



BJJAGB Equality, Diversity and Inclusion (EDI) Action Plan 2025-2030

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Overall objective

To embed inclusion, diversity, and equity across the British Ju-Jitsu governing body, and its member associations and clubs, ensuring that the five pillars of the ‘Moving to Inclusion’ framework - Leadership, Culture, Experience, Relationships and Communication, are reflected at all levels, while maintaining alignment with the BJJAGB’s core values of equity, unity, excellence, integrity and inclusivity.

Leadership

Objective

Foster inclusive leadership across all decision-making levels of the organisation through the following steps:

- Ensure that the Board of Directors (BoD) and Senior Leadership Teams (SLT) represent diverse backgrounds (including gender, ethnicity and ability) to reflect the communities served by the BJJAGB.
- Facilitate training on equity, diversity and inclusion for all leaders, covering unconscious bias, inclusive governance, and decision-making.
- Provide oversight through the established EDI Working Group to monitor progress on EDI-related initiatives.

Reflection on current status and gaps

Diverse representation in leadership

Where we are

The BJJAGB, like many sports governing bodies, may not yet reflect the full spectrum of diversity seen within the broader British Ju-Jitsu community. Leadership, both at the BoD and SLT level, may still show a predominance of certain demographics, with limited representation of women, ethnic minorities, and people with disabilities, a challenge further compounded by the voluntary nature of these roles, which can make it harder to attract a more diverse range of candidates.

Current initiatives

The BJJAGB has begun to develop a more inclusive approach, promoting Ju-Jitsu for all participants, regardless of gender, ability or other characteristics, but as a

voluntary organisation, the focus on leadership diversity faces additional challenges and has room for improvement.

What we need to do

- Establish diversity targets for BoD and SLT members that reflect the membership base of the BJJAGB (including gender balance, ethnic diversity, and the representation of individuals with disabilities), while recognising the challenges that come with these roles being voluntary, which may impact recruitment and retention efforts.
- Actively recruit qualified individuals from underrepresented groups for leadership positions, while considering the challenge of attracting candidates to voluntary roles, which may limit the pool of applicants.
- Develop leadership development programmes that target underrepresented groups, ensuring a steady pipeline of diverse candidates for future leadership positions, despite the difficulties of sustaining engagement in voluntary positions.

Inclusive leadership training

Where we are

The BJJAGB is committed to fostering a welcoming environment for all, but formal, ongoing training for leaders on inclusive practices, unconscious bias, and how to integrate EDI principles into decision-making may not yet be institutionalised, a challenge that is heightened by the voluntary nature of leadership roles, which can limit time and resources for comprehensive training.

What we need to do

- Implement structured and regular training programmes for all in leadership positions, focusing on inclusive leadership, unconscious bias, and cultural competency.
- Provide workshops that address specific needs within the British Ju-Jitsu community, such as adaptive coaching methods for participants with disabilities, gender inclusivity, and engaging with diverse communities.
- Foster mentorship programmes, where leaders mentor individuals from diverse backgrounds to prepare them for future leadership roles within the BJJAGB.
- Explore reverse mentoring, where junior members act as mentors to the BoD and SLT members and share their experience of the organisational culture and advise on how to create a more diverse and inclusive culture.

EDI Working Group

Where we are

The BJJAGB has a strong foundation in promoting values of equality and fairness across its programmes. An EDI Working Group was established in August 2024 to oversee and drive EDI initiatives across all levels, a gap that can be more difficult to address in a voluntary organisation where resources and time commitments are often limited.

What we need to do

- Maintain the EDI Working Group within the BJJAGB to oversee the development, implementation, and monitoring of EDI goals and strategies.

- Ensure that the EDI Working Group includes diverse members and is empowered to influence policy, strategy, and leadership decisions.
- The EDI Working Group to report regularly to the BoD on progress in achieving EDI goals and engage with community stakeholders to ensure their voices are represented in leadership discussions.

Next steps for addressing leadership gaps

- Leadership diversity audit: Conduct an audit of leadership diversity within the BJJAGB to identify gaps and benchmark against industry standards. Use this data to set clear diversity goals.
- Formal training and accountability: Make inclusive leadership training a mandatory part of leadership development, with clear goals tied to leaders' evaluations.
- Succession planning: Develop a succession plan focused on promoting qualified individuals from underrepresented backgrounds into leadership roles.
- Regular review and reporting: Establish metrics to evaluate progress on leadership diversity and inclusivity, reporting findings annually to members and stakeholders.

