NEWCASTLE UNITED

16th EFDN Conference NAC Breda

Rat Verlegh Stadium

Steve Mack – Operations Manager

November 2021

NEWCASTLE UNITED FOUNDATION
Building a United Future

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We are Newcastle United's Charity.

We support our local community.

Each year we engage over 65,000 people across Newcastle, Gateshead, Northumberland and North Tyneside through a range of community, sport, learning and health programmes.

We help local people take small steps to make big changes, using football to turn the ordinary into the extraordinary, to turn dreams into goals, on the pitch, in the classroom and in life.

NEWCASTLE UNITED FOUNDATION
Building a United Future

A United Vision

United community full of Pride, Passion and Potential

A United Mission

Football has an extraordinary power in our region, it connects, motivates, inspire and engages. From Children to Adults we work with generations across our community. Through our sporting, educational, personal development and health programmes we help people be more active to learn, to be more employable, to be healthier, to make connections and to reach their potential. We are proud of our history and even more excited about our future!

Our Values

We are ambitious and inspire people to achieve their goals

We are determined to lead by example

We are reflective, celebrating success and sharing our learning

We are United in our commitment to equality, diversity and inclusion

Premier League Equality, Diversity and Inclusion Standard

The Premier League Equality, Diversity and Inclusion Standard (PLEDIS) was launched in 2021.

It 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 (or equivalent).

All Premier League Clubs, and some EFL Clubs, work towards achieving the Preliminary, Intermediate and Advanced levels of the Standard.

Throughout the PLEDIS process Clubs submit extensive evidence to show that they are meeting a range of requirements relating to multiple areas of work, including policies and procedures, leadership, learning and development, promoting inclusion and tackling discrimination.

A rigorous independent evaluation and assessment of a Club's evidence is undertaken, which also includes mandatory Club visits.

An independent PLEDIS Panel, made up of Panel Members appointed for their expertise and experience in EDI across a range of industries, assesses the final stage of the Club's submission.

At Panel Member assessment meetings senior club representatives present the work they have undertaken to progress EDI and participate in a 60-minute question-and-answer session with the Panel.

PLEDIS encompasses all characteristics protected under the Equality Act 2010 that ensures individuals are not discriminated against on the grounds of:

- Age
- Sex
- Disability
- Sexual orientation
- Ethnic group
- Religion and belief
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity

Preliminary, Intermediate and Advanced

Theme	Outcomes
1. Leadership and Commitment	Effective leadership actively promotes and demonstrates accountability for and commitment to EDI, including mental health and wellbeing.
	EDI is embedded in Club policies and procedures; EDI reviews inform Club decision-making and risk management.
2. Promoting EDI; Challenging and Preventing Discrimination	Increased awareness of work to promote EDI and challenge and prevent discrimination, harassment and abuse.
	Increased confidence in, and more effective, incident management systems.
3. Data, Insight and Delivery	EDI Delivery Plan, Strategy and actions are informed by data and insight. Clear progress is being made towards EDI targets.
4. Learning and Development	Improved EDI knowledge and understanding and application of this in people's roles.

The PLEDIS is ambitious in its aim to create Club-wide change and covers all areas of a Club's activities, including its role as an employer, its match day operations, its academy, first team, CCO and fans. As Clubs work through each level, they will be developing and implementing actions, setting and working towards aspirational targets, measuring progress, demonstrating and assessing impact and ultimately, moving towards being exemplars in EDI delivery and impact.

