



DIVERSITY ACTION PLAN

[2017 – 2021]

Snowsport England

ABOUT US

The English Ski Council emerged in 1979 as the National Governing Body for England and English skiers, and together with the other three Home Nation Governing Bodies (S.N.S.C., S.C.O.W. and U.S.C.) formed the British Ski Federation in 1980, charged with the International representation of the members and policies of the Home Nation Governing Bodies. The Ski Club of Great Britain, the British Alpine Racing Ski Clubs, the Combined Services Ski Association and the British Association of Ski Instructors combined with the Home Nations in this Federation.

Recognised and directly grant aided by Sport England, Snowsport England was given responsibility for fostering and promoting the interests of English skiers and all aspects of their sport in England and overseas, through its members and interested agencies in the public and private sectors.

In 2002 The English Ski Council changed its name to Snowsport England to embrace Snowboarding. Snowsport England has been operating since 2002 fostering and developing English Snowsports.

OUR MISSION

Promote, Develop and Celebrate Snowsports by increasing & sustaining participation and driving membership to deliver talent

OUR VISION

Be recognised as the leading organisation for Skiing and Snowboarding in England

OUR VALUES

Responsible Leadership
People First
Genuine Voice
Community Champions
Creative Visionaries

Message from Our Chair

Diversity is critically important to Snowsport England. It is a cultural and organizational imperative about dignity, respect, inclusion and opportunity. Diversity is the right thing to do both for moral and ethical reasons as well as for the long-term success of Snowsports. To speak effectively to the broad society externally, Snowsport England must represent and celebrate a broad society internally.

To be effective in embracing and supporting diversity as an organization, every individual must take ownership of the diversity initiative and strive to make a difference in the culture and behaviours of Snowsport while impacting workforce composition and advancement whenever possible.

<h2 style="margin: 0;">Recruitment</h2> <p style="margin: 0;">How the organisation will attract an increasingly diverse range of candidates</p>		Code for Sports Governance					
<p>Objective: Embed good diversity and inclusion practice into our recruitment activities and decision making processes</p>		<p style="font-size: 0.8em; margin: 0;">Adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender on its board</p>	<p style="font-size: 0.8em; margin: 0;">Demonstrate a strong and public commitment to progressing towards gender parity and greater diversity generally on its board</p>	<p style="font-size: 0.8em; margin: 0;">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 style="font-size: 0.8em; margin: 0;">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 style="font-size: 0.8em; margin: 0;">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 style="font-size: 0.8em; margin: 0;">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	Person(s) Responsible			Completion Date		
<p>Short Term:</p> <ol style="list-style-type: none"> 1. Maintain current gender mix on Board 2. Improve wider diversity of Board to incorporate wide spread of defined characteristics. 	<ol style="list-style-type: none"> 1. The Board currently has an appropriate gender mix. It will investigate, and subsequently implement, ways of ensuring that this is maintained. 2. SSE recognises that its Board needs to widen the spectrum of other characteristics of its diversity. It will investigate and agree appropriate measures. 3. Once agreed, the measures arising from Action 2 will be added to the Diversity section of the website. 	<p>Board Level Diversity Working Group</p>			<p>March 2018</p>		
<p>Medium Term:</p> <p>Implement measures to improve diversity of Board during 2018 recruitment</p>	<ol style="list-style-type: none"> 1. Following on from short term actions to implement an innovative recruitment programme aimed particularly at 'hard to reach' groups in the appointment of new Board Members. 2. Improve the visibility of the organisations commitment to Diversity by introducing a 	<p>Board Level Diversity Action Group.</p>			<p>October 2018</p>		

	dedicated Diversity page to the website (currently Diversity falls under Governance).		
Long Term: Maintaining and, where appropriate, improving the diversity of the Board and extending this to the paid staff of SSE.	1. Ongoing monitoring of the diversity of the Board and staff and taking necessary affirmative action to maintain/improve at every recruitment opportunity. 2. Continue to use website and other published material to promote SSE's ongoing commitment to, and work on, diversity.	Board	On-going

