Swansea City AFC Equality Policy

‘Swansea City AFC is committed to promoting Equality of opportunity to everyone who wishes to be involved in the Club. The Club is committed to avoiding and eliminating unfair discrimination of any kind and will, under no circumstances, condone unlawful discriminatory practices. The Club strives to ensure it provides an environment where everyone’s rights, dignity and individual worth is respected’

The Swansea City AFC Board of Directors’ Statement.

Equality Statement
(If you would like this policy in an alternative format please contact the Club’s Safeguarding Department. Contact details can be found at the end of the policy.)

Swansea City AFC is committed to promoting equality of opportunity to everyone who wishes to be involved in the Club, whether as Players, Fans, Employees, Board Members, Job Applicants, Participants of the Community Trust and all others engaged with the Club’s activities.

The Club strives to ensure everyone who wishes to be involved within the Club in whichever capacity has a genuine and equal opportunity to participate to the full extent of their own ambitions and abilities, without regard to their age, disability, gender reassignment, marital or civil partnership status, pregnancy or maternity, race, religion, belief, sex or sexual orientation.

All those involved within the Club can be assured of an environment in which their rights, dignity and individual worth is respected, and in particular that they are able to enjoy their engagement at the Club without the threat of intimidation, victimisation, harassment, bullying and abuse.

Legal Obligations
Swansea City AFC is committed to avoiding and eliminating unfair discrimination of any kind within the Club, and will, under no circumstances, condone unlawful discriminatory practices. The Club takes a zero tolerance approach to harassment, victimisation or bullying. Please refer to Appendix 1 for the relevant legislation and behaviours in question.
Positive Action
Swansea City AFC actively promotes equality through various channels on and off the field, see examples below:

The Community Trust
The Community Trust (the Trust) is the Club’s charitable organisation that provides support for the communities of South West Wales. In the 2014-2015 season the Trust worked with more than 10,000 people. The Trust offers services to under-represented groups in a variety of ways such as;

- Delivering education, training and employment programmes
- Providing health, youth diversionary and sports engagement projects; and
- Managing the Swansea Ladies Football Team.

Throughout all of its efforts the Trust encourages participation from all sectors of the community, particularly those in under-represented groups. The Trust is particularly proud of its ‘Kicks’ project, which leads all Premier League charities in terms of female engagement with a 60:40 gender split.

In 2013 the Trust began administering a small grants funding pot called SwansAid on behalf of the Club. One of the aims of SwansAid is to support disabled people to become more active.

Some examples of how SwansAid has made a difference include;

- £10,000.00 grant funding for the purchase of beach wheelchairs for the Surfability charity, allowing more people to access the waves.

- £3,745.00 in grants to Hands up for Downs, a charity run by a group of parents of children with Downs Syndrome.

Further details of the Community Trust and its projects can be found at; http://www.swanseacity.net/club/community_trust/

Applying for work
Both the Club and the Community Trust aim to ensure that no job applicant suffers from discrimination because of any of the protected characteristics, detailed in Appendix 1. Both organisations’ recruitment procedures are reviewed regularly to ensure that individuals are treated on the basis of their relevant merits and abilities.

All Club and Community Trust job advertisements avoid stereotyping or using wording that may discourage particular groups from applying. All advertisements include a short policy
statement on equal opportunities and a copy of this statement can be sent on request to all those who enquire about vacancies.

All applicants are asked to complete an equal opportunities monitoring form when they apply for a position at the Club and the Community Trust. The form is detached from the application form and used solely for monitoring purposes. Applicants who complete this form are assisting both organisations to maintain equal opportunities best practices and identify barriers of workforce equality and diversity.

Supporters Liaison
In line with Premier League and UEFA regulations, Swansea City AFC has an appointed Supporter Liaison Officer (SLO) Huw Cooze who can be contacted via email huwcooze@swanseacityfc.co.uk. Huw Cooze is an elected member of the Supporters Trust board and presides on Swansea City’s Board of Directors. In his role, Huw Cooze is responsible for building bridges between the Club and its fans.

Access to Services
In line with Premier League and UEFA regulations, Swansea City AFC has a dedicated Disabled Liaison Officer, Ian James, who can be contacted via email lanjames@swanseacityfc.co.uk. Ian James acts as the main point of contact between Swansea City AFC and its disabled customers, staff and players to ensure that access requirements are met.

