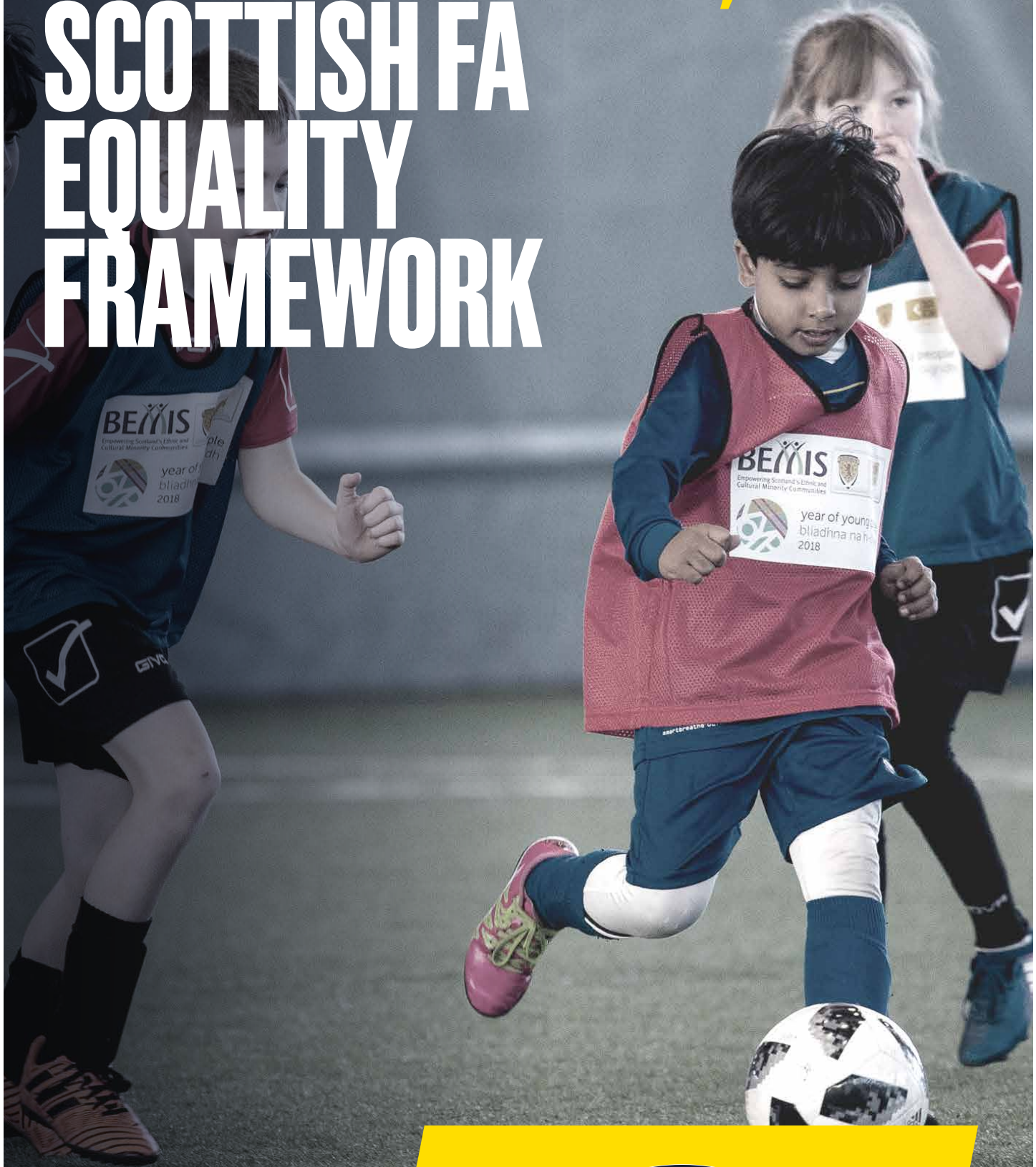


# FOOTBALL UNITES; SCOTTISH FA EQUALITY FRAMEWORK



**FOOTBALL  
UNITES**



**NOTHING  
MATTERS  
MORE**

# MESSAGE FROM IAN MAXWELL

In many instances Scottish football is at the forefront of our society. It brings people and communities together through a shared love for the game and the positive impact it has on everyone who engages with it is clearly evident. Globally, football engages with many individuals regardless of their age, race, religion, sexual orientation or disability. We want Scottish football to reflect the accepting nature of the game on a global scale. The reach that football has in Scotland affords our National sport the unique opportunity to be a driving force towards diversity across the country.



The Scottish FA's objectives and strategies are based on the bedrock of 'Football for All'. The Scottish FA challenged this commitment in 2009 by beginning the journey of the Equality Framework for sport. In 2019 the Scottish FA achieved the prestigious Advanced Standard making the Association one of a small number of National Governing bodies to achieve the award and the first Football Association in the UK to reach the milestone. Despite the momentous achievement the Scottish FA are committed and dedicated to continuing our equality journey.

We are proud to launch the Football Unites; Scottish FA Equality Framework which will be the catalyst to the next phase of our journey. Through the Equality Framework the Scottish FA aims for football in Scotland to be more reflective and representative of Scotland's demographic at all levels. The Scottish FA will work and challenge the whole game to improve their processes and outlooks leading to sustainable change which will allow greater diversity across; players, coaches, referees and volunteers. The Framework provides key tactics which allows the whole of Scottish football and beyond to work together in unity to achieve our overall vision.

The Scottish FA's future work within diversity and inclusion will be driven through the Framework and demonstrate our commitment to this vital area of our sport. The Scottish FA will continue to provide a platform to celebrate and highlight diversity and inclusion to inspire our nation to love football.