Preliminary

Compliance

- Understand starting point
- Build foundations
- Make a commitment
- Plan
- Be open and accountable

Intermediate

Making progress

- Implement plans
- Monitor progress
- Reflect and revise
- Innovate and adapt
- Start to show impact

Advanced

Demonstrating impact

- Embed EDI principles and practice
- Lead through people
- Show progress and evaluate impact
- Continuously innovate

UnitedAsOne

If you experience or witness discrimination or feel threatened at St. James' Park, please text **'HELP'** with your seat location and what's happened to **60070**

www.nufc.co.uk/unitedasone

UNITED AS ONE

DIVERSITY | INCLUSION | WELFARE

NEWCASTLE UNITED FOUNDATION

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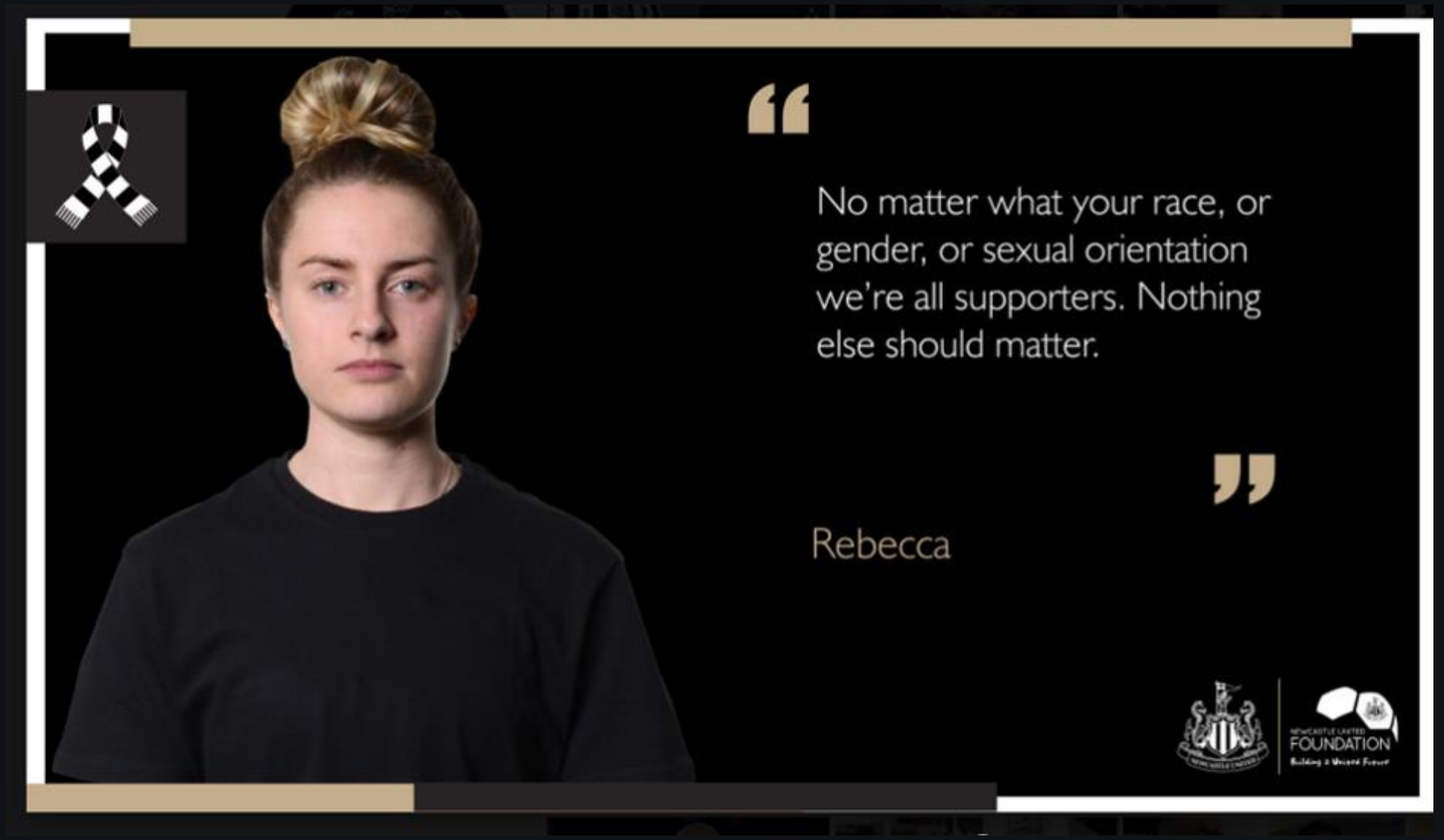
"I don't want to come to football and hear bad things."

