



Preston North End Football Club

Equality, Diversity and Inclusion Action Plan 2024 - 2027

Preston North End Football Club (this incorporates the PNEFC Academy and Preston North End Community & Education Trust) and will be referred to throughout the document as 'the club'.

Equality, Diversity and Inclusion Action Plan 2024 - 2027

About us

Preston North End Football Club was established in 1880 and we are proud to be one of the founder members of the English Football League (EFL). Preston North End Football Club is the first club to achieve the double, winning the league and The FA Cup in the first league season of 1888. This memorable season also saw the club go unbeaten in the league and The FA Cup - giving us the famous title 'The Invincibles'.

Located in the North West of England in Lancashire, Preston is one of many football clubs in the region working hard to increase attendance and welcome supporters from all backgrounds and communities. It is therefore, essential that the club continually finds ways in which to attract new supporters and provide and maintain an inclusive environment for all.

ED&I Statement

Deepdale stadium is the home of Preston North End Football Club, and is one of the most iconic buildings in the City of Preston, with the ability to accommodate over 20,000 people. The influence a football club has on its local community cannot be under-estimated and with the potential footfall within our stadium and associated premises, we have the opportunity to positively increase connections with our fan base and wider communities. Equality, diversity and inclusion is held at the core of all our operations. The club's board equality champion holds overall responsibility for ensuring ED&I and mental health & wellbeing is embedded within all aspects of the club. Whether you're a player, official, employee, volunteer, spectator or visitor, Preston North End Football Club welcomes people from all backgrounds and is committed to preventing and eradicating all forms of discrimination, whether this be on the grounds of sex, sexual orientation, race, age, disability, religion or belief, pregnancy and maternity, gender reassignment and marriage or civil partnership status.

The club's ED&I committee are working towards making Preston North End Football Club as accessible as possible for all, removing barriers and providing opportunities to engage with our diverse communities through our #OneNorthEnd campaign. The club has a zero tolerance policy on any form of hateful or discriminatory behaviour, and encourages anyone who witnesses such behaviour to report it to the club. We all have a shared interest and passion in seeing the success of Preston North End. Football is for everyone and should be enjoyed by all who wish to participate.

The findings from our equality monitoring surveys, as well as the data from the Preston Census 2021, have helped to form our equality action plan. This action plan will provide a framework in which to embed equality, diversity and inclusion in our practice, and support individual areas of the business. The action plan will be reviewed each year and will include an annual assessment. The club will report on deliverables for each action point and compile a report, this in turn will be shared with all parties, both internal and external. The plan will focus on three main areas and is informed by the findings of the Equality Monitoring Survey, 2023.

The club agreed areas of focus will be:

Ethnically Diverse Groups

Disability

Equality Campaigns

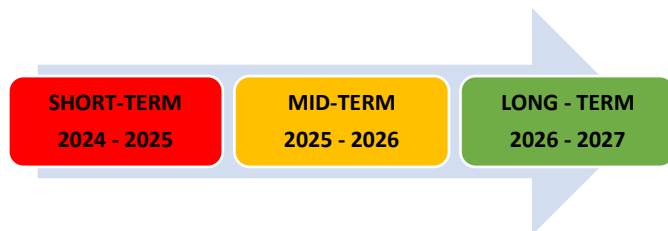
Whilst the plan has specific actions, in order to obtain the outcomes we have listed under each area of focus it is important for us to highlight our commitment to other ED&I work, projects and initiatives will remain and are embedded within our usual practices. This includes, but is not limited to:

- Bi-monthly EDI internal working group meetings;
- Bi-annual review of all policies and procedures;
- Equality monitoring surveys of our supporters and staff as per EFL guidelines;
- Regular review of EDI incident reports, with consideration given to identifying trends or patterns;
- Inclusive communications and marketing content;
- EDI training for first team players and staff which includes academy players and staff;
- EDI training for all other staff, as well as looking at staff development opportunities for their role;
- The completion of the EFL's Code of Practice project.

Timeline

The action plan has a three year window of time which will allow the club time to plan, implement and embed actions and produce the outcomes identified. The plan will be reviewed at each ED&I Committee meeting to ensure actions are effectively meeting expectation.

The actions will be measured in the following way:



Ethnically Diverse Groups

The findings from our equality monitoring survey and the data from the Preston Census 2021 has shown that we are under-represented from ethnically diverse groups. It is our aim to further diversify our fan base and workforce by understanding potential barriers and continuing to work to provide a more inclusive environment across all areas of the club.

