



ASM Sports (UK) Limited | Equality, Diversity & Inclusion Policy September 2026

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Policy/Procedure Approval Date	September 2026	
Frequency of Policy Review	Annually	
Next Review Date	September 2027	
Signature of Policy/Procedure Leader	Signature of Managing Director	
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Registration No: 07376198 **VAT No:** 159838063



1. Policy Aim

At ASM Sports, we are committed to ensuring equality of provision and opportunity for all children, staff, parents, and carers receiving services from within schools, holiday clubs, community sessions, HAF clubs, birthday parties or any other session ran on behalf of or where ASM Sports is involved. This is irrespective of race, gender, disability, faith or religion or socio-economic background and we aim to develop a culture of inclusion and diversity in which all those connected to ASM Sports feel proud of their identity and able to participate fully in life at our sessions. The participation of children at ASM Sports will consider their race, gender and disability and will use this data to monitor and support them, raise standards and ensure inclusivity of provision. We will tackle discrimination by the positive promotion of equality, challenging bullying and stereotypes and creating an environment which champions respect for all. At ASM Sports everyone is treated equally and fairly, we believe that diversity is a strength, which should be respected and celebrated by all those who learn, teach, and visit here. We aim to provide opportunities for all sections of the community and continue to strive to create an inclusive working environment in which difference is recognised and valued. Bringing together people from diverse backgrounds and giving each person the opportunity to contribute their skills and experience will help us to respond more effectively to the needs of the people we serve.

2. Equality Definition

Equality of opportunity is all sections of society having the access to the same status, rights, and responsibilities for all our members of said society, group, or family. However, equal treatment involves much more than simply treating everyone alike; it requires recognition that some groups and individuals have particular and specific requirements that need to be met if they are to enjoy equal access to the opportunities available at ASM Sports.





3. Diversity Definition

Diversity is about celebrating and valuing how different we all are. This is strongly linked with promoting human rights and freedoms, based on principles such as dignity and respect. Diversity is about recognising, valuing and taking account of people's different backgrounds, knowledge, skills, and experiences, and encouraging and using those differences to create a productive and effective workforce.

Diversity is something that applies to everyone and is part of everything we do at ASM Sports. It is an important part of our work and not just a side issue. It requires everyone to play a full part. It is important to recognise that none of us fit neatly into separate 'packages' which can be neatly labelled or discriminated against.

4. Inclusion Definition

Inclusion is a state of being valued, respected, and supported. It is about focusing on the needs of every individual and ensuring the right conditions are in place for each person to achieve his or her full potential. For ASM Sports this means designing and operating flexible services, practices and procedures that take appropriate account of the needs of employees, customers, and stakeholders.

5. Relationship to Guidelines, Procedures, Other Policies & Legal Requirements

ASM Sports complies with the Equality Act 2010 and its duties as a service provider and employer. We will not unlawfully discriminate, harass or victimise anyone and will take proportionate steps to advance equality, remove barriers and foster respectful relationships.

- Eliminate discrimination, harassment and victimisation.
- Advance equality of opportunity.
- Foster good relations.





We understand the principles of the Act and the work needed to ensure that those with protected characteristics are not discriminated against and are given equality of opportunity.

The Equality Act 2010 protects people on the basis of nine protected characteristics:

- Age (for employees not for service provision)
- Disability
- Race
- Sex
- Gender reassignment
- Maternity and pregnancy
- Religion and belief
- Sexual orientation
- Marriage and civil partnership (for employees)

In advancing equality of opportunity:

- We aim to remove or minimise disadvantages suffered by people due to their protected characteristics.
- We aim to meet the needs of people with certain protected characteristics where these are different from the needs of other people.
- We encourage people with certain protected characteristics to participate in public life or in other activities where their participation is disproportionately low.

ASM Sports will set and review internal equality priorities and monitor the impact of its services and employment practices. Where we are subject to additional equality duties through public functions, commissioning arrangements or contract, we will comply with those requirements.



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- Communicate relevant equality information and policies to staff, participants, parents and carers, while protecting personal and safeguarding information.
- Set appropriate equality and inclusion objectives and review progress against them.

