

Angling Trust

www.anglingtrust.net

EQUITY, DIVERSITY & INCLUSION STRATEGY



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INTRODUCTION

Equity, diversity and inclusion (EDI) are paramount to success of organisations in 21st century Britain. Irrespective of our current membership and the community of anglers we currently reach and influence, the attitudes of society at large and of funding partners, in particular, are changing. As the National Governing Body for angling in England, it is our responsibility to lead on this, both within the organisation and with the wider angling community. We need to champion, encourage and educate. We will have clear programmes and policies in the place that welcome and foster angling for all and address any failings to reach the desired standards. This will require a delicate balance and will take time to deliver.



In working with our delivery teams, volunteers, members and the angling community we need to recognise where we currently are, encourage a welcoming and inclusive approach, and challenge assumptions, biases and prejudices. Such action is essential for deep, trusting, mutually beneficial relationships.

VISION, MISSION & VALUES

Our vision is to be an inclusive and welcoming NGB for angling, with a diverse workforce and Board, that provides events and programmes that reach out to all those members of population who wish to participate in angling. This is embedded and reflected in our corporate vision, mission and values:

Our Vision

To enable everyone to fish in healthy environments

Our Mission

To fight for fishing and the environment, creating opportunities for all within society to experience fishing in a healthy aquatic world

Our Values

Communication (Be proud); Integrity (Be honest); Creativity (Be brave)

We want everyone who comes into contact with us, whether in person or otherwise and regardless of reason, to feel welcomed, respected, treated with dignity and to experience our commitment to EDI. There should be alignment between what we say and what we do.

Ultimately our aim is to create a sport, a pastime, an industry that is open to all who wish to enjoy it irrespective of their race, religion, colour, gender, orientation, age, health and disability¹, education, or their social-economic class. Everyone who wants to fish, should be able to fish and be made to feel welcome. Angling, in one form or another, is arguably unique as a sport and pastime in being accessible to all including those with disabilities and has proven benefits to mental health and wellbeing. It does

¹ We have a long-standing national angling championship match specifically for disabled anglers and have England Disabled teams that compete at world angling championships

not just tackle inequalities, it engages us with nature and the environment, it can give us quiet time to reflect and relax and it can enhance existing and build new friendships.

Angling is already diverse, but increased diversity can only be beneficial for the sport. It grows the sport; it offers new customers for the trade and new members for clubs; it opens the door of opportunity to all. That is a message we must champion.

This aspiration will not be realised overnight. Change is already occurring within the corporate structure of the Angling Trust and new external delivery programmes are being devised to tackle inequalities.



We should also recognise existing achievements and inclusion events, such as the Building Bridges² programme and our various gender, age specific and disability competitions and England teams³, and build on their successes. With the exception of events specifically aimed at female, disabled or specific age categories of angler, our domestic angling competitions are inclusive and open to all, irrespective of gender, orientation or ability.

For 2022/23, we will ensure:

- Each department within the Angling Trust will have its own plan for deliverables that feeds into the corporate plan. Each of those plans will specifically address the D&I challenges and actions to be taken in the year ahead.
- Training will be provided to staff, directors and key volunteers to introduce and inform them of our EDI strategy. This will include training for those tasked with dealing with any EDI complaints.
- An EDI group will continue to oversee the embedding of EDI performance and compliance across Angling Trust.
- We will produce EDI guidance literature for our members, including a Code of Conduct.

Over the next 5 years, we aim to achieve:

- Greater diversity within our Board and workforce⁴
- To embed a culture of inclusion across the organisation and our members
- To broaden the appeal of angling to communities we currently do not reach or have difficulty reaching

² Building Bridges is an Environment Agency funded programme delivered to engage eastern European anglers in England with fishing in England to local rules and byelaws.

³ Our competitions events and England teams include Veteran, Adult, Intermediate and Junior teams plus England Ladies teams and a Disability team.

⁴ We captured Diversity metrics for our Board and workforce in 2021 and will use these as the baseline for measuring change.

