

# Diversity Inclusion Action Plan

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Active Dorset is a community interest company, we work collaboratively to create the conditions for an active nation and use the power of sport and physical activity to transform lives.

We want Dorset to be a place where everyone recognises that moving more can support their physical and mental wellbeing and has access to the right opportunity for them to build activity into their daily life.

Active Dorset is committed to a systemic approach to championing equality diversity and inclusion and tackling inequalities across our county. We want to embed inclusion principles into the way we work, the culture of our team and organisation, and into how we work with our partners.

Our Diversity and Inclusion Action Plan (DIAP) sets out our broader commitment to diversity and inclusion, as well as our commitment to developing an inclusive and representative board, ensuring that equality and diversity is considered in every decision we take together.

***Katrina Kennedy***

***Active Dorset Chair and Diversity and Inclusion Representative***

## Active Dorset

We are the Active Partnership for Dorset.  
We work collaboratively to create the conditions for an active nation, where sport and physical activity are recognised for the positive impact it has through improved physical and mental wellbeing, social cohesion and economic development on the lives of the people in Dorset.

If you would like a copy of this document in another format, please contact us using the details below.

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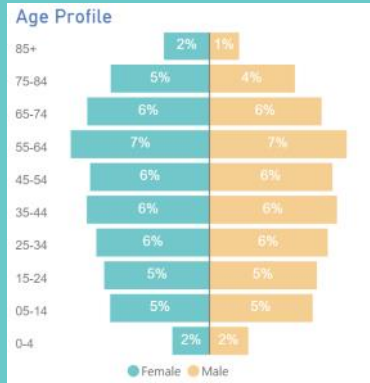
[www.activedorset.org](http://www.activedorset.org)



# Demographic Data for Dorset

## 1. Population

Population Count  
**825,131**



Source: Dorset Intelligence and Insight Service, Jan 2024

	Total	Percentage	England and Wales
All Persons	776,780	-	59,719,724
All Males	383,364	49.4%	49.5%
All Females	393,416	50.6%	50.5%
0-15 yrs	127,972	16.5%	19.1%
16-64 yrs	450,200	58.0%	62.2%
65+ yrs	198,608	25.6%	18.6%

Source: 2021 Census, Office for National Statistics

## 2. Ethnicity and Religion

**88%**

White British

**12%**

BME (black and minority ethnic population)

**5.1%**

Main language not English

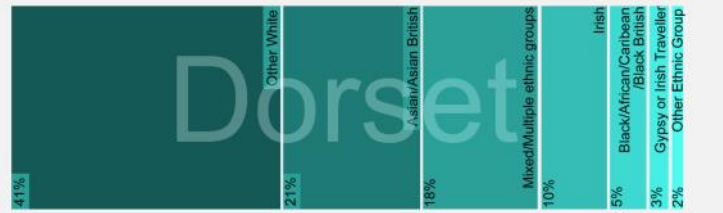
% Christian	49.1%
% Non-Christian	3%
% No religion	41.2%
% Religion not stated	6.7%



Source: 2021 Census, Office for National Statistics.

## Ethnic minorities - residents of Dorset who are not 'White British'

- 4.4% of Dorset residents are from an ethnic minority, much lower than the country as a whole (19.5%)<sup>2</sup>.
- The highest proportion (41%) of Dorset's ethnic minority population are classified as 'White Other'<sup>2</sup>. This classification includes people who identify as white but who do not have UK national identity (English, Welsh, Scottish, Northern Irish and British). An example would be Polish or Irish.



