



DIVERSITY & INCLUSION ACTION PLAN

2022 – 2024

March 2023

OUR COMMITMENT

British Water Ski & Wakeboard (BWSW) is a progressive sporting organisation helping to deliver a dynamic and exciting sport that has the potential to capture the hearts and minds of our participants for life. As an organisation we aim to deliver clear and inspirational leadership for the sport to ensure a vibrant and empowered sport at every level that can evolve to meet every challenge.

BWSW is committed to tackling inequalities and making our sport inclusive and diverse; a sport that welcomes and has an offer for everyone. This commitment is at the heart of our strategy and reflected in our long-term vision and values. As part of our long-term vision, we aim to provide for the creation and enhancement of an inclusive climate to achieve real and sustainable change.

OUR CORE VALUES

Working in partnership with our staff, key volunteers and the wider community, we work to a set of core values to enable and support our commitment:

Teamwork - we aim to work with our partners and increase our reach to achieve our shared vision, mission, and goals with trust and integrity.

Open & Inclusive - improve accessibility and inclusion; reduce barriers and provide a sport that is attractive to the widest audience. Share our learning, work with partners and embrace diversity.

Commitment - motivating and encouraging the best from everyone.

Excellence - strive to attain the highest possible standards and striving for continuous improvement and innovation.

Responsibility & Integrity - encouraging personal responsibility and working in a transparent and sincere manner.

BACKGROUND

It is a requirement of the BWSW Equality, Inclusion and Diversity Policy that BWSW has an action plan to implement that policy. As an organisation receiving public funding from Sport England, BWSW is required to comply with the Code for Sports Governance as published by Sport England and UK Sport (*A Code for Sports Governance*) which also stipulates that governing bodies need to agree a Diversity and Inclusion Action Plan with Sport England.

The BWSW Equality, Diversity and Inclusion Policy is available here:

<https://www.bsw.org.uk/resources/bsw-edi-policy>

The BWSW Diversity Statement is available here:

<https://www.bsw.org.uk/about-us/diversity-statement/>

This action plan has been designed to fulfil both requirements. For convenience the Diversity and Inclusion Action Plan cross refers to certain parts of the Code which are relevant.

<p>People</p> <p>How the organisation will attract and retain an increasingly diverse range of candidates reflective of wider UK society</p>	Code for Sports Governance					
<p>Objective:</p> <ol style="list-style-type: none"> To fill key roles with skilled individuals who meet our diversity requirements to provide for an effective and responsible management of both the business and wider sport. To embed good practice into our recruitment practices re diversity, inclusion and decisions in relation to all aspects of recruitment, utilising the wider sport network and improved external reach to populate its wider leadership structures with a particular priority on the Board. 	<p>Promote an open and inclusive dialogue among The Directors</p>	<p>Demonstrate a strong and public commitment to progressing towards gender parity and greater diversity generally on its board</p>	<p>Demonstrate a strong and public commitment to progressing towards achieving greater diversity generally(including but not limited to BAME, disability, LGBTQ+ and socio-economic)</p>	<p>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>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>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>
<p>Priorities</p>	<p>Actions</p>					<p>Responsibility</p>
<p>1.1. Comply with the Code for Sports Governance and continue to promote diversity of the Board composition.</p>	<p>Complete the requirements for compliance with the Code and continue to promote diversity of the Board alongside identification of skills needed.</p> <p>Maintain an accurate skills and knowledge assessment of the capabilities of the Board and review on an annual basis in line with the strategic priorities of the organisation to support success.</p> <p>Adopt Board representative targets of 65% men and 35% women which reflect the current membership of BWSW, subject to appointment terms and greater understanding of the demographic data of the membership. In the next 12 months and with more gathering of data, agree and adopt wider Board diversity targets related but not limited to age, disability, ethnicity and geographic location.</p>					<p>Board & CEO</p>

