

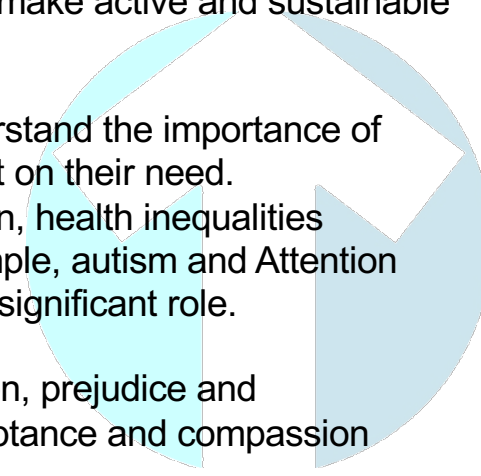
# Equality, Diversity and Inclusion Action Plan 2023 - 2026

Team Modeshift are working towards growing the number of sustainable travel journeys in the UK. We do this by supporting, inspiring and championing individuals and organisations to deliver sustainable, efficient and coherent sustainable travel interventions and strategies. This supports economic growth, improved health, cleaner air, safer streets and improved quality of life in our communities. Throughout this work we recognise the importance of equality, diversity and inclusion.

We want to broaden and expand our activities to ensure everyone, irrespective of how they identify and whatever their ethnicity, gender, background, age or ability, feel able to join us to make active and sustainable journeys.

Whilst equality encourage fairness through treating everyone the same, we understand the importance of equity whereby fairness is achieved through treating people differently dependent on their need. As such other wider factors including socio-economic disadvantage, rural isolation, health inequalities particularly in relation to mental health and wellbeing, hidden disability – for example, autism and Attention Deficit Hyperactivity Disorder (ADHD) and the stigma attached to these play and significant role.

We will also strive to maintain a culture of zero tolerance of bullying, discrimination, prejudice and harassment, as well as promote and champion the importance of inclusion, acceptance and compassion towards others.



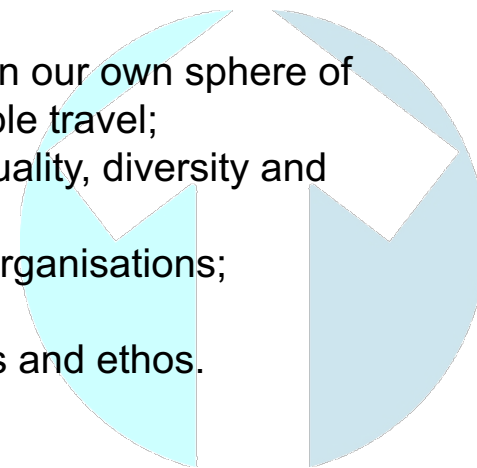
## Equality, Diversity and Inclusion Aims and Objectives

Provide a structured action plan to embed a culture of inclusion where everyone is valued and celebrated to help ensure that we reach everyone with our messages around sustainable travel.

**Aim:**  
The purpose of this plan is to ensure our actions and attitudes support, value, include and celebrate everyone we work with and alongside, so that we can play a part in promoting participation in active travel.

### **Objectives:**

- Recognise inequalities and seek to improve and change practices (within our own sphere of influence) which may discriminate and exclude participation in sustainable travel;
- Promote positive attitudes and raise awareness of the importance of equality, diversity and inclusion in sustainable travel;
- Share best practice and innovation, showcase individuals, groups and organisations;
- Act as positive role models and allies;
- Work in partnership with other organisations who share our aims, values and ethos.