Culture

Objective

Promote an inclusive culture within all affiliated associations and clubs and across the sport through the following steps:

- Highlight guidelines for associations and clubs that foster respect, safety, and inclusiveness, and embed these in all training structures ensuring consistency with the BJJAGB's Code of Ethics.
- Conduct regular cultural assessments of associations, clubs and the wider organisation to identify areas of strength and improvement through surveys, member feedback, and data analysis.
- Highlight our zero-tolerance policy on discrimination, bullying, and harassment, with clear reporting and accountability mechanisms.

Reflection on current status and gaps

Fostering an inclusive environment for all members

Where we are

The BJJAGB prides itself on promoting British Ju-Jitsu as a sport for everyone, regardless of background, gender, or ability. Many affiliated associations and clubs have implemented inclusive training practices, especially in welcoming new members. However, the organisational culture may still reflect traditional norms, and active promotion of diversity and inclusion may be uneven across associations and clubs.

Current initiatives

The BJJAGB promotes a welcoming environment through outreach programmes and partnerships, but achieving lasting cultural change requires consistent engagement

across all affiliated associations and clubs, a challenge that can be more difficult in a voluntary organisation where ensuring ongoing participation and commitment from association and club leaders may be constrained by time and resources.

What we need to do

- Highlight within all training structures the organisation-wide Code of Ethics, and any relevant policies, that outlines behavioural expectations around inclusivity, respect, and anti-discrimination.
- Launch an awareness campaign that promotes EDI values across all BJJAGB associations, clubs and competitions, ensuring that these principles are consistently upheld across all levels of the sport.
- Provide resources for associations and clubs to foster a welcoming and inclusive environment for underrepresented groups, including women, individuals from ethnic minorities, LGBTQ+ members, and people with disabilities.

Embedding EDI values into organisational culture

Where we are

While the BJJAGB promotes fairness and respect in the sport, EDI may not be fully embedded in the day-to-day operations of associations, clubs or the broader organisation. Some members may still face barriers related to bias, stereotypes, or a lack of tailored support, challenges that can be harder to address in a voluntary organisation where consistent enforcement of EDI practices across all levels may be limited by available resources and leadership capacity.

Current initiatives

The BJJAGB's policies emphasise respect and fair play, but further steps are needed to ensure that all associations and clubs are actively promoting diversity and inclusion.

What we need to do

- Facilitate EDI training sessions for leaders, coaches, and staff where appropriate, to address unconscious bias, inclusive coaching, and understanding different cultural backgrounds.
- Encourage association and club diversity audits to understand the composition of their membership and ensure they are inclusive and representative of the broader community.
- Improve feedback mechanisms for members to report any instances of discrimination, exclusion, or bias, ensuring there is transparency in how issues are handled.

Inclusive participation and adaptation

Where we are

The BJJAGB promotes participation in British Ju-Jitsu for all individuals, but there is still room to improve accessibility and inclusivity, particularly for individuals with disabilities or from marginalised communities. These efforts can be further complicated by the voluntary nature of the organisation, which may limit the resources and capacity needed to fully address these challenges.

Current initiatives

There are inclusive training programmes, but they may not be widely available or consistently applied across all associations and clubs.

What we need to do

- Develop adaptive training programmes for individuals with disabilities and work with associations and clubs to remove barriers to entry for these participants.
- Develop and implement an assessment framework to determine whether all programmes are accessible and influence owners to make corrective action, with club leaders trained in how to provide inclusive and adaptive coaching for individuals of all abilities.
- Promote role models from underrepresented groups within the BJJAGB, ensuring visibility and representation in promotional materials, events, and competitions.

Creating an open dialogue on culture

Where we are

Open discussions on diversity, equity, and inclusion may be limited, and not all members may feel comfortable discussing their experiences of exclusion or discrimination.

Current initiatives

The BJJAGB has made strides toward creating an inclusive environment, but regular forums for open dialogue may not be fully in place.

What we need to do

- Create opportunities for members to share their experiences and discuss how to improve the culture of inclusion within their association, club and the wider organisation.
- Conduct regular surveys or focus groups to gather feedback on the culture within the BJJAGB and identify areas for improvement.
- Celebrate diversity by highlighting different cultural practices, genders, and abilities within the sport, showcasing how British Ju-Jitsu can be inclusive for all.

