

Our commitment towards greater equality, diversity and inclusion.

Activity Alliance

April 2024

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Message from our Chief Executive

Activity Alliance is the national charity and leading voice for disabled people in sport and activity. To be leading, we need to ensure we are representative of the people we serve and the communities we work with and for. Nothing should stop you accessing and reaping the benefits of being active. But being judged on backgrounds, experiences or circumstances has meant many people are held back, ignored or unfairly treated. This is not right or fair.

Activity Alliance wants to change this, learn from others and empower others with our insight. Indeed, embedded within our strategy is to help other organisations to embed inclusive practices for disabled people.

Although our focus is on disabled people, we know we reach many people, including disabled people, who have a wide number of protected characteristics and experiences. Important to us and in our advisory to others is the intersectionality of the people we work with and for. Whether in recruitment of staff, trustees or across our wide serving programmes, there are many overlaps of demographics that we consider in planning and delivery.

No excuses anymore. We all need to listen and act upon the wealth of information available to us. We also need to use the privileges that we have as allies and call out negative attitudes and behaviours. Only then will we be closer to fairness, equality and equity for more people.

We have outlined our commitment in this document. We are determined to achieve these ambitions.

Adam Blaze



Message from our Board champion



Equality, Diversity and Inclusion (EDI) is core to Activity Alliance's vision.

While we are proud to be seen as the experts in championing the rights of disabled people in sport and activity, we are also aware that disabled people identify themselves within many more demographics in society. We must ensure that we are diverse across all aspects of our work. Being a credible voice is a huge part of who we are and must be seen as this also within the wider EDI space.

We are confident this plan reflects the organisation's commitment and passion to continually develop in our work as leaders.

Rebecca Evans

About us

Our vision

Fairness for disabled people in sport and activity.

Our values

Everything we do is underpinned by our shared values. They shape our work and support us to embed a strong dynamic culture across our organisation.



We care - we are passionate about what we do, and who we do it for.



We unite - we collaborate with others to achieve greater outcomes.



We champion - we recognise everyone's voice must be heard if we are to provide equitable places to live, work and thrive.

Our commitment

Activity Alliance is committed to being an organisation where people feel they belong and a place they can thrive in. This is whatever your background or personal circumstance. We are proud to be an equitable employer and partner. We expect the same from our partners and colleagues, right across the board and staff team.

We want to be a safe, welcoming, considerate, and responsible workplace. We value diversity as a strength, and we are better with greater equality and inclusion. Our ambitious vision for fairness is embedded in our governance, values, and staff development. The people who we work for and with make us a reputable organisation to know and trust. Nobody should miss opportunities or feel they do not belong at Activity Alliance.



Our ambitions

Our ambitions below outline our current commitments.

These will focus on:

1. Improving our staff and board diversity, representation, and opportunities at all levels.
2. Increasing our staff and board's awareness of equality, inclusion, and diversity.
3. Embedding better recording, measuring, and reporting of equal opportunities' data.
4. Empowering other leaders and providers in sport and activity organisations by sharing our lived experiences, learning and insight.

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