The disabled facilities at the Liberty Stadium are one of the most advanced in the UK. From the original planning through to the delivery, the home of Swansea City AFC has not failed in catering for all areas of disabilities ensuring equality and self-empowerment where possible.

The Liberty Stadium has 179 wheelchair spaces plus seats for assistants and operates a ticketing policy whereby a disabled spectator or supporter can bring an assistant (PA) free of charge. In addition to this, Swansea City also provides a variety of auxiliary services, such as audio described match commentary which is provided via the local hospital radio service, Radio City, and hearing loops within its ticket office. Further provisions are on-site disabled parking bays for blue badge holders which are available on request, as well as a dedicated disabled supporter drop-off point outside the ticket office.

Additionally, wheelchair users, or those with restricted mobility, can make use of disabled lifts which are located in each of the four stands within the concourse. Disabled toilets are also situated at convenient points within the stadium concourse and also on the mezzanine of all stands. These are operated using Radar keys and are provided with alarms in case of emergency.

Swansea City is in regular consultation with its thriving Disabled Supporters Association regarding the Stadium facilities and services to ensure that the Liberty Stadium remains a welcoming and enjoyable environment.
Swansea City AFC Academy
The Club launched its Girls Development during the summer of 2014 which saw the recruitment of the Club’s first full-time female coach Nia Davies. The Girls Development has continued to grow and now the Club has female teams ranging from ages U8 to U21.

The Club also provides girls only holiday camps and goal keeping sessions to encourage young girls to engage in football and offer them a path to the Club’s teams at an early age.

Further information on this can be found on the Academy website:
http://www.swansacademy.co.uk/

Premier League BAME (Black, Asian, minority ethnic) and female coaches Initiative
Swansea City AFC has worked closely with the Premier League in relation to its recent aim to get more women and those of ethnic minority into football. Abbie Sadler was recruited through this initiative at the beginning of the 2015-2016 season as an Assistant Head of Foundation.

Abbie overseas the Club’s pre-academy set-up to help the Club find local young players from ages five to eight, with the aim of developing many into foundation phase players, as well as delivering coaching sessions at a foundation level to assist these young players making the transition into the Academy.

Training
Swansea City AFC aims to provide equality training to all staff, players, board members and Community Trust staff during the 2016-2017 season.

To date all Swansea City AFC staff, including those working within the Community Trust, who are involved in recruitment have been provided with equality training to ensure no job applicant is discriminated against or treated unfavourably during the recruitment process.

Ongoing Promotion of Equality
The Club continues its support for ‘Show Racism the Red Card’ and ‘Kick It Out’. Both campaigns are delegated a game each where they promote their cause, players wear their branded t-shirts and the programme provides educational information and guidance about the campaign and its cause.

The Club’s Academy has also worked closely with ‘Show Racism the Red Card’ to provide a clear message to its young players.
Implementation
The following steps will be taken to publicise this policy and promote equality in Swansea City AFC;

- A copy of this document will be published on the Swansea City AFC website and be made available in multiple formats;
- The Swansea City AFC Board will take overall accountability for ensuring that the policy is observed;
- The Board will take full account of the policy in arriving at all decisions in relation to activities of Swansea City AFC;
- Swansea City AFC will implement regular audits, surveys or other initiatives designed to assess the level of participation of different sections of the community in the Club, and will take account of the findings in developing measures to promote and enhance equality in the Club;
- Swansea City AFC will develop a rolling programme of training for all players, staff, fans, Board members and participants of its outreach programmes in order to raise awareness of both collective and individual responsibilities.

Responsibility, Monitoring and Evaluation
The Board will be accountable for ensuring the implementation of this policy. Swansea City AFC employees recognise their individual responsibility for the day to day implementation of equality at the Club.

An internal working group will review all Club activities and initiatives against the aims of the policy and will report formally on this issue to the Board annually.

The Board itself will review the policy at intervals of no more than three years, (or when necessary due to changes in legislation) in line with the Club’s policy review process.

Complaints and Compliance
Swansea City AFC considers all forms of discriminatory behaviours, including (but not limited to) behaviours described in Appendix 2, as unacceptable, and is concerned with ensuring individuals feel able to raise any bona fide grievance or complaint related to such behaviour without fear of being penalised for doing so.
Appropriate disciplinary action will be taken against any player, fan, staff, board member, participant in outreach programmes and other people engaged with the Clubs activities who violate this equality policy.