Source: 2021 Census, Office for National Statistics

## 3. Deprivation

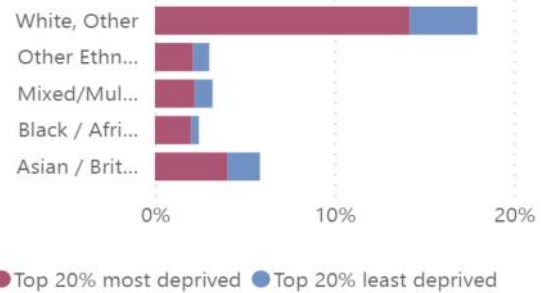
Top 20% most deprived

Top 20% least deprived

Population Count: **71,569**  
% Population: **9%**

Population Count: **162,280**  
% Population: **20%**

### % by Ethnicity



Source: Dorset Intelligence and Insight Service, Jan 2024

## 4. Health and Disability

Population with 1 or more LTC (LTC = Long Term Condition)

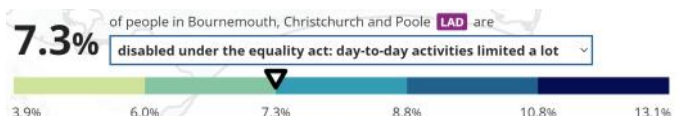
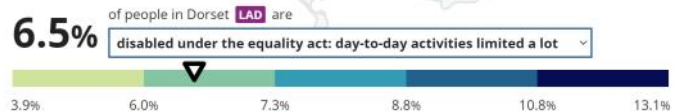
**443,283**

LD Population

**4,816**

Number of LTCs	Population Count
3+	153,827
2	107,003
1	182,453
0	381,848

Source: Dorset Intelligence and Insight Service, Jan 2024



Source: 2021 Census, Office for National Statistics



# Introduction

Martin Kimberley, Chief Executive

Active Dorset is committed to ensuring that equality diversity and inclusion is embedded in our strategic ambitions. We have a clear strategy and business plan setting out our priority areas and key objectives between 2020 and 2025.

Our approach to achieving these objectives and priorities is through the 4 guiding principles set out below.



## Developing Leadership and Advocacy

To develop leadership qualities for systemic change in our own team and in the partner organisations we work with, to develop a workforce of physical activity advocates across the system that are collaborative, ambitious and able to deliver messages and opportunities that resonate with those that need them most.



## Community Support

To work with communities to value and understand the role that physical activity plays in improving health, economic wellbeing and environmental issues, so that they will use the physical activity as a tool to support their own communities.

## Influencing Policy and Investment

To influence investment and policy decisions in active environments, children and young people, health and wellbeing, crime and the economy, to support prevention at scale and better health and wellbeing for everyone - prioritising those who need it most.

## Improving Data Quality and Use

To support the accessibility and use of high quality data that enables detailed understanding of the inequalities faced by our community and enables system players to make better informed decisions, about how to devote resources in line with the lived experience of these most marginalised by current systems.

## Operations and Leadership

- Our DIAP is designed to support our organisation and all our stakeholders to work together towards a set of actions. To ensure Active Dorset delivers on it's ambitious commitments set out in the DIAP there is a clear framework whereby progress will be monitored, reviewed and reported.
- The Diversity steering group which is made up of members across the team, the board representative and Deputy CEO will measure and oversee progress of the DIAP, reporting up to the board and to our stakeholders on a quarterly basis.
- The DIAP will ensure that as an organisation we are in the best position to achieve our strategic objectives and embed inclusion into our internal policies and practices and will be reviewed annually.
- Active Dorset is committed to ensuring the diversity of it's board and staff team are reflective of the population we serve and will transparently share information on our progress towards increasing diversity of representation at board, senior leadership level and throughout the organisation. We will use the data held in Dorset Intelligence and Insight Service to understand our communities and the demographic make up of Dorset, seeking to be reflective of our local population.
- The DIAP is a requirement of all system partner funded organisations and of the Code for Sports Governance.
- We recognise the intersecting nature of safeguarding and equality, diversity, and inclusion. Through both our DIAP and our Safeguarding policies we will ensure we have a protective framework that promotes a secure and inclusive environment for all individuals, regardless of their background or characteristics.





