Minutes of IAG Meeting held on 06th August 2014 at Essex County FA

Present: Kirsty Clarke(KC) (Chair), Stephen Basket(SB) (Vice Chair), Karen Bush(KB), Wayne Deller(WD), Daniel Patel, Phil Sammons(PS) and Brendan Walshe(BW)

KC opened the meeting and welcomed all attending to the Inclusion Advisory Group Meeting.

Apologies

- Received from Matt Holland, Dale Spiby, Joe Lyons, and Daniel Moore.

Minutes of Last Meeting:

- KC reviewed the actions from the previous meeting:
  - **Action (1):** MH asked for IAG members to advise if they could support the event (2/7/15) and confirm availability. **Completed**
  - **Action (2):** KC asked MH to circulate feedback from Birmingham FA event, what worked well/what did not work well? **Completed**
  - **Action (3):** KC asked MH to circulate event outline before close of play on 30/5/14 and after BW has reviewed & commented. **Completed**
  - **Action (4):** KC asked MH to circulate electronic copies of the Working Guidelines paper, asking IAG members to review Terms of Reference and comment and feedback to MH by Monday 21st July 2014. **Completed**
  - **Action (5):** KC asked MH to circulate draft questions, for the electronic survey element of the Community Roadshow to be circulated to IAG members. IAG members are asked to review and comment and feedback using group emails before Wednesday 4th June 2014 to MH. **Completed.**
  - The minutes were passed as a true record

Matters Arising:

- BW and PS provided an update on the recruitment of the Inclusion Officer
- The post has been advertised on two occasions and unfortunately no suitable candidate was identified for interview
- The position will be re advertised
- Discussion amongst the IAG members included:
  1) Circulating the advert to a wider audience;
  2) Focusing the advert more on inclusion activity rather than equality work;
  3) Link with Outhouse East to promote the role
  4) IAG members sending the advert out through their own inclusion / equality networks

Confirmation of Working Guidelines and Terms of Reference

- The group were happy with these guidelines and terms of reference and were accepted.

Review of Community Roadshow Event

- Discussion took place on the group’s observations and feedback from the event
The group felt the event was a very positive first event. The attendance was good for the notice that was provided and there was useful discussion from the attendees on priority areas of work they felt the IAG could / should be focusing on.

Concerns raised were around the lack of attendance from people outside of football circles or football networks. This was a key point of discussion – how do you engage those / communicate with those individuals / communities that are not engaged in football?

It was suggested a database of contacts be created for various groups across Essex (e.g. Sikh, Muslim, LGBT etc.) with direct communication channels into the

It was also suggested that clinics be set up based on the protected characteristics allowing communities and individuals to engage in these clinics

It was agreed that the item be kept on the agenda for further discussion on how to best tackle these issues and that a focus needed to be provided on developing a "set of tools" e.g. communication, marketing that allowed messages and engagement to take place with minority groups

Overall the roadshow event was a starting point to build from

Review Equality Action Plan

Discussion took place on the Action Plan

The group felt it would be beneficial if they would be able to demonstrate and quantify the impact any work that is undertaken has.

To do this it would require data on areas such as minority participation in Essex e.g. in Mars Just Play Programme or Football mash Up Programme. It was highlighted that this can be difficult to do because that data is not necessarily collected as part of the M&E of the programme. It was also highlighted that as a County FA we affiliate clubs and teams – not individual player data – so we will not have that level of data for Essex.

Essex CFA is piloting the introduction of the Whole Game System, a new FA IT system for affiliation. It is envisaged this system help to provide that level of information in the future.

The IAG have now got an opportunity to identify the key areas that they want to address and target to demonstrate an impact

**Action – Kirsty would review the Action Plan and identify / highlight key areas specific targets to focus on and then send out to the IAG group for further input and consultation**

**Action – BW would circulate the ECFA County Plan to the IAG**

African Nations Cup

Wayne Deller provided a report to the IAG.

The event took place at Barking Football Club

There were three games as well as a presentation ceremony and Wayne was invited to take part in presenting the medals and trophies. Wayne has been invited back next year by the Tournament Director, Marshall Go.

The Under 15 final, which was probably the best match of the day, was won by the Nigerian Eaglets who beat a very talented Zanzibar side by the only goal (a terrific solo effort) of the game.

Wayne was asked if it would be possible for the winners (Nigeria under 15) to play the Essex Under 15 representative team. This is being followed up with Mark Wallis
The Third place final was won 3-2 by Cameroon against a Uganda side.

The Open age final was a very tense and exciting affair won by a Sierra Leone side that featured at least one full International, against last year's winners Nigeria.

The event was very well attended and organised and had an excellent atmosphere throughout the course of the event.

Wayne updated the IAG that he has taken initial steps into investigating the possibility of organising a European Nations Cup and has identified that within Essex there are at least 12 different European nationalities.

Wayne will continue to update the IAG on progress made on this event.

AOB

None raised

Date of next Meeting is Wednesday 15th October at 7pm at Essex County FA.

The meeting closed at 9.06pm