Equality, Diversity and Inclusion



Team Modeshift  
"Our People"



Activities and Services  
"our workstreams"



Values, staffing, growth,  
retention,  
communications,  
collaborations



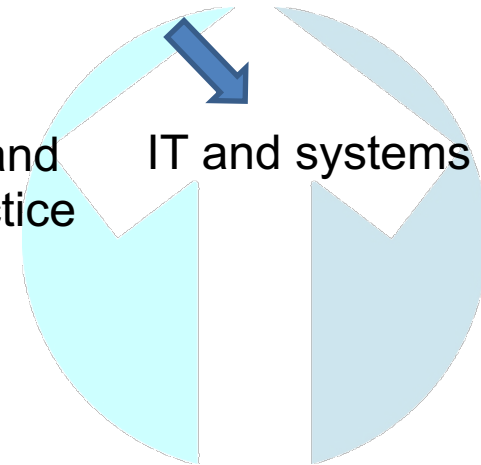
Behaviour  
change  
programmes



Events and  
best practice



IT and systems



# Equality, Diversity and Inclusion

## Our values



Our values define the way we want to work and what we appreciate in our colleagues, partners and communities we serve.

We believe living these values will deliver results in helping everyone make active, sustainable and safe journeys.

**Respect** – We are committed to a culture and environment of inclusion, which encompasses dignity, courtesy, respect and consideration for all.

We recognise we are all responsible for our working environment, and therefore each of us should respect differences to support environments free from harassment, bullying, unlawful discrimination and victimisation that show dignity and respect for all. We will challenge inappropriate behaviour when we see it

**Positive** – We are passionate about our vision and the work our practitioners undertake.

We celebrate and share the achievements of our colleagues and partners.

We are prepared to be creative in what we do and how we do it to ensure we are as inclusive as possible.

**United** – We work collaboratively, with a common purpose.

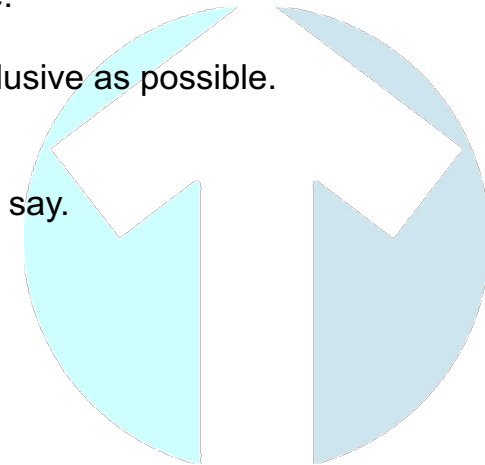
We are cooperative and constructive engaging with others to listen to what they have to say.

**Expert** – We value expertise and seek to share best practice with others.

We want to foster innovation, to find solutions that deliver quicker, smarter results.

**Focused** – We have a clear direction.

We are committed to succeeding and to making a difference.



# Equality, Diversity and Inclusion Growth and Retention



We understand the importance of reflecting diverse communities among our Board, staff and wider membership. We aim to strengthen its diversity to try to be more representative as well as acting as an ally to sections of the community who may be underrepresented in active and sustainable travel.

Deliverable	Detail and outputs	Targets and outcomes	Delivery date
Board and staff demographics	Board and staff survey monitoring diversity and representation	Widen the diversity of our Board and staff, value the contribution of different groups, recognise intersectionality, role models and allies to gain a wider understanding and perspective of EDI	Immediate and ongoing
Board and staff recruitment	Ensure that equality, diversity and inclusion is represented in recruitment communications to attract applicants from underrepresented groups	Advertising and recruiting attracts and ensures a diverse and skilled board and staff which is representative of the communities we serve, supported by fair and inclusive employment policies and practices	Immediate and ongoing
Widen membership to grassroots organisations	Engage with groups such as <a href="#">Cycle Sisters   Muslim womens' cycle group charity</a> <a href="#">Empowering Women Through Cycling (joyriders.org.uk)</a> who can help us to amplify diverse voices across the sustainable travel sector	grassroot organisations who are key contributor to their community are represented at our events and provide support in key delivery areas and have reciprocal access to the Modeshift network (similar services to our Supporters).	2023 to 2024

