



# **Kent Sport Equality Action Plan 2017 – 2019**

## **Year 2 Annual Report (April 2018 – March 2019)**



## 1.0 **Introduction**

- 1.1 The Kent Sport & Physical Activity Service (Kent Sport) is Kent's partnership agency for sport, seeking to co-ordinate the development of sport and physical activity in Kent through providing direct services to the public, hosting a variety of projects & programmes and working with a large number of other organisations in the public, commercial, private, voluntary and education services.
- 1.2 Kent Sport takes the strategic lead and ensures that best use is made of resources for sport and physical activity in the County. One of the key principles of the Strategic Framework for Sport and Physical Activity is that there should be efforts made to maximise sport and physical activity opportunities for all people and groups as defined within the Equality Act 2010, irrespective of gender, gender reassignment, race, disability, age, sexual orientation, religion & belief, pregnancy & maternity or marriage & civil partnership (plus Carers who are a local priority identified by Kent County Council). All of Kent Sport's work is in partnership with other organisations and individuals.
- 1.3 Kent Sport is a service unit of Kent County Council (KCC) and sits within the Growth, Environment & Transport Directorate. All Kent Sport staff are bound by KCC policies and procedures including the KCC Equality & Human Rights Policy and the Equality & Diversity Policy Statement. Kent Sport has adapted the policy statement to create a policy specifically related and focused on sport and the work of service.
- 1.4 The Active Partnership for Kent (formerly known as County Sports Partnership) has been incorporated as a partnership into the work of Kent Sport. The Kent & Medway Sports Board has been in place since February 2007 and provides governance for and scrutiny of the Sport England funded work ie. that of the CSP.
- 1.5 The Equality Action Plan will assist Kent Sport with planning and continuing to develop, as well as focusing on delivery of services and work with target groups. The outcomes of the recently updated Human Resources Audit and Communications Audit have influenced the detail in the plan along with the organisation's training requirements, equality profile audit data and external equality profile data. The plan is based on current structures and resources and will be monitored and evaluated on a regular basis.
- 1.6 Towards An Active Nation – Sport England's Strategy 2016-2021. In 2016, Sport England published its new strategy in response to the DCMS strategy "Sporting Future – A new Strategy for an Active Nation". It is clear that Government and Sport England believe that sport needs to demonstrate its contribution to wider health & social outcomes and there is emphasis upon tackling inactivity and encouraging underrepresented groups to become more active. It is in this context that this Equality Action Plan has been developed and will enable Kent Sport to support the DCMS and Sport England strategies.
- 1.7 ***Equality Standard – A Framework for Sport***  
Kent Sport underwent a reaccreditation process and successfully achieved the Foundation and Preliminary levels of the Equality Standard – A Framework for Sport in May 2013. In October 2016, Kent Sport were confirmed as the first Active Partnership in the Country to achieve the Intermediate level of the Equality Standard.

## **2.0 Vision and Objectives**

### **2.1 Our Vision: More people, More active, More often**

Through delivery of the Equality Action Plan, Kent Sport is working towards the above vision with a particular focus on those who are less active and from underrepresented groups.

#### **Our Commitment:**

Kent Sport is committed to embedding the principles of Equality & Diversity and Safeguarding young people & adults across all our work, and expects all staff, Board Members, partners and volunteers to share that commitment.

### **2.2 The Equality Action Plan 2017-19 focuses on 7 main objectives:**

#### **Objective 1 – Training & Development**

To improve the understanding of equality and diversity issues by all staff and Board Members.

#### **Objective 2 – Partnerships and Service Users**

To improve the awareness of Kent Sport's commitment to equality and diversity to all existing/new partners and service users.

#### **Objective 3 – Policies and Strategies**

To ensure all policies and strategies promote equality and opportunity for all.

#### **Objective 4 – Funding**

To evaluate funding streams internally and externally.

#### **Objective 5 – Human Resources and Staffing**

To ensure all human resources procedures and practices promote equality and diversity.

#### **Objective 6 – Research, Insight, Monitoring and Evaluation**

To analyse current research and insight regarding interests and barriers to participation and ensure monitoring and evaluation methods are in place for existing and future projects.

#### **Objective 7 – Marketing and Communications**

To evaluate all marketing and communication methods used by Kent Sport and improve, where necessary, to ensure accessibility by all.

### 3.0 Update on progress and achievements

This annual report has been undertaken to update on progress and provide a summary of the main achievements to date.

#### Training & Development

To improve the understanding of equality and diversity issues by all staff and Board Members.