Grace

NEWCASTLE UNITED FOUNDATION

United As One is an important cause for me. Football is for everyone; different backgrounds, different ages, different beliefs. As players, as staff, as fans, we're all involved.
Jamaal
FOUNDATION


No matter what your race, or gender, or sexual orientation we're all supporters. Nothing else should matter.
Rebecca
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UNITED AS ONE REPORT BY TEXTING 'HELP' TO 60070

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WE ARE
UNITED
THINGS AREN'T ALWAYS BLACK AND WHITE
UNITED AS ONE AGAINST PREJUDICE

UnitedAsOne: Dedicated fixture Season 2021/22

- 4th December: NUFC v Burnley – International Day of persons with disabilities
- 15th January : NUFC v Watford – World Religion Day
- 12th March: NUFC v Chelsea – International Women's Day
- 15th May: NUFC v Arsenal – International Day against Homophobia, Transphobia and Biphobia

OUR JOURNEY

Feedback from PLES + panel outcome.

Structure changes + review of PLES level.

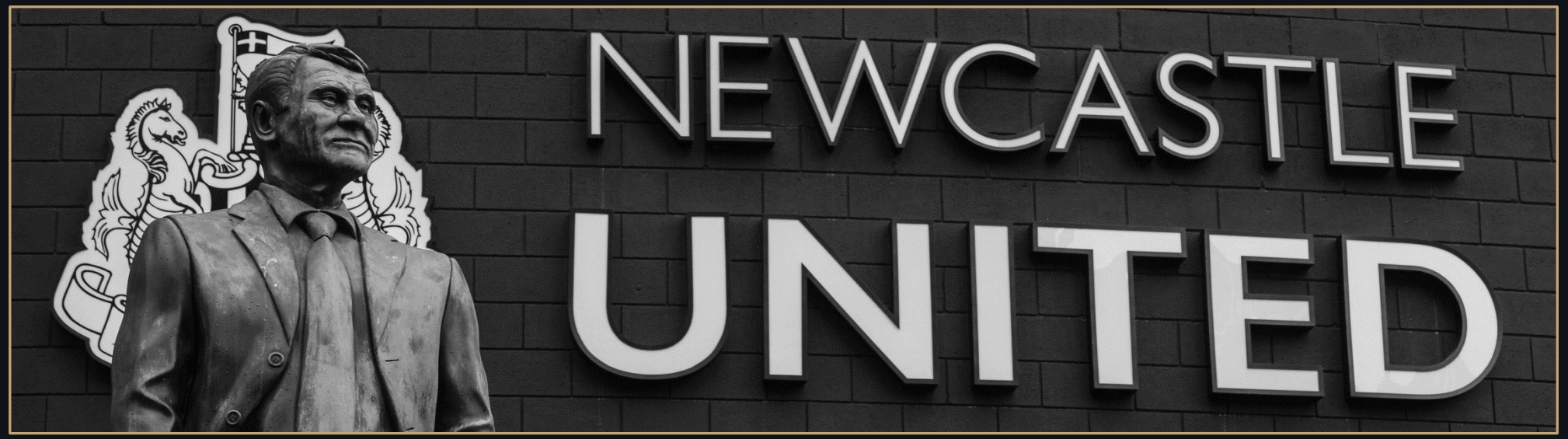
Senior Staff Consultation.

Creation of department pledges and data collection strategy.

