

# Equality, Diversity & Inclusion

## Annual Achievements Report 2021



### Introduction

Welcome to our first annual review of Equality, Diversity and Inclusion across Leeds United and Leeds United Foundation.

I am honoured to champion EDI and Mental Health across both the club and Foundation and despite it being a challenging year, there have been many initiatives that we are proud to share with our Leeds United family.

**Angus Kinnear, CEO Leeds United**

The Foundation has made great strides in embedding equality within its Programmes and culture, creating a safe and welcoming community-focused organisation. The Foundation and club are working closely together to achieve the preliminary level of the Premier League Equality, Diversity Inclusion Standards (PLEDIS) and we are confident that the work to achieve this standard will move us from strength to strength over the coming seasons, to achieve our goal of attaining the PLEDIS advanced standard.

**John Mallalieu, CEO Leeds United Foundation**

## Strategic objectives



## Governance

This year has seen some exciting progress in the governance of EDI, enabling us to progress the journey of embedding EDI across the organisation with the appointment of:

**EDI & mental health champion for the club and Foundation** – Angus Kinnear

**Head of Safeguarding and EDI (club & Foundation)** – Helen Evans

**EDI working group**, made up of representatives from across the club and Foundation

**LGBT, women & girls, disability and race & ethnicity leads** – Julia Hogan, Abi Lee, Nicola Connolly, Bradley Fox and Richard Foye

**First team EDI champion** – Tyler Roberts

## Our Successes



Football Leadership Diversity Code

In October 2020, the CEO signed the Football Association Football Leadership Diversity Code, which underlined the club's support for the following pledges:

Our coaching staff should reflect the professional playing base of diversity

Our organisation will champion diversity across both ethnicity and gender

Our club will have an Equality, Diversity, and Inclusion (EDI) plan with targets, reporting annually and supported by data collection

Our senior leadership and team operations diversity should match the local population's diversity

Our recruitment will be based on merit whilst ensuring a diverse pool of candidates

The Football Leadership Diversity Code has specific key performance indicators that will form the backbone of our recruitment processes:

**SENIOR LEADERSHIP & TEAM OPERATIONS TARGETS**  
15% of our new hires will be Black, Asian or of Mixed-Heritage  
30% of our new hires will be female

**COACHING- WOMEN'S CLUBS TARGETS**  
50% of our new hires will be female  
15% of our new hires will be Black, Asian or of Mixed-Heritage

**COACHING- MEN'S CLUBS TARGETS**  
25% of our new hires will be Black, Asian or of Mixed-Heritage  
10% of our new senior coaching hires will be Black, Asian or of Mixed-Heritage

**RECRUITMENT**  
Shortlists for interview will have at least one male and one female Black, Asian or of mixed heritage candidate (if applicants meeting the job specifications apply)

To enable the club & Foundation to monitor and report on these targets, equality monitoring has been incorporated into the new HR system being rolled out from January 2022.

PLEDIS



The club and Foundation are working towards the preliminary level of PLEDIS.

This provides a framework to help Clubs progress equality, diversity and inclusion (EDI) across all areas of their business, including the work of their Community Trust.

The Premier League Equality, Diversity and Inclusion Standard covers two broad areas:

- The Club's culture, policies, leadership and people
- Developing Club services – the work Clubs do to encourage people from all communities to participate in all activities.

The club and Foundation are subject to rigorous independent evaluation and assessment of evidence is undertaken, which also includes mandatory Club visits. The independent assessor meets a range of Club personnel, including equality leads, board members, and others involved with the club such as supporter groups and external EDI steering groups to form their assessment.

The target for completion of the preliminary standard is May 2022.

## Our Progress



### Consultation

Consultation is the key to Informed decision-making and planning, giving insight into the needs of existing and potential staff, players, participants, and fans.

The Club will:

- develop a strong and active consultation group, made up of staff, players, participants, and fans.
- Ensure consultation processes with key stakeholders and partners is established and developed over time.