	<p>There will be a documented, formal, inclusive, rigorous and transparent procedure for the appointment of all type of directorships to the Board, via an open and publicly advertised recruitment process. All appointments shall be made on merit, in line with the skills and diversity required of the Board.</p> <p>The nominations committee shall lead the process for board appointments in accordance with the principles laid out in this document and shall inform Sport England of any Director / CEO appointment process and allow observation of the process where requested.</p> <p>Director appointments will include a declaration of good character and a commitment to integrity, promoting high standards of ethical and inclusive culture.</p> <p>Review our Code of Conduct for all types of directorships and Council positions that, among other things, requires all parties to act at all times in the best interests of the organisation, as well as acting with inclusivity, integrity, in an ethical manner and in accordance with their organisation’s Conflict of Interest policy.</p> <p>The Code of Conduct, terms of reference and other policies relating to the Board and its Committees shall be regularly reviewed and maintained.</p> <p>Board and executives to receive training on equality and diversity issues on appointment and ongoing during their tenure; to raise awareness of the benefits of diversity and assist with embedding these learnings into day to day operations across the organisation.</p>	
<p>1.2 Create a succession plan for the Board and Executive Management.</p> <p>1.3 Create a recruitment process that is attractive to people from all backgrounds and communities and increase the diversity of candidates for positions.</p>	<p>Create and maintain a succession plan for the Board and Operations Management ensuring appropriate skills identification and independence is understood and actioned. Maintain diversity and inclusion balances that embed an understanding and awareness of the importance and benefits of diversity and inclusion in organisations.</p> <p>Review recruitment data/barriers/participation to improve the promotion of opportunities, as well as identify external partners to assist with diverse recruitment e.g. minority groups, organisations and networks.</p>	<p>Board & executive management</p>

<p>1.4 At the recruitment stage, potential applicants will be made aware of our commitment to equality and diversity, particularly emphasising the behaviour expected of them.</p> <p>1.5 Ensure recruitment packs and wider promotional literature reflect under-represented groups.</p>	<p>Ahead of any Board recruitment drive , review our existing Equality & Diversity Policy to verify:</p> <ol style="list-style-type: none"> 1. It supports the delivery of our 2022-2024 diversity aims 2. It is compliant with existing legislation 3. It is integrated into our recruitment practices and processes <p>Utilise diverse and inclusive imagery and language across all public facing collateral, including corporate strategy, social channels, annual review and wider promotional literature.</p>	
<p>1.6. Assess and strive for an appropriate balance of wider diversity of people on the Board, Advisory Council, wider Disciplines & executive management.</p>	<p>Consider ongoing recruitment needs more widely and engage with wider membership organisations e.g., Advisory Council, the Disciplines, Access Adventures and external partners. Support member organisations around appointments from a balanced talent pool of candidates from all backgrounds and cultures.</p>	<p>Board & executive management</p>

<p>Engagement</p> <p>Ensuring BWSW's commitment to diversity is communicated through internal practices and externally</p>	Code for Sports Governance					
	Promote an open and inclusive dialogue among The Directors	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, LG&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
<p>2. Objective:</p> <p>To raise awareness of the need for diversity at leadership level via stakeholder engagement and highlighting the benefits of a diverse leadership and membership.</p>	✓	✓			✓	✓
Priorities	Actions				Responsibility	
<p>2.1 Agree, adopt and effectively communicate the diversity and inclusion action plan.</p>	<p>Appoint and maintain a lead Board Member for diversity and inclusion.</p> <p>Board members to review, amend where necessary and agree the Diversity & Inclusion Action Plan on a minimum annual basis.</p> <p>Review the diversity action plan, alongside the annual Board effectiveness review. BWSW to publish the action plan on the website and promote through the appropriate channels/mediums.</p> <p>Diversity will be a standard item on the agenda (At Board meetings)</p> <p>Diversity Group comprising members of the Board and employees will meet quarterly to progress sport diversity initiatives.</p> <p>Use diversity benchmarks as part of the annual assessment of Board effectiveness to drive continuous improvement via regular and effective evaluation.</p>				<p>CEO & EDI Lead</p>	

