

EDI ACHIEVEMENTS REPORT 2021



INTRODUCTION A MESSAGE FROM...



MARK DEVLIN
Chief Executive Officer

I'm proud to present our Annual Equality Achievements Report, which covers a season full of progress in 2020/21.

Dating back to before I became CEO, Huddersfield Town has always taken a zero-tolerance approach towards discriminatory language and behaviour. We know that the football club plays an integral role within the local community and we are proud of our reputation of creating and developing community cohesion throughout the town and the wider locality.

Football itself plays a unique role in bringing people together from a wide range of different communities and can provide opportunities for all sections of the community to engage with the Club and participate in the community programmes provided by our charity, Huddersfield Town Foundation.

During the last few years, we have gone further than ever in actively promoting equality and celebrating diversity, as demonstrated through our work in achieving the Premier League Equality, Diversity, and Inclusion Standard's Intermediate Level during the 2020/21 season. We're also proud to lend our support to a range of campaigns including: Level Playing Field; Rainbow Laces; Football v Homophobia; Kick it Out, Show Racism the Red Card, and the MIND Mental Health Campaign.

We wholeheartedly advocate that everyone, regardless of background and any protected characteristic is welcome at the Club, and we expect all stakeholders to behave towards others in a manner consistent with the principles of respect, tolerance, and fairness.

I believe our work through 2020/21 shows this commitment, and I hope you enjoy seeing what the Club has achieved. We know our journey is far from complete, and our commitment to this work will continue.

Thank you for reading.

Mark Devlin,
CEO,
Huddersfield Town

As a Club we are proud of our seasonal campaigns that promote, celebrate, and raise awareness of a range of themes relating to Equality, Diversity, and Inclusion (EDI).

As HR Manager and Equality Lead, I play a key role in coordinating the Equality Working Group. Collectively we ensure that our EDI initiatives and activities are relevant to our stakeholders and that they align with our priorities of increasing representation and diversity throughout the company, thus enhancing our inclusive culture.

I am proud of our whole organisational commitment to embedding EDI into all aspects of our business, and I hope you enjoy reading about some of the highlights of our work from the 2020/21 season.

ZOE SHACKLETON
HR Manager,
Equality Lead



As Equality Lead on the Board of Directors, I'm very proud of the work that everyone at the Club has achieved over the 2020/21 season in the fields of Equality, Diversity and Inclusion.

I have worked at Huddersfield Town for 28 years, so it is fair to say that the football club is a huge part of my life! From the first day I stepped into the building, I have felt part of this community - our football family - and we've thrown ourselves into this area of work to ensure everyone can feel the same.

Huddersfield Town has a well-earned reputation as a welcoming, family club, and that's something we want to continue and further. We're proud of what we've achieved so far, and I hope you enjoy reading about it.

ANN HOUGH
Operations Director,
Board Equality Lead



EQUALITY WORKING GROUP

The Club's Equality Working Group was formed at the start of our journey through the Premier League Equality Standard in 2017, and has subsequently expanded to ensure that many of the areas across the Club have an understanding and direct say in how we embed this work into our everyday practices.

The group meets every two weeks to discuss our work across the Club and our charity, the Huddersfield Town Foundation. As well as this, it is the group members' responsibility to go and disseminate the lessons learned and developments across the Club as Equality leaders, not only through staff training but also through conversations with colleagues.

Here's a rundown of who was in the working group during the 2020/21 season:



ANN HOUGH
Operations Director,
Board Equality Lead



DAVID THRELFALL-SYKES
Marketing and
Communications Director



MARK DEVLIN
Chief Executive



ZOE SHACKLETON
HR Manager,
Club Equality Lead



ROBYN KENNERDALE
Supporter Services Manager



SIOBHAN ATKINSON
Chief Executive
Huddersfield Town Foundation



MAUREEN QUINN
Head of NCS and Health
Huddersfield Town Foundation



KAREN JAGGER
Academy Secretary



CHRIS TAYLOR-HEDLEY
NCS Manager
Huddersfield Town Foundation



EXTERNAL ADVISORY GROUP

OUR EXTERNAL ADVISORY GROUP

Our Independent Advisory Group was formed in 2019 as a 'critical friend', adding depth of external expertise to our EDI journey.

The External Advisory Group (EAG), is made up from members of the public who reside in our diverse communities, hailing from a wide range of career paths outside football.

The EAG forum provides an opportunity to engage, consult and discuss the impact of Town's equality and inclusion work across the local communities surrounding the Football Club and Foundation.

