



the national governing body for group exercise

**Equality Diversity and Inclusion in Group Exercise -
A Framework for our Community**

EMD UK is the national governing body for group exercise in the UK. We understand the power that group exercise and physical activity has in improving the health and wellbeing of all individuals regardless of background, circumstances, or abilities and we are acutely aware of our moral obligation to address inequalities and as such are committed to ensuring that we are an organisation which is inclusive and welcoming of diversity.

We believe that everyone should be able to access and enjoy group exercise regardless of their gender, race, disability, sexual orientation, background, or circumstances. However, we also know that for some this is not the case and for these individuals, prior experiences or perceptions are that group exercise is not as welcoming or inclusive as we would like. Some communities do not access the activity to the degree others do, some groups are under-represented in our paid workforce and there are gaps in our understanding across a variety of communities as to their lived experience or view of group exercise.



EMD UK has a key leadership role to play, but success in this area can only be achieved through commitment, collaboration, and support from the whole sector. We recognise that this will be a challenging journey and one which needs to be addressed in stages, but we want to unlock the power of group exercise for everyone and be part of a bigger movement across our broad and varied sector that helps to address these challenges.

Our message is simple. The sector needs to be more diverse and welcoming to everyone. Our strategy sets out how we see that change being realised. It is a vision for the whole sector becoming genuinely diverse, inclusive and welcoming for everyone. We very much hope that you will join us on this exciting journey.

A handwritten signature in black ink that reads "S. Durnford". The signature is fluid and cursive.

Sarah Durnford, EMD UK ED&I Board Champion

Equality, Diversity and Inclusion in Group Exercise - A Framework for Change

When it comes to EDI we want to ensure that all our workforce is supported and able to deliver a high-quality experience to a diverse participant base. To enable them to do this we need to support and increase more people to become instructors and members of EMD UK – attracting and retaining instructors from diverse backgrounds as well as supporting our community to really understand the needs of those they are delivering to. Supporting the promotion of group exercise as an accessible activity with an important role to play in creating happier and healthier communities.

We recognise that as the national governing body for group exercise we need to lead by example, starting with our own Board and staff, both in terms of representation, growing confidence and ensuring EMD UK is an inclusive employer, where EDI is embedded in our attitude and daily ways of working. To this end we have set ourselves **three ambitions** to guide our work and actions. Underpinned by the following principles that shape our approach to EDI; **Listening, Learning and Leading.**



Our Ambitions

EMD UK has identified the following ambitions to guide our work.

Ready for Change

- We will use knowledge and insight, to support us to better understand the barriers and issues that prevent people:
 - accessing training and support to become instructors
 - working within group exercise as instructors and
 - becoming participants in group exercise

Influence & Stimulate Change

- We will work with key individuals and organisations to influence and enable change to happen
- We will evaluate and learn what works and what doesn't, sharing our insight to continually support, educate & train ourselves, our members and the wider sector

See Change

- We will lead by example and proactively seek change within our own organisation
- We will engage with people who are not currently participating in group exercise as instructors and participants
- We will ensure EMD UK and group exercise are places where everyone feels welcomed, included and where they can reach their full potential whether they work or participate in group exercise.

Ambitions and Actions

For each of these ambitions, we have identified a number of tangible actions.

Progress against these actions will be reported to the Board of EMD UK quarterly, with whom overall accountability for this strategy sits.

Ready for Change

We will use knowledge and insight so we can better understand the barriers and issues that prevent people accessing and working within group exercise. We will stay curious and keen to learn, making better decisions that recognise the issues that people are facing by:

- Creating opportunities to understand and listen to lived experience and use this to shape what we do - through our EDI Working Group, workforce surveys, and engagement in events for diverse communities
- Consulting with, building and strengthening relationships with partners that work with and represent specific audiences, to help us to develop our own knowledge base and reach eg Women in Sport, Age UK, Richmond Group, CIMPSA, etc. alongside those within the leisure and fitness sector.
- Gathering demographic data for Board, staff and instructors & participants to enable us to benchmark and measure progress.
- Undertaking stakeholder satisfaction surveys, including questions relating to EDI, to better understand peoples' experiences of EMD UK and group exercise.

Influence & Stimulate Change

We will work with key individuals and organisations to enable change to happen. We will evaluate and learn what works and what doesn't, sharing our insight to continually support, educate & train ourselves, our members, all instructors and the wider sector by:

- Advocating for the inclusion of EDI principles in qualifications, courses and professional standards & scopes of practice.
- Developing & signposting to specific professional development opportunities with a focus on working with key audiences.
- Further developing the resource hub to support and better equip partners and all instructors to work with and engage key audiences.
- Work with the sector to influence and interpret the scopes of practice and other practical implications of working with specific audiences in the context of qualifications.
- Providing targeted bursaries to enable people to enter the workforce, become instructors and EMD UK members.
- Developing case studies and promoting these through specific EDI days and events.
- Recognising and publicising the EDI work of our partners, providers and instructors in promoting group exercise as diverse, inclusive and accessible.
- Celebrating the diversity of group exercise and its accessibility alongside and on behalf of the sector.

See Change

We will lead by example and proactively seek change within our own organisation. We will engage with people who are not currently participating in group exercise. We will ensure EMD UK and group exercise are places where everyone feels welcomed, included and where they can reach their full potential whether they participate or work in group exercise by:

- Embedding EDI throughout our Governance Processes via the DIAP, other identified strategies and policies and throughout our NGB processes & role.
- Determining how we hold ourselves and those we work with to account on EDI.
- Demonstrating the diversity of those involved in group exercise, from the EMD team to the instructors and participants.
- Delivering workforce development interventions to target the recruitment and development of a cohort of 8 – 10 instructors that are from diverse backgrounds and face barriers to engaging so we can learn from their experiences.

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Reporting Progress/ MEL



Measures

Demographic data and satisfaction surveys

Progress report on framework ambitions and actions



Reporting

Annually to Board

To sector through our own communication channels and those of third parties



Learnings

Share learnings from the delivery of this framework in support of our future work to promote equality, diversity and inclusion and to influence others