

2019

Annual Achievement Report



INTRODUCTION

Leicester City Football Club is proud to present its 2019 Annual Achievement Report, celebrating the activities and initiatives which form part of its programme of equality for everyone, in pursuit of its vision of a positive and inclusive environment.

The Football Club's commitment, learning and awareness has been further strengthened by new partnerships, some of which include being a Stonewall Diversity Champion and a Disability Confident Employer, as well as delivering on its work as part of the Leaderboard Academy with Sporting Equals and Leicester University, while also collaborating with Autism East Midlands.

Furthermore, an External Working Group has been created for LCFC's supporters, which helps to ensure its work is reaching the needs of those at the centre of the Club and its community.

Equality and diversity is embedded across the Football Club and in everything it does. The Club recognises this is a journey and the need to improve the understanding of equality, diversity and inclusion is ongoing, but it remains fully committed in striving to achieve equality for all.



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OVERVIEW OF EQUALITY AT LEICESTER CITY FOOTBALL CLUB

Equality Working Group

The Equality Working Group has had another successful year working to increase awareness of equality and diversity at Leicester City Football Club.

The group are assessed regularly by the Premier League for their work towards the Advanced Level Equality Standard, and with support from Kick It Out, representatives from various departments demonstrate how the Football Club is committed to equality and diversity in everything it does.

In total, the group consists of 18 members of staff, which include Heads of Departments, Managers, and a Director from across the Club.



External Working Group

The Football Club continues to work closely with its External Working Group, made up of more than 70 various Leicester City supporters, to look at ways it can improve its offering to fans, both on a matchday and non-matchday.

Their insight and feedback is invaluable, with discussions and consultations had around key topic areas for all protected groups. This group sits alongside other key Club consultation groups, some of which include Foxes Pride, the Disability Supporters' Association and Fans Consultative Committee.





Leicester's Hospitals

The memory of Leicester City's beloved late Chairman, Vichai Srivaddhanaprabha, is immortalised at Leicester's Hospitals after the intensive care units at Leicester Children's Hospital were officially named in his honour.

The tribute, made with the consent of his family, reflects the incredibly generous charitable donations he gave to children's services at Leicester's Hospitals, including a £2M donation towards Leicester Hospitals Charity's Children's Hospital Appeal, made following the Club's historic Premier League title win in 2016.



Cornerstone

Working with the Careers and Enterprise Company and the Leicester and Leicestershire Enterprise Partnership, and furthering both our Enterprise Advisor work and community education programmes with Leicester City in the Community, the Football Club have signed up to be a Cornerstone Employer in Leicester. Through working together and dedicating time and resources, the Club will ensure that all young people in secondary schools and colleges across Leicester and Leicestershire will have the opportunity to prepare for and feel inspired by the world of work.



Apprenticeships

The Football Club first enrolled learners onto the Apprenticeship Levy in May 2017 to create long-term sustainable funding for apprenticeships, and to give employers the opportunity to provide their staff with a range of training opportunities. Courses include Sporting Excellence, Horticulture, Retail and more, all of which are the equivalent of GCSE's up to a Graduate Degree and every level in-between.

In 2019, the programme expanded to cover 44 members of staff, and now includes management and leadership level training, in partnership with Loughborough College.





We are an inclusive club.
If you see or hear unacceptable behaviour,
REPORT IT.
Text 60066 and start your message
with the word FOXES.



Reporting Processes

Leicester City is committed to creating a passionate, inclusive and welcoming environment in which everyone is free to enjoy the matchday experience. Should anyone experience any form of harassment, discrimination or bullying at King Power Stadium, please contact help@lcfc.co.uk or call 0344 815 5000 (Option 4). You can also speak to your nearest steward, and report any form of discrimination or hate crime by texting 'FOXES', followed by your message and seat details to 60066.



LGBT

Football v Homophobia

The Football v Homophobia campaign was supported at the Foxes' game against Crystal Palace at King Power Stadium in February 2019. FvH takes place year-round and the initiative has its Month of Action each February. It aims to tackle homophobia and prejudice against Lesbian, Gay, Bisexual and Transgender people in football, while working to make football safe and welcoming for everyone.