Engagement Ensuring that your organisation's commitment to diversity is communicated through internal practices and externally	Code for Sports Governance				
	Adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender on its board	Demonstrate a strong and public commitment to progressing towards gender parity and greater diversity generally on its board	Demonstrate a strong and public commitment to progressing towards achieving greater diversity generally (including but not limited to BAME, disability, LGB&T and socio-economic)	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	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)
Objective:		✓	✓		
Priorities	Actions	Person(s) Responsible		Completion Date	

<p>Short Term: Embed diversity within the culture of the organisation.</p>	<ol style="list-style-type: none"> 1. Diversity to be a standing item on Board and Staff Meeting agendas. 2. Diversity Champions be appointed at Board and Staff levels. 3. Work with BSS and other HN's to look at how the culture is changed at all levels within the sport 	<p>Chair & CEO</p>	<p>January 2018</p>
<p>Medium Term: Better understand the current diversity, or lack of it, of the membership.</p>	<ol style="list-style-type: none"> 1. Survey the membership to fully understand its current spectrum of demographic attributes and characteristics. 2. Identify and understand the barriers to wider active participation in the sport across the diversity spectrum. 	<p>Board Level Diversity Action Group.</p>	<p>December 2018.</p>
<p>Long Term: To encourage active participation in the sport regardless of age, gender, sexuality, ethnicity, disability, marital status, religion and belief.</p>	<ol style="list-style-type: none"> 1. Using knowledge gained in investigative work to identify and remove barriers to wider participation. 2. To always challenge ourselves by asking the question - "Will what I am doing promote skiing being as a sport for all, regardless of individual characteristics?" 	<p>Everybody in the organisation</p>	<p>Ongoing.</p>

<h2>Progressing talent from Within</h2> <p>A focus on developing a strong internal pipeline of diverse talent to populate decision making and other structures.</p>		Code for Sports Governance					
Objective:		Adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender on its board	Demonstrate a strong and public commitment to progressing towards gender parity and greater diversity generally on its board	Demonstrate a strong and public commitment to progressing towards achieving greater diversity generally/(including but not limited to BAME, disability, LGBT and socio-economic)	Each organisation shall identify proportionate and appropriate actions to be taken to support and/or maintain (as appropriate) the diversity targets set out in Req 2.1	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)	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
			✓			✓	✓
Priorities	Actions	Person(s) Responsible			Completion Date		
Short Term: Develop an open and transparent culture to committees and recruitment	<ol style="list-style-type: none"> Audit of regional and SSE committees Open recruitment to committee roles 	Board Diversity Action Group Board Diversity Action Group			April 2018 April 2018		
Medium Term: Provide support and guidance to our committees, regions and clubs.	<ol style="list-style-type: none"> Review wording on website and adverts to make sure they are encouraging a diverse range of applicant. Development of guidance & support materials for committees, regions and clubs 	Board Diversity Action Group Board Diversity Action Group			October 2018 October 2018		
Long Term: Talent progressing from clubs through regions to SSE committees	<ol style="list-style-type: none"> Monitoring of recruitment to committee roles 	Board Diversity Action Group			On going		

Key Questions

How does this feed into our broader governance plan?

Diversity is already implicit across the Governance of SSE and the Board has recently made some aspects of diversity explicit and publicly committed to these. The Action Plan will further raise the profile of diversity both within and without the organisation. We intend to move to a position where diversity is not seen as being 'alongside the Governance strategy' but rather that it is embedded within everything that we do.

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

These are identified within the Plan but the Board carries ultimate responsibility.

How will we measure overall success?

We will know success when we see it, but we recognise that it is important to have some empirical measures. Principally these will include measuring the characteristics of diversity of our Board, our staff and our members and taking actions to ensure that these improve over time.

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 will work alongside our equality standards. Currently we are at foundation level and working towards preliminary level.