

The Equality Standard: A Framework for Sport

Foundation Level

Communications Equality Audit Template

Canoe Wales:

Date 31.3.13



Generating the Next Wave



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Communications Equality Audit

Name of person/s completing the audit:

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Date: 31.3.13

Policy and guidelines	Immediate measures	Progressive measures	Action
<p>The organisation has a written communications policy/plan</p>	<p>We do not currently have a specific written communications plan.</p> <p>We do have an action plan in relation to how we will communicate or progress with Equality and the standard.</p> <p>Our immediate measure is to devise an outline for Staff and Board on how we will use Equality to drive up participation generally and for under represented groups and to outline what communications needs and outreach will be.</p>	<p>A Progressive measure is to implement an Equality and Participation Group to serve as a critical friend in this area and to aid in assisting the development of needs and plans that can outreach effectively and increase participation. The Group will be set up to support the organisation to develop appropriate policies and guidelines for people from all communities. The group will seek people from a range of communities including;</p> <ul style="list-style-type: none"> • Ethnic minorities • Disabled people • Women and girls • Men and boys • Religion or faith <p>We will be working with FDSW on their "Insport" Programme in April 2013.</p>	<ul style="list-style-type: none"> • Meetings with FDSW and other organisations that can assist with this area to revise and compile best practice. • Formulate plan for communication of Equality Issues. • Devise plan with staff and key stakeholders. • Produce plan that is effective and can meet the needs of the relevant groups and general membership. • We will also seek to add strategic equality partners to our comms list and distribution lists with a view to building partnerships and increasing partnerships with all groups.
<p>Accessible publications policy and guidelines are produced</p>	<p>Unwritten rules need formalising. For example we try to write articles in a way which will be understood</p>	<p>Formulate the above Group to assist.</p>	<p>Further advice on good practice needs to be undertaken in this area.</p>

	<p>by all.</p> <p>Further advice on good practice needs to be undertaken in this area.</p>	<p>In the longer term a Marketing and Comms skill set is required on the board in general. We would seek to recruit an individual who has expertise of communication of equality issues.</p>	<p>Guidelines for alternative print formats need to be added as standard to all comms.</p> <p>Further advice on good practice needs to be undertaken in this area. EG FDSW</p>
<p>Reviews of published materials are carried out covering accessibility</p>	<p>An initial Review has been undertaken. This has only been cursory in nature as Further specialist advice is needed in this area.</p> <p>Resource has been allocated with Web designer to assist with potential improvements.</p> <p>Further advice will be adopted via FDSW programmes.</p>	<p>Published materials such as Web and Ceufad Magazine are reviewed by the Head of Ops (Web) and Magazine Editor and CEO :</p> <p>This is done to remove inappropriate content from submitted articles for example to identify any errors in dates and or policy and to identify and discriminatory materials or tones.</p>	<p>The list in the column below will form part of the groups working on the comms policy and its regular reviews.</p> <p>We have great success in areas such as performance in Women's and Girls Programmes and Special Olympic Programmes. We communicate these regularly and effectively.</p> <p>In contrast to this an action would be to celebrate and communicate the participation activity that sits behind this success and provide greater coverage of this area. It is hoped that we can identify champions for each area to assist with not only the Equity Group but in providing material to communicate.</p>
<p>The organisation has undertaken an equality impact assessment on its communications procedures/processes</p>	<p>An initial Review has been undertaken. This has only been cursory in nature as Further specialist advice is needed in this area.</p>		<p>It is important to realise that we have good products and services and success to communicate. We acknowledge that an audit needs further advice to make it an</p>

			effective exercise that can help build participation in the future.
Training is provided for staff with regards to accessible publications	Media and PR training has been supplied to key staff and those with access to comms channels.	Further training on how we implement comms with our equity message needs to take place following the actions above.	
Communicating with the organisation	Immediate measures	Progressive measures	Action
There are a range of options that allow people to contact the organisation	<p>A range of options are available Phone Email Letter Twitter and Facebook</p> <p>These methods are publicised on our web and printed materials, documents and letter heads.</p> <p>Information on how to obtain documents or communicate in Welsh is supplied.</p>	<p>Consideration is need in to the setting up of hearing loop systems etc.</p> <p>We are undertaking a review of how to add to the portfolio of Welsh Documents that are available. This is a major concern due to the financial implications, however we are proud to note that quite a number of coaching sessions use the medium of Welsh for coaching.</p>	All plans for the future have to consider the audience in question and the outreach /comm. Methods that are required.
The particular needs of people attending events run by the organisation are identified and considered	We as standard ask attendees to list any special requirements they may have and to invite them to discuss needs with us in advance so that they can be catered for.		
Written material/cd roms/DVDs	Immediate measures	Progressive measures	Action
The organisation offers published	Standard text is made available in		Requests have been limited for

materials in alternative formats/languages	relation to advice in this area and how to obtain materials.		alternative languages at this stage. Additional resource will need to be identified against an implementation plan.
A clear process is in place to handle requests for alternative formats/languages	A contact is in place to deal with these requests.	We are to work with WLB to look at a fresh policy and implementation plan for progressively introducing additional resources in the medium of Welsh.	
Website	Immediate measures	Progressive measures	Action
The website meets a recognised accessibility standard	The Website needs to be tested. We hope that this can be addressed and an action plan implemented via our discussion with FDSW and the “Insport” Programme.	A small amount of resource time has been allocated for future adaption.	
Information on website accessibility is publicised	The area that outlines options needs to be made more prominent on the website	We hope that this can be addressed and an action plan implemented via our discussion with FDSW and the “Insport” Programme.	A small amount of resource time has been allocated for future adaption.
Images	Immediate measures	Progressive measures	Action

<p>Images used portray people from many different backgrounds</p>	<p>We have a wide range of images of activity and participation that cover a range of groups.</p> <p>Images comply with permission and safeguarding policy.</p>	<p>A more obvious range of images in relation to disability need to be made more widely available .</p>	<p>The latter point to be addressed in the comms plan.</p>
<p>Promoting equality</p>	<p>Immediate measures</p>	<p>Progressive measures</p>	<p>Action</p>
<p>The organisation runs articles or feature pieces on people from under-represented groups in publications and on the website</p>	<p>Articles are publicised on the web and magazines.</p>	<p>These need to be championed more regularly.</p> <p>The above Group is desired to assist with this exercise and material development.</p>	
<p>The organisation promotes programmes or initiatives designed to embed equality or increase diversity in its publications</p>	<p>A dedicated section on the website will be made available as part of the foundation level of the standard.</p>	<p>Ongoing participation events will be targeted at groups to assist with participation and these groups will be recruited to be comms partners for us.</p>	