Leicester Pride

The Football Club supported Leicester Pride for a fourth consecutive year in August 2019 to raise awareness of inclusion and diversity. Various activities took place on the day, including a parade through the city centre and Leicester City-themed activations at the festival site at Victoria Park. Further support was shown at the game against Bournemouth, with rainbow flags displayed on the screens at King Power Stadium.



Foxes Pride

Links with the Football Club's LGBT supporter group – Foxes Pride – continue to strengthen, with various activities taking place throughout the year. In addition to supporting Leicester Pride, representatives from the Club have held regular meetings with the group to discuss ways of enhancing their matchday experience, building on positive relations and making King Power Stadium a safe environment for all supporters. The group currently has over 150 members.



Rainbow Laces

The Rainbow Laces campaign – an initiative aiming to demonstrate that football is for everyone and to encourage the Lesbian, Gay, Bisexual and Transgender community to get involved at all levels of sport – was backed by the Football Club in December 2019. Rainbow branding was visible at King Power Stadium, rainbow armbands were made available for team captains as well as programme advertising and social media presence, with the Club's platforms changing the LCFC crest to a rainbow theme to add further support.



Player Support For Rainbow Laces

Supporting the Rainbow Laces initiative, Ben Chilwell and James Maddison met with members of Foxes Pride at King Power Stadium to discover what it is like to be an LGBT football fan. They found out more about the group and discussed the issues they've faced at football matches and the progress that has been made over recent years. The pair handed over match-worn football boots donated by members of the First Team squad to help with the group's fundraising efforts.



Stonewall Partnership

Leicester City announced an official partnership with Stonewall - the UK's leading charity for Lesbian, Gay, Bi and Trans equality - to further strengthen the Football Club's commitment to the LGBT community in Leicestershire. Promoting equality and inclusiveness, the partnership sees LCFC work with Stonewall to tackle homophobia, biphobia and transphobia, while encouraging participation in the LGBT community across all levels of football by creating an environment free from discrimination.



GENDER

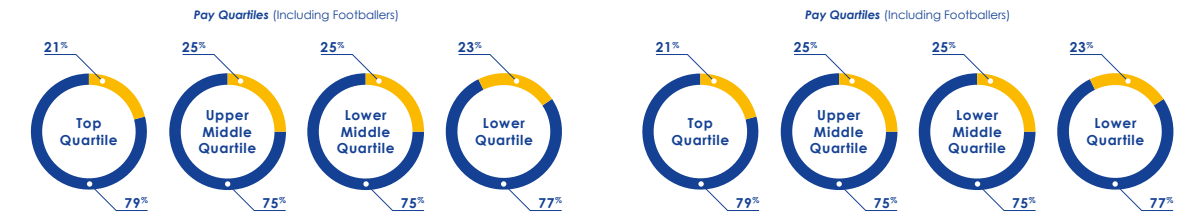
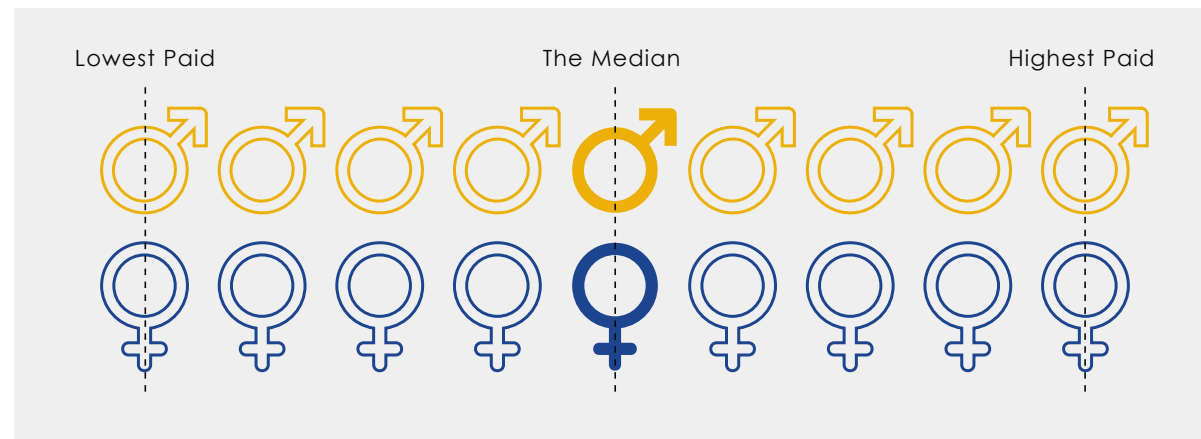
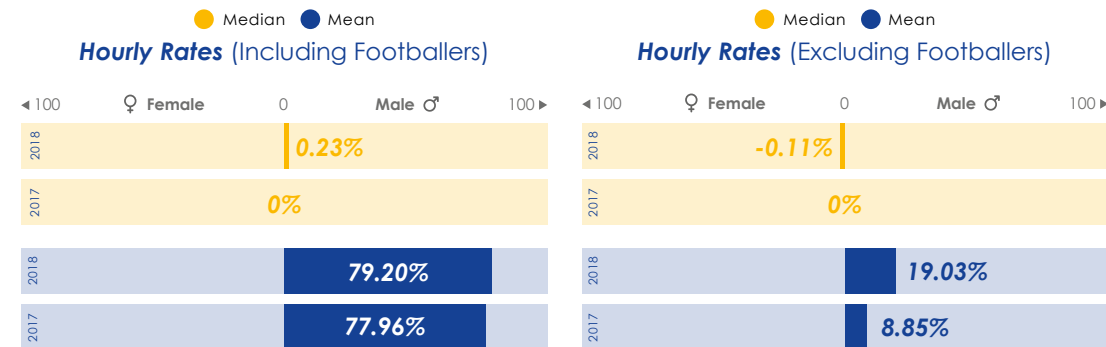