- To inform and educate our membership and the wider angling community of the benefits of becoming open and inclusive for all.

To achieve this will require strong senior leadership and ownership of this strategy, and accountability for it at all levels.

BASELINE DATA

In determining our starting position, we surveyed our staff and directors on their perceptions of diversity and inclusion of angling over the summer 2021. The survey collected anonymized individual views and perspectives of the diversity of the organisation and the sport. This included anonymized data on whether they are an angler, their age, gender, gender identity at birth, orientation, ethnicity, religion, and any long-term health issues. This survey creates a baseline on both the internal perceptions which we will utilize in measuring changes in internal perception and a baseline to measure changes in the diversity of our workforce.

In addition, we survey our staff annually on their satisfaction with working for the Angling Trust⁵. Within this survey we again collect anonymized data on age, ethnicity, gender, sexual orientation, disability and employment status. This data is reviewed annually by our Staff Engagement Group, Senior Management Team and Board and will also be used as a baseline against which we can measure the success of our actions in increasing the diversity of our workforce.

In support of our wider engagement programmes with the angling community and general public, we also commissioned an independent survey by OnePoll in May 2021⁶ to gather insight data into whether they considered themselves represented in the angling community and barriers to entry.

⁵ Undertaken November 2021.

⁶ This survey reached 4,000 people, of which respondents were weighted 60% female 40% male. 23% of respondents described themselves as ethnic minority; 13% of respondents described themselves as LGBT+; 20% described themselves as having a non-visible disability and 22% described themselves as having a visible disability.

DRIVERS FOR CHANGE

There are three key drivers to our EDI strategy:

Legal

- Equality Act 2010

Moral

- Recognises what each of us bring to the workplace and or angling
- Supports a fair & inclusive employer/NGB that tackles discriminatory behaviour.

Business

- Supports our funding applications
- Positions us as the leading promoter of inclusive angling
- Supports the angling trade through long term growth in participation

The **legal** case for our EDI strategy is enshrined in law through the Equality Act 2010. We recognise the role of law in eradicating unlawful and/or unjustified discrimination and in driving change across society.

The **moral** case reflects our corporate vision, mission and values in enabling everyone to fish in healthy environments; to create opportunities for all to experience fishing and to do so with integrity.

We recognise what each of us bring to the workplace and our focus is on creating opportunity for all to engage in our sport. To achieve the latter, it is vital we value each other, whether staff, directors, volunteers or participants, in a fair, inclusive and respectful manner; provide education and guidance as appropriate; and have robust policies in place that tackle allegations of discriminatory behaviour with appropriate actions and sanctions.

The **business** case for a strong EDI strategy is that it both reinforces our role as the NGB in developing and growing the sport and it enhances our brand and status as an employer.

Strengthening our status as an employer with clear ethics should lead to reduced staff turnover, retaining skills, knowledge and expertise. It should also create added appeal for prospective employees, attracting new talent with fresh perspectives that can only benefit the Angling Trust and the angling community.

Our strategy will also ensure we are a leading promoter of inclusive angling. This further cements our role as the NGB at the centre of angling in England, which in turn will support funding bids through a clear demonstration of our understanding and respect for working with different communities.

By taking a leading role in expanding the developing the angling community, we will be benefiting the entire sport, across local clubs, private fisheries, retail tackle shops and the tackle manufacturers by helping to sustain and grow their customer base for years to come.

OUR APPROACH

This strategy sets out the framework for how we further improve our approach to EDI both within the organisation and in the external programmes we deliver. Working within the over-arching framework and strategy, each action, intervention or programme across the organisation may take different paths due to the target audience, how the intervention is funded and the specific focus of the action. Those actions and interventions will be recorded in our Diversity and Inclusivity Action Plan, with each department empowered to deliver their own actions.

The D&I Action Plan will be a live document, available to our staff on our Sharepoint platform. It is our aim to have the first iteration of this available in January 2022. The D&I Action Plan will be reviewed by our Senior Management Team on a quarterly basis. The Board will review the D&I Action Plan on an annual basis.

