, as changes were implemented concurrently. All these changes are detailed within the Progress Summary Report for 2023-2024.

We are under no illusion that the work under this ambition is not complete but, the strong foundation we have built, allows us to focus more specifically on the couple of actions where we feel

improvement can be made. This mainly focuses on our recruitment processes for both Advisory Board and Staff vacancies.

Utilising data from the 2021 Census, we are making progress towards being representative of the Cumbrian population when it comes to protected characteristics (see our infographic on page 10). However, we understand that people are more than just their protected characteristics and that lived experiences are just as important to recognise. The priorities identified will ensure we are truly reflective of the population of Cumbria.

Highlights

Highlights of our work on projects and with partners that have helped make the workforce more representative of Cumbria's population:

- Over 30 Ramblers Wellbeing Walks Leaders trained from a wide range of lived experience such as, long term health conditions, disabled people, and ethnically diverse backgrounds.
- Supported the recruitment of an Activity Coordinator with Vision Support Barrow who is visually impaired, who leads activities that support other people with visual impairments to increase their confidence in taking part in physical activity.

Priorities for 2025-2026

- Ensure we follow the inclusive recruitment policies that Cumberland Council have in place.
- ED&I Group to prepare a proposal for the Senior Leadership Team that wraps an extra bespoke ED&I process to enhance Cumberland Council's existing recruitment policy when there are Staff vacancies within the team.
- Review the Advisory Board Recruitment Pack and ensure it meets relevant accessibility criteria.



Ambition 2:

Our people talk confidently about, and are committed to, equality, diversity, & inclusion



Progress in 2024-2025:

Priority	Progress	Note
Staff and Advisory Board to undertake training on Neurodiversity in the workplace.	Complete	Delivered by Owl Blue, June 2024.
Bring together traditional sport partners to develop a needs-led ED&I training plan, which supports their clubs.	Purposeful	Evolved into a more organic area of work where the system better understands each other's roles and how we can collectively support our clubs and community organisations to succeed.
Create a checklist for any marketing content to ensure that it meets standardised accessibility requirements.	Complete	M&C Officer created a support package that includes all the resources officers would need and led a briefing on how to use the content.

A lot of work has been undertaken on this ambition over the last twelve months. In addition to progress detailed in the table on page 5, other progress includes:

Our Theme Lead Officer is embedded within the ED&I Steering Groups for both unitary authorities for Cumbria, the national ED&I community of practise for Active Partnerships, and subsequent steering group, and recently attended a select task and finish group on reestablishing the Active Partnership networks commitment to Race Equality.

ED&I group members are involved with communities of practise across a variety of themes, with the learning then brought back to the wider team.

The team attended digital accessibility training, which aimed to upskill staff in ensuring Microsoft documents meet relevant accessibility criteria.

Highlights

Highlights of our work on projects and with partners which upskill them in being able to talk confidently about ED&I related themes and commit to making changes as a result:

- Kendal based Walk Leaders attended a visual impairment awareness session delivered by Sight Advice.
- Over 260 external stakeholders upskilled through training delivered or facilitated by Active Cumbria on themes such as; visual impairment awareness, disability inclusion in climbing,

Live Longer Better, pain and osteoporosis, Smart Moves, and sensory circuits.

- Advocated for the adaptation of Rambler's Wellbeing Walks training resources both online and downloadable to increase their accessibility for the target audiences.
- Collaborated with National Trust and other organisations to increase the accessibility of Fell Foot Lakeshore Park.

Priorities for 2025-2026

- Staff to complete Inclusive Behaviours Self-Assessment tool and organise Staff and Advisory Board training for various topics that emerge.
- Support the Cumbrian sport and physical activity sector to be more proactive regarding ED&I.
- Provide catch up training opportunities for any current or new staff member.
- Review how ED&I is incorporated into annual appraisal, retention and induction processes.

