



Snowsport England

Diversity Action Plan 2020 to 2024

About Us

Snowsport England is the National Governing Body for Snowsport in England, and we are committed to inspiring participation in Snowsport at every level.

The English Ski Council emerged in 1979 as the National Governing Body for England and English skiers. In 2002 The English Ski Council changed its name to Snowsport England to embrace Snowboarding.

Recognised and directly grant aided by Sport England, Snowsport England was given responsibility for fostering and promoting the interests of English skiers and snowboarder and all aspects of their sport in England and overseas.

Our Vision

Inspiring participation in Snowsport at every level.

Our Mission

Snowsport England strives to increase the awareness of and growth in participation of Snowsport in England at every level. We will do this through increasing traffic to our Go Ski Go Board website by 5% per annum and by targeting Schools to increase the number participating in Snowsports.

Our Membership, Clubs and Volunteers are crucial in supporting our network and sustaining growth in our sport as well as identifying and developing talent. We will continue to nurture and engage with our Members and Volunteers through specific programmes of activity designed to increase satisfaction levels.

Our Values

PASSION IN PEOPLE

Our members, including all volunteers, are at the leading edge of all our activities and decision making. We strive to improve their snowsport experiences.

COMMUNITY CHAMPIONS

We promote the spirit, culture and family values of our sport by supporting our local and national communities.

TRAILBLAZING IDEAS

Forever on the lookout for new initiatives, piloting, national ideas, listening to the industry and pushing the boundaries of what we can and will achieve for the good of the sport.

GENUINE VOICE

We carry out our work with honesty, speaking up on important matters and tackling challenges with the same vigour as when we are out enjoying the slopes.

RESPONSIBLE LEADERSHIP

Our underpinning value is providing trusted leadership based upon good governance and promoting

safe and challenging experiences across all Snowsport disciplines. Inspiring participation in Snowsport at every level.

Why is Diversity and Inclusion important to us?

There is clear evidence that diversity and inclusion lead to greater innovation, more opportunities for all, better access to talent, and better performance. It is about creating equal opportunities for everyone.

Our Challenges

To overcome the perception that Snowsport is a white middle class sport.

Our Definition of Diversity and Inclusion

A balance of representation. It means understanding that each individual is unique, and recognising our individual differences. These differences can include, but are not exclusive to, dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical ability, religious beliefs, political beliefs, or other ideologies.

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Recruitment		Code for Sports Governance				
How the organisation will attract an increasingly diverse range of candidates	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 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 in Req 2.2
Objective: Embed good diversity and inclusion practice into our recruitment activities and decision making processes	✓		✓	✓	✓	✓
Priorities	Actions		Person(s) Responsible		Completion Date	
Short Term: 1. Increase female representation on the Board 2. Improve wider diversity of Board to incorporate wide spread of defined characteristics.	1. The Board currently is 27% female representation with 1 vacancy. Make sure adverts help to attract female applicants 2. SE recognises that its Board needs to widen the spectrum of other characteristics of its diversity. Put in place a diversity action group with a diverse membership to help inform & develop the DAP		Board nomination panel Diversity Action Group		September 2021 September 2021	
Medium Term: Implement measures to improve diversity of Board for future recruitment	1. Following on from short term actions to implement an innovative recruitment programme aimed particularly at under-represented groups to encourage an increase in applications in the appointment of new Board Members. 2. Improve the visibility of the organisations commitment to Diversity by developing the Diversity page on the website and imagery across the website		Diversity Action Group.		On next Board recruitment	
Long Term: Maintaining and, where appropriate, improving the diversity of the Board and extending this to the paid staff of SE and its committees Monitoring the feelings of our staff and volunteers to understand how they feel about the organisation and if they feel respected	1. Ongoing monitoring of the diversity of the Board, staff and committee and include information within the annual governance statement to the membership. 2. Continue to use website and other published material to promote SE's ongoing commitment to, and work on, diversity. 3. survey to understand how people feel about the organisation and if they are listen to and respected		CEO Marketing & Insight lead		On-going Feb 2022	