The Scottish FA would like to extend our thanks to all our partners who took part in the construction of the Framework, and the members of the Equality and Diversity Advisory Board for their contribution. We look forward to continuing our work within this essential area of Scottish Football.

*Ian Maxwell, Chief Executive, Scottish FA*

# MESSAGE FROM ANA STEWART

The Football Unites; Scottish FA Equality Framework offers the opportunity for Scottish Football to unify and work together to bring meaningful change across our national sport, which will provide a greater sporting environment for Scotland. Our overall vision; 'football to be reflective and representative of Scotland's demographic,' is a mammoth task that we cannot underestimate. The creation of this Framework allows every football organisation, league, club and individual to fully understand how to create an inclusive environment, and provides them with some ownership over their actions. The only way to successfully provide meaningful change is to work together.



The Scottish FA's achievement of the prestigious Equality Standard Advanced Level was the culmination of many years of hard work and progression of the Scottish FA's Equality journey. The recognition of our progress was fantastic, but also reminds us of how much we can continue to do.

The development of the Girl's and Women's game across Scotland has seen the growth of opportunities for players to access football, in many instances for the first time. The elevation of female role models and the achievement of qualifying for consecutive major international tournaments has increased the engagement with the Girl's and Women's game. 18,000 fans attended Hampden for our Pre World Cup friendly v Jamaica; a record attendance for a women's football match in Scotland.

With the launch of Scottish Para-Football we became the world's first Affiliated Football Association dedicated to Para-Football. Our Para ANA brings together nine para-football Game Leader Organisations under one National Umbrella, providing a meaningful voice for people living with a disability in Scottish football.

The advancement of the Scottish FA's player pathway to provide age appropriate opportunities for all within our game. The creation of 4v4 football to support our younger footballer's, and the creation of over 35's, Walking Football and Football Memories ensure that the game is able to grow with the player.

Our partnership with Leap Sports and the launch of the Football v Homophobia strategy provides a clear understanding of the challenges faced by the LGBTI community in accessing football. This strategy highlights the commitment that Scottish FA and Leap have made to removing these barriers, and making the game more accessible for all.

The work carried out through the Scottish FA Equality and Diversity Advisory Board and the commitment shown from its members to improve Scottish Football through the Scottish FA Equality Journey has been empowering to see. EDAB will be paramount in the evaluation and monitoring of the Equality Framework and will continue to advance the Scottish FA's journey within diversity and inclusion as we move forward into the future.

*Ana Stewart, Scottish FA Independent Non Executive Board Member, Equality and Diversity Advisory Board Chair, Scottish FA*



## INTRODUCTION

The Scottish FA is fully committed to promoting equal opportunities for all. This belief is carried out through the principles of equality that the Scottish FA embraces; fairness, justice, respect, inclusion and the removal of barriers. These principles feed into everything we do, including the Scottish FA's operational and strategic development, delivery and decision making.

We are dedicated to providing opportunities for everyone to participate in football at all levels and ensuring that no individual is discriminated against, regardless of their protected characteristic as identified within the Equality Act 2010.

The Scottish FA aspires to be representative of everyone within Scotland. This commitment has been enhanced through unique collaborative initiatives and programmes, with various equality stakeholders. This has reinforced our dedicated aim of equality and inclusive football for all under-represented communities.

**THE OVERALL VISION OF THE EQUALITY FRAMEWORK;  
'SCOTTISH FOOTBALL TO BE REPRESENTATIVE AND REFLECTIVE  
OF THE DEMOGRAPHIC OF SCOTLAND AT ALL LEVELS.'**

This highly ambitious and long term vision is one that cannot be achieved within the Scottish FA alone and requires the wider Scottish football community to make a lasting and sustainable contribution. This can be achieved by embracing any of the 40 tactics that are outlined in the Framework. The most impact will be made if everyone that participates in the game is able to embrace these tactics.

'Football Unites; Scottish FA Equality Framework' has broken down the overall vision into manageable tactics which demonstrate a clear path and understanding of how the Scottish game can move forward together. The tactics can be achieved by absolutely everyone involved in the game, from the largest professional clubs to our important grassroots organisations. Individuals should not underestimate the positive and effective contributions that they are able to make towards developing our game for the future.

# EQUALITY FRAMEWORK OF SPORT — ADVANCED LEVEL



The Equality Standard — a Framework for sport was launched by the UK Sports Councils to address inequality within the sports' sector and to help community organisations towards overcoming this, and achieving equality.




Having achieved Foundation Level in 2009, Preliminary Level in 2012 and International Level in 2014 it was a momentous occasion in 2019 when the Scottish FA achieved the prestigious Advanced Level. This makes the Scottish FA one of only a small number of National Governing bodies, and the first Football Association across the UK to be presented with this award.

