



Diversity Action Plan 2017 - 2022

October 2018 - March 2020 Update

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1. Introduction

At the time of writing this update, we are nearly mid-way through our 4-year cycle and just over 2 years before a Home Games of Birmingham 2022. Whilst our last report had a significant section focused on Team England diversity on the Gold Coast the focus of 2019 has been more operational. This report contains primarily detail around progress and/or projects that continue to promote and encourage diversity and inclusion. As such, this report is slightly more qualitative than quantitative, but data has been given where available.

We are conscious that diversity is multi-faceted, and Commonwealth Games England/Team England continues to seek, encourage and value diversity across all our three main areas.

- 1) Operational planning for B2022
- 2) Home association for the Birmingham 2022 Commonwealth Games, with a key responsibility to support the Organising Committee.
- 3) Athlete-focused planning and support, to build strong foundations for Team England at Birmingham 2022 and the Trinidad and Tobago 2021 Youth Games

During this period, the groundwork is being done to build solid foundations for diverse and inclusive teams together with a growing fan base. Whilst Commonwealth Games England's primary focus is supporting a team of elite athletes at the Commonwealth Games, these talented individuals provide an inspirational platform to help ensure that everyone feels able to take part in physical activity or sport, no matter what their background, age or ability. All Team England athletes are role models and we are fully committed to support and work with Sport England as laid out in their new "Talent Plan for England" launched in 2019.

2. Our values - PRIDE

We have revisited the Team England 'PRIDE' values that were successfully adopted by the whole team during Gold Coast 2018.

- Performance
- Respect
- Inspiration
- Diversity
- Excellence

As an executive team we would like these values to live on in our day to day work outside of Games time. Following an away day, we revisited how these values are carried through in our day to day work as a team of sports administrators. Diversity in the office day to day for us means:

- We take the time to listen to all points of view and value all skill sets
- We are very open to recruiting staff from outside the sector, and appreciate the benefit that their external knowledge can bring
- We treat all of our colleagues equally, no matter where they are from, how old they are, or their level of ability
- We value difference, it doesn't intimidate us
- We will make reasonable adjustments to accommodate those who need them
- We actively engage with other cultures, communities and countries in our day to day work

3. Office Relocation

Our office move, whilst short, has allowed us be part of a significantly more inclusive and diverse environment.

| Old office | New office |
|---|---|
| Inadequate disabled access – small lift that required use of temporary ramp up steep stairs to access | Disabled access with large lift that has doors on both sides, allowing you to walk or wheel through. |
| No evacuation chairs in case of fire | Evacuation chair available on each staircase, and 4 staff members on our floor have been trained to use it |
| Space exclusive to Team England – small executive team of approximately 10 staff | Shared with Sport and Recreation Alliance, bringing total numbers on office floor to approximately 30, with a more equal gender balance |
| Training and meetings exclusive to Team England staff | Regular lunch and learns and social events with Sport and Recreation Alliance, an organisation with different aims, and staff members with different skill sets |
| No relationship with other companies, in a small building | 10 floor, large office building with communal reception. Team England staff have already attended charity fundraising events in offices on other floors |

4. The Executive and the Board

Across a 4-year Games cycle, the Executive team initially shrinks post Games and then grows significantly to support our operations and delivery for the next. Less than two years from the Gold Coast we have significantly reduced in size to a staff team of 9 which can be broken down as follows:-

- 5 females and 4 males
- 2 staff members are from outside the UK
- 3 other staff members from outside England
- 1 staff member is a former elite athlete
- 1 staff member is from a mixed white black Caribbean background

Since our one-year update:

- Commonwealth Games England has advertised all available roles on a much wider range of job boards, to encourage a broader base of applicants
- We have written a staff handbook, aimed at new staff and encouraging an inclusive and welcoming start, particularly for staff who may be new to London or the sport sector
- A student from Warwick Business School foundation year joined us for one month. This foundation year offers students a stepping stone between further and higher education, as a way of facilitating access to university for those who may not have had the chance to attend otherwise
- Our CEO Paul Blanchard, spoke at Coventry University's graduation in 2019, whose campus is home to over 1800 students from more than 80 countries. His speech included advice on how to get into the sport sector, particularly emphasising the wide range of opportunities available for people of all skillsets and backgrounds

Commonwealth Games England Board profile

Our Board profile at the launch of our Diversity Action Plan in October 2017 comprised 12 members (9 male and 3 female). Along with all other sporting organisations we gave significant focus and public commitment to the new Code for Sports Governance.