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Engagement		Code for Sports Governance					
Ensuring that your organisation's commitment to diversity is communicated through internal practices and externally		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)	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
Objective:			✓	✓			
Priorities	Actions	Person(s) Responsible			Completion Date		
Short Term: Embed diversity within the culture of the organisation.	1. Diversity to be a standing item on Board, Staff and committee Meeting agendas. DAP reviewed annually and progress made 2. Work with regions and club to encourage them to have it on their agendas 3. Work with GBS and other HN's to look at how the culture is changed at all levels within the sport and put in place UK wide advisory group	Chair & CEO CEO			April 2021 April 2021		
Medium Term: Better understand the current diversity, with the sport and membership Promote the DAP to our stakeholders and get them engaged with actions	1. Work with HN's to complete research into the barriers to entry across the UK and key changes we can make to make the sport more accessible 2. Put in place communication with facilities, regions, clubs, club members regarding the DAP and how they can	CEO Insight & Marketing lead			May 2021 July 2021		
Long Term: To encourage active participation in the sport regardless of age, gender, sexuality, ethnicity, disability, marital status, religion and belief.	1. Using knowledge gained in research carried out in partnership with HN's and GBS to identify and remove barriers to wider participation. 2. To always challenge ourselves by asking the question - "Will what I am doing promote skiing & Snowboarding being as a sport for all, regardless of individual characteristics?"	Diversity Action group / Board champion			Ongoing.		

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Progressing talent from Within A focus on developing a strong internal pipeline of diverse talent to populate decision making and other structures.		Code for Sports Governance				
		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)	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
Objective:		✓			✓	✓
Priorities	Actions	Person(s) Responsible			Completion Date	
Short Term: Develop an open and transparent culture to committees and recruitment	1. Open recruitment to committee roles and being proactive about our advertising of roles to encourage people from diverse backgrounds 2. Audit of regional and SE committees	CEO CEO			Jan 2021 March 2021	
Medium Term: Provide training to all staff and key volunteers on EDI Provide support and guidance to our committees, regions and clubs.	1. Look to embed EDI into organisation process and train Board, staff, committees up to be more aware and confident 2. Review wording and imagery across the website and in adverts to make sure they are encouraging a diverse range of applicant. 3. Development of guidance and support materials for committees, regions and clubs	CEO / Operations team Diversity Action Group Diversity Action Group			September 2021 October 2021	
Long Term: Talent progressing from clubs through regions to SE	1. Development of an athlete's tracker which gives a comprehensive view of athletes moving through the talent pathway	Talent Lead			December 2021	

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Review and timescales for the DAP

- The board will report to the membership within the annual report on the progress of the DAP
- The Snowsport England board will review the DAP once a year and assess progress
- The Diversity Action Group (once formed) will meet a minimum of each quarter to update current action and to agree new actions.

HOW DOES THIS FEED INTO OUR BROADER GOVERNANCE PLAN?

The broader governance plan recognises that we have to put great focus into people. It is crucial that the organisation shall recruit and engage people with appropriate diversity, independence, skills, experience and knowledge to take effective decisions that further the organisation's goals.

This is important because diverse, skilled and experienced decision- making NGBs which contain independent voice and engage in constructive, open debate and enable good decision making.

The Diversity Action Plan and subsequently the Diversity Action Group that will drive the plan forward will ensure that when we are considering recruitment at any level, the importance of engaging with a diverse group of people.

Similarly, it is part of the broader governance plan that we demonstrate a strong and public commitment to progressing towards achieving gender parity and greater diversity generally on our Board; our Diversity Action Plan sets out how and why we will go about doing so.

WHO ARE THE KEY PEOPLE RESPONSIBLE FOR THE DELIVERY OF THIS PLAN?

As outlined in the wider plan, each section identifies which key people are responsible.

To summarise, the Board carries the ultimate responsibility, driving forward documents such as this one and ensuring that we are adhering to the broader Governance Plan.

To support the Board, Snowsport England will be creating a Diversity Action Group. This group will invite people with wide experience and knowledge to help Snowsport England to hold itself accountable. The group will ensure that our aims and expectations are worked towards and ultimately met.

SE core staff and the wider team (including volunteers and committees) will be expected to champion the Diversity Action Plan in their areas of work. It is a collective responsibility to understand requirements and ensure that diversity is considered throughout all decision making.

HOW WILL WE MEASURE OVERALL SUCCESS?

Each section of the DAP identifies which key people are responsible and summary is included within this document.

The SE Board carries the ultimate responsibility for driving forward the DAP and ensuring that in doing so we are adhering to the broader Governance Plan.

In order to successfully develop and implement the DAP. The SE Board has formed a Diversity Action Group (“DAG”).

The DAG will engage with and listen to internal and external voices with relevant experience and expertise to help to ensure that our aims and expectations are worked towards and ultimately met.

SE core staff and the wider team (including volunteers and committees) will be expected to champion the Diversity Action Plan in their areas of work. It is a collective responsibility to understand requirements and ensure that diversity is considered paramount in all of our decision making.

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 be included in all Snowsport policies (wherever appropriate). Our equality statement will be revised to include crucial references to the Diversity Action Plan, including the mentioning of key targets and messaging.