



PAWB

EQUALITY, DIVERSITY & INCLUSION STRATEGY

2021-2026

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INTRODUCTION

The Football Association of Wales's 2021-2026 strategy, "Our Wales" maps out the path ahead for Welsh football to reach its true potential and we're proud to introduce PAWB, the FAW's new vision and strategic plan for equality, diversity and inclusion.

Our ambition is clear, we want to create a safe and inclusive environment for everyone, everywhere in Wales regardless of their race, ethnicity, gender, religion or belief, disability, sexual orientation, age, or background.

To achieve this, the Welsh football family must work collectively to ensure all people from Welsh society see football as an activity they can play, coach, officiate, spectate or volunteer in and most importantly to enjoy, while striving to be the best version of themselves.

We want to become a leading football nation for Equality, Diversity and Inclusion at a global and local level.

Achieving the PAWB objectives by 2026 will set us on the path to realising our long-term vision in making football the most inclusive, accessible and successful sport in Wales.



Noel Mooney,
FAW Chief Executive

PAWB

Football by its nature is an accessible sport; it requires no complicated explanation of rules, opportunities to participate are widely available and most importantly it is simple and easy to play regardless of ability level. Yet football like all sports needs to work hard to ensure that everyone in Wales feel part of the football family.

The PAWB Equality, Diversity and Inclusion Strategy 2021-26 sets out our Vision, Objectives and Actions to become a truly inclusive and representative governing body leading to visible change across the FAW and Welsh football. The Welsh word PAWB translates to 'everyone', which is the identity of our EDI Programme and represents our ambition to make 'Football for **EVERYONE, EVERYWHERE** in Wales'.

In addition to this strategy is a detailed Action Plan outlining actions for each of the 4 key priority themes to achieve our Vision.

The Action Plan will be utilised as a working and progressive document that can be amended at any time enabling us to be progressive and adaptive throughout the implementation of the strategy.

STATE OF PLAY

A commitment to equality was embedded in our 2020 Vision and Strategy for Welsh Football ‘More than a Game’ under the goal of providing ‘a safe and enjoyable football experience’.

We have made strides forward in ‘widening access, reducing inequality, and encouraging more females, disabled people and people from ethnically diverse communities to play and participate in football in Wales.’

The FAW have set out their vision for Welsh football in the Our Wales Strategic Plan 2021-26, in which the PAWB Strategy is an integral part of its vision and objectives.

Following the FAW’s *A sustainable Association for the future* independent review a range of recommendations were provided for equality, diversity and inclusion, in which these recommendations have been integrated into the PAWB EDI strategy.

The Black Lives Matter movement in recent times has reignited a call to action. A call not only to unite against racism and discrimination, but to dismantle the systems of oppression and inequalities that continue to prevent under-represented and unheard communities from opportunities across all areas of football and society. It is our responsibility as an Association to meet this call and together with the football family we can achieve more and make our game an equal, diverse and inclusive sport for everyone.

OUR VISION



OUR VISION

**FOOTBALL IS FOR
EVERYONE, EVERYWHERE
IN WALES.**

OUR MISSION

**CREATE AN ENVIRONMENT WHERE EVERYONE
HAS AN EQUAL OPPORTUNITY, IS INCLUDED,
AND FEELS THAT THEY BELONG.**

OUR OBJECTIVES



OBJECTIVES

We have identified 4 key priority themes and objectives, each with a range of goals that will be established to achieve our overall vision of 'Football for **EVERYONE, EVERYWHERE** in Wales'.

**EDUCATION &
AWARENESS**



**EQUALITY &
DIVERSITY**



**REPORT &
CHALLENGE**



**LISTEN &
UNDERSTAND**



EDUCATION & AWARENESS





EDUCATION & AWARENESS

Increase the awareness and understanding of equality, diversity and inclusion throughout the football family in Wales.

The foundation of this Strategy is Education. We believe that education is key in progressing equality, increasing representation and inclusion while challenging discriminatory attitudes throughout all levels of the pyramid.





GOALS

EDUCATION & AWARENESS

To achieve this objective of increasing the awareness and understanding of equality, diversity and inclusion throughout the football family we will:

- Develop a PAWB Education Programme delivering a range of educational workshops and webinars that will include mandatory education for:
 - Players
 - Coaches
 - Club officials
 - Stewards
 - Match officials
 - FAW Workforce & Area Association members.
- Develop a PAWB Microsite as an educational hub for the football family.
- Raise the awareness of Equality, Diversity, Inclusion, and Anti-Discrimination by working with FAW Equality partners to hold awareness periods and celebrate diversity throughout the season.

EQUALITY & DIVERSITY

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EQUALITY & DIVERSITY

To increase the access and opportunities in football for underrepresented groups to ensure a representative, diverse, inclusive, and accessible game.





GOALS

EQUALITY & DIVERSITY

To achieve this objective of increasing the access & opportunities in football for underrepresented groups to ensure a representative, diverse, inclusive, and accessible game we will:

- Improve access and opportunities for Disabled People through developing a new Disability Football Plan.
- Creation of a 'Para-football' association, affiliated to the FAW to promote, develop, govern and regulate all areas of disability football.
- Improve accessibility of facilities throughout Wales for underrepresented and priority groups.
- Create the best environment, support structures and opportunities to accelerate the growth of women's football through the development of a new women and girls strategy.
- Engage with underrepresented communities to develop a range of supporter groups to increase the diversity of The Red Wall fanbase.
- Establish specific provisions at Cymru National Team matches to increase the number of Disabled fans attending.
- Provide more opportunities for underrepresented groups in playing, coaching, officiating and leadership positions.
- Increase the opportunities for Asylum Seekers & Refugees to participate in football.