June 2018 saw 3 members come to the end of their time on the Board and 3 joined. This reset the Board profile to 11 members (6 male and 5 female).

Lorraine Young of Lorraine Young Board Advisory Services completed an Independent Board Effectiveness Review in the Summer of 2019 when she commented upon the notable "diversity of gender, ethnicity, background, knowledge, skills and experience". We have 4 colleagues (including our President) from the BAME community and representation from para sport.

Our succession planning over the next 2 years will need to take on a degree of significant planning ensuring numerous key positions including Chair and Chairs of sub committees are in place post Birmingham 2022 and in some cases pre-Games to give critical Games time experience.

5. Social media

We have redesigned our social media strategy, with a particular emphasis on producing content with a diverse range of athletes in a way that will create a wide social media following.

At the end of 2018, we conducted research allowing us to analyse age, gender, location and other parameters to understand more about our fan base. We discussed that the bulk of our social following resided in London (12.6%) but only 3.6% were from the West Midlands. With Birmingham 2022 approaching, Team England needs a vibrant West Midlands presence to engage with ongoing activity taking place over the next four years. We also believe it is essential to establish an equally weighted presence in terms of population per capita among the key regions to be truly representative of the nation.

We set out with a new ambition: *To grow Team England's digital footprint across the length and the breadth of the country with strong representation across each of the key regions.*

Some of the ways in which we have committed to this over the past 12 months are:

- By filming three athletes per week, of which one must be a para athlete. Over a 12-month period this has given a diverse range of 58 athletes from 23 sports.
 - 24 male and 33 female athletes
 - Including 12 para athletes and including 17 BAME athletes
- By activating widely across all of England (see Appendix 2)
- By tracking examples of diverse engagement by and with Team England on social media, in particular where people are linking Team England and/or Birmingham 2022 to a message of diversity and inclusion. (see Appendix 3)
- By undertaking research into the breakdown of our social following by age and gender, to further inform our approach.

We are happy with the results of the strategy to date and have seen changes in our social following to reflect our England-wide engagement. After London, people living in Birmingham now make up our second biggest group of following on Facebook and third on Instagram after London and Manchester (seen in Appendix 1).

From January 2018 – December 2019, the visual content produced has led to a significant uplift in engagement across Team England's channels. A target was set of 1.5% that has been exceeded with a 9% average over the past six months. When all three platforms are considered together, the male/female audience split is almost equal with approximately 55% male followers and 50% female followers.

We hope that the size and diversity of this social following will continue to grow as we approach Birmingham 2022.

6. Diversity in Birmingham / Birmingham Connect Project

Having a Home Games brings increased attention to Team England and puts a focus on the opportunity to connect and bring people together. Birmingham 2022 is a "Games for Everyone".

Birmingham is one of the most diverse cities in the UK. Figures from the 2011 census show that there are people from many different ethnic groups living there¹:

- 30k African (3%)
- 33k Bangladeshi (3%)
- 48k Caribbean (4%)
- 65k Indian (6%)
- 48k Mixed (4%)
- 136k Other (12%)
- 145k Pakistani (13%)
- 570k White British (52%)

Birmingham is also a very young city, with 46% of the population aged under 30, compared to 37% across the UK.

However, Birmingham's population faces challenges in relation to physical activity and wellbeing:

- 24% of children in school year 6 are obese, vs 19% across England
- 30% of the Birmingham population is inactive, in comparison to 26%

Against this backdrop of social challenges there is a huge diversity that is an iconic and a positive aspect of the Birmingham community, Team England is keen to support Birmingham 2022 Organising Committee and other organisations, to help address some of these challenges. The next section describes ways in which Team England is engaging in this area.

Birmingham Connect Project

In June 2019, Youth Sport Trust together with Commonwealth Games England launched a new initiative to use the power of sport to build connections between young people aged 11-13yrs from diverse and segregated communities in Birmingham.