Ambition 3:

Our culture, practices,
and ways of working
are inclusive



Progress in 2024-2025:

Priority	Progress	Note
Staff and Advisory Board to undertake training on increasing our confidence and skills in having courageous conversations.	Complete	Delivered by Communities Inc, March 2025.
ED&I Group will implement changes against relevant results from 2024 People Survey.	Purposeful	Redesigned team meeting structure to encourage broader participation and foster open dialogue among all team members.
Audit the ways in which we hear relevant lived experiences when designing our services.	Slow	Not a holistic improvement across the organisation, there will be more progress under certain workstreams.

Similarly to Ambition 2, there has been a substantial amount of work taking place over the last twelve months. The ED&I Group have successfully created and trialled a new way of conducting and preparing team meetings that allow for everyone to have the opportunity to express their opinions whether verbally, written, before, during, and after the meeting. This approach will now be handed over to more appropriately placed officers; to further embed ED&I practises into the team and enable the ED&I Group to start trialling the changes needed to ensure our organisation better encourages diverse perspectives.

The ED&I and People Groups were asked to collectively analyse the results from our annual People Survey for 2025, which has ensured a joined-up approach between the two groups for implementing changes. This analysis brought out five key themes to focus on, three of which require collaboration between both groups and Senior Leadership Team to achieve changes, whilst the final two themes can be worked on by the ED&I and People Groups separately.

Highlights

Highlights of our work with projects and partners that make progress towards improving culture, practices, and ways of working:

- Officers have adapted processes, and the delivery of programmes based on the needs of the individuals we are working with, for example: -
 - Walk Leader training was adapted for those with sensory impairments.

- Support with writing funding applications and data collection.
- Extended timescales to meet individual needs
- Purchased a larger projector screen to deliver training.
- Large print materials produced.
- £234,000 invested via Westmorland and Furness Council and the UK Government through the UK Shared Prosperity Fund to increase the inclusivity and accessibility of sport clubs, and increase the opportunities to take part in leagues, tournaments, and physical activities for priority audiences. Link to report here https://www.activecumbria.org/files/2117/5077/1372/AC_UKSPF_Report_FINAL.pdf
- Sandgate Special School and Cyclewise delivered a bespoke training opportunity for their students to increase confidence, competence and independence in riding bikes.
“This experience has literally changed some of our students’ lives as they have a newfound freedom and independence that they never thought they would be able to access” Teacher
- The Reconditioning Fund supported 20 projects county wide that challenged ageism by providing a range of opportunities for older adults to be more physically active, to a total of £69,344.
- Ensured British Sign Language interpreters were involved as part of specific Rambler’s Wellbeing Walks and a Boccia project with Cumbria Deaf Association.

- Proactively made decisions around inclusivity and accessibility when planning events such as the Cumbria School Games and Live Longer Better in Cumbria Conference, for example:
 - Cumbria School Games – Event Guide shared with schools ahead of the event that includes, an inclusion statement, a written description of mascot and opening ceremony, venue maps, and quiet places.
 - Live Longer Better in Cumbria Conference - Delegate Information Pack shared prior to event. Detailed written descriptions were included regarding parking, accessing the building, toilet facilities, moving to and from the different rooms, expected noise levels, number of people, quiet spaces, and hearing loops.
- Through the Opening Schools Facilities Fund, £94,449 was invested across 35 projects created specifically for increasing activity levels of disabled children and young people.
- Collaborated with Cumbria Refugee Action Group to increase the confidence, competence, and access of refugees and people seeking asylum to travel actively through a cycling project.