Next steps for strengthening culture of inclusion

- Inclusion policies: Raise awareness of our EDI and associated policies that guide every affiliated association and club in creating an inclusive culture, ensuring that these policies around discrimination, respect, and inclusion are clear.
- Regular training: Facilitate regular EDI training, with a focus on inclusivity, understanding different cultural and social contexts, and adapting practices for diverse needs.
- Inclusion metrics: Assess sense of belonging and cultural progress regularly across BJJAGB associations, clubs and competitions through member feedback and surveys.
- Annual reporting: Publish an annual report that tracks the progress of EDI efforts, including cultural shifts within the organisation, challenges faced, and successes.

Experience

Objective

Ensure that the participation experience is inclusive for all members, regardless of their background through the following steps:

- Develop inclusive pathways that provide equitable access to training and competition for individuals from underrepresented groups, in line with the national framework.
- Invest in training for coaches and officials to better understand and support the needs of diverse members, including creating adaptive programmes and inclusive competition formats.
- Introduce mentorship programmes for underrepresented groups within the BJJAGB, including women and athletes with disabilities, to ensure equal opportunities for growth and advancement.

Reflection on current status and gaps

Accessible and inclusive training programmes

Where we are

The BJJAGB aims to offer British Ju-Jitsu as a sport for everyone, but not all associations, clubs or programmes may be fully equipped to meet the needs of diverse groups. The organisation is making strides toward inclusivity, but challenges remain in ensuring that people from underrepresented groups, including socio-economic background, have the same access to training.

Current initiatives

The BJJAGB has inclusive programmes in place, but the accessibility and adaptation of these programmes are inconsistent across different regions.

What we need to do

- Develop national guidelines for all associations and clubs on how to provide adaptive training programmes that meet the needs of individuals with disabilities or other specific needs.
- Ensure that every affiliated association and club has access to resources on creating inclusive training environments, including accessible facilities and coaching for people from underrepresented groups.
- Explore avenues of providing financial support or subsidies for individuals from low-income backgrounds to ensure that cost is not a barrier to participation.

Supporting diverse pathways for athletes

Where we are

The BJJAGB promotes the development of athletes through different pathways, but access to higher levels of competition or leadership opportunities may be less available to underrepresented groups. Some individuals may face barriers, such as financial limitations or lack of tailored development programmes.

Current initiatives

While pathways exist, they may not be fully inclusive or actively promoted to members from underrepresented groups.

What we need to do

- Create clear, inclusive development pathways for athletes that support individuals from diverse backgrounds, including women, individuals with disabilities, and those from different ethnic and cultural backgrounds, in progressing to higher levels of competition.
- Explore avenues of providing scholarship opportunities or financial assistance for athletes from underrepresented communities, including low-income backgrounds, to compete in regional and national competitions.
- Develop a mentorship programme that pairs senior athletes and coaches with young talent from underrepresented groups, providing support and guidance to help them navigate their journey in the BJJAGB.

Creating a welcoming and supportive environment

Where we are

BJJAGB associations and clubs generally promote a sense of community, but some individuals, particularly women, people from ethnic minorities, and those with disabilities, may still feel marginalised or excluded from certain aspects of the sport. The environment may not always be fully welcoming or supportive of everyone's unique experiences.

Current initiatives

The BJJAGB emphasises a community spirit, but targeted efforts to ensure all participants feel welcome are still developing.

What we need to do

- Conduct regular feedback surveys and focus groups to understand the experiences of individuals from diverse backgrounds, using the findings to shape more inclusive policies and practices.
- Establish safe spaces within associations and clubs where individuals from underrepresented groups can share their experiences and access tailored support.
- Highlight and celebrate diverse stories within the BJJAGB community through social media, newsletters, and events, ensuring that participants see themselves represented in the wider organisation and sport.

Inclusive competitions and events

Where we are

The BJJAGB hosts competitions and events that bring together athletes from across the country, but not all competitions may be fully inclusive or adapted to meet the needs of all participants. Athletes with disabilities or from underrepresented backgrounds may find it harder to access these events due to logistical, financial, or structural barriers.

Current initiatives

The BJJAGB organises events that aim to be inclusive, but the extent of inclusivity may vary between events.