Bring The Paint

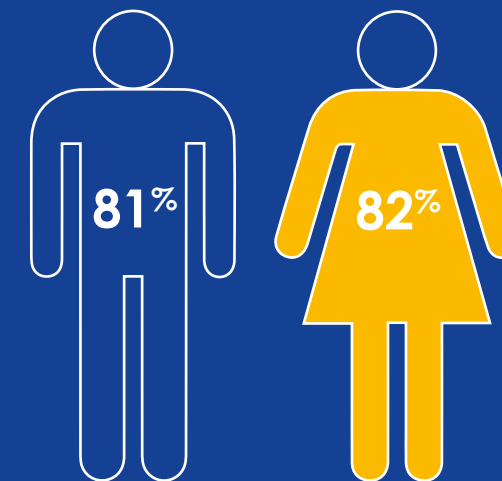
A stunning street art mural in the city centre depicting Leicester kickboxer Natasha Mina's powerful story of courage and inspiration was unveiled at Graffwerk's international Bring The Paint Festival. The mural has a back story of a difficult childhood and one of sadness but shows strength to turn a life around and become an inspiration to help other young people improve their lives through martial arts. The work with Graffwerk formed part of Leicester City in the Community's Female Engagement Strategy, and Natasha has since gone on to secure a part-time contract working for the Football Club's charitable arm.

Gender Pay Gap

Leicester City published its Gender Pay Gap Report in March 2019, with the report outlining the difference in average hourly pay of men and women at the Football Club, along with some of the factors that contribute to it as well as LCFC's long-term commitment to promoting pay equality throughout its operation.



Eligibility For Bonus Pay (Within The Reporting Period)



All members of Leicester City Football Club staff (100%) are eligible for bonuses, irrespective of gender, after completing a qualification period. If all bonus qualification periods and the GPG reporting period were synchronised, both numbers above would be 100%.



LCFC Women Photoshoots

Leicester City Women continue to go from strength to strength and have added a number of exciting signings to their ranks over the past year, most of which have been announced at King Power Stadium, with players being presented their LCFC shirts, as well as signing contracts and posing for photographs at various locations throughout the stadium.