To find out more information of the Equality Framework for sport please go to; <http://equalityinsport.org/>




## SCOTTISH FA VALUES

**WE FOCUS ON THE GOAL**  
**WE SHARE AND CONNECT**  
**WE RESPECT EACH OTHER**  
**WE LEAD WITH PURPOSE**




**WE ARE AMBITIOUS AND WE DO ALL THAT WE CAN TO FULFIL OURS AND THE GAME'S POTENTIAL**

-  We believe in always setting ourselves higher standards of attainment and behaviour
-  We focus on a clear, simple plan and commit to meeting our expectations
-  We aim high and never compromise our ambitions




**WE PROMOTE AND CULTIVATE A POSITIVE AND INCLUSIVE TEAM ETHIC BOTH INTERNALLY AND EXTERNALLY — TOGETHERNESS IS OUR STRENGTH**

-  We believe in working together and celebrating our success together
-  We encourage enjoyment and involvement — working in football is fun
-  We champion Scottish football and the organisation

**WE RESPECT EACH OTHER AND THE FOOTBALL FAMILY — DIVERSITY BRINGS SUCCESS**

-  We stand by the principles of equality and strive for a diverse and inclusive football family
-  Create an environment of honesty, openness and confidence
-  We care for each other and value everyone's contribution

**WE ARE COMMITTED TO THE PRINCIPLES OF DEVELOPMENT AND FAIR PLAY AND EXPECT EVERYONE IN THE GAME TO DO THE SAME**

-  We believe in continuously developing ourselves and allowing other to do the same
-  We believe in setting the right example and showing our professionalism at all times
-  We believe in keeping the game simple, fair and enjoyable



# PROTECTED CHARACTERISTICS & THE EQUALITY ACT (2010)

## YOUR RIGHTS UNDER THE EQUALITY ACT 2010

The Equality Act became law in 2010. It covers everyone in Britain and protects people from discrimination, harassment and victimisation.

## WHO IS PROTECTED BY THE EQUALITY ACT?

Everyone in Britain is protected. The Equality Act protects people against discrimination because of the protected characteristics that we all have. Under the Equality Act, there are nine protected characteristics:

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

There are some important differences depending on which protected characteristic you have.

## SITUATIONS IN WHICH YOU ARE PROTECTED FROM DISCRIMINATION

Under the Equality Act you are protected from discrimination:

- when you are in the workplace
- when you use public services like healthcare (for example, visiting your doctor or local hospital) or education (for example, at your local school or college)
- when you use businesses and other organisations that provide services and goods (like shops, restaurants, and cinemas)
- when you use transport
- when you join a club or association (for example, your local football club)
- when you have contact with public bodies like your local council or government departments

## HOW CAN YOU BE DISCRIMINATED AGAINST?

There are four main types of discrimination.

### DIRECT DISCRIMINATION

This means treating one person worse than another person because of a protected characteristic. For example if a promotion comes up at work and the employer does not inform older employees of the opportunity. The employer believes that people's memories get worse with age, and that these older employees would not be able to perform in this new role. This is discrimination based on age.

### INDIRECT DISCRIMINATION

This happens when an organisation puts a rule or policy in place that has a negative impact on someone with a protected characteristic but does not affect someone without. For example a local authority is planning to redevelop some of its housing and decides to host consultation events in the evening. This has an impact on those who have childcare responsibilities.

### HARASSMENT

This means that people cannot treat you in a way that violates your dignity, or creates a hostile, degrading, humiliating or offensive environment. For example, a man with Down's syndrome is visiting a pub with friends. The bar staff make derogatory and offensive comments about him, which upset and offend him.

### VICTIMISATION

This means that people cannot treat you unfairly if you are taking action under the Equality Act (like making a complaint of discrimination), or if you are supporting someone else who is doing so. For example, an employee makes a complaint of sexual harassment at work and is dismissed as a consequence.

# PROTECTED CHARACTERISTICS

## AGE

A person belonging to a particular age (for example 32 year olds) or range of ages (for example 18 to 30 year olds).

## DISABILITY

A person has a disability if she or he has a physical or mental impairment which has a substantial and long-term adverse effect on that person's ability to carry out normal day-to-day activities.

## GENDER REASSIGNMENT

The process of transitioning from one gender to another.

## MARRIAGE AND CIVIL PARTNERSHIP

Marriage is a union between a man and a woman or between a same-sex couple.

Same-sex couples can also have their relationships legally recognised as 'civil partnerships'. Civil partners must not be treated less favourably than married couples (except where permitted by the Equality Act).

## PREGNANCY AND MATERNITY

Pregnancy is the condition of being pregnant or expecting a baby. Maternity refers to the period after the birth, and is linked to maternity leave in the employment context. In the non-work context, protection against maternity discrimination is for 26 weeks after giving birth, and this includes treating a woman unfavourably because she is breastfeeding.

## RACE

Refers to the protected characteristic of race. It refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

## RELIGION AND BELIEF

Religion refers to any religion, including a lack of religion. Belief refers to any religious or philosophical belief and includes a lack of belief. Generally, a belief should affect your life choices or the way you live for it to be included in the definition.

## SEX

A man or a woman.

## SEXUAL ORIENTATION

Whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes.

For more information on the Equality Act and the Protected Characteristics please go to <https://www.equalityhumanrights.com/en>





# STATISTICS/REPORTS

## SCOTTISH CENSUS 2011

The 5.3m Scottish Population	
	Incidence
Male	49%
Female	51%
Transgender*	0%
0 to 16	16%
16 to 24	13%
25 to 34	13%
35 to 44	14%
45 to 54	15%
55 to 64	12%
65 plus	17%
Heterosexual	98%
Gay/lesbian/bisexual	2%
<b>ETHNIC MAJORITY (Scottish/British)</b>	<b>92%</b>
Scottish	84%
British/English	7.9%
<b>ETHNIC MINORITY</b>	<b>8.2%</b>
<b>IRISH/POLISH/OTHER WHITE NON SCOTTISH</b>	<b>4.2%</b>
Irish	1.0%
Polish	1.2%
Any other white ethnic group	2.0%
<b>ASIAN, ASIAN SCOTTISH or ASIAN BRITISH</b>	<b>2.7%</b>
Pakistani, Pakistani Scottish or Pakistani British	0.9%
Indian, Indian Scottish or Indian British	0.6%
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	0.1%
Chinese, Chinese Scottish or Chinese British	0.6%
Other	0.4%