Launch of **United As One. 2019**

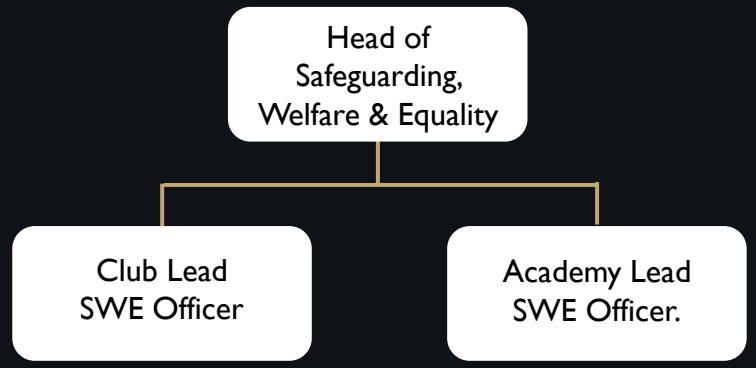
Data collection and analysis.

Creation of Equality Action Plan.

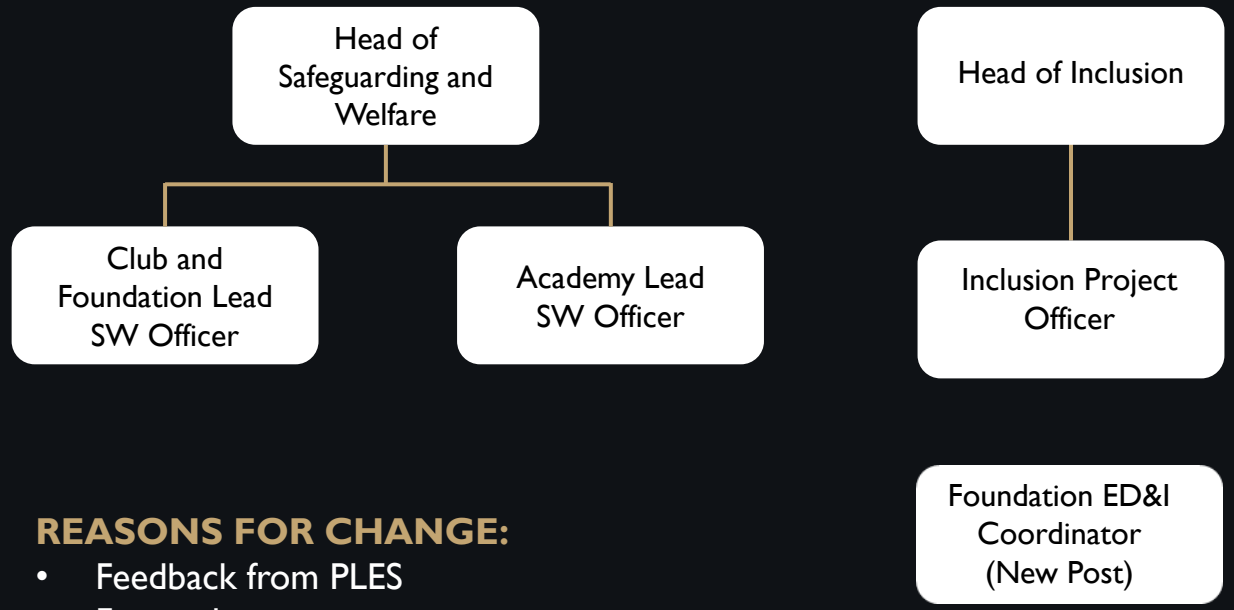


STRUCTURE CHANGES

PREVIOUS STRUCTURE:



CURRENT STRUCTURE:



REASONS FOR CHANGE:

- Feedback from PLES
- Focused resource creates greater impact
- Commitment to equality, diversity and inclusion.

OVERVIEW

SUCCESSES

- Our launch of United As One – our brand which encapsulates our work on Diversity, Inclusion and Welfare.
- Updated and reviewed policies.
- Robust reporting processes.
- Commercial partnerships.

AREAS TO IMPROVE

- Data Collection - specifically within Newcastle United Foundation (staff and participants) and Academy (players).
- Staff Development – training to be more meaningful rather than generic and will be building on our training needs analysis and reported incidents trends to ensure this is the case.