Outcome	Action(s)	Responsible person(s)	Resources	Notes	RAG Rating	Completion date
Increased community engagement. <u>Consultation</u>	<ul style="list-style-type: none"> Ref EDG 1 Creation of an external advisory group to include local faith leaders. This will help stay on top of a variety of awareness days and help reduce any arising conflicts within the City of Preston. Liaison with the specialist within the city will help support and enrich our ED&I work with different faith groups and help us gain a deeper understanding of potential barriers. Ref EDG 1.1 Using the group to share vacancies to attract a more diverse audience. 	MP	£120.00			
Increased community engagement. <u>Catering & hospitality</u>	<ul style="list-style-type: none"> Ref EDG 2 Food offerings are considered and cultural preferences are catered for both on the stadium concourse and within our corporate areas. 	Sodexo/ZH		Corporate branding and promotion. In-house		
Increased community engagement. <u>Facilities</u>	<ul style="list-style-type: none"> Ref EDG 3 Explore option for a prayer room at Springfields and club accommodation. This ensures all players/staff/parents are 	MP/JC/NH	TBC	In-house resources where possible.		

	catered for and praying obligatory prayers is an easy process.					
Increased community engagement. <u>Facilities</u>	<ul style="list-style-type: none"> • Ref EDG 4 Staff training to raise awareness of where to access areas for supporter worship. 	Dept heads		Part of induction.		
Increased community engagement. <u>Ticket Office</u>	<ul style="list-style-type: none"> • Ref EDG 5 Have an option for supporters to inform the club of their ethnic background on the supporter profile page. Data analysis will support the club to better understand supporter demographics. Explore new data collection options. 	HW/MP/BR	TBC			
Increased community engagement. <u>Ticket Office</u>	<ul style="list-style-type: none"> • Ref EDG 6 Staff training to raise awareness on advising supporters from ethnically diverse groups how to access prayer facilities – i.e. better seating options in order to be nearer. 	HW/LS/MP		Matchday staff briefings to focus on this point.		
Increased community engagement. <u>Ticket Office</u>	<ul style="list-style-type: none"> • Ref EDG 7 Continue to work collaboratively with the Trust in provision of tickets to ethnically diverse groups via their programmes and initiatives throughout the season. • Ref EDG 7.1 Data analysis of all complimentary tickets distributed. • Ref EDG 7.2 Follow up survey to establish user experience 	HW/MP/M.Peart		<p>7.1: Report to be compiled of complementary tickets issued to the Trust and what organisation they are for.</p>		

Increased community engagement. <u>Ticket Office</u>	<ul style="list-style-type: none"> • Ref EDG 8 To gain knowledge and better understand staff requirements around prayer times/religious festivals and observance. 	HW/MP		Staff inductions.		
Increased community engagement. <u>Recruitment</u>	<ul style="list-style-type: none"> • Ref EDG 9 Promote jobs across a more diverse range of networks. 	ZH/MP				
Increased community engagement. <u>Recruitment</u>	<ul style="list-style-type: none"> • Ref EDG 10 Review recruitment process and remove opportunities for bias. 	ZH				Complete 2024
Increased community engagement. <u>Recruitment</u>	<ul style="list-style-type: none"> • Ref EDG 11 All staff to undertake refresher training 'Playing for Inclusion Workshop' and records to be added to the club training matrix. 	HW/ZH				
Diversify provision of PNECET <u>Community</u>	<ul style="list-style-type: none"> • Ref EDG 12 Continue to work towards diversifying provision, making it inclusive for all. Targeting specific ethnically diverse schools to increase engagements from the groups. 	MP				

Disability

Throughout Preston North End Football Club we are highly represented by those living with a disability, which was evident from the results of both the staff and season ticket holder equality monitoring surveys. It is essential for the club to ensure we continue to provide accessible facilities and provisions for those with a disability, as well as making other reasonable adjustments where feasible. We will look to implement initiatives which support accessibility, and take appropriate actions from recommendations taken from the Level Playing Field access audit.

