



England
Rugby

INTRODUCTION TO **DIVERSITY & INCLUSION** IN RUGBY

**PART OF THE INCLUSIVE
VOLUNTEER RECRUITMENT TOOLKIT**



DIVERSITY:

THE ACT OF MANY DIFFERENT TYPES OF THINGS OR PEOPLE BEING INCLUDED IN SOMETHING; A RANGE OF DIFFERENT THINGS OR PEOPLE.

INCLUSION:

THE ACT OF INCLUDING SOMEONE OR SOMETHING AS PART OF A GROUP; THE ACT OF ALLOWING MANY DIFFERENT TYPES OF PEOPLE TO DO SOMETHING AND TREATING THEM FAIRLY AND EQUALLY.

Cambridge English Dictionary

DIVERSITY & INCLUSION IN RUGBY

Our ambition is for rugby union in England to reflect the diversity of the society we live in.

At all levels and in all facets of the game, from the professional to the grassroots and from players to volunteers and spectators, we want to improve diversity and continue to create an inclusive environment for all. We want to ensure rugby is a game of opportunity, where all receive a warm welcome regardless of background or experience.

A focus on diversity and inclusion will enable us to have more impact on the communities around us, supporting more people, inspiring change and developing the sport for future generations of participants, volunteers and spectators.

Teamwork, Respect, Enjoyment, Discipline and Sportsmanship – these are the core values of rugby that inform our culture. As we move forward to become more inclusive and representative of both the existing rugby community and new communities we engage with in the future, our values will guide and support us and provide a firm foundation on which to build.

From the grassroots to the professional game, by making a commitment together to increase diversity and inclusion in rugby union in England we will realise our common purpose of enriching lives, introducing more people to rugby union and developing the sport for future generations

“SPORT HAS THE POWER TO CHANGE THE WORLD. IT HAS THE POWER TO UNITE PEOPLE IN A WAY THAT LITTLE ELSE DOES. SPORT CAN AWAKEN HOPE WHERE THERE WAS PREVIOUSLY ONLY DESPAIR. SPORT SPEAKS TO PEOPLE IN A LANGUAGE THEY CAN UNDERSTAND.”

Nelson Mandela

THE POWER OF DIVERSITY & INCLUSION

There is powerful evidence from the world of work that building a diverse and inclusive organisation has a far reaching impact on effectiveness, efficiency, culture and employee happiness.

Decisions made and executed by diverse teams deliver

60%
**BETTER
RESULTS**

Cloverpop two year study of 600 business decisions made by 200 different business teams

Companies with the most ethnically/ culturally diverse boards worldwide are

43%
**more likely to experience
HIGHER PROFITS**

'Delivering Through Diversity', McKinsey

Inclusive organisations are

1.7 TIMES

more likely to be innovative than those which are not.

High Impact Talent Management Research, Deloitte

67%

of job seekers actively look for companies with diverse workforces

Glassdoor Diversity Hiring Survey

71%

of respondents valued working for an organisation with leadership that consistently demonstrates inclusive behaviours.

'Unleashing the power of inclusion', Deloitte

DIVERSITY & INCLUSION IN VOLUNTEERING AT CLUBS AND CONSTITUENT BODIES (CBS)

Volunteers are the lifeblood of our sport. Their passion and dedication drives the grassroots game, creating a fun, welcoming environment at clubs across the country.

We want to open up volunteering in rugby and the fulfilment and friendship it brings to people with different backgrounds, experiences and perspectives. Our aim is for volunteering in Club & CBS to reflect the diversity of our local communities and for the experience to be welcoming and inclusive for all.



A volunteer group which is more representative of both your existing membership and your wider community, and the provision of an inclusive volunteering experience, can bring many benefits, including:

New skills, perspectives and ideas leading to increased efficiency, effectiveness, new initiatives and ways of working

Increased recruitment of new players and volunteers through access to diverse role models

The ability to build better connections with a wider cross-section of the community

Increased understanding of your local community and how to engage with different groups

Increased retention of volunteers

Opportunities for increased revenues through new ideas, initiatives and audiences











Increased sustainability and an enhanced sense of belonging

Increased quality of opportunities and player experience

WHAT DOES DIVERSITY LOOK LIKE?

Diversity, inclusion and representation can mean something different for all of us. When thinking about how diverse your current volunteer group is and what communities you may want to reach out to, a great starting point is to consider the protected characteristics included as part of the Equality Act 2010.

THE PROTECTED CHARACTERISTICS BRING TO LIFE THE MANY ASPECTS OF DIVERSITY, AND CAN HELP YOU THINK THROUGH WHAT DIVERSITY MEANS FOR VOLUNTEERING AT YOUR OWN CLUB / CB.

	AGE		DISABILITY
	GENDER		GENDER REASSIGNMENT
	MARRIAGE & CIVIL PARTNERSHIP		PREGNANCY & MATERNITY
	RACE		RELIGION OR BELIEF
	SEXUAL ORIENTATION		SOCIAL CLASS/ MOBILITY*

* Not included as a protected characteristic in the Equality Act 2010 but important to consider in relation to participation and volunteering at your own Club / CB.

HOW DO WE TALK ABOUT DIVERSITY & INCLUSION?

The ability to have conversations and talk about diversity and inclusion with confidence is one of the biggest challenges we can face when trying to build a more inclusive environment.

Whether it's a general conversation about diversity and inclusion or a chat with someone whose experience or background is different to our own, we can often hold back due to fear and lack of confidence. Not knowing what language to use, fear of causing offence or of using the 'wrong' language means that it's often easier to not raise the topic or have a conversation about it.

Here are some quick tips about what terminology to use when having conversations in this space. You can find more detail and further information in the [Glossary of Terms](#) and our [Navigating Inclusive Conversations](#) resource.

LGBTQ+

(Lesbian, Gay, Bisexual, Transgender, Queer): encompassing both sexual orientation and gender identity, this term is in line with [Stonewall](#) and UK Government guidance.

CONSIDER USING PERSON-FIRST LANGUAGE

Refer to a 'person with a disability' vs. 'a disabled person'.



ETHNICALLY DIVERSE COMMUNITIES

In line with research from [Sporting Equals](#), use this term instead of 'Black, Asian and minority ethnic groups' / the acronym 'BAME'. Ethnically diverse is more inclusive language when referring to a community or group of people. Wherever possible it's better to be specific about the group or community you are referring to.

RESOURCES AND FURTHER INFORMATION

WE HAVE DESIGNED A RANGE OF TOOLKITS TO SUPPORT CLUBS AND CBS TO BUILD MORE DIVERSE AND INCLUSIVE VOLUNTEER GROUPS AND EXPERIENCES.

TO DISCUSS ANY OF THIS INFORMATION FURTHER, INCLUDING WHAT IT MEANS FOR YOUR CLUB OR CB, CONTACT YOUR LOCAL RFU CLUB DEVELOPMENT TEAM