The project has paired 20 diverse city schools close to Games time venues. It encourages pupils to work together and lead on sporting activities. 100 young people have been recruited across the 20 schools, trained as Connectors and to then lead the project for their school. In total, 2000 young people will be involved in the project striving to encourage meaningful social mixing, improve attitudes and perceptions held of people from different backgrounds and driven by young people themselves.

Commonwealth Games England has in many ways been harnessing its connections with athletes and the Birmingham 2022 Organising Committee to create inspiring experiences for the young people involved in

the Birmingham Connect project:

- We created the [launch video](#) which was shown at each of the 20 school assemblies. This video contained Team England athletes talking about how sport had enabled them to mix with people from different backgrounds

¹ All statistics in this section are taken from Sport Birmingham's City Profile – Birmingham: <https://www.sportbirmingham.org/uploads/city-profile-birmingham-18.pdf>

- Team England athlete, Nathan Douglas, attended the launch and the first sports taster day. Nathan has been an inspiring and consistent role model for the young people so far, and the intention is for him to continue to attend key project milestones
- Commonwealth Games England put out [press releases](#) on the impact Birmingham Connect is having across the schools participating, from both a teacher and student perspective as well as a dedicated page on our [Team England website](#).
- We facilitated connections with Birmingham 2022, which has in turn allowed the project to use the Games time venues of the University of Birmingham Sports Centre and the NEC.
- Connectors from Holyhead School volunteered at our AGM event and together with YST we are discussing the legacy of the project via Birmingham 2022, whether this is by volunteering, forming a youth panel, continuing sports activities or other means
- Commonwealth Games England will facilitate over 400 Birmingham 2022 tickets for the young people involved in Birmingham Connect



Launch day with Nathan Douglas



Connectors from Holyhead School at AGM

Sir John Hanson Young Talent Scholarship

Two themes often associated with the Commonwealth are youth and talent. Indeed, half of our team on the Gold Coast were attending their very first multi sport Games. To further support this progression a new scholarship programme has been created where each Commonwealth Games England Commonwealth Sport were invited to nominate athlete(s) for consideration.

Through this wide selection process five young athletes have been chosen to receive the Sir John Hanson Young Talent Scholarship, designed to support them on their journey towards the Birmingham 2022 Commonwealth Games. Each of the five athletes, who come from a wide range of backgrounds and sports will receive £10,000.

The five athletes are:

- Abigail Burton (Rugby 7s)
- Kelly Peterson-Pollard (Judo)
- Kieran Rollings (Para lawn bowls)
- Abazz Shayaam-Smith (Athletics)
- Lucy Turmel (Squash)

The Hanson scholars were invited to speak at Team England's AGM in November with Abigail, Kelly, Abazz and Kieran providing fascinating insights into their lives as young athletes and how the scholarship will benefit them.



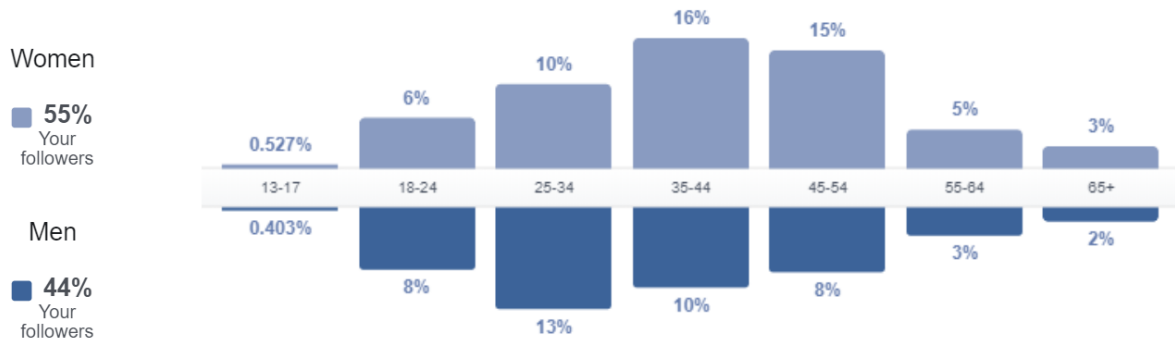
This image shows some of the Hanson scholars alongside Team England athletes and Secretary of State for Digital, Culture, Media and Sport, Rt Hon Nicky Morgan at the Three Years' to go celebration event in Birmingham, July 2019.