# Appendix 1: Action Plan



Theme	Action	When	Who	Measured by
<b>1. Policy and governance</b>	1.1. Elect board EDI representative and hold quarterly meetings with diversity dynamos ahead of board meetings	April 2023 reviewed annually	Board Chair	Representative being confirmed, records in board minutes, diversity dynamos meeting notes and diary invites.
	1.2. Embed EDI actions into staff workplans to ensure progress is monitored and establish culture of collective responsibility. Review DIAP Action plan annually.	Quarterly	Line Managers	Reviewing staff workplans, and organisational business plan. Ensure DIAP review date updated
	1.3. Update EDI policy and inclusion statements, making them easily accessible to workforce and stakeholders.	Annually	Diversity Dynamos and CEO	Policies dated, circulated via HR platform and published on our website.
	1.4. EDI included on agendas for board meetings, staff team meetings.	Quarterly and monthly	CEO	Monitoring agendas and meeting minutes
<b>2. People</b>	2.1. Build cultural competency of our staff and board team through the development a training plan. Utilise local and national organisations to access training and lived experience, offering training to the team on an annual basis. Training offer to be informed by identified need, staff feedback, business plan and local system insights	Annually	Diversity Dynamos and People Lead	Monitoring diversity of applications and shortlisted candidates. Feedback from staff exit interviews and induction process.
	2.2. Review recruitment policy and ensure all recruitment follows the inclusive recruitment policy. Review diversity of job applicants	Annually	Diversity Dynamos and people lead	Monitoring and analysing data from EDI surveys on recruitment. Regularly assessing adherence to recruitment policy.
	2.3. All staff to complete an inclusion passport, line managers to review. This ensures that lived experience and knowledge is fed into organisational decision making.	Annually and upon joining	Line Managers and Diversity dynamos	Completion of inclusion passports, included and reviewed as part of annual appraisal process.
	2.4. EDI induction to be completed by all new staff and board members	Annually and upon joining	Line managers and CEO	Monitoring of training records





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Theme	Action	When	Who	Measured by
<b>3. Insight and Data</b>	3.1. Annually collect demographic data from workforce including; all staff, volunteers and board members. Use ONS language and methodology for monitoring of workforce data comparing against national and local datasets.	Annually in April	CEO	Completion of demographic survey and analysis of results.
	3.2. Use stakeholder networks to advocate for EDI where appropriate ensuring that all decisions consider inclusion and impact upon inequality groups	Q4 2024	All staff	Monitoring EDI activity captured via the CRM. Reporting our progress in relation to EDI to partners and stakeholders where relevant.
	3.3. Analyse data sets from our delivery programmes such as school games to understand If these programmes are impacting on our inclusion agenda	Annually	CYP Manager	Data collected from school games programme.
	3.4. Utilise access to Dorset Intelligence and Insight Service to better understand populations, making data led decisions to and target our work effectively.	Q1 2024	Line Managers	Measured by workplans and board reporting
<b>4. Communications</b>	4.1. Develop range of content sharing our work with EDI and engaging stakeholders to collect feedback and system insights.	April 2024, reviewed quarterly	Marcomms lead	Website and social media content reviewed quarterly. Analyse engagement and feedback.
	4.2. Review the accessibility of our communications ensuring it is accessible to inequality groups. Relevant staff to complete health literacy training	April 2024 and ongoing review	Marcomms lead	Completion of training. Quality and accessibility of communications reviewed.
<b>5. Strategy and Leadership</b>	5.1. Ensure open conversations challenging internal and external through the principles of appreciative inquiry. Establishing a culture that supports open conversations and safety to challenge language, actions or behaviours.	Q1 2024	CEO and Diversity Dynamos	Staff survey and feedback. Information collected from exit interviews.
	5.2. Utilise system partner status to influence decisions made across Dorset, advocating for equality and diversity to be consistently considered in all decision making, seeking systemic change and challenging where we see injustice or non-inclusive practice.	Q4 2024	All staff	To be monitored by CEO and Diversity Dynamos through reporting of activity on CRM system.