Outcome	Action(s)	Responsible person(s)	Resources	Notes	RAG Rating	Completion date
To ensure supporters with hidden needs are considered. <u>Neuro-diversity</u>	<ul style="list-style-type: none"> • Ref D 1 Implementation of sunflower lanyards and liaison with the Sunflower Charity. • Ref D 1.1 Collaboration with first team player. • Ref D 1.2 Re-launch plan across each season. 	LS/MP				Complete 2024
To ensure supporters with hidden needs are considered. <u>Neuro-diversity</u>	<ul style="list-style-type: none"> • Ref D 2 Sensory packs to be available. • Ref D 2.1 Sponsorship sought through CSR. • Ref D 2.2 Branded sensory merchandise. 	LS/LW/JM	TBC			
To ensure supporters with hidden needs are considered. <u>Neuro-diversity</u>	<ul style="list-style-type: none"> • Ref D 3 Liaise with new ticket provider/graphic designer to ensure all platforms and external communications are accessible to all visually impaired supporters. 	HW/LS/GT/JC	TBC			

To ensure supporters with hidden needs are considered. <u>Neuro-diversity</u>	<ul style="list-style-type: none"> • Ref D 4 A sensory room to be provided at the stadium to offer a calm space during the matchday. 	TD/LS		Update stadium map.		
To ensure supporters with hidden needs are considered. <u>Neuro-diversity</u>	<ul style="list-style-type: none"> • Ref D 5 Provision of a 'quiet zone' in the stadium. • Ref D 6 All ticket office staff to be aware of location. 	MP/LS/M.Peart		D6: Staff inductions/training and matchday staff briefings.		
To ensure staff and volunteers with hidden disabilities needs are considered. <u>Neuro-diversity</u>	<u>Recruitment and inductions.</u> <ul style="list-style-type: none"> • Ref D 7 Question to be included on the application form to ascertain if a person has any needs in order to access the interview process. • Ref D 8 Onboarding process includes exploration of additional needs. 	ZH				
To ensure disabled supporters can access matchday from ticket sales to attending the ground.	<ul style="list-style-type: none"> • Ref D 9 Provide an option for disabled supporters to purchase their tickets on-line – liaison with new ticket provider. 	HW/LS				
To ensure disabled supporters can access matchday from ticket sales to attending the ground.	<ul style="list-style-type: none"> • Ref D 10 Accessibility of the official club website –To ensure the website is compatible with screen readers for partially sighted users and with an option or compatibility to change colours/contrast and to increase font sizes. 	LS/M.Peart/ Media		'Recite Me' a company which provides tools for all users		

To ensure disabled supporters can access matchday from ticket sales to attending the ground.	<ul style="list-style-type: none"> • Ref D 11 The provision of rest points on the concourses and outside the stadium to ensure supporters with limited mobility may not be able to stand for long periods of time have an area to sit and rest before continuing to their seats. 	LS/JC		Update stadium map.		
To ensure disabled supporters can access matchday from ticket sales to attending the ground.	<ul style="list-style-type: none"> • Ref D 12 Changing places better communication/sign post and steward awareness. • Ref D 13 To ensure the room is kept clean and today at all times. 	MF/LS/Sodexo		In-house media. Update stadium map. Steward briefings.		
To ensure disabled supporters can access matchday from ticket sales to attending the ground.	<ul style="list-style-type: none"> • Ref D 14 Provision of lower counters in the ticket office/collections/club shop/concourses and lounges etc. 	LS/JC/RH		How many and where are these located? Update stadium map.		
To ensure disabled supporters can access matchday from ticket sales to attending the ground.	<ul style="list-style-type: none"> • Ref D 15 Improved access to the ticket office by replacing push and pull doors with electric opening doors. 	LS/JC	Quotes to be sought in the amber period.			
To ensure disabled supporters can access matchday from ticket sales to attending the ground.	<ul style="list-style-type: none"> • Ref D 16 Catering during the match is better organised and implemented ensuring seamless process for food delivery and ordering via the Sodexo ordering service. • Ref D 16.1 Survey users to get feedback. 	Sodexo – Judith/LS				

To ensure disabled supporters can access matchday from ticket sales to attending the ground.	<ul style="list-style-type: none"> • Ref D 17 Staff and volunteer awareness training (stewards) when supporting disabled supporters. Understanding their requirements around including access to facilities, together with staff awareness of hidden disabilities – i.e. sunflower initiative and the passport. • Ref D 17.1 Specific training for stewards deployed in disabled areas, (platform etc). Pre-season training day stewards to undertake on-line training. Powerpoint sent to all stewards outlining the sunflower initiative. 	MF/GN/LS		Briefing every matchday.		
To ensure disabled staff and visitors are able to access all sites.	<ul style="list-style-type: none"> • Ref D 18 To explore the provision of toilet facilities at Springfields 	RH/TM/JC	TBC			
To ensure disabled staff and visitors are able to access all sites.	<ul style="list-style-type: none"> • Ref D 19 To explore the provision of toilet facilities at Euxton. 	RH/TM/JC	TBC			
To ensure disabled staff and visitors are able to access all sites.	<ul style="list-style-type: none"> • Ref D 20 To explore the provision of disabled parking and access to the building at Springfields. 	RH/TM/JC	TBC			
To ensure disabled staff and visitors are able to access all sites.	<ul style="list-style-type: none"> • Ref D 21 To explore the provision of disabled parking and access to the building at Euxton. 	RH/TM/JC				
To ensure the club support first team players before visits to disability provision by	<ul style="list-style-type: none"> • Ref D 22 Deliver a workshop to the players about work being delivered in the area to help boost confidence to open up. 	MP/LS/D.Cornell	TBC			