- **Basic equality training has been provided for staff and Board members.**  
Briefings/updates have been delivered for Board members and information has been provided to all current and new staff.
- Kent Sport staff attended **Community Engagement training and Making Every Contact Count training** to help support work with partners on the tackling inactivity agenda.
- Staff members undertook various training & webinars including: **Equality Impact Assessments, Website Accessibility, Unconscious Bias and Safeguarding LGBT+ young people in sport.**
- Reviewed equality competencies and inputted into **CSP Training needs analysis tool.**
- **Workforce training and development delivered** and attended by over 1200 people. This has included: Inclusive Activity Training, Time to Listen, Mental Health Awareness for Sport & Physical Activity, Youth Mental Health First Aid, Community Engagement and Workplace Champion training.
- **Workforce, Equalities and Safeguarding (WES) themed group** continued to work to embed WES across all of Kent Sport's work.
- Continued to **self-assess and maintain levels of performance** and work on improvement/action plans through the Service Business Plan and Equality Action Plan. The Service underwent a Quest Assessment achieving a rating of very good and with equalities work being highlighted as a strength.

#### Partnerships and Service Users

To improve the awareness of Kent Sport's commitment to equality and diversity to all existing/new partners and service users.

- Delivered the **Kent & Medway Everyday Active Conference** bringing together over 130 delegates from 75 organisations (health, community organisations, sport and physical activity providers) to identify how, together, they can encourage more adults to become regularly active and therefore benefit their long-term health.
- Delivered the **KUDOS awards** which recognise and reward innovative community projects which are changing lives through sport and physical activity. 3 Finalists were: Thera Box (Olympia Boxing) (overall winner) and two runners up – Riverside Academy FC

and Inclusive Archery project (Sevenoaks). Produced short films about the 3 Finalists to share good practice.

- Developed new contacts and awarded funding through the Kent Sport / Sports Directory UK small grants programme to 21 organisations, this has included: **Olympia Boxing to provide activities for young people with Special Educational needs, Sahrudaya – The West Kent Keralites for dragon boat racing, Fishing for Schools, Parkwood Youth Centre and Parkinson’s UK**. The 21 projects have involved over 870 participants.
- Provided advice and supported Kent FA and their Equality Advisory Group with promotion of equality campaigns and events including the **Rainbow Laces campaign**.
- Worked with **Alzheimer’s & Dementia Support Services** to support with a successful application to the Pargiter Trust for funding to provide a programme of activities for people living with Dementia in Dartford and Gravesham.
- Delivered **17 finals days of the School Games covering the period November 2018 – March 2019 which involved over 4,300 young people** ranging in age from 5 – 18 years old and from 133 schools. There were 250 disabled / SEN young people who took part and 65 young leaders supported with the delivery of the events.
- Supported delivery of **Infant Games events** across the County which included over 890 participants aged 5-7 years.
- Delivered the fourth **Kent & Medway Business Games** event with teams from 20 workplaces across the County and 160 participants.
- Through **targeted programmes** worked to encourage and support organisations to develop physical activity opportunities for underrepresented groups, for example, Bowls Development Alliance to support bowls clubs to grow their membership numbers, and disability sports squads including wheelchair tennis and swimming.
- Worked with **British Cycling on the Breeze Cycling project** – over 800 females participated in rides across the County.
- Awarded funding for **136 Satellite Clubs** which included clubs with a disability focus, clubs targeting females and clubs in deprived areas with a focus on engaging young people from lower socio-economic backgrounds. Over 2,140 young people aged 14-19 years old took part in the clubs which included 53% female and 18% disabled participants. Satellite Club case studies: <https://www.kentsport.org/make-sport-happen/sport-in-education/satellite-clubs/>
- Collaborated with South East CSPs to recruit and manage a **Project 500 social media officer** resulting in a growth in Twitter followers from 3900 to 5275 (increase of 1375) and Facebook followers 1752 to 1984 (increase of over 200). Twitter impressions (reach of content) increased from 36,000 to 38,000 per week. This was achieved without paid advertising.
- Project 500 was also awarded the inaugural **Transforming Coaching through Technology award** at the UK Coaching Awards in November 2018. <https://www.ukcoaching.org/events/our-awards>

- Supported 28 females with bursaries to access **leadership and coaching qualifications**.
- Worked with and supported 38 young people through the **Kent Young Coach Academy**, 66% of participants were female.
- Worked in partnership with **Golding Homes (Housing Association)** to deliver the 'Get Active' project in 4 selected wards within Maidstone which engaged 455 young people aged 2 - 18 years.
- Worked in partnership with **West Kent / Moat Housing Association in Medway** to deliver Easter and Summer holiday activities for over 280 young people ranging in age from 5-16 years (44% of participants were female).
- Worked with partners including Your Leisure, EFDS and Thanet District Council to support delivery of the **Get Out Get Active (GOGA) programme** in Thanet which has engaged 188 participants through events, activities and training (taking the cumulative project total over two years to 375). More information about GOGA can be found on their [website](#).
- As a result of involvement in the GOGA project, Your Leisure will be using and working towards LEAD (Leading Equitable and Accessible Delivery) improvement tool and developing a Disability Awareness Group which will include the wider community.

### **Policies and Strategies**

To ensure all policies and strategies promote equality and opportunity for all.