This year we have:

- Regularly met our LGBT supporter group, Marching Out Together and deliver a number of initiatives with them including training stewards and Academy staff, Rainbow Laces, Pride collection in the shops and also hate crime awareness.
- Worked with Leeds United Disability Organisation (LUDO) on developing the disabled facilities at the stadium, access issues and ticket allocations to disabled supporters.
- Consulted the Leeds City Council access team on quiet contemplation areas and their equality team on EDI issues and partnerships.
- Presented to the NHS Digital interfaith group to report on our EDI work and get feedback from them
- Relunched the Supporter Advisory Group, ensuring a variety of ages, backgrounds, and beliefs to appoint 11 people to form a consultation and advisory group for the club, with a junior version to follow.
- Developed Voice groups for Academy players, RTC and disability groups



## Diverse workforce

The club & Foundation will:

- Encourage a diverse representation of people associated with the club & Foundation, both on and off the field of play.
- Deliver the FA Football Leadership Diversity Code and will work towards achieving the objectives of the code.
- Promote and deliver activities which work towards increasing the diversity of the staff, players, participants, and fans of the club.

This year we have:

- Agreed a new Recruitment and Selection Policy that was approved in May, and endorsed by the Foundation Board that includes equality monitoring and review. This has now been reinforced with the planned launch of a new HR system in January 2022 that keeps equality data on all staff and players.
- Signed up to the FA Leadership Diversity Code.
- The club has also participated in the FA Diversity scheme and the Academy now has a new member of the team from this scheme.
- The Foundation have launched a partnership with Leeds City College and Sports Connect to deliver football supported education to young women.



## Awareness & Education

The club & Foundation will:

- Ensure all people associated with the club & Foundation will be aware of the club's approach to equality and understand their responsibilities
- Ensure Training & Development for EDI will be embedded and monitored across the club & Foundation, improving the workforce understanding of issues relating to equality.

This year we have:

- Introduced a staff Employee Assistance Programme, giving confidential access to staff for mental health support and guidance on home and work issues.
- Included EDI updates for senior staff and Board members.
- Implemented a workforce development plan across the club and Foundation that has delivered training to staff in all departments:

Stonewall LGBT Awareness training to over 170 staff, including in depth training for senior managers

Mental Health Awareness training rolled out to all Academy players, staff and parents through Sporting Chance and Chasing the Stigma

Over 250 club & Foundation staff trained in Mental Health Awareness – over 3 sessions delivered by Sporting Chance to cover: Senior Team, Managers and staff

Stonewall LGBT awareness training rolled out to all Academy staff in conjunction with Marching Out Together