To do this we will collect data related to the protected characteristics above and analyse this data to determine our focus for our equality objectives. The data will be assessed across our core provision.

This will include the following functions:

- Admissions
- Attendance
- Attainment and progress
- Exclusions
- Prejudice related incidents
- Participation

Our objectives will detail how we will ensure equality is applied to the functions listed above. However, where we find evidence that other functions have a significant impact on any group, we will include work in this area.

We will consider equality and inclusion when planning and reviewing our services and will work with schools and commissioners to meet the needs of the children and communities we serve.

In fulfilling our legal obligations, we will:

- Recognise and respect diversity.
- Foster positive attitudes and relationships, and a shared sense of belonging.





- Tackle prejudice and promote understanding between people from diverse groups.
- Observe good equalities practice, including staff recruitment, retention and development and procurement.
- Aim to reduce and remove existing inequalities and barriers.
- Consult and involve widely.
- Strive to ensure that the communities within, around and beyond ASM Sports will benefit.
- Follow relevant employment, HR, Local Authority and Equality and Human Rights Commission guidance on equality in recruitment, selection, employment and service delivery.
- Deal with equality-related complaints through ASM Sports complaints and management procedures and, where applicable, the relevant school, commissioner or Local Authority complaints process.

6. **Policy Statements**

Mainstreaming equality into policy and practice – as well as the specific actions set out beneath this plan, ASM Sports operates equality of opportunity in its day-to-day practice in the following ways: Teaching, Learning and Delivery – we aim to provide all children with the opportunity to succeed, and to reach the highest level of personal achievement.

To do this, we will:

- Use contextual data to improve the ways in which we provide support to individuals and groups of children.
- Monitor achievement data by ethnicity, gender, disability, and action any gaps.
- Take account of the achievement of all children when planning for future activities.
- Ensure equality of access for all children and prepare them for life in a diverse society.





- Use materials that reflect the diversity of the ASM Sports, population, and local community in terms of race, gender, and disability, without stereotyping.
- Promote attitudes and values that will challenge racist and other discriminatory behaviour or prejudice.
- Provide opportunities for children to appreciate their own culture and celebrate the diversity of other cultures.
- Seek to involve all parents in supporting their child's journey with ASM Sports.
- Encourage discussion of equality issues, which reflect on social stereotypes, expectations, and the impact on learning.
- Including teaching/delivery and approaches appropriate for the children, which are inclusive and reflective of our customers.

7. Admissions/Bookings and Exclusions

Our admissions and bookings are fair, transparent and non-discriminatory. We will consider all protected characteristics and will not unlawfully discriminate on grounds such as disability, race, sex, religion or belief, sexual orientation or gender reassignment. Socio-economic barriers will also be considered as part of our wider inclusion commitment.

Exclusions will always be based on the ASM Sports Behaviour Policy. Where any exclusions occur, this will always be the last resort available to us and we will monitor these to avoid any potential adverse impacts and ensure any discrepancies are identified and dealt with.

8. Access Arrangements

ASM Sports plans for accessibility and reasonable adjustments so that disabled children and adults can participate as fully as possible. We work with the school or venue to identify and remove barriers and to agree appropriate support for individual needs.

9. Reasonable Adjustments





Under the Equality Act 2010, service providers have an anticipatory duty to make reasonable adjustments for disabled people. ASM Sports will consider barriers in advance and take reasonable steps to avoid substantial disadvantage, including through changes to practices, physical access or auxiliary aids where appropriate.

Reasonable adjustments will depend on the individual and the service being provided and may include accessible information, changes to activities, additional support, altered facilities or alternative ways of participating.

Any reasonable adjustment may be unique to that individual and may not be included in the list of available access arrangements.

Whether an adjustment will be considered reasonable will depend on several factors which will include but are not limited to:

- the needs of the disabled candidate.
- the effectiveness of the adjustment
- the cost of the adjustment; and
- the impact of the adjustment upon the candidate and other candidates.

An adjustment will not be approved if it:

- involves unreasonable costs to the business.
- involves unreasonable timeframes; or
- affects the security and integrity of the provision.

This is because the adjustment is therefore not “reasonable,” However, all will be done to accommodate.