- Delivered a briefing/update for Board members and information has been provided to staff about our **Equality Action Plan**.
- Undertaken **Equality Impact Assessments** of key policies / activities including; Strategic Framework, KCC Capital Grants, Kent & Medway Business Games and Kent's Sporting Memories project.
- Attended training and webinars to support the Kent & Medway Sports Board with delivery of their **Diversity Action Plan**.
- Responded on behalf of the Sport & Physical Activity Service to the **consultation on the proposed reform of the Gender Recognition Act**.
- Responded to **KCC Growth Environment & Transport Directorate peer review of EqIAs**.

### **Funding**

To evaluate funding streams internally and externally.

- **Monitored recipients of Kent Sport small grants (individuals & organisations), Satellite Clubs and capital grants** and worked to increase and encourage applications from underrepresented groups. Funding has been awarded for delivery of projects focusing

on increasing participation by females, older people, young people with disabilities and disadvantaged young people.

- **Prioritised applications from underrepresented groups** for Kent Sport small grants.
- Worked with **Funding For All** (mentoring charity for community organisations) to extend our reach in accessing new groups / partners including; ASHA - an over 50s Asian Ladies group who benefitted from funding for yoga, badminton and swimming sessions.
- Secured funding from the **Heritage Lottery Fund to deliver the Kent Sporting Memories** project in Folkestone & Hythe to reduce social isolation & loneliness for older people.
- **Worked with charities such as Kent Trust for Youth Sport and the Kent FA Foundation** to promote grant opportunities for funding for projects and programmes focused on improving mental, physical and social wellbeing.
- **Promoted external funding opportunities** to staff and partners as they have become available and provided support with applications. Promotional avenues have included social media and e newsletters as well as on our website, through funding clinics and face to face with partners.

### Human Resources and Staffing

To ensure all human resources procedures and practices promote equality and diversity.

- **Provided equality update / information for new staff members** as part of their induction process.
- **Circulated vacancies and job adverts** to key equality group contacts.
- Staff involved in interviewing have **undertaken training regarding Equality and Diversity in Recruitment and Selection.**
- Worked with Inclusive Boards to further develop **Board recruitment pack** and continued to support with delivery of the **Board Nomination committee.**
- Designated **Equality Lead Officer for Kent Sport** and **Equality Board Champion.**

### Research, Insight, Monitoring and Evaluation

To analyse current research and insight regarding interests and barriers to participation and ensure monitoring and evaluation methods are in place for existing and future projects.

- Developed the **Everyday Active campaign** to help encourage people to become more active in their everyday lives. Three pilots have been initiated in Thanet, Swale and Tunbridge Wells which will include community engagement work to help understand the issues faced by local communities and develop links with local health, leisure and voluntary sector partners. Longer term, the learning will be shared and the campaign developed across the County.

- **Worked proactively to develop new partnerships** across the County, but in particular in four focus areas – **Swale, Medway, Thanet and Folkestone & Hythe** to encourage joint working to tackle inactivity.
- **Improved collection of Equality & Diversity information** at the point of application for FANS (Free Access for National Sportspeople) scheme membership which has seen an improved rate of data collection.
- **New spreadsheet developed to improve monitoring of equality & diversity data collection (internally)** across sports / physical activity projects and programmes.
- **Monitoring & evaluation themed group** continued to focus on monitoring undertaken by projects, consistency and collation / use of data, and developed standardised questions for measuring physical activity and wellbeing levels.
- Over 5700 young people in Kent completed the new national **Active Lives children and young people survey**.

### Marketing and Communications

To evaluate all marketing and communication methods used by Kent Sport and improve, where necessary, to ensure accessibility by all.

- Developed the **Everyday Active campaign** promoting local opportunities and case studies to help encourage people to become more active in their everyday lives.
- Developed **short film clips** to tell personal stories from individuals about the benefits of physical activity, for example, people with young onset dementia.
- Produced **short films** of the **KUDOS** award finalists (with captions).
- **Utilised webinars to share best practice** including how to engage inactive young people and how to help young people to keep active when life changes.
- Utilised a **'marketing sign off'** form to assist with consistency across communications / promotional material and worked to ensure that publicity material is reflective of, and attractive to, the diverse range of people in Kent and is available in alternative formats.
- Maintained and developed **equality & diversity webpages**.
- Regularly used **media forms/channels** (Twitter, Facebook) to communicate and promote activities/opportunities/campaigns and celebrate achievements, for example, Parents in Sport week, Rainbow Laces, On Your Feet Day, Time To Listen, Women's Sports Week, Time to Talk (Mental Health), International Women's Day 'Hands Out' campaign, World Mental Health Day, Breeze Bike Rides for Women, Talented performers including Lola Wheeler (Netball) and Scott Wilkinson (Sailing) and KUDOS awards.

Please see over page for a selection of images taken from projects during 2018-19.

**Images from projects during 2018-19:**



**Kent & Medway Business Games**



**Swale Gloves Amateur Boxing Club  
Small Grants Programme**



**School Games**



**Bowls Development Alliance Project**