**Complaint Monitoring**
Any person who believes that he or she has been treated in a way that they consider to be in breach of this policy by a player, member of staff (both within Swansea City and its Charitable Organisation), fan or any other person engaged with the Club’s activities should, in the first instance, complain to that person. If this does not resolve the matter or the individual is not comfortable in doing so they should raise the matter following the process identified in Appendix 3.

Swansea City AFC will investigate all formal complaints personally and appoint a person to do this. The investigation will be conducted impartially, confidentiality, and without avoidable delay.

Any person against whom a complaint is made will be informed of what is alleged and given the opportunity to present their side of the matter.

The parties in question will be notified of the outcome of the investigation in writing and it will be reported to the Swansea City AFC Board. If the investigation reveals unacceptable discriminatory behaviour the Club will follow the necessary procedures and may impose sanctions on that person or organisation in line with its policies as per Appendix 3.

In the event that an individual or organisation associated with Swansea City AFC is subject to allegations of unlawful discrimination in a court or tribunal, the Swansea City AFC Board will cooperate fully with any investigation carried out by the relevant lawful authorities and, subject to the outcome, may consider taking action in relation to the matter concerned.
Appendix

1. Legal Rights
2. Forms of Discrimination
3. Reporting Discrimination
4. Key Contacts
Appendix 1 – Legal Rights

Under the Equality Act 2010, in Great Britain it is potentially unlawful to discriminate in relation to age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation (Protected Characteristics).

This means that individuals will be protected if they have a characteristic, are assumed to have it, associate with someone who has it or are with someone who is assumed to have it.

Appendix 2 – Forms of Discrimination

Direct Discrimination

Direct Discrimination is a type of discrimination that occurs where, because of a protected characteristic, a person ‘A’ treats another ‘B’ less favourably than ‘A’ treats or would treat others.

Indirect Discrimination

(1) Indirect discrimination occurs where ‘A’ discriminates against another ‘B’ if A applies to B a provision, criterion or practice which is discriminatory in relation to a relevant protected characteristic of B’s.

(2) For the purposes of subsection (1), a provision criterion or practice is discriminatory in relation to a relevant protected characteristic of B’s if –

- A applies, or would apply, it to persons with whom B does not share the characteristic;
- It puts, or would put, persons with whom B shares the characteristic at a particular disadvantage when compared with persons with whom B does not share it;
- A cannot show it to be a proportionate means of achieving a legitimate aim

Discrimination arising from disability

Discrimination arising from a disability occurs where ‘A’ treats ‘B’ unfavourably because of something arising in consequence of ‘B’s’ disability, and ‘A’ cannot show that the treatment is proportionate means of achieving a legitimate aim.

Harassment

Harassment is when ‘A’ engages in unwanted conduct related to a protected characteristic (or of a sexual nature) that has the purpose or effect of violating ‘B’s’ dignity or creating an intimidating, hostile, degrading, humiliating or offensive environment for ‘B’. Whether the conduct has that effect is judged subjectively from ‘B’s’ viewpoint, subject to a test of reasonableness.
Victimisation

Victimisation is where a person ‘A’ treats another person ‘B’ unfavourably because ‘A’ knows or suspects ‘B’ has done or intends to do a protected act. Protected acts include bringing discrimination proceedings, giving evidence or information in connection with discrimination proceedings, making an allegation of unlawful discrimination, or doing anything else under, or by reference to, discrimination legislation.
Appendix 3 – Reporting Discrimination

Supporters

Swansea City AFC Supporters can report discriminatory behaviour via the Club’s complaint procedure. Further guidance on how to make a complaint can be found at:

http://www.swanseacity.net/club/safeguarding_policies/index.aspx

Club Employee

Swansea City AFC has dedicated policies and procedures in place to deal with incidents of discrimination relating to a member of staff. If you are member of staff and have been directly or indirectly discriminated against please refer to your Employee Handbook for the necessary reporting procedures.

Players

During a match – Players should immediately report any form of discrimination that takes place during a match to the Match Officials. The Player should also inform a Club Official of the incident after the game.

On Club business - Players should immediately report any form of discrimination to the First Team Manager if the incident takes place on Club business or at the training ground.

Alternatively, Players can report acts of discrimination directly to the FA using the below contact details;

footballforall@TheFA.com or info@kickitout.org

Appendix 4 – Key Contacts

**Anthony Avo**
Swansea City AFC Safeguarding Manager
anthonyavo@swanseacityfc.co.uk
01792 556521

**Lucy Norman**
Customer Services and Hospitality Manager
lucynorman@swanseacityfc.co.uk
01792 616628