GOALS

EQUALITY & DIVERSITY

- Champion positive role models in football and celebrate the contributions of diverse “pioneers” of the game in Wales.
- Establish a range of Equality Champions as part of the Club PAWB Programme and within the FAW Youth Council.
- Ensure imagery across all communications, publications and marketing is diverse and representative of Welsh society.
- Improve the diversity of the FAW workforce (including Area Associations, FAW and FAW Trust Boards and Council) to be representative of Welsh society providing transparency on targets and progress.
- Provide directives to Area Associations, Leagues, Clubs and wider stakeholders setting out expectations on developing EDI.
- Achieve the highest level of the Equality Standard for Sport.
- Achieve the highest standard of the Disability Sport Wales insport Award.
- Establish a Club PAWB Programme, a framework for Clubs to become more equal, diverse and inclusive.
- Ensure all FAW Rules, Regulations and Policies are reviewed and consistently updated annually.
- Review and develop the recruitment process to attract diverse candidates from a wider talent pool.
- Review and develop Club Licencing and Club accreditation programmes to ensure EDI is an integral part of the criteria.
- Representatives from the FAW’s Equality Partners and other key stakeholders form part of the FAW’s Stakeholder Advisory Group.

DIVERSITY & INCLUSION TARGETS

EQUALITY & DIVERSITY

- Double the participation of registered women and girls players (20,000).
- Percentage representation with a disability or health condition to be above the Welsh average for players, coaches and all Club roles.
- Percentage representation from Ethnically Diverse Communities to be above the Welsh average for Players, Coaches and all Club roles.
- 10% increase in female participation in refereeing per year.
- 3% increase the participation of referees from Black, Asian and Mixed Heritage backgrounds per year.
- Achieve gender parity of 40% women on the FAW Board.
- 20% of Board Members from Black, Asian & Mixed Heritage backgrounds.
- 30% of Council Members are female.
- 9% of Council Members are from Black, Asian & Mixed Heritage backgrounds.
- 50% of FAW staff and FAW executive staff are female.
- 9% of FAW staff and FAW executive staff are from Black, Asian & Mixed Heritage backgrounds.
- Disability representation of at least 10% across all staff.
- Percentage representation of the Red Wall reflective of Wales.

REPORT & CHALLENGE

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REPORT & CHALLENGE

To improve the confidence & process of reporting discriminatory incidents, while proactively challenging discriminatory attitudes & behaviour.





GOALS

REPORT & CHALLENGE

To achieve this objective of improving the confidence & process of reporting discriminatory incidents, while proactively challenging discriminatory attitudes & behaviour we will:

- Development of new clear reporting platforms & guidance.
- Provide support to Clubs & Match Officials in challenging discrimination in football.
- Establish an anti-discrimination awareness campaign programme working with FAW Equality Partners.
- Establish both proactive and reactive anti-discrimination measures at matches.
- Provide mandatory education as part of sanction for breaching Non-Discrimination Regulations.
- Investigate all alleged Non-Discrimination cases working closely in partnership with key stakeholders.



LISTEN & UNDERSTAND





LISTEN & UNDERSTAND

Listen and engage with underrepresented groups and better understand the Welsh football profile by gathering comprehensive equality data.





GOALS

LISTEN & UNDERSTAND

To achieve this objective of listening and engaging with underrepresented groups and better understanding the Welsh football profile by gathering comprehensive equality data we will:

- Establish a range of Networks across Wales including a Youth Council to engage and provide a voice to underrepresented groups.
- Establish a Disability football Advisory Panel.
- Stakeholder voice - Conduct consultations and research with underrepresented groups and key stakeholders on barriers, challenges & solutions to increasing access and participation across all roles in football.
- Understand the Welsh football profile by gathering more accurate and comprehensive equality data to better understand the demographics and equality profile of Welsh football & the FAW Workforce.



ACCOUNTABILITY & MONITORING

ACCOUNTABILITY & MONITORING

MONITORING PROGRESS

The Football Association of Wales Equality Advisory Group will meet regularly to monitor progress and oversee the implementation of the Equality, Diversity and Inclusion Strategy 2021-26 and its Action Plan, along with our Staff Equality Champions Team, FAW and FAW Trust Board EDI leads.

ACCOUNTABILITY

The FAW Board and Council will be accountable to the progress and success of the EDI strategy. The FAW Equality Advisory Group and key stakeholders will be tasked with holding the FAW to account over the objectives and goals set out in the Equality, Diversity and Inclusion Action Plan. The FAW will provide analysis and explanation in any circumstance where targets set out have not been achieved and will update the Action Plan where necessary to be reactive to societal issues and to address any unforeseen challenges.

REPORTING PROGRESS

An annual report will be produced highlighting the progress made in each key priority theme and any challenges experienced in implementing the Action Plan. The report will be provided to the FAW Equality Advisory Group, FAW Equality Champions Team, key FAW stakeholders and the FAW and FAW Trust Board.

EQUALITY PARTNERS

WORKING TOGETHER TO ACHIEVE OUR OBJECTIVES



DIOLCH.

**OUR FUTURE
OUR RESPONSIBILITY
OUR WALES.**

2021-2026

