



# EQUALITY, DIVERSITY AND INCLUSION STRATEGY

2022



## Our Approach

Newcastle United is committed to equality, diversity and inclusion and believes in equal opportunities for all. We work together with our employees, supporters and other stakeholders to reflect the communities we serve and to maintain an inclusive environment in which everyone can be their authentic self and is enabled to achieve their full potential. We strive to achieve this vision and to continually develop our brand regionally and globally in a socially responsible way.

Our engagement with social responsibility schemes is delivered through the Club's Foundation, Newcastle United's official charity. Through the Foundation's education, sport, personal development, and wellbeing programmes, we help everyone to be more active, learn new skills and feel happier and healthier. Supported by Newcastle United Football Club, individual programmes are delivered from NUCASTLE covering Newcastle, Gateshead, North Tyneside, Northumberland, and County Durham.

We expect that all employees, workers, volunteers, fans, and others associated with Newcastle United share and endorse our commitment to equality, diversity and inclusion. We do not tolerate any form of direct or indirect discrimination, victimisation, or harassment.

Using our established United As One brand we lead the way to positively influence and educate our supporters and ensure that we are representative of our diverse local communities.

Our Equality, Diversity and Inclusion Strategy, aligns to the Club's mission, vision and values, all of which support us to achieve our potential as an inclusive, diverse and collaborative Club.

## Strategic Objectives:

We prioritise our equality, diversity and inclusion work through five strategic objectives, which are publicised to all our staff:

- **Informed Decision Making** – We will be data led in our thought process in all decision making through consultation and the needs of our customers
- **Accountable as a Club** – We will ensure that all our communications celebrate diversity and promote inclusion internally and externally
- **Representative** – We will ensure that we are reflective of our diverse local community throughout the Club, Foundation and players
- **Education** - We will build the capability and confidence throughout the Club to facilitate discussions, challenge inequality and make equality, diversity and inclusion everyone's business.
- **Assessing Impact** – We will analyse current research and ensure monitoring and evaluation methods are effective for existing and future projects



### Strategic Actions:

We seek to achieve our strategic aims by:

- Using our Equality, Diversity and Inclusion action plan to drive and measure progress
- Ensuring that we have an external Independent Advisory Group to provide scrutiny and external independent input to our policies and procedures
- Being a committed signatory of the Football Leadership Diversity Code
- Delivery of mandatory Equality, Diversity and Inclusion training for all employees
- Participation in the Premier League's Coach Inclusion & Diversity Scheme
- Using our dedicated Themed Match Days to highlight equality, diversity and inclusion issues and to educate our supporters, stakeholders and employees
- Producing Equality Monitoring Data to inform gap analysis and measure positive growth aligned to our vision
- Working with external partners including but not limited to, Supporter Groups, Councils, Police, Show Racism the Red Card, Level Playing Field to elevate their messages that aligns to ours
- Engaging those we work with, including external partners and stakeholders to consider their approach to equality, diversity and inclusion
- Identifying and understanding structural and cultural barriers and removing these to ensure our Club is representative of our diverse local community.

We are committed to addressing equality, diversity and inclusion issues and challenges for the collective benefit of all. We work to be visible leaders in our approach to equality, diversity and inclusion at Newcastle United and in our footprint both internally and externally.

**WE ARE UNITED AS ONE.**