At an operational level a key part of our work towards our vision will be our We Fish As One campaign led by our Participation team, which is aimed at tackling inequalities. Whilst that campaign is just one core aspect of our work, the aims of the programme will be adopted and adapted at a strategic business level as our EDI mission statement:

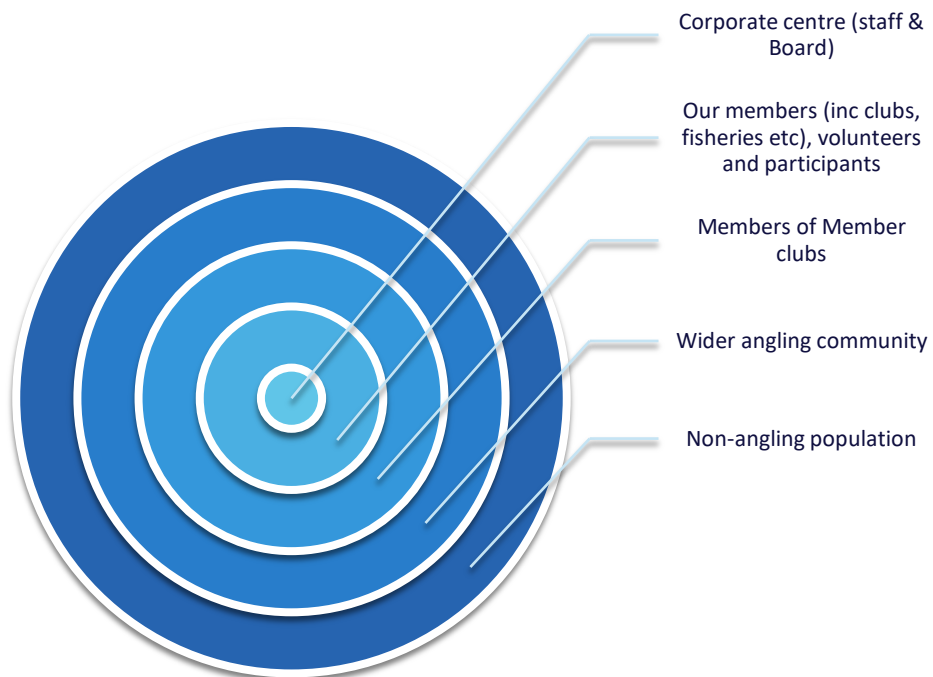
We Fish As One | We Work As One



OUR REACH

As an NGB with a broad range of deliverables, a mix of funding streams and with membership not being a mandatory requirement for participation in the sport, we have to recognise the limitations of our reach and our sphere of influence⁷. At the same time, we remain ambitious in expanding our reach through new initiatives, expanded programmes and in communicating the same. Targeted messaging including points of access to the sport through our social media channels is key to reinforcing and expanding the communities we can reach. Our Marketing & Communications team will lead on a communications strategy.