What we need to do

- Develop inclusive competition formats that cater to a wide range of abilities, including adaptive categories for athletes with disabilities, and ensure that these are promoted widely.
- Explore avenues of providing financial assistance for athletes from disadvantaged backgrounds to cover the costs of travel, accommodation, and competition fees.
- Give priority to event venues that are accessible to all, with appropriate facilities for athletes with disabilities, and provide training for event organisers on how to ensure competitions are welcoming to all participants.

Next steps on strengthening the experience of participants

- Comprehensive accessibility guidelines: Develop and distribute clear guidelines for all associations and clubs on how to create accessible, inclusive training environments that cater to a wide range of needs and backgrounds.
- Targeted athlete development: Create specific programmes and funding opportunities to support athletes from underrepresented groups in their journey from grassroots to elite competition.
- Continuous feedback mechanisms: Implement regular surveys and feedback channels to monitor the experiences of members and ensure that issues of exclusion are addressed promptly.
- Event inclusion standards: Set minimum inclusion standards for all BJJAGB competitions and events, ensuring that every participant, regardless of their background, has equitable access to the sport's key moments.

Relationships

Objective

Build strong relationships with external stakeholders to advance EDI through the following steps:

- Partner with organisations focused on disability inclusion, gender equity, and racial diversity to strengthen and promote the BJJAGB's commitment to inclusivity.
- Engage local communities, schools, and grassroots programmes to increase awareness of British Ju-Jitsu and attract diverse participants to the sport.
- Collaborate with other national and international martial arts governing bodies to share good practice and coordinate on global inclusion efforts.

Reflection on current status and gaps

Internal relationships: athlete, coach, club and association dynamics

Where we are

Within the BJJAGB, the relationships between athletes, coaches, clubs and associations form the foundation of the sport. Many associations and clubs foster a strong sense of belonging and community, but there can be disparities in how

inclusive these environments are for participants from underrepresented groups (e.g. women, ethnic minorities, LGBTQ+ individuals, people with disabilities).

Current initiatives

There is a strong focus on development, team building and respect in BJJAGB associations and clubs, but specific efforts to bridge gaps between different groups within clubs may be lacking.

What we need to do

- Implement inclusive coaching practices across all associations and clubs, ensuring that coaches receive training on EDI principles and are equipped to foster positive relationships with athletes from all backgrounds.
- Develop a mentorship programme that pairs senior athletes and coaches with young talent from underrepresented groups, providing support and guidance to help them navigate their journey in the BJJAGB.
- Promote activities that emphasise inclusivity and respect, creating opportunities for athletes and coaches to engage across different backgrounds, identities, and experiences.

External relationships: partnering with the broader community

Where we are

The BJJAGB has connections within the broader sports and martial arts communities, both nationally and internationally. However, there may be untapped potential for partnerships that can help expand access to the sport for underrepresented groups and communities.

Current initiatives

The BJJAGB is engaged in some external partnerships, but there is room for more deliberate collaboration.

What we need to do

- Build partnerships with organisations that specialise in promoting diversity in sports, such as those focusing on women and ethnic minorities in martial arts and para-sports.
- Collaborate with schools, universities, and community groups to provide outreach programmes that introduce British Ju-Jitsu to diverse communities, focusing on breaking down barriers to entry.
- Foster relationships with corporate sponsors and grant providers who support EDI initiatives, creating funding opportunities to enhance inclusivity within the BJJAGB and its affiliated associations and clubs.

Representation in leadership and governance relationships

Where we are

Relationships within the leadership and governance structures of the BJJAGB are critical for setting the tone of inclusion throughout the organisation. Currently, leadership may not fully reflect the diversity of the membership base, and this can impact how EDI values are championed within the BJJAGB.

Current initiatives

The BJJAGB leadership is taking steps toward more inclusive governance, but there is still progress to be made in terms of representation.

What we need to do

- Strengthen the relationship between leadership and members, ensuring that voices from diverse backgrounds are heard and represented in decision-making processes.
- Establish regular communication channels between the BoD and SLT and underrepresented members of the community, providing opportunities for feedback, suggestions, and direct involvement in governance.
- Implement a leadership mentorship programme that encourages qualified individuals from diverse backgrounds to take up leadership roles, creating a more representative leadership team over time.