There are currently seven members on the Club's External Advisory Group (EAG); Berenice Golding, Abdul Shaffaq Iqbal QC, Solat Chaudhry, Matthew Burton, Aidan Grills, Terry Lodge and Stephen Garside.

The group helps the Club and Foundation develop their practices and will play an important role in supporting us to achieve the Advanced Award of the Premier League Equality, Diversity, and Inclusion Standard, as we worked towards the Intermediate Level in 2020/21.



EDI STATEMENT FROM HUDDERSFIELD TOWN



OUR EQUALITY ACTION PLAN

Our 'Terriers Together' Equality Action Plan encompasses the key objectives and associated actions on which we will focus over the next ten years. In determining our priority areas, we have taken account of the equality monitoring data that we collect annually from a broad range of stakeholder groups, which has helped us to identify where we have areas of under-representation in comparison with the demographics of the borough of Kirklees. In addition, we have also focused on how we want to continue to develop our organisational culture and relationships with supporters and other stakeholders. We believe that taking a ten-year approach to our equality, diversity, and inclusion aims will give us the best chance of success.

STRATEGIC EQUALITY OBJECTIVES

While working towards the Intermediate Level of the Premier League Equality, Diversity, and Inclusion Standard (PLEDIS), the Club focused on five strategic objectives:

INFORMED DECISION-MAKING

Decision-making and planning is enhanced through consultation, insight, and data about the needs of existing and potential customers.

REPRESENTATION

People associated with the Club, both on and off the field of play, are diverse.

RAISING AWARENESS AND EDUCATION

All people associated with the club are aware of the Club's approach to equality and understand their responsibilities.

Within each of the Strategic Equality Objectives identified above, it is our aim to address and improve under-representation of identified groups (informed by our equality monitoring data), which are:

- Individuals with a disability
- Individuals from a black and minority ethnic background (specifically people of Asian heritage)
- Females

SHARING STORIES & COMMUNICATION OF EQUALITY

The Club is widely known for its positive work on equality.

ASSESSING IMPACT

All policies positively promote equality.

2020/21 HIGHLIGHTS

THE PREMIER LEAGUE EQUALITY, DIVERSITY & INCLUSION STANDARD

We were delighted to achieve the Intermediate Level of the Premier League's Equality, Diversity, and Inclusion Standard (PLEDIS) in November 2020!



The PLEDIS was launched in 2015 and provides a framework to help clubs progress equality and diversity across all areas of their business including the work of their Community Trust; in our case, the Huddersfield Town Foundation.

The Club achieved the Preliminary Standard in March 2019 and, despite the subsequent return to the Sky Bet Championship, committed to continuing the Premier League's EDI syllabus although this is not mandatory outside of the Premier League.

Two years of work across the Club culminated in a virtual panel presentation from the Club's EDI Working Group on 19 November 2020, made to an independent PLEDIS panel chaired by Garth Crooks.

The PLEDIS panel listened to a review of the work undertaken by the Club over the previous two years and subsequently awarded Town the Intermediate Level for its commitment, culture, policies, leadership and people, as well as the work it has done in developing Club services to encourage people from all communities to participate in our activities.

We collect equality monitoring data every season, for different groups of people, and use this to inform our priority actions, including providing a range of training to our staff. Staff have benefited from disability awareness and dementia friendly training, among several other areas.

You can read about many of the things we did to achieve the Intermediate Award on the next pages, as well as about the formation of the External Advisory Group on page 5.

The Club has now embarked on the journey towards the Advanced Level – the highest level in the standard – and is continuing along its long-term EDI Action Plan.

Bill Bush, Executive Director at the Premier League, said:

“We are extremely pleased to award Huddersfield Town the Premier League Equality Standard Intermediate Level. They have demonstrated equality and diversity are at the heart of all their activity, something led by the Chair, Board and CEO. The club has also made great progress with their disability provision, and their inclusive fan initiatives are outstanding.”

FREDIE AWARDS 2021

Huddersfield Town's continued commitment to diversity was recognised at the National Centre for Diversity's 2021 FREDIE Awards.

Our HR Manager, Zoe Shackleton, was the big winner on the evening, being recognised with two award wins at the online event; the FREDIE Lead of the Year and HR Director/Manager of the Year!



The awards, created by the National Centre for Diversity, look to celebrate the achievements of organisations and individuals who promote and adhere to the FREDIE principles; Fairness, Respect, Equality, Diversity, Inclusion and Engagement.