The 5.3m Scottish Population	
	Incidence
<b>AFRICAN, AFRICAN SCOTTISH or AFRICAN BRITISH</b>	<b>0.6%</b>
<b>CARIBBEAN or BLACK</b>	<b>0.1%</b>
<b>ARAB, ARAB SCOTTISH or ARAB BRITISH</b>	<b>0.2%</b>
<b>MIXED OR MULTIPLE ETHNIC ORIGIN</b>	<b>0.4%</b>
<b>OTHER</b>	<b>0.1%</b>
Church of Scotland	35%
Roman Catholic	17%
Christian – Other Denomination	6%
Muslim	1.5%
Hindu	0.3%
Buddhist	0.2%
Sikh	0.2%
Jewish	0.1%
Other religion	0.3%
No religion	39.5%
Disability – NO	80%
Disability – YES	20%
Deafness or partial hearing loss	6%
Physical disability	6%
Mental health condition	4%
Blindness or partial sight loss	2%
Learning difficulty	2%
Learning disability	0.2%
Developmental disorder	0.2%
Other condition (double counting?)	19%

For more information please go to <https://www.scotlandscensus.gov.uk/>

\* The 2011 Scottish Census did not ask for individuals on their Gender Reassignment status. It is estimated that around 0.1% of the population in the UK are trans. It is widely recognised that there is limited statistics on the trans population.

# ROLE OF THE SCOTTISH FA

The Scottish FA is the governing body for football in Scotland as recognised by **sportscotland**, UEFA and FIFA.

The Scottish FA has overall responsibility for administering the game in Scotland. The organisation works with National stakeholders to ensure diversity and inclusion messages are developed and fit for purpose in a football environment.

The Equality Framework is split into 40 individual tactics which will allow the sport in Scotland to become more reflective and representative of the demographic of Scotland.

## EQUALITY FRAMEWORK TACTICS

The Equality Framework consists of 2 Tactics sections; tactics specifically for the Scottish FA to have ownership over and tactics that can be embraced by everyone in the wider football community. The Scottish FA will lead on 18 tactics which oversee the following areas; strategy, development, education and welfare.

The remaining 22 tactics can be undertaken by any football organisation, league body, club or individual involved in the game. These are the Wider Football Community tactics and for them to be successful we need to have buy in from people across all levels of the game.

## SCOTTISH FA RESPONSIBILITY

- Monitor progress of Scottish football
- Share best practise across the game
- Develop relationships with National diversity and inclusion partners
- Challenge Scottish football to implement tactics within the Equality Framework
- Challenge and support UEFA and FIFA within areas of diversity and inclusion
- Support **sportscotland** and NGB in their diversity and inclusion journeys
- Undertake tactics within the Wider Football Community
- Embed Equality Framework into the Scottish FA



# ROLE OF THE WIDER FOOTBALL COMMUNITY

Every single person involved in the game; coach, player or volunteer has the opportunity to develop our game. Regardless of the space they occupy, whether it's one of the largest professional clubs, or a grassroots youth team, people should never underestimate the positive impact they are capable of having on our sport.

The overall vision of the Equality Framework; 'Scottish Football is representative and reflective of Scotland at all levels.' This ambitious and intimidating vision ensures engagement from those at all levels of the game. If each person undertakes a few of the tactics the Scottish game will become closer to our overall vision.

The tactics targeted at the Wider Football Community are designed to support internal change, helping to develop sustainable structures within each individual circumstance. This will allow each club, league and individual to create a more inclusive environment, allowing the vision to be achieved.

## WIDER FOOTBALL COMMUNITY RESPONSIBILITY

- Undertake tactics with others in the wider football community
- Share best practise within diversity and inclusion
- Undertake recommendations from the Scottish FA
- Embed diversity and inclusion within structures
- Support the Scottish FA in spreading key messages within diversity and inclusion
- Undertake required diversity and inclusion tasks set by the Scottish FA



# OUR VISION & MISSION



## OUR VISION

SCOTTISH FOOTBALL IS REPRESENTATIVE & REFLECTIVE OF THE DEMOGRAPHIC OF SCOTLAND AT ALL LEVELS

## OUR MISSION

THERE ARE NO BARRIERS TO PARTICIPATE AND ACCESS FOOTBALL IN SCOTLAND

# EXPLANATION OF PILLARS OUR AIMS



## LEAD

**LEAD BY EXAMPLE IN IMPLEMENTING DIVERSITY AND INCLUSION PRACTICE**



## INSPIRE

**INSPIRE INDIVIDUALS AND MEMBERS TO VIEW THE POWER OF FOOTBALL WITHIN DIVERSITY AND INCLUSION**



## EDUCATE

**EDUCATE THE SCOTTISH GAME ON IMPROVING THE FOOTBALLING DIVERSITY AND INCLUSION ENVIRONMENT**



## GROW

**GROW THE DIVERSE REPRESENTATION WITHIN SCOTTISH FOOTBALL**



# PILLAR

## SCOTTISH FA TACTICS

## WIDER FOOTBALL COMMUNITY TACTICS



**LEAD**

1 WELLBEING AND PROTECTION	2 REGISTRATIONS	3 HAMPDEN ENVIRONMENT	4 ADVANCED STANDARD FOR SPORT FRAMEWORK
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5 PARTNERSHIP	6 REACHING FULL POTENTIAL	7 INSIGHTS	8 POLICIES	9 DIVERSE VIEWPOINTS	10 DISCRIMINATION REPORTING
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**INSPIRE**