Deliverable	Detail and outputs	Targets and outcomes	Delivery date
Marketing and communications	Ensure marketing and communications celebrate the contribution of all communities to creating a positive view of diversity in sustainable travel	Develop the existing calendar of inclusion events and sustainable travel activities and provide a clear communication framework to promote equality, diversity, inclusion and representation to members and wider audience.	Immediate and ongoing
Accessible and inclusive web site, news bulletin, social media branding and associated collateral	Ensure inclusive language, accessible design, reflective imagery and diverse representation Alt text on images	our values, aims and ambitions are accessible, understood and reflected in our communication materials and social media.	Immediate and ongoing
Partnership working	Through user groups and meetings collaborate with members, partners, STARS user and invited specialists to shape, develop and share best practise.	Diverse and representative case studies and increase delivery and participation cross Business, Education, Residential and Healthcare sectors. Joint understanding of others aims and objectives and, where possible, joined up working to support shared priorities.	Established and ongoing

# Equality, Diversity and Inclusion

## Best Practice and Events

Ensure our activities and events (regional meetings, training, conferences, award ceremonies) are accessible, attractive to and reflective of society and particularly under-represented groups in active travel.

Deliverable	Detail and outputs	Targets and outcomes	Delivery date
Event location choice	Accessibility assessment to and at the venue covering Transport links flooring and surfaces Width of passageways Gradients	Accessible physical and virtual venues	Immediate and ongoing
In person and online	Look at question about additional needs and amend if necessary to capture: Audio and visual requirements Hearing loop BSL interpreter availability. Necessity to attend virtually	Encourage partner organisations that provide event information (i.e. Pindar Creative maps) to ensure accessible routes are shown.  Provide meeting recordings and transcripts as required	
Booking and joining instructions		Delegates requirements are met	
Catering	Ask about dietary requirements to accommodate identified needs		

# Equality, Diversity and Inclusion Best Practice and Events



Deliverable	Detail and outputs	Targets and outcomes	Delivery date
Presenters	As much as possible, source a range of diverse speakers	Speakers represent and reflect inclusion and diversity and present on a range of EDI encompassing topics	Immediate and ongoing
Presentations	Develop accessibility toolkit and guidelines	All delegates can access presentations	Immediate and ongoing
Case studies	Case studies created from all awards and Travelwise week.	<p>Promote case studies which support equality, diversity and inclusion.</p> <p>Ensure that images used to promote case studies represent our diverse membership.</p>	Throughout the year
Training	Explore what training is required to equip board, staff and members with the skills needed to embed equality, diversity and inclusion into the way they work.	Devise an EqIA template for sustainable travel campaigns and projects to and develop the skills and confidence of “Team Modeshift” to deliver our equality, diversity and inclusion ambitions	2023/2024



# Equality, Diversity and Inclusion Sustainable Travel Accreditation and Recognition Schemes (STARS)



Ensure that travel planning is accessible and equitable to all settings using the STARS platform

Deliverable	Detail and outputs	Targets and outcomes	Delivery date
Education focus groups	<p>Mainstream and SEND settings and specialists to provide insight and advice to improve STARS</p> <p>Inclusive initiative guidance to promote greater inclusion of a diversity of pupils in Travel Planning</p>	<p>Ensure inclusive language, imagery and adaptability of initiatives and guidance to support schools to widen school community participation to create and deliver effective Travel Plans through STARS Education and Active Travel Ambassador programme</p>	<p>Guidance and Initiative guide to be live and on the website by Sept 2023.</p> <p>Ongoing evaluation and adaptation as necessary</p>
Business and communities focus groups	<p>Work alongside a range of organisations and communities to advocate, advice, share knowledge and case studies which demonstrate diversity and inclusion</p>	<p>Ensure adaptability of guidance and initiatives that engage a diversity of employers and communities.</p> <p>Promote and signpost to good practice in-line with recommended guidelines, legislation and exemplar case studies.</p>	Ongoing

Ensure that IT systems are inclusive and accessible

Deliverable	Detail and outputs	Targets and outcomes	Delivery date
System compatibility and accessibility	Assess and audit published electronic content and STARS systems for ease of use and functionality	Alt text on images Readability Compatibility with accessibility tools – i.e. screen readers and other assistive technology	Immediate and on-going long term