Zoe has been integral to the Club's journey through the Premier League's Equality, Diversity, and Inclusion Standard, leading the Equality Working Group since December 2019 and successfully steering us through the Intermediate Level that was achieved last November.

Within that process, Zoe successfully set up the Club's External EDI Advisory Group, alongside a robust staff training programme under the 'Terriers Together' banner. She also led on formulating the Club's Equality Action Plan, which aims to address the areas of under-representation across our many stakeholder groups. Zoe has also overhauled the recruitment and selection processes of the Club, leading to our status as a Mindful Employer and a Disability Confident Leader.

Alongside Zoe, the Club and a myriad of staff were nominated for a further eight awards on the night!

Huddersfield Town's Chief Executive Mark Devlin commented:

"The FREDIE principles are inextricably linked with the role of a HR Manager, but Zoe goes above and beyond what is expected and fully deserves this recognition. In a relatively short period of time, she has led cultural change within the Club.

"Huddersfield Town has long been known as a Club that 'does the right thing', but we are now being recognised beyond football for the strides we are making to become a diverse and inclusive company. Zoe has spearheaded this important work and embedded it into all areas of our Club."

Zoe added:

"When the winners were announced at the virtual event on 20 May, I was shocked to hear that the independent judging panel had chosen me as the winner in the categories of FREDIE Lead of the Year and HR Director/Manager of the Year. It is a privilege to receive this recognition and I am grateful to everyone who felt that I would be a worthy recipient of the awards.

"I would like to dedicate the awards to my fantastic colleagues within the Equality Working Group and the wider organisation because our achievements, particularly in relation to equality, diversity and inclusion, have been and will continue to be a collective effort, and not the product of one person's contribution.

"I am incredibly proud of our work and the dedication of the team to making our environment the most welcoming, respectful, diverse and inclusive that it can be. Being recognised by the National Centre for Diversity, as well as other bodies including the Premier League, is testament to how far we have come and how important the EDI work is to the Club and the Foundation."

DISABILITY CONFIDENT LEADER

We were proud to achieve 'Disability Confident Leader' status in January 2021.

As a Disability Confident Leader, the Club ensures that disabled people have the opportunity to fulfil their potential and realise their aspirations, both in employment and support of the Club.

We have also pledged to take an active leadership role in encouraging and helping other employers, including our valued partners and sponsors, on their journey to becoming Disability Confident.

This is the Club's latest step down the Disability Confident framework, having previously been named a 'Disability Confident Employer' in April 2019. 'Leader' status is the highest level of the Disability Confident framework and defines us as being at the forefront of best practice.

Our Equality Working Group Lead, Zoe Shackleton, explained:

"Achieving 'Disability Confident Leader' status has been the Club's goal over a sustained period, and a lot of work has gone into this since we were named a Disability Confident Employer last year.

"This is a great way of demonstrating the Club's continued commitment to disabled people, whether that is in employment or as supporters.

"From an employment standpoint, we are committed to drawing from the widest possible pool of talent and to secure, retain and develop disabled staff, also making reasonable adjustments and working with them to remove any barriers to their engagement and experience with us.

"When it comes to our supporters, we are committed to doing everything we can to continue to further the supporter experience for those with disabilities in all areas."



SUPPORTING CAMPAIGNS

Click on each image to learn more about how Huddersfield Town have supported each campaign.

KICK IT OUT



Kick It Out - #TakeAStand

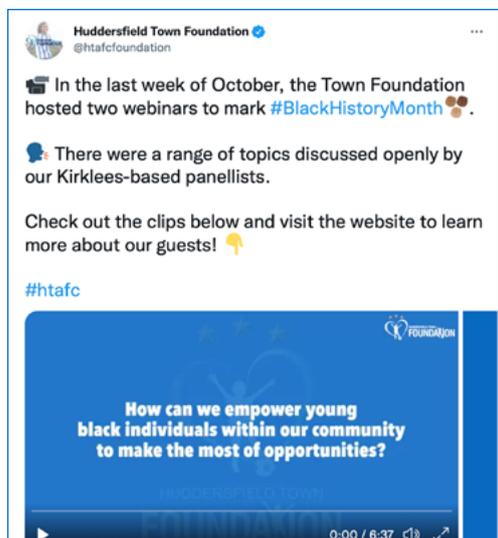
Huddersfield Town were proud to support Kick It Out's campaign, Take A Stand, in the home game against Brentford at the end of last season. Town players called for action in the fight against discrimination.