11 UEFA / FIFA	12 BEST PRACTICE	13 MEMBERSHIP	14 STRATEGY
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15 IMAGERY	16 STAKEHOLDERS	17 COMMERCIAL	18 WEBSITES	19 TARGET MARKETING	20 CELEBRATION
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**EDUCATE**

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**GROW**

31 DIVERSITY VOICES WITHIN THE GAME	32 SCOTTISH PARA-FOOTBALL	33 SUPPORT MECHANISMS	34 NEW FORMATS
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# FOOTBALL UNITES; SCOTTISH FA EQUALITY FRAMEWORK – OBJECTIVES



## LEAD

### LEAD BY EXAMPLE IN IMPLEMENTING DIVERSITY AND INCLUSION PRACTICE

#### OBJECTIVES

Understanding Scottish Football's diverse participation to allow informed decisions to be taken

Diversity and inclusion to be embedded within Scottish Football

Make the Scottish game a safe and enjoyable experience for all

Lead and support on the advancement of diverse player pathways

# SCOTTISH FA TACTICS



## WELLBEING AND PROTECTION

Place expectations and standards on Member Clubs and organisations to ensure a safe environment for children and protected adults within Scottish football.



## REGISTRATIONS

Ensuring registration platforms facilitate clear data collection to allow the Scottish FA to understand and value the diverse representation across the game.



## HAMPDEN ENVIRONMENT

Improving on the Hampden experience for spectators and visitors to the National Stadium, ensuring a positive experience is received by all, demonstrating Hampden as an example of a best practise environment for diversity and inclusion.



## ADVANCED STANDARD FOR SPORT FRAMEWORK

Maintaining the Advanced Standard for the Equality Framework for sport whilst building on the recommendations to allow Scottish football to continue on its journey.

# WIDER FOOTBALL COMMUNITY TACTICS



## PARTNERSHIP

Working with established Scottish FA diversity and inclusion partners to share best practise and explore opportunities to improve.



## REACHING FULL POTENTIAL

Establish best practise within football that affords women, youth's and para-footballers opportunities to reach their full potential.



## INSIGHTS

Equality monitoring will allow for further understanding of representation across all levels of the game. This will allow us to better adapt practises to ensure football is a game for all.



## POLICIES

Creating policies and programmes within structures which encourage diversity and inclusion within football in Scotland.



## DIVERSE VIEWPOINTS

Working with multiple partners and stakeholders to ensure diverse views are considered in all decision making processes.



## DISCRIMINATION REPORTING

Encourage reporting of discrimination across all levels of Scottish football to best allow the opportunity to tackle unacceptable conduct. This will also allow us to educate and raise awareness of diversity and inclusion.



# FOOTBALL UNITES; SCOTTISH FA EQUALITY FRAMEWORK – OBJECTIVES



## INSPIRE

**INSPIRE INDIVIDUALS AND MEMBERS  
TO VIEW THE POWER OF FOOTBALL  
WITHIN DIVERSITY AND INCLUSION**

### OBJECTIVES

Demonstrate and promote the power of diversity and inclusion within football

Work with diversity and inclusion stakeholders to ensure messaging is received by diverse groups

Diversity and inclusion is supported through commercial outcomes

Inform the Scottish game of diversity and inclusion through best practise

# SCOTTISH FA TACTICS



**UEFA/FIFA**  
Ensure UEFA and FIFA are aware of diversity and inclusion projects within the Scottish FA that actively contribute to the progression of diversity across European and World football.



**BEST PRACTICE**  
Share best practise through conferences both at home and abroad. The opportunity to speak face to face ensures the message is spread effectively.



**MEMBERSHIP**  
Working with our members to ensure diversity and inclusion is promoted through their networks and encouraging best practise is utilised to improve standards.



**STRATEGY**  
Diversity and inclusion to be embedded within strategies across the Scottish FA.

# WIDER FOOTBALL COMMUNITY TACTICS



**IMAGERY**  
Use imagery within publications to reflect the diverse nature of communities within Scotland and the diverse representation of Scottish Football.



**STAKEHOLDERS**  
Working with a wide range of stakeholders to promote activities to ensure Scottish football is regarded as a game for all.



**COMMERCIAL**  
Promote diversity and inclusion to current and potential new commercial partners, ensuring their values match the diversity and inclusion development.



**WEBSITES**  
Ensure websites are appropriate to be viewed by diversity and inclusion groups by undertaking an accessibility audit.



**TARGET MARKETING**  
Using insights to ensure diverse groups are aware of activities by directly marketing through a network of stakeholders and partner organisations.



**CELEBRATION**  
Celebrate the diversity and inclusion achievements within own programmes and the programmes of partners.



# FOOTBALL UNITES; SCOTTISH FA EQUALITY FRAMEWORK – OBJECTIVES



## EDUCATE

### EDUCATE THE SCOTTISH GAME ON IMPROVING THE FOOTBALLING DIVERSITY AND INCLUSION ENVIRONMENT

#### OBJECTIVES

Grow opportunities for coaches from diverse backgrounds to attend Scottish FA Coach Education courses

Educate Scottish clubs and member organisations on areas of diversity and inclusion

Diversity and inclusion positively influencing Scottish FA Coach Education

Educating the wider football family on diversity and inclusion

# SCOTTISH FA TACTICS



## CLUB SUPPORT

The Scottish FA will create a series of support booklets to assist the Wider Football Community to ensure the environment is suitable for all, and raising standards across the game.



## EDUCATING DIVERSITY AND INCLUSION GROUPS

Develop opportunities for diversity and inclusion groups to access Scottish FA Coach Education programmes to ensure diverse representation of coaches across the game.