Community and member engagement

Where we are

The BJJAGB has a growing community of members, but not all may feel equally connected or engaged due to barriers related to diversity and inclusion. Ensuring all members feel a strong sense of belonging is crucial to building a unified community.

Current initiatives

The BJJAGB engages its members through events, competitions, and training camps, but there is potential to strengthen engagement with underrepresented groups.

What we need to do

- Create more community events that celebrate diversity within the BJJAGB community, such as cultural festivals, women's competitions, and para-athlete showcases.
- Implement member feedback mechanisms that allow individuals to voice their experiences, particularly those from underrepresented groups, ensuring that their needs and concerns are addressed.
- Promote social engagement platforms where the BJJAGB members can connect with each other across associations, clubs and regions, fostering a wider sense of belonging and collaboration.

Next steps on strengthening relationships

- Inclusive coaching and mentorship: Ensure all coaches and leaders have access to EDI training and establish mentorship opportunities that connect junior athletes with more experienced members of the BJJAGB community.
- Partnership development: Build strategic partnerships with organisations promoting diversity in sports and collaborate with schools and community organisations to increase participation from underrepresented groups.
- Member engagement and feedback: Create avenues for member feedback on inclusivity and hold community events that celebrate diversity within the BJJAGB, ensuring all members feel connected and valued.
- Representation in leadership: Strengthen communication between leadership and members and implement programmes that encourage greater diversity in governance roles, ensuring decision-making is inclusive and reflective of the BJJAGB community.

Communication

Objective

Communicate EDI goals, progress, and achievements openly and transparently through the following steps:

- Ensure that all communications, marketing materials, and public-facing documents reflect the BJJAGB community in imagery and language, as well as making materials accessible to all individuals.
- Provide regular updates on EDI initiatives to members, stakeholders and the public through annual reports, newsletters, and online platforms.
- Establish feedback channels that allow members from all backgrounds to voice their concerns and suggestions on EDI matters, ensuring these are regularly reviewed and addressed by the leadership.

Reflection on current status and gaps

Internal communications: engaging members with EDI

Where we are

Communication within the BJJAGB is primarily focused on technical updates, event announcements, and general sport information. However, specific communication around EDI initiatives may not be consistently disseminated across all levels of the organisation. Athletes and coaches may not be fully aware of the steps being taken to promote inclusivity.

Current initiatives

The BJJAGB communicates through newsletters, emails, and events, but explicit focus on diversity and inclusion in these communications may be limited.

What we need to do

- Create a dedicated EDI communication strategy that ensures members receive regular updates on initiatives, opportunities for engagement, and educational resources.
- Introduce inclusive language guidelines for all communications, ensuring that newsletters, emails, and materials reflect the values of equality and respect for all identities.
- Implement a member feedback mechanism where athletes, coaches, and staff can provide input on EDI issues through surveys, forums, or direct communication with leadership.

External communications: promoting EDI to the public

Where we are

The BJJAGB has a growing online presence, utilising social media platforms and its official website to engage with the public. However, external communications may not fully showcase the organisation's commitment to diversity and inclusion, limiting its reach to underrepresented communities.

Current initiatives

The BJJAGB shares event information, competition results, and athlete highlights, but there is potential to expand content related to diversity, inclusion, and accessibility.

What we need to do

- Ensure that the BJJAGB's public-facing platforms (e.g. the BJJAGB website, social media channels) include prominent messaging around the organisation's commitment to EDI, highlighting ongoing initiatives, success stories, and key achievements and encourage this throughout the BJJAGB community.
- Collaborate with media outlets that focus on diversity in sports, promoting the BJJAGB's efforts to make British Ju-Jitsu more accessible and inclusive to all communities.
- Launch inclusive media campaigns that feature athletes from diverse backgrounds, showcasing their stories and how the BJJAGB is creating a space where everyone can participate and succeed.

Representation in messaging and marketing

Where we are

While the BJJAGB does promote the sport to a wide audience, there may be limited visibility of athletes, coaches, and individuals from underrepresented groups in its marketing materials. Ensuring representation in all communication channels is key to making the BJJAGB accessible to everyone.

Current initiatives

The BJJAGB promotes key athletes and events, but there is room to better represent the diversity of the community in these materials.

