

**FRIDAY 29 JANUARY**

Sport England appoint first Director of Equality, Diversity and Inclusion

Sport England has appointed [Viveen Taylor](https://protect-eu.mimecast.com/s/ZXJ6CJ6ZKcjGOvSGCCAC?domain=linkedin.com/" \t "_blank) as its first Director of Equality, Diversity and Inclusion.

Viveen joined Sport England in August 2018 and has been heading up the organisation’s work to help people in lower socio-economic groups to live more active lives, after an extensive career helping marginalised and disadvantaged communities.

Passionate about social justice, Viveen started her career in local government in Manchester before moving to lead on one of the Government’s first regeneration programmes, Hulme City Challenge supporting single parent families move into work.

This was followed by a move to the voluntary sector where over a course of more than 25 years she has actively engaged and supported excluded communities to not only have a voice, but to empower them to create lasting change

Her appointment comes just days after Sport England placed tackling inequalities at the heart of its new 10 year strategy, [*Uniting the Movement*](https://www.sportengland.org/why-were-here/uniting-the-movement)*,*and this new role will be dedicated to unlocking the advantages of being active for everyone, and focus on ensuring that those who lead and deliver sport and physical activity in England reflect the nation they serve.

Sport England is actively working to drive forward greater equality, diversity and inclusion across sport. It is currently working alongside the other UK sports councils on two major projects to tackle racism and inequality, with recommendations due in the coming months, while it is working with UK Sport on reviewing the Code for Sports Governance, with a view to ensuring more diverse representation in Boards and leadership positions across the sector.

**Phil Smith, Executive Director of Sport, said:**

“Viveen came through a tough recruitment process against some really excellent external candidates. Her expertise and calm approach have been impressive in her time with Sport England and I’m excited she will bring these qualities, along with her passion for equality, diversity and inclusion, to the new role.”

**Viveen Taylor, Director of Equality, Diversity and Inclusion, said:**

“I’m truly delighted to be appointed to the role at such a pivotal point in time as we commit to addressing inequalities.

“It is a huge role and it’s going to be challenging and difficult at times, but I’m not daunted or phased by what’s to come.

“I’m more excited by the positive difference and impact that this role will make for communities who feel they have for so long been forgotten or become invisible.”

This new Director role will work alongside of the existing Head of Equality, Diversity and Inclusion, Cathy Hughes, and will also be joined by a new Senior Equality and Diversity Manager role. [Alison Faiers](https://protect-eu.mimecast.com/s/wl5LCKrO7sRgKNf3bs1l?domain=linkedin.com/) will start in early February for a six-month contract after 13 years leading the ethics and compliance team at the England and Wales Cricket Board.

**ENDS**

**Notes to Editors**

For further information and interview opportunities please contact: [media.team@sportengland.org](mailto:media.team@sportengland.org)

**About Sport England**

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport. It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That’s why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.