Positive Pause

Organised in partnership with Leicester City, Leicester City in the Community, This Girl Can and Leicestershire and Rutland Sport, the Positive Pause event offered advice about the menopause and gave attendees the chance to learn about the correct nutrients needed to keep hormones in check and how the right exercise can keep you strong and healthy.





AGE

Careers Speed Networking Event

Staff members from Supporter Engagement, Media Relations and Leicester City in the Community attended the Leicester & Leicestershire Enterprise Partnership Careers Speed Networking Conference where they spoke to youngsters about what it is like to work at the Football Club, and offered advice for their future careers. This forms part of the Club's Employability and Career Kick Start programme to support careers and skills development across the county.



Dementia Action Week

Leicester City favourite Steve Walsh joined Leicester City in the Community to raise awareness of dementia at a walking football tournament in June 2019. Organised as part of Dementia Action Week, in coordination with the Alzheimer's Society, local residents from Whetstone were invited to Holmes Park to enjoy a day of walking football. The sport is designed for people over the age of 50 who, due to a lack of mobility or for other reasons, are not able to play the faster-paced, traditional game.



Then, Now & Forever

Legendary former Foxes goalkeeper Peter Shilton launched the Football Club's Then, Now & Forever initiative, a scheme by Leicester City in the Community and Club Historian John Hutchinson, aimed at unlocking the emotions of yesteryear by engaging with supporters of all ages. The workshops are free to attend and open to all fans and include a host of events tailored around the Club's rich heritage. Designed primarily to help tackle dementia, depression, loneliness and social isolation amongst elderly fans, the sessions offer a relaxed, yet entertaining and safe environment.



Foxes Heritage Exhibition

De Montfort University opened an area dedicated to the history of Leicester City in the Heritage Exhibition on campus in the city centre. Boasting a broad range of artefacts, memorabilia and historical information boards, the intriguing exhibition in the Hawthorn Building was established to celebrate earning city status in 1919, which coincided with Leicester Fosse becoming Leicester City Football Club. Positioned alongside a more general exhibition explaining the city's history over the past 100 years, the area is dedicated solely to telling the story of the Football Club's past century of existence.



Christmas Social Café

Christmas came early at Leicester City in the Community as they hosted a festive social café at the Community Hub with Harvey Barnes and Steve Walsh. The event brought together participants from Premier League Primary Stars (primary school pupils), Premier League Inspires (secondary school pupils) and Then, Now and Forever (older participants) programmes, with workshops including mask and basket making, as well as a Q&A session, led by Glenfield Primary School's Young Leaders.



Autism Packs

Autism Packs, which include ear defenders, sensory tangles and further matchday information, have been made available to people living with autism, their families and carers at King Power Stadium. Supported by Autism East Midlands, they are designed to improve the matchday experience and are part of the Football Club's commitment to being more autism friendly. They are free of charge and can be collected on a matchday from the Baggage Corner at turnstiles 25-27 in the South East Corner of the stadium. More than 70 packs have been given to supporters since they were introduced at the start of the 2019/20 campaign.



DISABILITY



King Power Quad Nations

First Team players and management welcomed members of Great Britain's Wheelchair Rugby Team to their Belvoir Drive training base to launch the King Power Quad Nations tournament. The GB athletes were given an exclusive tour of the facility by Club Ambassador Alan Birchenall before meeting the players. Leicester City Chief Executive Susan Whelan, said: *"The entire King Power family were delighted to once again support the King Power Quad Nations tournament and to have the opportunity to bring an elite international sporting event to Leicester. The standard of competition was stronger than ever, and it was another fantastic spectacle."*



Sensory Hour At King Power Stadium

The Football Club introduced a Sensory Hour in the Foxes Fanstore at King Power Stadium at the beginning of the 2019/20 season. The initiative is an allocated hour for people living with autism, their families and carers to have a break from overwhelming noises and bright lights – the common barriers people living with autism face when accessing shops and facilities. Taking place from 10am – 11am on the first Friday of each month, the Foxes Fanstore lowers its music and other background noises and dims its lights where it is safe to do so to create a shopping environment that is more comfortable for people living with autism. In total, more than 250 people have attended the Sensory Hours so far.