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Your Turn
FUN88

Culture	• To know that people have a cultural heritage. • To recognise that people may live in communities where others have a different cultural heritage from their own. • To understand the meaning of cultures.
Stereotypes and prejudice	• To know the meaning of stereotype. • To know the meaning of prejudice. • To be able to recognise situations where prejudice and stereotyping have been used.
Discrimination	• To know the meaning of discrimination. • To know that the law of Britain says that people should not be discriminated against. • To be able to recognise situations where discrimination has taken place.
Hate Crime	• To know the meaning of hate crime. • To discuss the consequences of hate crime. • To know that hate crime can be reported.
Bullying/Cyber-bullying	• Know that bullying is repeated, unwanted and hurtful behaviour towards a person. • Know some strategies to deal with bullying • Know that cyberbullying is unacceptable
Rules for a fair community	• Be able to make a list of community rules where all members can feel respected, safe and happy.

castle United

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- Home
- About
- Photos
- Videos
- Events
- **Posts**
- Support
- Community

Create a Page

Yesterday, Maggie the Magpie joined United With Pride, Newcas
Foundation and Newcastle Panthers at the festival.

tle Panthers take pride in ership with Newcastle United ndation

wcastle United Foundation's support "means so much" to player-anager of LGBT-inclusive Panthers, who host GFSN Summer Get-ogether this weekend; GFSN chair Ed Connell hoping more professional clubs reach out to assist local gay-friendly teams

Last Updated: 21/06/18 11:02pm

Related Stories

WATCH: 'Mario' trailer - in cinemas soon

FA asks fans to share solidarity message

Martin brings Pride to Silverstone

'We're gay and we're going to Russia'

Gay rugby re
biggest Bi

DATA OVERVIEW

Category		Method of collection	No. of Participants	Data Timeframe				Final % Response Rate
				June	July	August	September	
Supporters	10 year ST Holders	Email	54312	Collection		Analysis		10.02%
	Annual ST Holders				Collection		Analysis	
	NU Members				Collection		Analysis	
Players	Academy Players	Paper	151		Collection	Analysis		71.52%
	Women's Team	Paper	19		Collection	Analysis		78.95%
	Men's Team	Paper	28		Collection	Analysis		96.43%
Staff	Club BOSG & Heads of Department	Survey Monkey & Paper alternative	25		Collection	Analysis		92.00%
	Club Staff		202	Collection		Analysis		79.70%
	Match Day Casual Staff (incl. Stewards)		626	Collection		Analysis		61.34%
	Sodexo Staff		584	Collection		Analysis		80.14%
	Job Applicants		528	Collection		Analysis		100.00%
	Foundation Staff (incl. Board of Trustees)		110	Collection		Analysis		60.91%
Participants	Foundation Participants	Views	27475		Collection		Analysis	55.47%

Newcastle United Data Oversights

Through analysis the club has been able to identify headline findings which highlight three key areas of underrepresentation

GENDER

Local census data for Newcastle upon Tyne shows a 50:50 split for the City

- **Only 14.32% of supporters are female**
- **66.3% of job applicants are male**

ETHNICITY

Local census data for Newcastle upon Tyne show that 81.9% of the City is While British