## EQUALITY AND DIVERSITY ADVISORY BOARD

EDAB will continue to challenge the Scottish FA to improve standards and raise attainment levels across Scottish football in regards to diversity and inclusion.



## MEMBERS SUPPORT

Supporting members with best practise and policy to ensure all participants have the opportunity to access Scottish competitions no matter the level.



## EDUCATING REFEREES

Supporting referees to understand their role within making our game equitable and understanding areas which need to be addressed during competition.



## SUPPORT MATERIAL

Continue to improve Coach Education and assist coaches by developing additional material which will support the creation of a diverse and inclusive environment.

# WIDER FOOTBALL COMMUNITY TACTICS



## EMPOWERING WOMEN

Work with women across the game and encourage them to undertake Coach Education courses, as well as encourage them to take up leadership roles in the game.



## EQUALITY TRAINING

Undertake equality training for staff and volunteers to improve understanding of diversity and inclusion throughout Scotland.



## STAKEHOLDERS

Working with stakeholder organisations in the creation of new and updated mechanisms related to diversity and inclusion.



## DISCRIMINATION EDUCATION

Undertake education to understand discrimination and how to effectively challenge these behaviours.



# FOOTBALL UNITES; SCOTTISH FA EQUALITY FRAMEWORK – OBJECTIVES



## GROW

### GROW THE DIVERSE REPRESENTATION WITHIN SCOTTISH FOOTBALL

#### OBJECTIVES

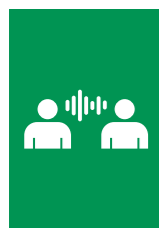
Grow and support participation within diverse groups

Diversity and inclusion is embedded within the development of the game

Grow relationship with diversity partners and stakeholders

Grow wider opportunities for diverse groups within football

# SCOTTISH FA TACTICS



## DIVERSIFY VOICES WITHIN THE GAME

Continue to diversify voices within Scottish football through EDAB, Youth Ambassadors and Scottish Para-Football. Encourage those who don't believe their point of view is reflected to come forward, and welcome them to the conversation.



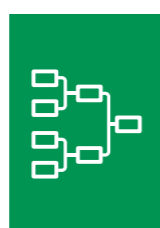
## SUPPORT MECHANISM

Create additional support material to allow clubs and organisations to understand diversity and inclusion and the challenges some may face when attempting to access football.



## SCOTTISH PARA-FOOTBALL

Continue the development of Scottish Para-football, the World's first Para-football Affiliated National Association. Support the Para-football game leader organisations to reach their full potential, and support the creation of new teams.



## NEW FORMATS

Encourage further participation within Walking Football, and Football Memories as well as investigating the creation of new formats to encourage greater diversity.

# WIDER FOOTBALL COMMUNITY TACTICS



## STRATEGY

Developing new strategies that will allow the message and priorities around diversity and inclusion to grow and be accessed by more people.



## VENUE ACCESSIBILITY

Identify best practise to grow opportunities for new supporters, spectators and participants within football.



## WORKFORCE

The creation of additional roles specifically designated to diversity and inclusion across Scottish football. Support the development of current roles to ensure diversity and inclusion is embedded across work plans.



## DELIVERY PARTNERS

Demonstrate diversity and inclusion through partnerships by increasing expectations and standards in regards to delivery across the game in Scotland.



## GIRLS' AND WOMEN'S FOOTBALL

Further develop the success of the women's game within Scotland by continuing to raise standards and expectations of the game.



## WIDER OPPORTUNITIES

Encourage participants within diversity and inclusion areas to expand into other areas of the game such as coaching, refereeing and leadership roles.





# THE FRAMEWORK

PILLAR	<b>FOOTBALL UNITES; SCOTTISH FA EQUALITY FRAMEWORK</b>			
OUR VISION	<b>SCOTTISH FOOTBALL IS REPRESENTATIVE &amp; REFLECTIVE OF THE DEMOGRAPHIC OF SCOTLAND AT ALL LEVELS</b>			
OUR MISSION	<b>THERE ARE NO BARRIERS TO PARTICIPATE AND ACCESS FOOTBALL IN SCOTLAND</b>			
	<b>LEAD</b>	<b>INSPIRE</b>	<b>EDUCATE</b>	<b>GROW</b>
OUR AIMS	<b>LEAD BY EXAMPLE IN IMPLEMENTING DIVERSITY AND INCLUSION PRACTICE</b>	<b>INSPIRE INDIVIDUALS AND MEMBERS TO VIEW THE POWER OF FOOTBALL WITHIN DIVERSITY AND INCLUSION</b>	<b>EDUCATE THE SCOTTISH GAME ON IMPROVING THE FOOTBALLING DIVERSITY AND INCLUSION ENVIRONMENT</b>	<b>GROW THE DIVERSE REPRESENTATION WITHIN SCOTTISH FOOTBALL</b>
OUR OBJECTIVES	Understand Scottish Football's diverse participation to allow informed decisions to be made	Demonstrate and promote the power of diversity and inclusion within football	Develop opportunities for coaches from diverse backgrounds to attend Scottish FA Coach Education courses	Grow and support participation within diverse groups
	Make the Scottish game a safe and enjoyable experience for all	Work with diversity and inclusion stakeholders to ensure messaging is received by diverse groups	Educate Scottish clubs and member organisations on areas of diversity and inclusion	Diversity and inclusion is embedded within the development of the Scottish game
	Diversity and inclusion to be embedded within Scottish Football	Diversity and inclusion is supported through commercial outcomes	Diversity and inclusion positively influence Scottish FA Coach Education	Grow relationships with diversity partners and stakeholders
	Lead and support the advancement of diverse player pathways	Inform the Scottish game of diversity and inclusion through best practise	Educate the wider football family on diversity and inclusion	Grow wider opportunities for diverse groups within football

# BEST PRACTICE

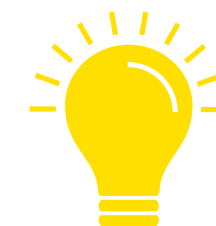


The following Best Practise is designed to support the understanding and opportunities available to the Wider Football Community to support the development of diversity and inclusion within Scottish football.

