

**Our Commitment to Inclusive Language**

GM Moving partners have created this document together, to provide guidance and set out principles for the use of inclusive language.

As we strive to engage with an increasingly diverse group, it is increasingly important that our language and imagery reflects our commitment to reducing inequalities and making moving more something for everyone.

The language we use can be extremely powerful in helping people see themselves in the work, and feel they are welcomed, valued and included in our ambition. Through our words we can consciously or unconsciously exclude, undermine, offend or reinforce negative stereotypes which in itself can contribute to the widening of inequalities.

This document is a living document; we know preferences around language, along with meaning and connotations, will change over time and we will adapt this document accordingly. Whilst specific language and terminology may change, the inclusive language principles can be used to demonstrate our understanding and respect towards everybody. We are sharing this to explicitly state our intentions to use inclusive language, and invite you to join us.

Thanks to partners who have helped to inform and shape this so far.

Finally we acknowledge that we won't always get this right, we are learning together, and our aim in sharing this commitment, is to help others be part of the journey and share learning along the way. We welcome any thoughts, suggestions, comments or questions to help support and develop this work.

If you have any suggestions, please email [info@gmmoving.co.uk](mailto:info@gmmoving.co.uk) – many thanks!

<p><b>Principles</b></p>	<ul style="list-style-type: none"> <li>• <b>If you don't know and need to know, ASK.</b> 'How do you describe your ethnicity?</li> <li>• Recognise these are not simplistic binary choices- there is complexity in it. Recognise intersectionality and the individuality of people. Don't stereotype people based on their group or culture.</li> <li>• Put people before their characteristics</li> <li>• Led by experts/people with lived experience/those with the insight (eg Activity Alliance, Sporting Equals)</li> <li>• Only reference specific characteristics when relevant to the context</li> <li>• Committed to an inclusive society (recognise there are things holding us back, but are striving/working towards it in everything we do)</li> <li>• Committed to diversity of images in everything we do</li> <li>• It's iterative- we will keep evolving and adapting as we learn.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Opening up the conversation</li> <li>• Everybody has the right to self-define – in a group setting ask all in room how they would like to be referred to (so not just singling out individuals), empower people to speak for themselves.</li> </ul> <p><b>How we are supporting each other to change</b></p> <ul style="list-style-type: none"> <li>• Gently reminding each other- in terms of spoken and written word- in the spirit of learning and positive change. And this to apply to unwanted behaviours that our staff notice from other organisations – ie to have an organisational role to challenge</li> <li>• Be clear that it is about the intent behind it –creating a safe space for people to learn and develop their understanding</li> <li>• Don't let fear of speaking/saying the wrong thing get in the way</li> <li>• Show leadership and invite others to join in/move in a similar direction.</li> </ul> <p>Uncomfortable conversations are good.</p> <p><b>Create a comfortable space to have uncomfortable conversations</b></p>
<p>Expertise we need to help us</p>	<ul style="list-style-type: none"> <li>• Activity Alliance</li> <li>• Sporting Equals</li> <li>• Greater Manchester Coalition of Disabled People</li> <li>• LGBT Foundation</li> <li>• GM Black United Representation Network</li> </ul> <p>Look at the best for the openness on statements of change- eg Patagonia – on sustainability, Ben and Jerry's- on Black Lives Matter</p> <ul style="list-style-type: none"> <li>• Continue to horizon scan and be keeping an active eye on new literature or evidence that's coming out – commit to regular refresh the policy so this is a living organic document</li> </ul>
<p>Practically</p>	<ul style="list-style-type: none"> <li>• Budget for inclusive comms (eg subtitles, BSL at events, website add ins and colour changes to website)</li> <li>• Ensuring inclusive language is used in our internal and external comms.</li> <li>• Inclusive language commitment shared with all staff and networks</li> <li>• Use of data/research to support our work and share experiences of sport and physical activity for a diverse groups</li> <li>• Inclusive font</li> <li>• Training and guidance on comms for team and system partners</li> </ul>

<b>Glossary</b>	
Ethnicity	<p>Be specific, where possible.</p> <ul style="list-style-type: none"> <li>• People of South Asian heritage, People of East Asian and South East Asian heritage</li> <li>• Some people like 'black' but don't assume, it's a more political term. Better to use: People of African or Caribbean heritage. African Diaspora. Or to be more specific African Caribbean, South Asian Caribbean and East Asian Caribbean</li> </ul> <p>Diverse ethnicity, ethnically diverse, Black, Brown.</p> <p>NB- people of colour – more of a thing in the US. <b>Not BAME</b></p>
Gender	<p>LGB+, T*/non binary, Q+ (Q = questioning or queer), Or LGBTQ+</p> <p>Trans* * is because it considers transgender, transsexual, gender expression</p> <p>Women (not ladies or females)</p> <p>Men</p>
Ability	<p>People with special educational needs or disability</p> <p>Physical or neurological disability</p> <p>Disability</p> <p>Disabled people (ie people are disabled by society/conditions) - social model of disability</p> <p>Non-disabled people</p> <p>People living with long term condition(s)</p> <p>In health terms- eg CV-19</p> <p>At risk (because the societal conditions make it that way)</p> <p><b>Not weakness/vulnerable</b></p>
Class	<p>Lower socio-economic backgrounds</p>

	<p>Working Class</p> <p>Under represented</p> <p>Left behind/marginalised</p> <p>Those in poverty</p> <p><b>Not hard to reach</b></p>
Mental Health	<p>Good mental health</p> <p>Mental ill health/poor mental health</p> <p>Mental illness</p> <p><b>Not just X has got mental health</b></p>
Age – children and young people	<p>Children and Young People – don't <u>always</u> lump them together – think about audience</p> <p>Adverse Childhood Experiences</p> <p>Protected characteristics</p> <p>Youth justice – Involved in youth justice, involved in youth offending services, low risk young person, high risk young person</p> <p>Looked after young people, care-experienced young people.</p> <p>Youth voice</p>
Positive Ageing	<p>Older people, not the elderly, aged, senior</p> <p>Valuable not vulnerable</p> <p>At risk (because the societal conditions make it that way)</p> <p>Living with dementia (or other condition), not suffering with dementia</p> <p><b>Not weakness/vulnerable</b></p>
<b>Wider Language Considerations</b>	
Leadership	<p>System Leadership</p> <p>Community Leadership</p>

	Distributed Leadership  Collective Leadership  System influence and engagement
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### Some other thoughts and possibilities...

Less of ...	More of ...
Do to	Do with
For the community	By the community
Vulnerable	Valuable
Needy	Needed
Giving help	Asking for help
Transactional	Relational  Transformational
Interventions	Supporting and enabling (and moving out of the way)
	Values  Behaviours  Principles Ways of working  Common purpose/ambition
Hard to reach	Easy to ignore  Seldom heard  Marginalised
Them/You	Us/We
Needs	Assets

Lived experience Expert by experience	People who know/have lived it
(Public) services	People and communities
Consultation	Engagement
Service users, clients, customers	Citizens, people, communities
Alone	Together
Problems	Possibilities
Alienate	Attract
Complain	Create
Me-focused	Mission-focused
Anger	Passion
Pessimism	Optimism
Energy-sapping	Energy-generating
Trouble-maker	Rebel
Unity	Equity

This document has been informed by a wide range of people, and in developing it we've drawn on twitter conversations and thoughts of, amongst others, John Amaechi, Claire Tomkinson, Jeremy Heimans and Henry Timms (Old Power : New Power), [Camerados](#), and Coventry's Belgrade Theatre with their approach to language.