10. Equal Opportunities for Staff



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This section deals with aspects of equal opportunities relating to staff at ASM Sports. We are committed to the implementation of equal opportunities principles and the monitoring and active promotion of equality in all aspects of staffing and employment. All staff appointments and promotions are made based on merit and ability and in compliance with the law. We are, however concerned to ensure that wherever possible the staffing at ASM Sports reflects the diversity of our community.

11. Employer Duties

As an employer, ASM Sports will prevent unlawful discrimination, harassment and victimisation, promote equality of opportunity and maintain a respectful working environment. We will take reasonable steps to prevent sexual harassment and, from 30 October 2026, will meet the strengthened requirement to take all reasonable steps and the new third-party harassment obligation.

Actions to ensure this commitment is met include:

- Monitoring recruitment and retention including bullying and harassment of staff
- Continued professional development opportunities for all staff
- Senior Leadership Team support to ensure equality of opportunity for all.

12. Equality and the Law

The principal legislation governing equality at ASM Sports is the Equality Act 2010. It protects people from unlawful discrimination, harassment and victimisation and provides duties relating to reasonable adjustments, employment and the provision of services. ASM Sports also follows the Equality Act 2010: Code of Practice for Services, Public Functions and Associations 2026 and current EHRC guidance.

ASM Sports maintains proportionate equality objectives and actions and reviews them annually, or sooner where legislation or guidance changes.





13. Race Equality

ASM Sports will promote racial equality and will not tolerate racial discrimination, harassment or victimisation. We will monitor relevant incidents and take action to remove barriers and address disadvantage where identified.

- Eliminate racial discrimination, harassment and victimisation.
- Promote equality of opportunity and positive relations between people from different racial and ethnic backgrounds.
- We will:
- Monitor relevant equality and prejudice-related incidents and consider their impact on children, staff and families.
- Assess relevant policies and practices to identify and remove barriers or disadvantage where evidence indicates a need for action.
- Take appropriate action to challenge racism, address disadvantage and improve inclusion.

14. Disability

Under the Equality Act 2010, disability is defined by reference to a physical or mental impairment having a long-term and substantial adverse effect on normal day-to-day activities. ASM Sports will avoid unlawful disability discrimination and make reasonable adjustments where required.

ASM Sports will use the Equality Act 2010 and current Equality and Human Rights Commission (EHRC) guidance when considering disability and reasonable adjustments.

- Certain conditions, including cancer, HIV and multiple sclerosis, are treated as disabilities from diagnosis under the Equality Act 2010, subject to the statutory provisions.





- We will consider individual needs and relevant evidence and will not make assumptions about a person's disability or support needs.

ASM Sports will meet its Equality Act 2010 duties in relation to disabled people, including the anticipatory duty to make reasonable adjustments when providing services.

- Take reasonable steps to avoid substantial disadvantage for disabled people.
- Consider changes to practices, physical access or auxiliary aids where appropriate.
- Review the effectiveness of reasonable adjustments and respond to changing needs.

15. Sex and Gender Reassignment

Sex and gender reassignment are separate protected characteristics under the Equality Act 2010. ASM Sports will not unlawfully discriminate, harass or victimise anyone because of sex or gender reassignment and will comply with current law and EHRC guidance.

We will:

- Eliminate unlawful discrimination and harassment on grounds of sex and gender reassignment.
- Promote fair treatment and equality of opportunity in our services and employment practices.

16. Sexual Orientation





Sexual orientation is a protected characteristic under the Equality Act 2010. ASM Sports will not unlawfully discriminate, harass or victimise anyone because of sexual orientation.

We will challenge homophobic, biphobic or other discriminatory behaviour and provide inclusive services and a respectful environment for all.

17. Community Cohesion

ASM Sports promotes respectful relationships, understanding and positive participation across different cultures, faiths, backgrounds and communities. Where we operate under a public authority or commissioner, we will meet any applicable equality and community-cohesion requirements.

18. Consultation and Involvement

ASM Sports will seek appropriate feedback from staff, children, parents and carers to help shape equality and inclusion practice, taking account of safeguarding, confidentiality and the age of the child.