Muslim Chaplains in Sport

Town's Young Terriers participated in a Muslim Chaplains workshop at the end of last year so that they could learn how to help and better understand some of their fellow teammates, who are of different faiths or beliefs. Understanding racial and cultural differences is a fundamental aspect of our strategy to reduce the identified representation gap of people from ethnically and culturally diverse backgrounds.

BLACK HISTORY MONTH



Black History Month 2020

In the last week of October 2020, the Town Foundation hosted two webinars to mark #BlackHistoryMonth.

There were a range of topics discussed openly by a group of Kirklees-based panellists including Huddersfield Giants player and Jamaica international Michael Lawrence, Natalie Pinnock-Hamilton MBE - Chief Executive of Rastrick Youth Forum, Berenice Golding - a senior lecturer at the University of Huddersfield, Richard Lewis - support time recovery youth worker at Liaison and Diversion, which is an NHS department, Ossett United midfielder Jordane Allison and Huddersfield Town Women defender Sharone Buckle.

The webinars provided an opportunity to gain an insight into the lives of local role models and learn more about their experiences of black history. Attendees were encouraged to ask questions of their own, making it a fully interactive session.



“WOMEN AT THE GAME” AND INTERNATIONAL WOMEN’S DAY



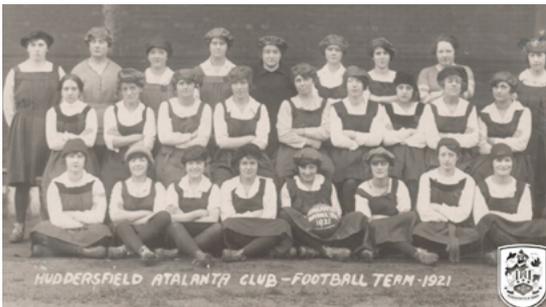
Town vs Cardiff Match Programme - Highlighting “Women At The Game”

Huddersfield Town’s home game against Cardiff towards the end of last season saw women’s football get the recognition in the Match Day Programme. Not only did this focus on the women included in today’s sport but it also looked back to the women who were involved before the ban during the Inter-War years.



A History Of Unsung Heroines At Town

On International Women’s Day earlier this year, Huddersfield Town looked back at the influential female figures in Town’s history. This highlighted the important role these women played that are often forgotten.



Women’s Football In Huddersfield During The Inter-War Years

The programme from the Cardiff game last season drew attention to the women’s football in Huddersfield during the Inter-War years. Addressing the atmosphere around women’s football before the ban, this article discusses the way women in the sport are starting to get back the recognition they once had.

We are working hard to increase female representation in our workforce and supporter base, as a key aspect of our ‘Terriers Together’ Equality, Diversity, and Inclusion Standard



INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES



International Day Of People With Disabilities

Huddersfield Town are committed to supporting those with individual needs, campaigning to spread awareness that not all disabilities are visible. This is done on December 3rd, the International Day of People with Disabilities.



Ahead of #IDPWD Foundation Mentors And Student Learned To Sign

In order to raise awareness for the International Day of People With Disabilities last year, Huddersfield Town Foundation mentors and students of the degree programme learned some sign language. They learned how to sign "my name is" followed by their name, this was to highlight that not every disability is visible, and to raise awareness of the additional needs of deaf people and those who are hard of hearing.



Steven Downes: His Story Of Supporting Town

On International Day of People With Disabilities, Huddersfield Town were proud to post a piece from Steven Downes – a passionate supporter of the Club for over 10 years. He discusses how being registered blind isn't easy but supporting Town lets him enjoy football again. He goes into detail about how the John Smith's Stadium is easy to get around with everything signposted big enough to read; also with him sitting in the press area for work, Steven talks about how friendly everybody is if they see that he is struggling or needs help with something.

We continued to encourage fans to adopt our wristband initiative, designed and launched in 2019 to support fans with disabilities on match days.

This helps those with hidden disabilities to easily identify themselves to Club and Stadium staff should they need assistance, without being required to explain their disability. This enables the fans to be supported in the appropriate way.

The aim is to make it easier for fans with disabilities such as Crohn's disease, Autism or other hidden conditions to come and enjoy the game.