Autism Audit And Staff Training

Autism East Midlands helped the Football Club to conduct an Autism Friendly Environmental Audit of King Power Stadium as well as deliver an autism awareness training session to staff members. The Club has made the necessary adjustments that not only meet the needs of autistic people and people with other conditions and disabilities, it has produced an environment that connects Leicester City to its community.



Disability Confident Status

The Football Club achieved Disability Confident status, meaning it recognises the positive impact people with disabilities have in the workplace and helps employers make the most of their talents, while challenging behaviours and cultures. The Club hosted a conference for 70 local businesses to promote the importance of this standard and the benefits of becoming a Disability Confident employer. Over 120 individuals attended the event, where former Foxes captain Matt Elliott was a guest speaker, to promote their services in supporting disability confidence employment in Leicestershire.



Mental Health Sessions

For World Mental Health Day, Leicester City in the Community held a workshop for youngsters at King Power Stadium which was designed to educate them and raise awareness of mental health. Pupils from Mowmacre Primary School took part in a two-hour emotional resilience workshop which was followed by a calming yoga session and team challenges.



Mental Wellbeing

As part of Leicester City's commitment to supporting its staff, a free and confidential 24-hour helpline has been made available to over 1,000 employees and their immediate families. The Employee Assistance Programme is designed by Health Assured and offers support to all staff members to help with any of life's issues or problems. The helpline can be reached by calling 0800 028 0199.



Neckloop Receivers

Aiming to make tours of King Power Stadium more accessible to people with hearing impairments, three Roger MyLink neckloop receivers have been introduced to the stadium tour offering. The receivers are available for free to people who wear hearing aids or cochlear implants, who often have difficulty hearing over background noises. The device works with personal listeners to amplify what you want to hear and filters out the rest.



Audio Descriptive Commentary

The Football Club continues to offer audio descriptive commentary to supporters with visual impairments. The service has been in place since 2013, and is available for blind and partially sighted fans at King Power Stadium. There have been continual improvements to the commentary and equipment to further enhance the matchday experience.





Special Educational Needs (SEN) Football League

Eight schools participated in Leicester City in the Community's SEN football league, which provided children of all abilities with an inclusive football tournament in the region. With the help of trained coaches, the players received tips on how to improve their overall game, while also taking part in friendly competition with one another.



BAME

No Room For Racism

Leicester City joined the Premier League in making it clear there is No Room For Racism as clubs, fans, FA, EFL, PFA, Kick It Out and the police continue to work together to tackle discrimination across all areas of football. Ongoing work includes reviewing how offenders are identified, investigated and sanctioned, while education also takes place through rehabilitation programmes. Furthermore, Senior Stewards have been trained in evidence-gathering at matches using technology and the Premier League is also developing additional training for Stewards to ensure they are empowered and equipped to deal with discrimination at matches.



Black History Season

Wes Morgan and Youri Tielemans underlined the importance of ridding football and wider society of racism to mark Black History Season. The pair joined representatives from Leicester's biggest clubs at De Montfort University to discuss racism and overcoming adversity in sport. Alongside Leicester Tigers, Leicester Riders and Leicestershire County Cricket Club stars and staff, the Foxes duo answered questions from students concerning the issues with racism which sport currently faces.