We have achieved this by using the following to shape the plan:

- Input from staff surveys or through staff meetings/INSET.
- Feedback from each PSCE Days.
- Parental feedback and questionnaires
- Issues raised in annual reviews or reviews of progress on Individual Education Plans, Personalised Provision Maps, mentoring and support.
- Feedback at Governing Body meetings.

19. The Role of all Staff – Teaching & Non-Teaching

- All staff will ensure that all children are treated fairly, equally and with respect, and will maintain awareness of the ASM Sports Equality Plan.





- All staff will strive to provide materials and activities that reflect diversity, avoid stereotypes and promote positive representation across protected characteristics and the communities we serve.
- All staff will challenge incidents of prejudice, racism, harassment or other discriminatory behaviour and report serious or repeated incidents to the Lead/Deputy Lead Person for Equality and Inclusion or the Managing Director.
- Staff or support staff should be encouraged to intervene in a positive way against any discriminatory incidents.

20. Tackling Discrimination

Discrimination, harassment, sexual harassment and victimisation on grounds of any protected characteristic are unacceptable and are not tolerated at ASM Sports.

All staff are expected to identify and challenge discriminatory behaviour where safe to do so, support those affected and report concerns through the appropriate ASM Sports and/or school procedures.

Incidents should be escalated to the Lead/Deputy Lead Person for Equality and Inclusion or Managing Director, and to the relevant school, commissioner or safeguarding lead where appropriate.

A discriminatory incident may include verbal or physical abuse, derogatory names or jokes, exclusion, unwanted comments or conduct, discriminatory graffiti, threats, online abuse, or behaviour intended to disadvantage someone because of a protected characteristic.

A racist incident is defined by the Stephen Lawrence Inquiry Report (1999) as: 'Any incident which is perceived to be racist by the victim or any other person'.

Types of discriminatory incidents that can occur are:

- Physical assault or threatened violence against a person or group because of a protected characteristic.





- Use of derogatory names, insults, and jokes.
- Racist, sexist, homophobic or discriminatory graffiti.
- Provocative behaviour such as wearing racist, sexist, homophobic or discriminatory badges or insignia.
- Bringing discriminatory or offensive material into ASM Sports settings.
- Verbal abuse and threats.
- Incitement of others to discriminate, harass or bully because of a protected characteristic.
- Discriminatory comments during discussion.
- Attempts to recruit others to discriminatory organisations and groups.
- Ridicule of an individual for difference e.g., food, music, religion, dress etc.
- Refusal to cooperate with or exclusion of others because of a protected characteristic.

21. Responding to and Reporting Incidents

It should be clear to children and staff how equality-related incidents are reported. All staff should act promptly, support those affected and ensure concerns are recorded and escalated appropriately.

This process should be as follows:

Incident / concern identified

Where safe and appropriate, challenge the behaviour, support the person affected and report the concern to the relevant ASM Sports lead and/or school lead. Staff should not independently investigate safeguarding concerns.





Support and response for the person affected and family/carer where appropriate

Record the incident and actions taken in line with ASM Sports procedures.

Escalate to the relevant school, commissioner, Local Authority or safeguarding agency where required by law, safeguarding arrangements or contract.

Review actions and follow up to reduce the likelihood of recurrence.

22. Review of Progress & Impact

ASM Sports will review this policy and its impact annually, and sooner where legislation, guidance or operational requirements change. We will use proportionate data, feedback, participation information and incident records to identify barriers, monitor inclusion and take action where gaps are identified.

23. Publishing the Plan

ASM Sports will make this policy available to staff and relevant stakeholders and communicate key equality and inclusion expectations through induction, training, meetings and other appropriate communications.

- Make the policy available to relevant staff and stakeholders.
- Raise awareness through staff training, meetings and other communications.
- This policy applies to all staff, coaches, volunteers, contractors, agency workers and partners working on behalf of ASM Sports. Where a school, commissioner or venue has additional equality requirements, these must also be followed.

Monitoring the Effectiveness of the Policy

The effectiveness of this policy will be reviewed annually, and the necessary recommendations for improvement will be made to the Directors.

24. Approval





The policy should be reviewed annually (or sooner in the event of revised legislation or guidance)



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