



powering success
inspiring impact

THE POWER OF FOUR DIFFERENCES

Introducing our Equality, Diversity and Inclusion strategy 2021-2025

WELCOME

It's nearly 25 years since UK Sport was established, and in that time, we've seen how sporting success has the power to change the way individuals feel, communities connect, and our nation is seen around the world.

As we set out to plan the next chapter of our sporting journey, we wanted to better understand how sport, athletes, and the UK public would like us to use that platform of success. We therefore reached out to over 4,000 individuals from the general public and the sports sector to hold our biggest ever public consultation about the future of high-performance sport to help shape UK Sport's Strategic Plan 2021-31.

As a result of this consultation, our new Strategic Plan contains three bold ambitions: to keep winning and win well; to grow a thriving sporting system; and to inspire positive change. At the heart of these ambitions are our role and responsibility for leading high-performance sport in the UK, powered by a clear mission to create the greatest decade of extraordinary sporting moments; reaching, inspiring and uniting the nation.

Equality, Diversity and Inclusion (EDI) are central to this mission. From our incredible Paralympians to our trailblazing female

superstars, so many of the British athletes we've supported have emerged from the Olympic and Paralympic Games as inspirational sporting role models and are using their public platforms to help inspire positive change. But we know we have a long way to go. In the past year, the Black Lives Matter movement prompted us to fast track the level and pace of our ambition for our EDI work. The creation of our new 10-year Strategic Plan provides the opportunity to create a sporting system that is truly collaborative, inclusive and representative of UK society, and one that people aspire to be a part of.

This document therefore sets out how we will build a more inclusive and diverse community of sports, staff and athletes; improve representation on national and international governing bodies and boards; promote and embed inclusion across UK Sport's Programmes; and drive with pace our own internal EDI agenda. We know that if we get this right, we will not only help to create a high-performance system that resonates with more people across the UK, but also one that harnesses all of its exceptional talents.

At UK Sport, we are determined to lead by example, striving to be a role model organisation in all we do in equality, diversity and inclusion, from leadership to delivery.

We will also work with and support the high-performance community to drive change, setting a diverse, ethical and sustainable agenda for tomorrow. Together, we will work in partnership with sports, Home Country Sports Councils, existing and new partners to share learnings and challenge ourselves in achieving greater diversity in the leadership, governance and structure of sport.

We need to be restless in our desire to make progress, whilst recognising that this will be a marathon, not a sprint. Progress is only possible if we all commit and work together. So, we are committing to sustaining the time, effort and leadership required to deliver real and enduring change. We must build a culture where difference is embraced and exceptional talents can flourish, regardless of background.

We believe that together, through the power of our differences, and sport's ability to include and inspire – we will enable the extraordinary.



Sally Munday, CEO

“We're committing to sustaining the time and effort required to deliver real and enduring change, building a culture where difference is embraced and exceptional talents can flourish.”





OUR GOAL

High performance sport is where the nation's exceptional talent belongs and has the opportunity to be the best they can be.



PRIORITY 1:

Power a diverse and inclusive team that delivers a broader range of champions and medallists than ever before

How we will make it happen

Working closely with our partners, we will help discover the nation's exceptional sporting talent of tomorrow and create more diverse talent pathways for athletes, teams and the staff that support them.

We will work collaboratively with our partners to build a more inclusive and diverse high-performance community, better representative of society - ensuring that the only barrier to high-performance success is potential.

What success will look like

A greater number of sports and broader range of champions and medallists.

The diversity of the athlete and workforce population across the high-performance community is more representative of wider society.

The number of high-performance female coaches has doubled by 2024, complemented by support through targeted programmes.

PRIORITY 2:

Increase the diversity of leadership in national and international sports bodies

How we will make it happen

Through the Code for Sport Governance and targeted support, we will work with partners to diversify their Boards and senior leadership teams, helping them to harness broader perspectives and take effective decisions that further their organisation's goals and best serve their sporting communities, stakeholders and society.

By strategically investing in National Governing Bodies, people and programmes, we will work with domestic and international partners to address and advance equality, diversity and inclusion in international sports bodies.

What success will look like

The leadership of British sport is more diverse and inclusive.

The UK uses its voice and global partnerships to advance equality, diversity and inclusion reforms within the international sporting system.

An increasingly diverse, gender-equal network of high-calibre UK individuals are in international sport leadership positions.





PRIORITY 3:

Promote and embed diversity and inclusion across UK Sport's Programmes

How we will make it happen

We will use the recommendations and commitments from the five Sports Councils 'Tackling Racism and Racial Inequality in Sport Review' to develop and implement actions that bring transformative change, ensuring fairness, inclusion, representation and trust are at the heart of our decision-making, system and culture.

We will support the hosting of a programme of global sporting events in towns and cities across the UK, that help us reach new audiences and uplift communities, and with dedicated plans to use those events to drive diversity and inclusion.

We will collate and publish frequent and comprehensive EDI data and peoples' experience of inclusion in the high-performance system.

What success will look like

People feel they are valued and belong in the high-performance system, regardless of background.

Paralympic sport is a driving an equitable force in making our high-performance system truly representative and inclusive.

We have a growing, more diverse and increasingly engaged Olympic and Paralympic sport fanbase.

The proximity of global sporting events to the UK population, and the development of plans around pinnacle events drive wider forms of diversity and inclusion.

The high-performance system is demonstrably anti-racist.

PRIORITY 4:

Drive with pace, ambition and accountability our work on Equality, Diversity and Inclusion within UK Sport

How we will make it happen

We will introduce more inclusive recruitment practices, provide regular education and awareness-raising opportunities for our people, and promote and celebrate difference in all its forms in our strategic communications.

We will take affirmative action to achieve more equitable outcomes in representation and progression for underrepresented groups.

UK Sport Board and senior leadership will better represent and reflect the diversity of UK society. They will be visibly accountable for EDI throughout UK Sport and advocate for change in high-performance sport.

What success will look like

UK Sport leaders are passionate about EDI and foster an inclusive culture. Our people are increasingly reflective of UK society, have greater confidence to talk about all aspects of diversity and inclusion, and are empowered to embed equality and inclusion in UK Sport activity.

Our policies, procedures, working practices and culture are fully inclusive. Our people feel respected and valued.



2021-31 STRATEGIC PLAN

Mission:

Create the greatest decade of extraordinary sporting moments; reaching, inspiring and uniting the nation.

Ambition 1:

Keep winning and win well

Ambition 2:

Grow a thriving sporting system

Ambition 3:

Inspire positive change



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