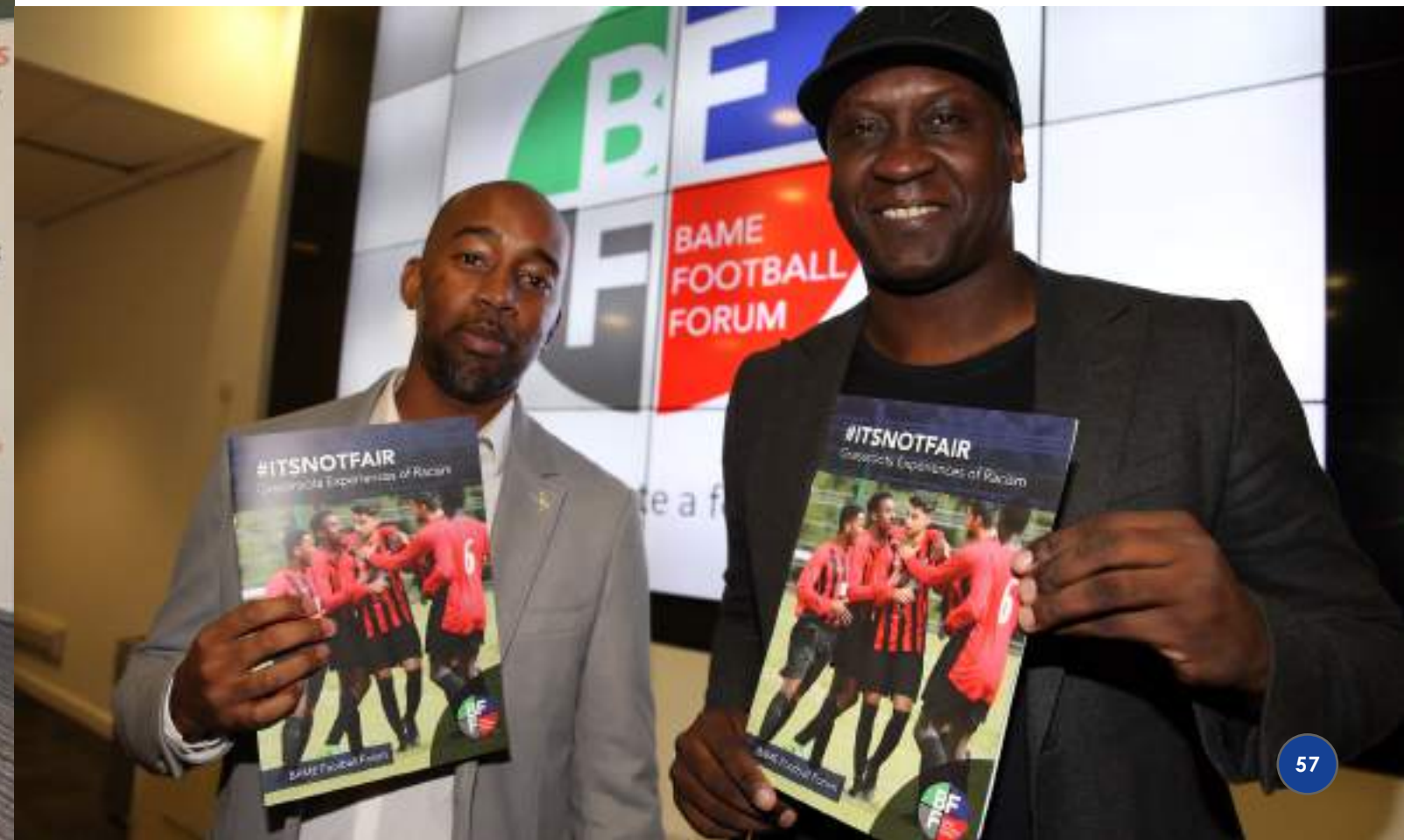
Leaderboard Academy

Group members from Leicester University's Leaderboard Academy met staff from the Football Club's HR, Supporter Engagement, Marketing and Partnerships departments to engage in learning, discussion and networking, and look at ways of promoting ethnic diversity in elite sport as part of the Sporting Equals initiative of training BAME leaders in sport.



BAME Football Forum

The first BAME Football Forum took place at King Power Stadium in October 2019, with the event providing a platform for local people at the forefront of grassroots football to discuss issues around discrimination and racism in football. Attended by more than 100 people, former Foxes duo Emile Heskey and Matt Piper were guest speakers at the event, which gave participants the chance to share their lived experiences with the aim of igniting improvements in the game. In addition, the event helped build greater awareness of the issues that BAME football clubs and its members face, and create a plan of action governing bodies can work towards.



FOOTBALL WELCOMES

#FootballWelcomes



DIVERSITY

BAME Coach Development Programme

Academy coaches Ashvir Johal and Leroy Moore have both been supported in fulfilling their potential on the Premier League's Black and Minority Ethnic and Female Coach initiative. Since 2015, the Premier League has been seeking to make the coaching landscape in England and Wales more reflective of its diverse society, with the Elite Coach Apprenticeship Scheme (ECAS) providing the chance for nine black, Asian and minority ethnic (BAME) and female coaches to enrol each year.