delivering an education workshop.						
PNECET to deliver provision across special schools/programmes within Preston	<ul style="list-style-type: none"> • Ref D 23 Utilise having the biggest special school in Lancashire to support the community, utilising the football club to offer opportunities. • Ref D 23.1 Offering a variety of experiences, i.e. tickets to first team fixtures and have the opportunity to meet players. 	MP/LS/D.Cornell				
To ensure all staff have the opportunity to complete mental health and wellbeing awareness training.	<ul style="list-style-type: none"> • Ref D 24 Provide mental health and wellbeing awareness training to all staff, including senior staff such as the first team manager, coaching staff and board members. 	CP	Training link provided to all staff on 28.02.24.	Deadline set for completion by Friday 15/03/2024		
To ensure all staff have the opportunity to complete mental health and wellbeing awareness training.	<ul style="list-style-type: none"> • Ref D 25 Provide a mental health and wellbeing workshop to the first team players, in partnership with the PFA. 	BR	PFA & First team availability.	A suitable date is to be agreed with the PFA/first team availability. Prior to the end of 2023/24 season.		
Increase staff and supporter awareness of mental health and wellbeing.	<ul style="list-style-type: none"> • Ref D 26 Regular distribution of mental health and wellbeing resources, utilising the club website, social media and stadium facilities. 	CP	Mental health specialist materials suitable for the audience.	CP distributes these on a regular basis to all staff.		
To ensure departments are all well represented by having	<ul style="list-style-type: none"> • Ref D 27 	CP	Utilise the training			

access to mental health first aiders.	Regularly assess the number of mental health first aiders across the club and refresh and update those qualified where necessary. Ref D 27.1 Monitor staff turn-over and ensure good representation is maintained.	CP	matrix to ensure certificates are in date.			
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Equality Campaigns

It is important for us to focus on equality campaigns to maintain our commitment to protected characteristics and to help raise awareness to the wider community through our #OneNorthEnd campaign. As a club, we will use our #OneNorthEnd campaign and equality calendar to recognise and celebrate various dedicated days, festivals and celebrations throughout the year and consider the lasting impact across our communities and workforce.

Outcome	Action(s)	Responsible person(s)	Resources	Notes	RAG Rating	Completion date
Raise awareness of specific dedicated days throughout the year.	<ul style="list-style-type: none"> Ref EC 1 Support religious festivals and celebrations across the year in partnership with PNECET and to participate in dedicated matchdays throughout the season. Ref EC 1.1 Utilise the club's social media platforms. 	MP/JO (media)		EC1: Visible equality calendar on the club's website, devised and updated on a seasonal basis.		
Raise awareness of specific dedicated days throughout the year.	<ul style="list-style-type: none"> Ref EC 2 Academy and Trust collaboration to support initiatives where players could get involved. This helps academy players understand the importance of EDI from a young age. 	MP/NH/C. Russell				
Raise levels of understanding of dedicated days.	<ul style="list-style-type: none"> Ref EC 3 More staff awareness/training when dealing with equality - to include stewarding team. Ref EC 3.1 Pre-season steward training day – matchday briefings. 	MF				

Raise levels of understanding of dedicated days.	<ul style="list-style-type: none"> • Ref EC 4 Pre match briefings for matchday staff which highlight dedicated matchdays/awareness campaigns relevant to that fixture. 	TD				
Raise levels of understanding of dedicated days.	<ul style="list-style-type: none"> • Ref EC 5 Email to go out to all staff in regards to each dedicated matchday to raise awareness and enable more staff to get involved. 	MP				
Matchday hospitality is inclusive and welcoming.	<ul style="list-style-type: none"> • Ref EC 6 Links with Sodexo for diversifying menu offerings that are in relation to the celebration event. • Ref EC 6.1 Ensure wide variety of food options are consistently available. 	ZH/MP/Sodexo – J.Gayne				

Approved by	Peter Ridsdale, Owner's Representative & Executive Director
Approved by	Tom Drake, Chief Executive Officer, Preston North End Community & Education Trust
Review	As per the action plan requirements