LGBTQ+, RAINBOW LACES AND KIRKLEES PRIDE WEEK



Town vs QPR Match Programme - Supporting The Rainbow Laces Campaign and The Football Leadership Diversity Code

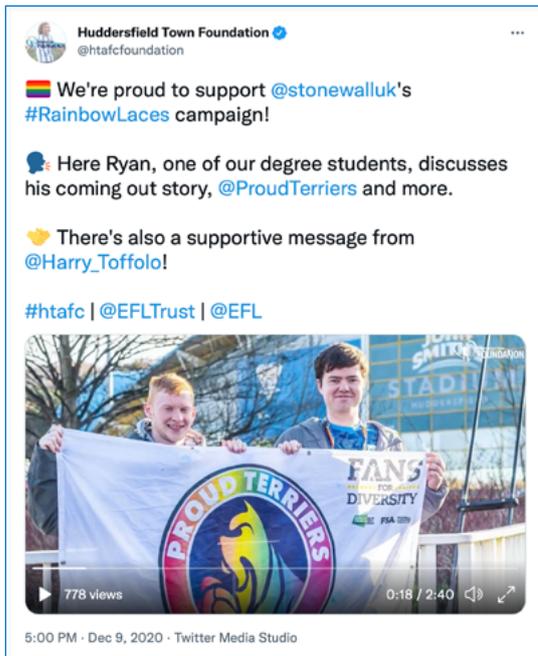
The Match Day Programme against QPR last season showed Huddersfield Town supporting the Rainbow Laces Campaign, which is trying to make football a sport for everyone. This campaign is aimed to help everyone feel included in the sport, despite the colour of their skin or their sexuality.



Town vs QPR Match Supporting The Rainbow Laces Campaign

Town Backing Stonewall's Rainbow Laces Campaign

Huddersfield Town proudly supported Stonewall's Rainbow Laces campaign at the Sky Bet Championship game against QPR last season. Their campaign aims to 'Make Sport Everyone's Game'. Rainbow Laces has helped foster positive attitudes towards LGBTQ people in sport and persuaded allies to play their part.



Get To Know The Proud Terriers: Town's LGBT Supporters Group

Proud Terriers was formed by Ryan Mather in 2016, the group aims to bring together supporters of all sexualities. Ryan started the group with the aim of combating the issue of homophobia within football.

Town Foundation Back's the Rainbow Laces Campaign, and Ryan's Story



MENTAL HEALTH AWARENESS



#TimeToTalk Day

Earlier this year, Carlos Corberán spoke out to the supporters about mental health. He spoke about how a small conversation about mental health has the power to make a big difference. Carlos is encouraging Town supporters to start the conversation now.



Town vs Reading Match Programme - Highlighting Conversations around mental health

The Match Day Programme against Reading last season showed Huddersfield Town pushing the importance of conversations around mental health. This Programme came just after the New Year; therefore, the topic of mental health was highly important after the struggle of lockdown in 2020.



Mindful Employer

Mental health awareness is crucial to our work relating to wellbeing and disability - we want our environment to be inclusive of all, regardless of any disability or health condition.





Driving Awareness Of Mental Health

The Club continued to support local men's Mental Health charity Andy's Man Club in 2020/21, which became busier than ever due to the effects of the pandemic.

Their first session had 15 men in attendance, and the charity has now expanded to the point that before lockdown there were roughly 1,000 regular attendees

at 28 clubs across the country.

With sessions now gradually returning to being in person, it is hoped that simply being able to talk to other people face to face will have a positive effect on the mental health of the club's members.

AMC Huddersfield Facilitator Neil Waine explained:

"The pandemic will have sent the number of people needing the help of mental health services through the roof.

"To be able to return to some sort of normal will only be a good thing."



Sporting Memories

The Huddersfield Town Foundation's Sporting Memories participants were joined by a familiar face in 2020/21 - Town Ambassador Andy Booth!

Boothy was a regular participant of the twice-weekly virtual sessions, which use sport as a tool for social interaction and mental stimulation.

Aimed at those over 50, the scheme uses quizzes, games and videos as conversation starters and covers a range of sports, ensuring inclusivity for all.

Participants contributed as much to the session as they wished and there was no obligation to attend every session.

Boothy, who scored 150 goals for Town before taking on an ambassadorial role upon his retirement, shared plenty of stories and insight from his playing days at the club.

He commented:

'I'm really enjoying the Sporting Memories sessions, it's not just about Huddersfield Town or even football - a lot of sports are brought into the mix!