## LEAD

### LEAD BY EXAMPLE IN IMPLEMENTING DIVERSITY AND INCLUSION PRACTICE

<p><b>Partnership</b> Working with established diversity and inclusion partners to share best practise and explore opportunities to improve</p>	<ul style="list-style-type: none"> <li>• Open dialogue with diversity and inclusion partners</li> <li>• Undertake individual diversity and inclusion charters               <ul style="list-style-type: none"> <li>• Create partnerships with diversity and inclusion groups</li> </ul> </li> </ul>
<p><b>Insights</b> Equality monitoring will allow for further understanding of representation across all levels of the game. This will allow us to better adapt practises to ensure football is a game for all</p>	<ul style="list-style-type: none"> <li>• Undertake equality audit within structures               <ul style="list-style-type: none"> <li>• Implement relevant campaigns to improve representation</li> </ul> </li> <li>• Alter environment to create welcoming structures</li> </ul>
<p><b>Diverse Viewpoints</b> Working with multiple partners and stakeholders to ensure diverse views are considered in all decision making processes</p>	<ul style="list-style-type: none"> <li>• Creation of a Youth Board that is linked to the main board</li> <li>• Creation of diversity and inclusion advisory committee               <ul style="list-style-type: none"> <li>• Introduce equality partners to board</li> <li>• Encourage gender diversity to board</li> </ul> </li> </ul>
<p><b>Reaching Full Potential</b> Establish best practise within football that allows women, youth's and para-footballers opportunities to reach their full potential</p>	<ul style="list-style-type: none"> <li>• Establish Player Pathway within diversity football</li> <li>• Follow best practises established by Scottish FA               <ul style="list-style-type: none"> <li>• Attend Scottish FA CPD events</li> <li>• Encourage participants to take part in development opportunities</li> </ul> </li> </ul>
<p><b>Policies</b> Creating policies and programmes within structures that encourages diversity and inclusion within football in Scotland</p>	<ul style="list-style-type: none"> <li>• Creation of an equality policy</li> <li>• Include diversity and inclusion across all policies               <ul style="list-style-type: none"> <li>• Include diversity and inclusion within disciplinary procedures</li> </ul> </li> </ul>
<p><b>Discrimination Reporting</b> Encourage reporting of discrimination across Scottish football to best allow the opportunity to tackle and education the population of unacceptable conduct and raise awareness of diversity and inclusion</p>	<ul style="list-style-type: none"> <li>• Establish discrimination reporting procedure</li> <li>• Report all cases of discrimination to relevant body               <ul style="list-style-type: none"> <li>• Promote National Discrimination reporting pathways</li> </ul> </li> </ul>



The Best Practice examples are not exhaustive and further opportunities are available within the structures of the organisation. Please contact the Scottish FA to discuss further opportunities or gain advice.

## INSPIRE

### INSPIRE INDIVIDUALS AND MEMBERS TO VIEW THE POWER OF FOOTBALL WITHIN DIVERSITY AND INCLUSION

<p><b>Imagery</b> Use imagery within publications to reflect the diverse nature of communities within Scotland and the diverse representation of Scottish football</p>	<ul style="list-style-type: none"> <li>• Publications to include all aspects of football               <ul style="list-style-type: none"> <li>• 50/50 gender split within all publications                   <ul style="list-style-type: none"> <li>• Celebration images of campaigns such as rainbow laces</li> </ul> </li> </ul> </li> </ul>
<p><b>Commercial</b> Promote diversity and inclusion to current and potential new commercial partners, ensuring their values match the diversity and inclusion development</p>	<ul style="list-style-type: none"> <li>• Creation of strong values which encompass diversity and inclusion</li> <li>• Diversity and inclusion as a focal point of the benefits to commercial partners</li> <li>• Commercial partners supporting diversity and inclusion messages</li> </ul>
<p><b>Target Marketing</b> Using insights to ensure diverse groups are aware of activities by directly marketing through a network of stakeholders and partner organisations</p>	<ul style="list-style-type: none"> <li>• Understanding of the community your organisations operates within</li> <li>• Create marketing for diverse groups that are not currently engaging with your organisation</li> <li>• Open dialogue with participants and community leaders to gain greater understanding</li> </ul>
<p><b>Stakeholders</b> Working with a wide range of stakeholders to promote activities that ensure Scottish football is regarded as a game for all</p>	<ul style="list-style-type: none"> <li>• Create partnerships with diversity and inclusion groups</li> <li>• Support partner diversity and inclusion campaigns               <ul style="list-style-type: none"> <li>• Promote activities through diversity and inclusion partners and groups</li> </ul> </li> </ul>
<p><b>Websites</b> Ensure websites are appropriate to be viewed by diversity and inclusion groups by undertaking an accessibility audit</p>	<ul style="list-style-type: none"> <li>• Ensure website does not negatively limit individual's access</li> <li>• Website spaces and stories to demonstrate diversity and inclusion</li> <li>• Discuss website content with diversity and inclusion partners</li> </ul>
<p><b>Celebration</b> Celebrate the diversity and inclusion achievements within own programmes and the programmes of partners</p>	<ul style="list-style-type: none"> <li>• Include whole organisation within awards events               <ul style="list-style-type: none"> <li>• Create new awards to celebrate diversity and inclusion                   <ul style="list-style-type: none"> <li>• Ensure diverse judging panel</li> </ul> </li> </ul> </li> <li>• Celebrate and raise awareness of diversity events i.e. Religious Celebrations, LGBTI Awareness, Mental Health Awareness</li> <li>• Alter social media platforms to recognise these events</li> </ul>