Priorities for 2025-2026

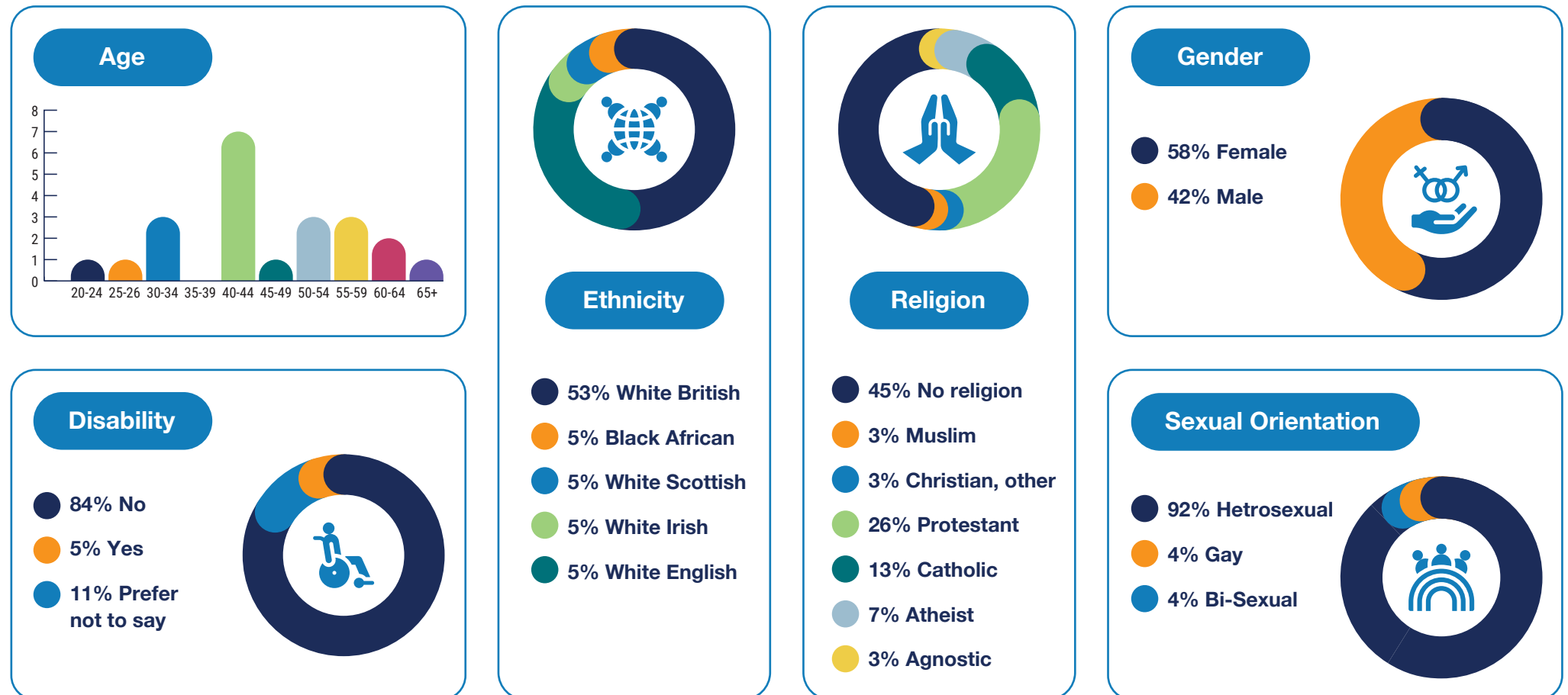
- Continue trialling changes for the organisation to better encourage diverse perspectives.
- Collaborate with the People Group and Senior Leadership Team to implement changes on the themes identified from the People Survey 2025.
- More regularly capture and spread the message of ED&I and the work we are doing externally to our partners and the wider physical activity sector.



Diversity within Active Cumbria

This infographic aims to provide an overview into Active Cumbria, regarding who we are and what it is like to work for and with us. We'll monitor this information over the coming years and state our direction of travel in comparison to the previous year.

Demographics: Current Organisation Size: 12 Advisory Board Members and 21 Staff Members



What is it like to work for Active Cumbria?

Taken from the People Survey 2025

84% agreed or strongly agreed they were encouraged to express opinions and ideas.

84% agreed or strongly agreed there were core values that underpin everything we do.

84% agreed or strongly agreed their wellbeing mattered to the organisation.

79% agreed or strongly agreed there is a culture of team working, supportiveness, and collaboration.

73% agreed or strongly agreed that the organisation values inclusivity.



What is it like to work with Active Cumbria?

Taken from the Stakeholder Survey 2025 – completed by 73 partners

82% agree or strongly agree that there is trust and respect for each other.

100% rated the extent to which working with us had an impact on their organisation as positive or very positive.

95% rated being satisfied or very satisfied with the quality and advice provided by Active Cumbria.

97% rated being satisfied or very satisfied with the professionalism and helpfulness of our staff.



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