



**UK Coaching  
Equality, Equity,  
Diversity, and  
Inclusion (EEDI)  
Progress Report  
2024-2025**



# Introduction

This report aims to highlight the achievements of UK Coaching aligned to both the UK Coaching EEDI strategy and the UK Coaching Diversity and Inclusion Action Plan (DIAP) for 2024-25.

UK Coaching has made significant progress against every EEDI goal, both from an internal and external perspective, with the aim of achieving the EEDI ambitions detailed in our EEDI strategy and ultimately embedding EEDI as a golden thread throughout everything we do as an organisation.



We believe:

**“A good coach  
can change a game.  
But a great coach  
can change a life.”**

John Wooden

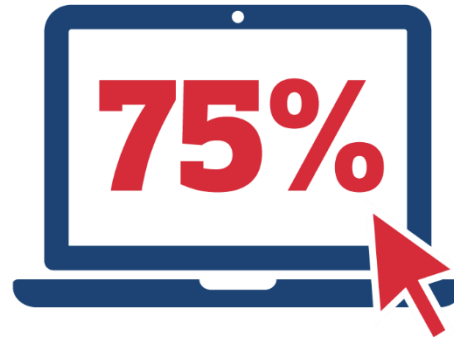
# Equality, Equity, Diversity and Inclusion (EEDI)



UK Coaching has undertaken the following activities during the Reporting period to ensure that EEDI is a golden thread in everything we do.



An internal EEDI working group was established, with representation from every department of the organisation.



EEDI data questions have been standardised, resulting in an increase of 75% of website users disclosing EEDI data.



We celebrated multiple awareness days, including delivering a programme of activity for National Inclusion week.

# Equality, Equity, Diversity and Inclusion (EEDI)



We provide representation on over 5 sector working groups relating specifically to EEDI!

5

UK Coaching presented at the Westminster Insight EEDI event!



10 **TIME 2 LEARN**

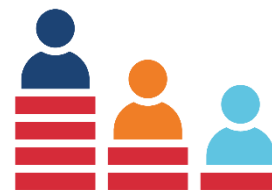
To provide a space to share lived experience and raise awareness for our staff, we delivered an Equali-tea session on the topic of Anti-racism in partnership with Inclusive Employers and guest speaker Louis Annan!



Equality Impact assessments confirmed as a non-negotiable for all projects!

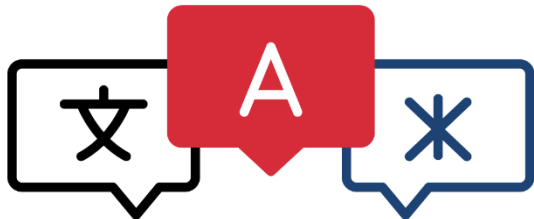


Coaching in the UK 2024 reports completed and available!



'Time to Learn' sessions delivered on the topics of EEDI:

1. Belonging
2. Holistic coaching
3. Suicide awareness
4. disordered eating
5. Allergy awareness
6. Coaching individuals with complex disabilities
7. Unmasking Racism in sport
8. Building inclusive sport for all (Women in sport and allyship)
9. Building inclusive sport for all (Supporting people with autism to participate)
10. Building confidence in sport and in life.



We delivered a tutor surgery for our contracted workforce on Inclusive language!

We commissioned Tackling Inequalities research to build on lived biographies research – watch this space!

# Equality, Equity, Diversity and Inclusion (EEDI)



- The UK Coaching Diversity Expert group brings together collaborators from a range of sports and other organisations to champion and showcase the importance of having a diverse workforce! The group provides a platform for sharing practice and learnings and ensure that support systems are inclusive and accessible for everyone!
- We maintained our Disability Confident level 3 recognition!
- UK Coaching Awards process reviewed through an EEDI lens! With exciting inclusive and accessible considerations embedded!
- Diversity and Inclusion Action Plan published on the UK Coaching website.
- We have a new Board EEDI champion! Welcome Adi!

“As Chair of the Diversity Expert Group (DEG) for UK Coaching it has been a pleasure guiding and overseeing this remarkable period. All individuals and organisations have contributed to sharing knowledge, debating information and reimagining the opportunities afforded to people who coach, aspire to coach or form part of the infrastructure to make sport the space it needs to be, where Equity, diversity, inclusion and belonging is valued and woven into the very fabric of sport and physical activity.”

**Ladi Ajayi, UK Coaching Diversity Expert group  
Chair**



*Welcome Adi!*

# Equality, Equity, Diversity and Inclusion (EEDI)



- UK Coaching Inclusive Recruitment strategy launched during National Inclusion week- with external support and endorsement!
- Inclusive Employers framework- Bronze level achieved!
- EEDI Policy – revised in line with UK Coaching ‘Inclusive by Design’ standards, making the policy more accessible and user friendly.
- We continue to offer staff EEDI topics CPD via webinars, resources and eLearning opportunities.
- National Inclusion Week campaign delivered, including panel discussions; social media activity; articles; working group meetings and more!



“It has been a pleasure supporting the team to develop their Inclusive Recruitment Strategy. Their commitment to creating fair, transparent and inclusive hiring practices has been clear at every stage of the process. What impressed me most was their willingness to ask brave questions, challenge long standing assumptions and make meaningful changes that will open doors for a wider range of talent. This strategy is an important step in building a workforce that truly reflects the communities they serve, and I am proud to have been part of the journey.”

**Michelle Daltry, Principal Consultant, Inclusive Employers**



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