



Equality, diversity  
and inclusion (EDI)

STRONGER  
TOGETHER



# #WePaddle Together

## A Strategy for **Equality, Diversity** and **Inclusion**

British Canoeing is delighted to publish its first **strategy for equality, diversity and inclusion**. This strategy is a reflection of our commitment to our inclusion agenda throughout Stronger Together 2022-26, and this commitment is a golden thread throughout the organisation.

### Our Vision




**“We will ensure there is more equal access to paddling, ongoing championing of diversity in all paddling communities, and that we make a greater effort to better understand how we can collectively create inclusive and welcoming environments where everyone is able to enjoy paddling, regardless of their identity, background or circumstances.”**

**We recognise that in order to achieve the ambitions set out in this strategy, we all need to commit to creating a more equal, diverse and inclusive sport, activity and organisation.**




We hope that our paddling community and stakeholders can see where their opportunities to support this work is, and will join us on this journey.





### Building insight and knowledge

-  Gaining further insight into how communities access our sport, activities and programmes and how we can remove barriers for under-represented groups
-  Improving our knowledge on all aspects of EDI and cascading this within the paddling community
-  Listening to diverse, intersectional voices from our paddlesport community on a range of issues, to implement change and provide equitable services for all

### Excellent governance and systems

-  Holding ourselves accountable by doing what we say we will do and reporting openly and honestly on progress made
-  Maintaining excellent governance frameworks and policy and ensuring compliance with sector standards for equality.
-  The Board and Senior Leadership Team leading by example, driving greater diversity, putting EDI at the heart of its decision making and holding the wider executive to account in delivery of this strategy.

### Championing diversity

-  Delivering focused initiatives that address disparities in representation across the paddling community
-  Celebrating diverse role models and sharing examples of inclusive practice as learning opportunities
-  Engaging and supporting our people to be advocates for inclusion



## Ambition 1

- We will have trialled three unique Community Paddling hub concepts and captured insight to inform future development
- Disability paddling provision will be embedded across a number of clubs and other stakeholders, increasingly annually
- An annual increase in the number of members and paddlers from identified under-represented groups, measured through the data collected within each initiative

## Ambition 2

- Each year we will increase the proportion of members who have completed their equality monitoring data
- Annually improve representation in the membership across currently underrepresented demographics
- Ranking highly each year on equality, diversity and inclusion questions within the Members Survey

## Ambition 3

- Clear Access Clear Waters Charter will be updated and highlight the impact of a lack of access on particular groups (2023)
- All new submissions to PaddlePoints will include a requirement for accessibility information (from 2023)
- Improved recording of, and annual increase in, the diversity of the volunteers involved across the environmental awareness campaigns

## Ambition 4

- The membership of affiliated clubs will be more reflective of their local communities

## Ambition 5

- An annual increase in the diversity of those holding British Canoeing Awarding Body qualifications (from 2022)
- The number of coaches, leaders, instructors and guides that have engaged in equality, diversity and inclusion training and resources will increase each year (from 2022)

## Ambition 6

- A benchmark of the demographics involved volunteering across paddling through robust equality monitoring data collection by 2023
- An annual improvement in the diversity of the volunteering body every year from 2024

## Ambition 7

- Increased diversity in the athletes selected for Junior GB teams and squad activity
- An athlete fund will be available, and we will have awarded grants

## Ambition 8

- All funded discipline committees have EDI initiatives and strategies as part of their four-year plans
- A benchmark of the demographics of those involved in volunteering in competition and events through robust equality monitoring data collection

## Ambition 9

- Compliance with Code for Sport Governance (by 2023)
- Attain the Advanced level Equality Standard for Sport (by 2024)
- Increased workforce and board diversity (by 2026)
- Year on year increase in satisfaction score across equality, diversity and inclusion questions in organisational surveys

## Ambition 10

- An Increased member satisfaction in our communications and digital channels as measured through the Members Survey
- The launch of a new British Canoeing website, with an annual increase in the number of visitors to British Canoeing's websites, digital platforms and social media channels
- An increased number of stories and features annually, with improved representation of paddlers from a more diverse background