<p>2.2 Ensure better data capture around diversity and inclusion.</p> <p>2.3 Incorporate inclusion into our face to face engagement with all key stakeholders to develop an understanding, acceptance and appreciation of the advantages of a diverse organisation.</p>	<p>Review effective methods of participant and member data capture; utilise this and wider Sport England insight to feed into improving engagement plans</p> <p>Incorporate the commitment from our Chair to emphasise our dedication to embracing inclusion on the website and all our communications. Underpin this message by training all staff to act as ambassadors in their engagement dealings with partners and third parties.</p>	<p>CEO & EDI Lead</p>
<p>2.4 Promote our commitment to diversity and inclusion when engaging wider stakeholders, and encourage, wherever necessary, a commitment to adopt the key principles.</p> <p>2.5 Encourage diversity and inclusion day-to-day and across the wider network</p> <p>2.6 Demonstrate the impact of a diversity-focused, inclusive approach.</p>	<p>We will promote and seek that all members and third parties with whom we deal will commit to the principles embodied in this document by supporting our work with expertise and resource where needed.</p> <p>Encourage diversity and inclusion through our corporate messaging including and promoting where applicable our support of: avoidance of unconscious bias; imagery, wording and language; company policies and process guidance documents; office aesthetics; dress codes; consideration for religious prayer and fasting; wheelchair access; partially sighted, deaf etc.</p> <p>Highlight good practice via the website, social media and the magazine and use this to promote the benefits of the approach and ways of working.</p>	<p>CEO & EDI Lead</p>

KEY QUESTIONS

How does this feed into our broader governance plan?

Our ongoing mission and the ability for us to achieve our objectives is directly linked to the ability of BWSW to have resilient and transparent governance, coupled with a broad, diverse and wide ranging skill set within the BWSW board and that of the executive team. It is an important aspect of our organisational objectives, to ensure that the board of BWSW and the wider organisation are fully engaged and compliant with the BWSW Equality, Inclusion and Diversity Policy.

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

The CEO, EDI Lead and executive team are the key people responsible for delivering our plan, particularly our Diversity & Inclusion Lead Board Member, Clare Lobb. Additionally, the new post of Diversity and Inclusion Lead will lead on initiatives on the ground and influence stakeholders to support changes to increase our success and refine ongoing objectives.

How will we measure overall success?

Our success can be measured through increased gender equality and overall diversity on the board, Advisory Council, Board and Discipline lead teams as well as within participation in the sport. Ensuring the rights skills and requirements, together with inclusion and diversity are key considerations when appointing directors to the board, which will be reviewed as part of the annual board evaluation. Longer term, diversity within the BWSW board and the wider executive team should lead to towards achieving our long-term mission to re-state our commitment to a long-term vision for the sport, coupled with sound financial management and a creative and professional approach to achieving our strategic aims.

How does your Diversity and Inclusion Action Plan cross-reference other parts of the code or other relevant equality or diversity monitoring standards / framework?

We have previously achieved historically the Foundation and Preliminary Level of the Equality Standard in Sport and have subsequently adopted the principles that are applied to the Code for Sports Governance. The Diversity and Inclusion Action Plan references the BWSW Equality, Inclusion and Diversity Policy which will be reviewed on an annual basis.

SPORTS CHARTER FOR ACTION

www.gov.uk/government/publications/sports-charter

BWSW supports and promotes the Government Charter for Sport as part of our commitment to equality, diversity and inclusion, the Charter aims to make sport a welcoming environment for anyone identifying as lesbian, gay, bisexual or transgender.

British Water Ski & Wakeboard is committed to the Charter's 4 principles:

1. We believe that everyone should be able to participate in and enjoy sport – whoever they are and whatever their background.
2. We believe that sport is about fairness and equality, respect and dignity. Sport teaches individuals how to strive and succeed, how to cope with success and disappointment and brings together people with a common goal.
3. We are committed to making these values a reality for anyone identifying as lesbian, gay bisexual and or transgender. We will work together and individually to rid sport of homophobia and transphobia.
4. We will make sport a welcoming place for everyone – for those participating in sport, those attending sporting events and those working or volunteering in sports at any level. We will work with all these groups to ensure they have a voice and to challenge unacceptable behaviour.

Document History

March 2017	Restated Action Plan
October 2017	Updated with recent actions
November 2017	Final revisions
August 2019	Restated and simplified
September 2019	Minor revisions
June 2022	Restated in accordance with Sport England award and appointment of Diversity and Equality Lead
August – Sept 2022	Minor revisions
March 2023	Addition of link to BWSW diversity statement