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## EDUCATE

### EDUCATE THE SCOTTISH GAME ON IMPROVING THE FOOTBALLING DIVERSITY AND INCLUSION ENVIRONMENT

<p><b>Empowering Women</b> Work with women across the game and encourage them to undertake Coach Education courses, as well as encourage them to take up leadership roles in the game</p>	<ul style="list-style-type: none"> <li>• Encourage gender diversity within organisational board</li> <li>• Encourage female participants to take up coaching and leadership roles</li> <li>• Promote positive female role models within the community</li> </ul>
<p><b>Stakeholders</b> Working with stakeholder organisations in the creation of new and updated mechanisms related to diversity and inclusion</p>	<ul style="list-style-type: none"> <li>• Update best practise within club to allow diverse participation</li> <li>• Understand barriers and limitation to participation</li> <li>• Work with diversity and inclusion partner organisations to improve structures</li> </ul>
<p><b>Equality Training</b> Undertaking equality training for staff and volunteers to improve understanding of diversity and inclusion throughout Scotland</p>	<ul style="list-style-type: none"> <li>• Undertake training to understand key diversity and inclusion areas</li> <li>• Partner with key diversity and inclusion partners</li> <li>• Undertake diversity and inclusion training with partner organisations</li> </ul>
<p><b>Discrimination Educating</b> Undertake education to understand discrimination and how to challenge behaviours</p>	<ul style="list-style-type: none"> <li>• Establish guidelines with regards to discrimination across the organisation</li> <li>• Educate organisation in acceptable conduct                         <ul style="list-style-type: none"> <li>• Best practise terminology used throughout organisation</li> </ul> </li> </ul>





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## GROW

### GROW THE DIVERSE REPRESENTATION WITHIN SCOTTISH FOOTBALL

<p><b>Strategy</b> Developing new strategies to grow the message and priorities within diversity and inclusion which will demonstrate the development within this area</p>	<ul style="list-style-type: none"> <li>• Embed diversity and inclusion within main strategy</li> <li>• Create specific strategies for diversity and inclusion areas i.e. The Girl's and Women's Game</li> </ul>
<p><b>Venue Accessibility</b> Identify best practise to grow opportunities for new supporters, spectators and participants within football</p>	<ul style="list-style-type: none"> <li>• Establish campaigns which welcome diversity and inclusion groups</li> <li>• Provide space within facility for diversity and inclusion partners</li> <li>• Implement best practise within venue accessibility</li> </ul>
<p><b>Workforce</b> The creation of additional roles specifically designated to diversity and inclusion across Scottish football. Support the development of current roles to ensure diversity and inclusion is embedded across work plans.</p>	<ul style="list-style-type: none"> <li>• Implement diversity and inclusion objectives within staff work plans</li> <li>• Member of the board appointed as diversity and inclusion champion</li> <li>• Creation of role specifically for diversity and inclusion</li> </ul>
<p><b>Delivery Partners</b> Demonstrate diversity and inclusion through partnerships by increasing expectations and standards with regards to delivery across the game in Scotland</p>	<ul style="list-style-type: none"> <li>• Work with partners to increase participation across diversity and inclusion</li> <li>• Create inclusion programme to create growth</li> <li>• Create new sections within club i.e. Over 35's, Walking Football, Girl's &amp; Women's, Para-football</li> </ul>
<p><b>Girls' and Women's Football</b> Further develop the success of the women's game in Scotland by continuing to raise standards and expectations of the game</p>	<ul style="list-style-type: none"> <li>• Establish programmes to increase growth</li> <li>• Create opportunities to support Women's National team and promote role models</li> </ul>
<p><b>Wider Opportunities</b> Encourage participants within diversity and inclusion areas to expand into other areas of the game such as coaching, refereeing and leadership roles</p>	<ul style="list-style-type: none"> <li>• Establish programmes to encourage movement into other aspects of the organisation</li> <li>• Work with diversity and inclusion partners to promote opportunities within organisation</li> </ul>

# PARTNERS

We continue to work closely with our partners to share information to develop, deliver and evolve the Football Unites; Scottish FA Equality Framework to improve Scottish Football.



BEMIS SCOTLAND



SEMSA



SHOW RACISM THE RED CARD



LEAP SPORTS



STONEWALL SCOTLAND



ALZHEIMER'S SCOTLAND



SCOTTISH DISABILITY SPORT



SCOTTISH PARA-FOOTBALL



SCOTTISH WOMEN'S FOOTBALL



SAMH



BREATHING SPACE



SCOTTISH REFUGEE COUNCIL



SCOTTISH WOMEN IN SPORT



SCOTTISH GOVERNMENT



SPORT SCOTLAND



CHILDREN IN SCOTLAND



SCOTTISH YOUTH FOOTBALL ASSOCIATION



AMNESTY INTERNATIONAL



THE FAIR PLAY FOUNDATION



FOOTBALL V HOMOPHOBIA



FREEDOM FROM TORTURE



SAMARITANS SCOTLAND



SCOTTISH AHLUL BAYT SOCIETY



TIME TO TACKLE



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**FOOTBALL  
UNITES**



**NOTHING  
MATTERS  
MORE**