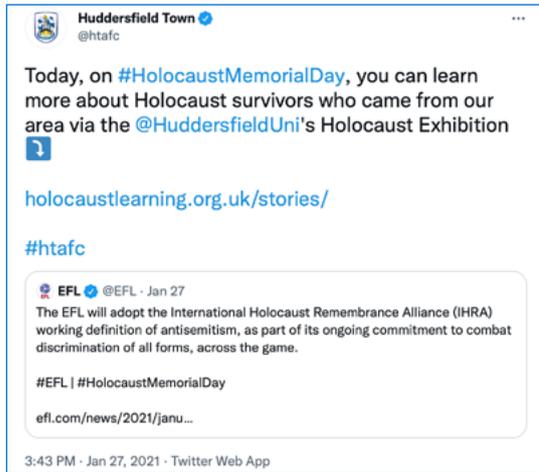
"It's a fun, laid-back session and the hour always tends to fly by because of the quality of conversation and banter being thrown around."

Boothy's involvement in Sporting Memories tied in well with the EFL's Team Talk mental health campaign, launched in partnership with Mind.

Team Talk is designed to help people stay connected and continue the conversation around Mental Health, ensuring people receive the support they require.



HOLOCAUST MEMORIAL DAY



Huddersfield Town Commemorating Holocaust Memorial Day, promoting the University of Huddersfield's Holocaust Memorial Exhibition and Learning Centre

Town posted a tweet on Holocaust Memorial Day promoting where you can find more information about Holocaust survivors who came from around Huddersfield.

NATIONAL ANTI-BULLYING WEEK



Town Supports Anti-Bullying Week

Academy players took part in the Terriers Together training session last year as campaigns such as anti-bullying awareness form part of the Academy player education programme. This is linking into the Club's 'Terrier Together' work on equality, diversity and inclusion. It is important for the young players to be aware of the impact that bullying and discrimination can have on somebody's life, and to be role models for others.



STAFF TRAINING



Leadership Programme For Staff

Working with renowned consultancy firm Libra Europe, we have designed a training programme for our staff that helps them to achieve their career goals, upskilling them in many different areas.

This includes empowerment of staff to become leaders in our EDI work, and to drive forward this work in their own areas of the business.

TERRIERS TOGETHER MATCH - 30 JANUARY 2021



Terriers Together - Prematch

Huddersfield Town used their Sky Bet Championship game against Stoke City at the beginning of 2021 to promote the importance of equality, diversity and inclusion in the annual 'Terriers Together' fixture. This fixture was shown on Sky so it was a great way to showcase the club's work on equality, diversity and inclusion.



Terriers Together - Review

Messages of equality, diversity and inclusion were promoted during the Huddersfield Town's dedicated Terrier Together game against Stoke City at the beginning of this year. Town's First Team players wore 'Terriers Together' t-shirts during the warm-up and Under 17s held a Terriers Together banner ahead of the Sky Bet Championship match.

We take every opportunity to promote our 'Terriers Together' brand, and the dedicated fixture is a key part of our annual themed matches.



REPORTING PROCEDURES



We hope you've enjoyed reading about our work in the fields of Equality, Diversity, and Inclusion during the 2020/21 season.

Our work never stops, and we're looking to progress it in all areas during 2021/22 to ensure that Huddersfield Town is as welcoming a place as it can possibly be to everyone in our community.

We need the help of you, our fantastic supporters, with this. If you experience anything that doesn't sit well with our values, we ask you to report it. Here's how...

HOW TO REPORT INCIDENTS OF ABUSE OR DISCRIMINATION

If you hear something at a game that you believe is discriminatory or abusive in nature, there are a few ways you can report it.



REPORT IT TO A STEWARD

Please find your nearest match day steward and give them all the information you can about the incident.



'TACKLE AND TEXT' NUMBER AT HOME GAMES

If this incident occurs at the John Smith's Stadium, you can contact the Club's dedicated report line via text on 07741 528 949. Again, please give as much detail as you can about the incident, including which stand, row and seat it took place.



EMAIL THE CLUB

If you'd prefer to send an email, or you are reporting something after a match has been completed, then please send as much information as you can to supporterservices@htafc.com.



REPORT IT TO KICK IT OUT

Another alternative is use Kick It Out's [online reporting form](https://www.kickitout.org), mobile app or by emailing report@kickitout.org.

HOW CAN WE IMPROVE?

If you have any ideas about improving and enhancing our inclusion work, please email supporterservices@htafc.com



**TERRIERS
TOGETHER**
ONE CLUB, ONE COMMUNITY

DIVERSITY - INCLUSION - RESPECT