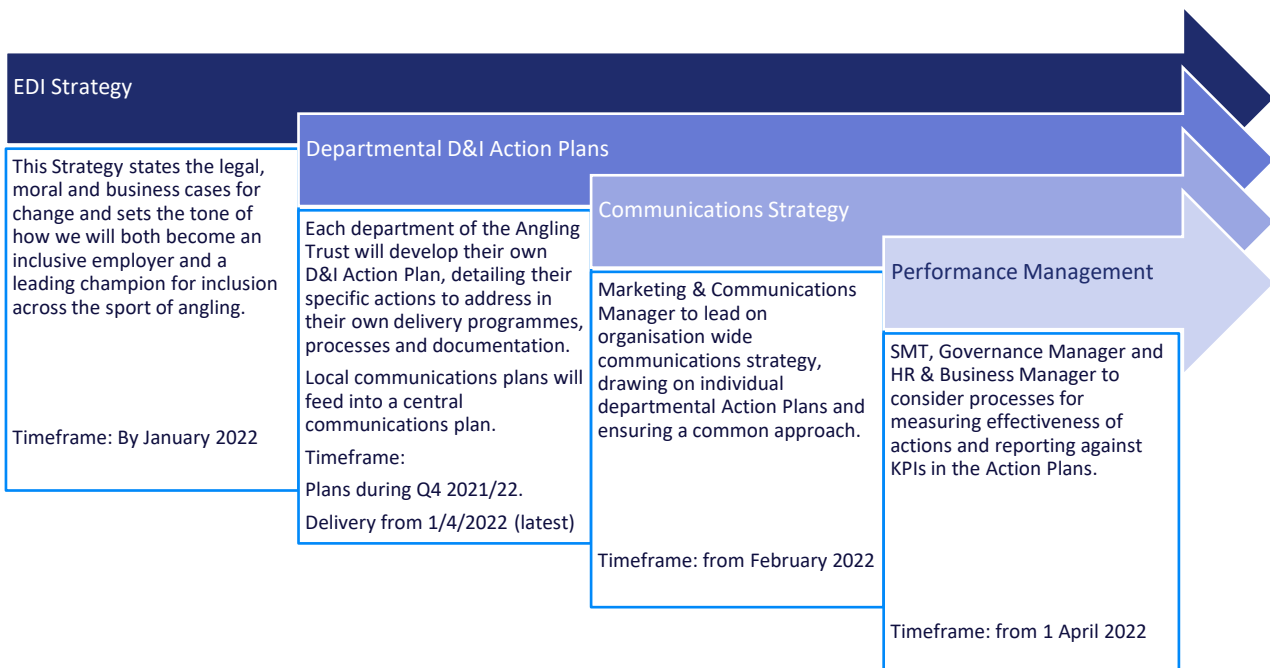
Our reach may be visualized as follows, with our influence reducing further from the centre.



⁷ There are an estimated 2 million anglers in the UK. Our member clubs have a reach of between 300,000 to 400,000 members. Our Sport England programmes currently reach c120,000 anglers.

OUR OBJECTIVES

To deliver our vision of an inclusive organisation and sport, we will address the actions we need to take through a number of steps, of which this overarching strategy is just the first.



This EDI Strategy together with the departmental D&I Action Plans will go to our Board in early 2022. Our SMT members have taken a pivotal role in forming this strategy while concurrently developing (with their teams) their own departmental Diversity and Inclusion Action Plans. This is to ensure that the realities of departmental delivery and grass roots experience feed into the organisational ambitions.

The D&I Actions Plans detail the actions and interventions to be taken to ensure the work, processes, policies and delivery programmes of each department are aligned with our vision. The aim being to have policies and processes in place during the first quarter of 2022 and to launch the delivery programmes and other interventions by 1

April 2022 at the latest⁸. Our Communications Strategy will be led by our marketing & Communications Manager, taking into account embedded communications resources in other departments.

Each department's D&I Action Plan will be tailored to the specific aspects of work and delivery programmes they are responsible for delivering.



The D&I Action Plans will be publicised on our website and referred to in relevant messaging to our members and wider community.

From 1 April 2022 measurable activities will be reported at SMT and Board level, with key diversity metrics reported annually to members.

⁸ The Participation teams "We Fish As One" programme is scheduled to commence in February 2022.

RESOURCING & RESPONSIBILITIES

Once approved by our Board, the EDI Strategy will be fully owned by the Senior Management Team (SMT). The SMT will be supported by the HR & Business Manager and Governance Manager on core aspects of the strategy. Individual SMT members will have personal responsibility for the creation and delivery of their department's D&I Action Plan, ensuring this aligns with both the core strategy and our annual business plan. Performance against those plans will be measured centrally and reported to the SMT and Board.

Any financial impacts of the delivery or management of this strategy will be considered through the annual budgeting process and managed in line with existing financial processes. Where additional resource may be required, this is to be raised at SMT level at the earliest opportunity.



End