EDI training included in all new staff inductions for club and Foundation

Stewards given LGBT awareness talks by Marching Out Together

PREVENT training rolled out to all Academy and Foundation staff

4 Academy staff trained in Mental Health First Aid

Football v Homophobia training for all Academy staff and players

30 senior staff across club and Foundation received safer recruitment training



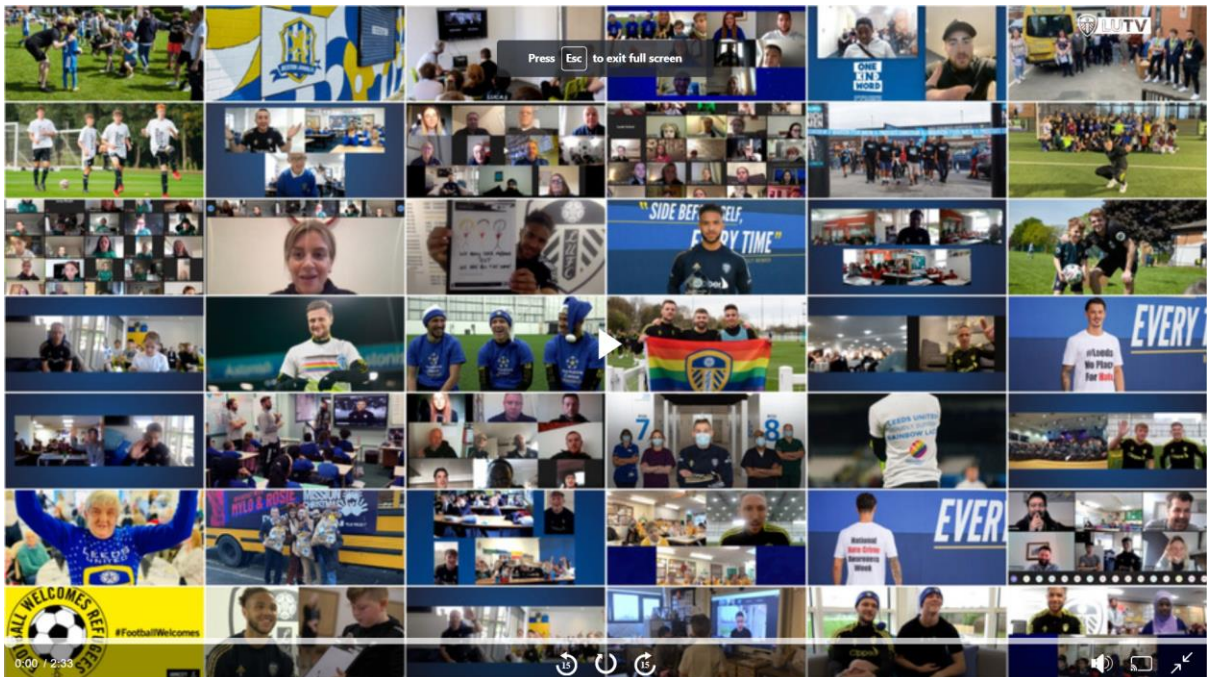
## Promoting EDI

The club will:

- be widely known for its positive work on equality
- deliver equality messages and training to fans through its outreach programmes
- Promote Equality through our Policies, Strategies and Plans
- utilise marketing/Communications and promotions that are inclusive and use appropriate range of channels
- Promote and run Equality events & Activities, delivering an agreed awareness calendar

This year we have:

- Developed a webpage which displays our commitment to EDI, as well as sharing our policy and reporting processes.
- Launched our EDI working group, to cover all departments within the club & Foundation.
- Used our marketing platforms to reflect our diversity, using people from a range of backgrounds in photoshoots and articles.
- Developed events and programmes around local and national initiatives for:





### Holocaust Memorial Day

- This year, the club has teamed up with the Holocaust Memorial Day Trust and other Premier League teams to mark the occasion with the production of a special campaign video
- supporters to show their support by lighting a candle and placing it in their window, safely, at 8pm Wednesday 27<sup>th</sup> January
- Academy players did projects and a drawing competition to celebrate the day



### Children's Mental Health week

- The Foundation campaigned virtually throughout the past week within a number of their programmes that are centred around work with young people, including the Premier League Kicks projects, disability programmes and Girls Academy pathway.
- The Academy have also taken part in the week of activity, once again showing their support for the If U Care Share campaign and the Inside Out initiative



### LGBTQ+ events

- LGBTQ+ history month - over 170 staff (Foundation, Academy & Cub) trained by Stonewall in LGBTQ+ awareness
- Foundation education sessions delivered to over 700 young people on Zoom
- Pride range in shops
- Academy competition to paint a phone exchange box with 'Burley Banksey', in support of Pride
- Rainbow Laces dedicated match against Crystal Palace, with message of support from Marching Out Together and first team virtual calls to local schools



### Disability events

- Dedicated match against Chelsea for Level Playing Field
- Leeds United captain Liam Cooper joined an exclusive virtual call with some of our supporters from the Leeds United Disabled Organisation (LUDO)
- Delivery of the #LotsofSocks campaign to support the World Down Syndrome Day
- Events for International Day of Disabled Persons
- Launch of U12 Football for Me team





## Anti Discrimination

- Liverpool & Wolves game sdedicated to No Room for Racism
- Tyler Roberts awarded PFA Community Champion Award for community work
- First team launched anti-discrimination video
- Supported anti-bullying week



## Hate Crime / bullying

- Jack Harrison took part in online calls with local school children to discuss bullying and the power of one kind word.
- The club & Foundation worked on the Hate Crime Awareness week activities with the cricket & rugby clubs with Leeds City Council



## Remembrance Day

- Armed forces visit to Elland Rd
- Leicester City match dedicated to Remembrance Day
- Academy art project
- Release of Fred's letters



## Refugees

- Celebration of National Refugee week
- new activities planned for refugees
- Amnesty International Football Welcomes Programme through the Foundation annually from 2021



## Assessing Impact

The club & Foundation will:

- Ensure a robust reporting system is in place for discrimination incidents
- Ensure monitoring and evaluation methods are in place to assist development of current and future work at the club, including
  - Regularly auditing staff, Players, Board, match day fans and outreach programmes against equality statistics for Leeds.
  - Analysing the results from Audit Surveys to inform the Equality Action Plan

This year we have:

- Surveyed all staff in the club and Foundation to ensure we have an understanding of our current diversity, allowing us to focus our recruitment in the future.
- Procured a new HR system that will log all EDI data on staff and players.
- Promoted hate crime reporting around the stadium, on LED boards, on the website and in the programmes