What we need to do

- Ensure that marketing materials (videos, social media posts, brochures, etc.) feature athletes from all backgrounds, reflecting the wide range of participants in British Ju-Jitsu.
- Develop a storytelling series where athletes from various backgrounds share their journeys in the BJJAGB, focusing on how the sport has helped them overcome challenges and feel included.
- Include multilingual resources on the BJJAGB website and other platforms to ensure that non-English-speaking communities can engage with the sport and feel included in communications.

Inclusive event communications

Where we are

The BJJAGB's event communications focus primarily on logistics, rules, and competition updates. While informative, event communications may not always emphasise inclusivity, accessibility, or EDI-related elements, potentially limiting engagement from certain groups.

Current initiatives

Events are promoted through newsletters and social media, but specific communications about inclusivity at events (e.g. accessibility features, adaptive athlete participation) are not always highlighted.

What we need to do

- Ensure that event communications clearly highlight the inclusive and accessible nature of competitions and training camps, including information on accommodations for athletes with disabilities and any diversity-related initiatives.
- Provide pre-event briefings for participants, coaches, and staff that emphasise the importance of EDI in the event, ensuring that everyone understands the importance of creating a welcoming and inclusive atmosphere.
- After events, circulate post-event reports that assess the inclusivity of the event, using feedback from athletes and attendees to inform future improvements.

Next steps on strengthening communications

- Dedicated EDI communication strategy: Develop a comprehensive strategy that integrates EDI into all internal and external communications, ensuring consistency in messaging around inclusion and diversity.
- Representation in media: Increase the visibility of underrepresented groups in the BJJAGB's public-facing communications, ensuring that athletes and coaches from diverse backgrounds are regularly featured.
- Member feedback and dialogue: Create feedback mechanisms for members to engage with leadership on EDI issues, ensuring their voices are heard and included in decision-making processes.
- Inclusive event marketing: Ensure that all events promoted by the BJJAGB are framed around accessibility and inclusion, using event communications as an opportunity to showcase the organisation's commitment to diversity.

Monitoring and review

- Continuously monitor and evaluate the implementation of the EDI action plan.
- Conduct an annual review of the BJJAGB's progress on EDI, using the 'Moving to Inclusion' diagnostic tool to measure performance against the five pillars.
- Update the EDI strategy based on feedback, emerging trends, and evolving needs, ensuring that new goals are set to drive further inclusion across the sport.
- Report progress to stakeholders, including associations, clubs, members and partners, with clear metrics on diversity in leadership, participation, and accessibility.

Summary

By embedding all objectives and actions associated with the five pillars at the governing body level, the BJJAGB will lead by example in fostering a more inclusive, diverse, and equitable environment within British Ju-Jitsu, bearing in mind the

challenges and barriers associated with being a voluntary governing body. This comprehensive approach ensures long-term progress and aligns with both the 'Moving to Inclusion' framework and national standards for equality and diversity in sports.

Leadership

By reflecting on current **Leadership** and taking positive actions, the BJJAGB can lead the way in embedding inclusive, diverse, and equitable practices at every level of the sport, ensuring that British Ju-Jitsu is accessible and welcoming for all.

Culture

The focus on **Culture** within the BJJAGB is essential to fostering a truly inclusive environment. While the organisation has made progress, more structured ongoing efforts are needed to ensure that diversity, equity, and inclusion are central to the sport. By implementing the proposed actions, the BJJAGB will continue evolving as an organisation offering sport for all, where every individual feels valued, respected, and empowered.

Experience

Focusing on the **Experience** pillar, the BJJAGB will ensure that British Ju-Jitsu is a sport where everyone can thrive. By addressing gaps in accessibility, athlete development, and inclusivity in events, the BJJAGB will enhance the experience for all participants, creating a sport that is truly open to all.

Relationships

Focusing on the **Relationships** pillar, the BJJAGB will help build a more cohesive, inclusive, and supportive environment where all participants, from athletes to coaches to leaders, feel empowered and connected. By addressing internal and external relationships, the organisation can foster greater diversity and inclusion at every level of the sport.

Communications

Effective and inclusive **Communications** are key to advancing EDI within the BJJAGB. By embedding diversity and inclusivity in all communications, from internal updates to external marketing, the organisation can create a more welcoming environment for all participants. Clear, consistent messaging around EDI will help foster stronger relationships, increase engagement from underrepresented communities, and demonstrate the BJJAGB's commitment to making British Ju-Jitsu a sport for everyone.