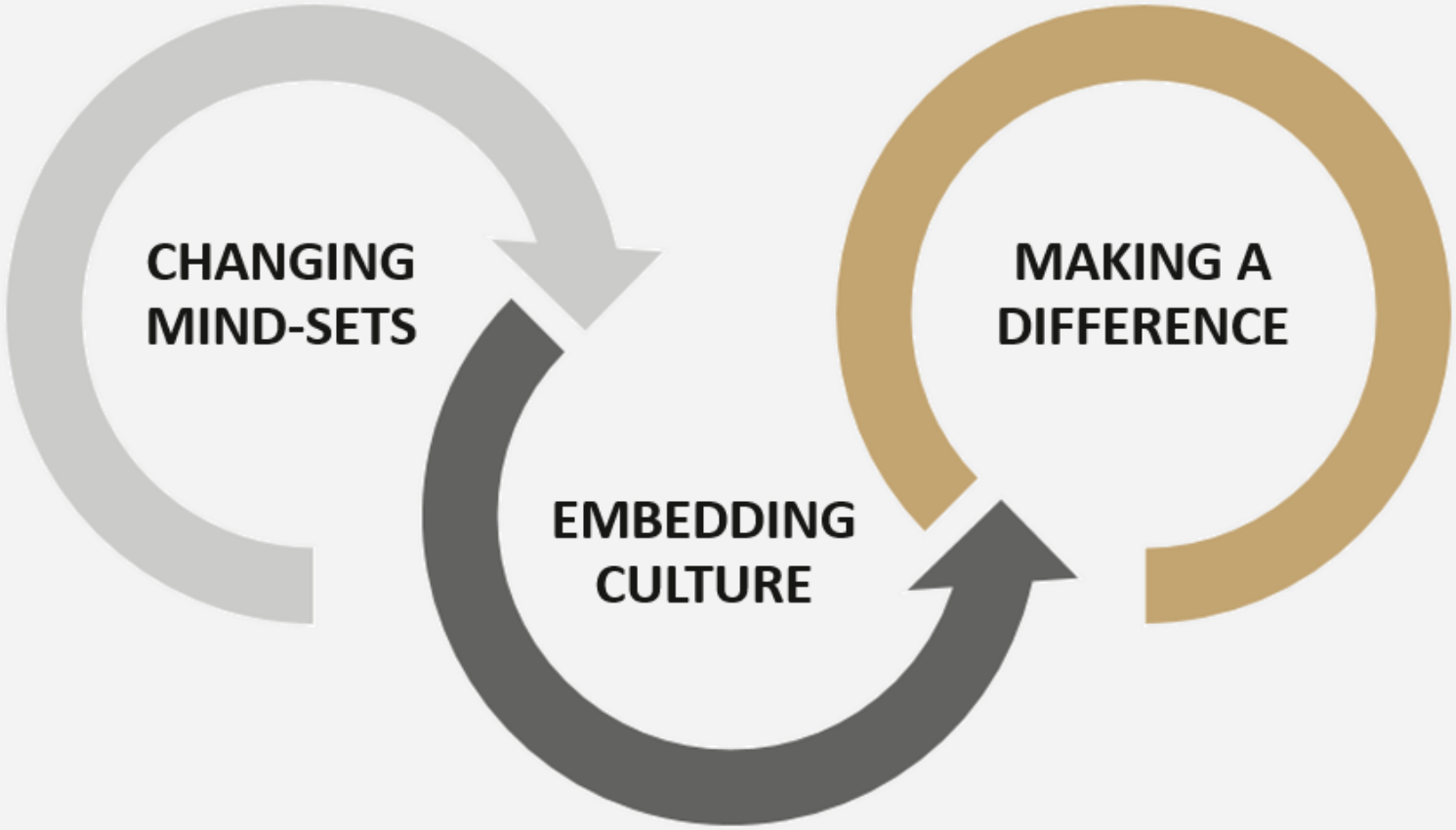
- **100% of Club and Foundation Heads of Department are White British**
- **98.14% of Club staff are White British (16.24% under representation)**
- **91.04% of Foundation staff are White British (9.14% under representation)**

AGE

Local census data for Newcastle upon Tyne show that the average age is 37.12 years old

- **Average age of our supporters is 50.91 years old**

LONG TERM GOALS



FUTURE FOCUS

Focuses for the year ahead:

- Our data identifies work to be done in the areas of **age, ethnicity and gender** which forms the basis of our Equality Action Plan.
- Continue to raise the profile of **United As One.**
- Evaluate the data collection and ensure our **strategic approach** next year is better suited to our Foundation and Academy.
- Ensure we maintain **tough sanctions** for discriminatory behaviour.

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Thank you for your time.

Any questions.