



Sportainment Diversity, Equity & Inclusion (ED&I) Policy

Effective Date: 14/05/2024 Next Review: 14/05/2026

Organisation: Sportainment (Part of Makeebo Students)

1. Policy Statement

Sportainment is built on the belief that talent is universal, but opportunity is not. Our mission is to remove barriers, amplify underrepresented voices, and create pathways into sport, entertainment, creative industries, finance, technology, and innovation for children, young people, and communities who have historically been excluded.

We are committed to fostering an environment where every individual feels valued, respected, and empowered—regardless of race, ethnicity, gender, disability, neurodiversity, sexual orientation, socioeconomic background, faith, or lived experience.

Diversity is our strength. Equity is our responsibility. Inclusion is our culture.

2. Purpose of This Policy

This policy sets out Sportainment's commitment to:

- Promoting equality of opportunity
- Eliminating discrimination
- Embedding inclusive practice across all programmes
- Ensuring representation and belonging
- Upholding legal and ethical responsibilities
- Creating safe, empowering environments for children, young people, staff, and volunteers

It applies to all staff, volunteers, trustees, partners, and participants.

3. Legal & Regulatory Framework

Sportainment complies with:

- Equality Act 2010
- Human Rights Act 1998

- **UN Convention on the Rights of the Child**
- **Charity Commission guidance on equality and safeguarding**
- **Data Protection Act 2018 (GDPR)**

We protect all nine protected characteristics:

- **Age**
- **Disability**
- **Gender reassignment**
- **Marriage and civil partnership**
- **Pregnancy and maternity**
- **Race**
- **Religion or belief**
- **Sex**
- **Sexual orientation**

4. Our ED&I Principles

4.1 Diversity

We embrace and celebrate the unique identities, cultures, and experiences of our community. We recognise that diversity fuels creativity, innovation, and excellence.

4.2 Equity

We actively remove barriers by:

- **Providing targeted support**
- **Offering reasonable adjustments**
- **Designing accessible programmes**
- **Addressing systemic inequalities**
- **Ensuring fair recruitment and progression**

4.3 Inclusion

We create environments where:

- **Everyone feels safe and welcome**
- **Voices are heard and respected**
- **Differences are celebrated**
- **Participation is accessible and meaningful**

5. Our Commitments

5.1 Inclusive Access

Sportainment ensures that all children and young people—including those with SEND, SEMH needs, disabilities, or complex barriers—can participate through:

- **Sensory-friendly environments**
- **Personalised support plans**
- **Trauma-informed practice**
- **Accessible communication formats**
- **Financially inclusive pathways**

5.2 Workforce Diversity & Representation

We strive for a workforce that reflects the communities we serve by:

- **Recruiting from diverse backgrounds**
- **Valuing lived experience as expertise**
- **Ensuring gender-balanced and culturally diverse leadership**
- **Providing inclusive training and development**

5.3 Safe & Inclusive Culture

We maintain a culture where:

- **Discrimination, harassment, and bullying are not tolerated**
- **Staff model inclusive language and behaviour**
- **Children and young people feel safe to express identity**
- **Families are welcomed and respected**

5.4 Inclusive Programme Design

Our programmes embed ED&I through:

- **Diverse role models**
- **Representation across sports, arts, tech, and creative industries**
- **Culturally responsive content**
- **Adaptations for neurodiversity and disability**
- **Youth voice and co-production**

5.5 Accountability & Continuous Improvement

We commit to:

- Annual ED&I reviews
- Regular staff training
- Transparent reporting
- Learning from feedback and lived experience
- Reviewing policies after incidents or emerging needs

6. Responsibilities

6.1 Trustees

- Provide strategic oversight
- Ensure compliance with legal duties
- Monitor ED&I performance and risk

6.2 Senior Leadership

- Embed ED&I across operations
- Lead by example
- Ensure staff training and accountability

6.3 Staff & Volunteers

- Model inclusive behaviour
- Challenge discrimination
- Support equitable access
- Complete mandatory ED&I training

6.4 Children, Young People & Families

- Are encouraged to share feedback
- Are partners in shaping inclusive practice
- Are supported to express identity safely

7. Reporting Concerns

Sportainment takes all concerns seriously. Anyone can report:

- Discrimination
- Harassment
- Bullying
- Exclusionary behaviour

- **Barriers to access**

Reports can be made confidentially to:

Email: legendsaremade@sportainment.org.uk Phone: 07946 439964

All concerns are handled in line with our safeguarding, whistleblowing, and complaints procedures.

8. Monitoring & Review

This policy is reviewed annually or sooner if:

- **Legislation changes**
- **New risks emerge**
- **Feedback identifies gaps**
- **Organisational priorities evolve**

We publish an annual ED&I summary to demonstrate transparency and accountability.

9. Statement of Commitment

At Sportainment, ED&I is not a statement — it is a practice. We embed it in every decision, every programme, and every interaction.

We create, inspire, and lead with:

Diversity as our strength. Equity as our foundation. Inclusion as our culture.