7. Appendices

Appendix 1 – Breakdown data of social media following

Facebook following gender and age breakdown



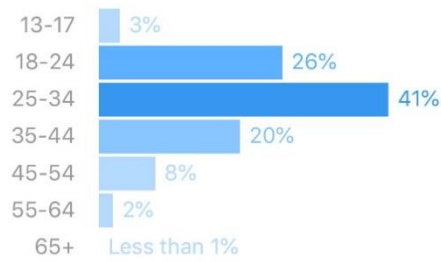
Facebook following location (top ten locations):

| City | Your followers |
|------------------------|----------------|
| London, England | 1,170 |
| Birmingham, England | 769 |
| Manchester, England | 393 |
| Leeds, England | 250 |
| Sheffield, England | 208 |
| Leicester, England | 190 |
| Nottingham, England | 188 |
| Wolverhampton, England | 181 |
| Derby, England | 172 |
| Bristol, England | 171 |

Instagram following breakdown:

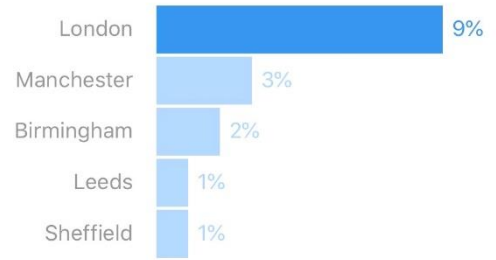
Age range ⓘ

All Men Women

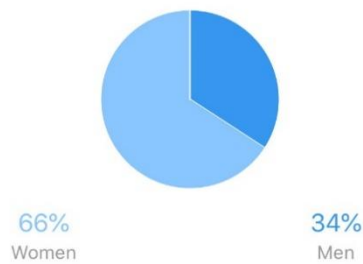


Top locations ⓘ

Towns/cities Countries



Gender ⓘ



Appendix 2 – Map to illustrate where Team England has activated for social media purposes





nathan maguire @nathanmaguire2 · Oct 22, 2018

Being part of the Venues announcement for the Birmingham 2022 Commonwealth Games was awesome. To get the opportunity to train in the fantastic Alexander stadium and hopefully race there in 2022 is so exciting!!!
+++



Team England @TeamEngland · Oct 22, 2018

There's going to be plenty of ENGLAND favourites to cheer home when the Alexander Stadium hosts the athletics for #Birmingham2022 @nathanmaguire2 🙌

↳ Sophie Hahn MBE Retweeted



Team England @TeamEngland · Mar 11

Happy #CommonwealthDay to all 53 member states celebrating a #ConnectedCommonwealth



Sophie Hahn, T38 Team England athlete retweets a Team England post that celebrates the diversity of the Commonwealth

Ali Jawad Retweeted



Team England @TeamEngland · May 9

After overcoming adversity @CrohnsColitisUK ambassador @AliJawad12 spoke to fellow sufferers about how he refused to let his condition beat him.

Watch the full video: bit.ly/AliJawadCrohns



chris grant
@chrisgrant14a

"National teams should strive to be representative of the population they represent." This will have a massive positive impact for the nation way beyond sport, and it's a key focus for me as a Sport England Board Member

Sport England @Sport_England · Jan 7

Our new Talent Plan for England has two key objectives: progression and inclusion.

This is our vision sportengland.org/supportingtalent...



Sport England Board member, Chris Grant, tweets about Sport England's new talent agenda, which uses a Team England athlete as the accompanying image



Mimi-Isabella  @mimi_cesar · Feb 1

The full video to my Bhangra Bonanza 🙌 I am so grateful to watch and be a part of the story of [@birminghamcg22](#) alongside [@TeamEngland](#) is unforgettable 🙌



Team England  @TeamEngland · Feb 1

Brummie Bhangra 🙌

Birmingham's @mimi_cesar added some new moves to her repertoire as the city gets sets for @birminghamcg22 twitter.com/TeamEngland/st...

Team England Rhythmic Gymnast, Mimi Cesar tweets about the opportunity to try Bhangra through her work with Team England and B2022