Ramadan League

Football brought the Islamic community together through Leicester City in the Community's Ramadan League, which worked around the religious event to help those who were fasting. More than 60 players from eight teams spent four weeks competing against each other to determine seedings for the tournament's final week, which was held at Goals Leicester, with all teams donning Foxes shirts for the last day of Ramadan.



Cathedral Donation

The Vichai Srivaddhanaprabha Foundation reaffirmed its position at the heart of the community with an £800,000 grant towards the restoration and renewal of Leicester Cathedral. The funds were entrusted to Leicester Cathedral Revealed – a visionary project aimed at restoring and protecting the historic Grade II listed building that dates back as far as the 13th century. Alongside the vital work to renew the sacred spaces, which contain the tomb of King Richard III, the vision will also see the creation of a new heritage centre that will benefit the entire community.



Service Of Remembrance

Leicester City's annual Service of Remembrance took place at King Power Stadium in June 2019. The event brought together hundreds of people and was led by Club Chaplain Andrew Hulley and Club Ambassador Alan Birchenall. The informal and dignified service was held in the Remembrance Garden and provided an opportunity for supporters to celebrate the lives of loved ones who have passed away, while providing comfort to those who still grieve.



Show Racism The Red Card

Leicester City players past and present joined forces to promote the values which are central to the Show Racism the Red Card (SRtRC) campaign, the United Kingdom's leading anti-racism educational charity. Ricardo Pereira, Alex Pascanu and Gerry Taggart hosted an educational event for young people from local schools, which looked at the negative impact racism and hate crime has on society.



Leicester Youngsters Enjoy Indian Adventure

The Academy's Under-14 team benefited from an unforgettable cultural experience in Mumbai as part of Football Development Week. They played against local Indian counterparts, saw how Premier Skills coaching sessions are creating the next generation of footballers in India, and also visited the Oscar Foundation to learn how it uses football to inspire youngsters in underprivileged homes.





LEICESTER CITY IN THE COMMUNITY

Work For All

Work For All is a bespoke employability programme for young people aged 16 to 18 years old with Special Educational Needs and disabilities. With the support of Children in Need and Leicestershire Education Business Company, the scheme holds weekly workshops around life skills and employability, with the aim for each young person to secure and complete a placement whilst on the project.



Prison Twinning Project

Leicester City in the Community have been working in partnership with HMP Stocken to provide positive educational and lifestyle messages to inmates by using the power of football to reduce offending. This relationship has developed on the back of the national Twinning Project, led by David Dein MBE, former Vice-Chairman of the Football Association, involving professional football clubs and their local prison. Foxes legends Steve Walsh, Matt Elliott and Matt Piper all visited the prison to help launch the project.



All Stars

All Stars is a bespoke literacy programme delivered within Special Schools across the county. Sessions take place over 18 weeks and are adapted to suit the needs of young people with Special Educational Needs. The scheme encourages students to create their own characters and story, and also includes the delivery of PE lessons, lunchtime and after-school clubs.



Football Welcomes

The impact players from a refugee background make to the beautiful game was celebrated when Leicester City in the Community teamed up with Amnesty International to host a tournament as part of the Football Welcomes community project. The programme is designed to work with local organisations, including refugee groups, charities, amateur football teams, supporter groups and schools to bring people together in their communities. Alongside a focus on improving physical activity, the project also includes the opportunity for participants to take English classes, undertake referee or coaching training and join local grassroots football clubs.



Youth Power

Leicester City Academy graduate Hamza Choudhury swapped his football boots for a pool cue to help launch Youth Power - a youth project aimed at tackling knife crime and anti-social behaviour through providing positive activities and opportunities for young people. Partners include Leicester City Council, De Montfort University, Young Leicestershire and Leicester City in the Community.



Kicks Cup

More than 700 young people, representing 65 professional football clubs, got together at Warwick University for the Premier League Kicks Cup in April 2019. Leicester City in the Community began delivering Kicks in October 2014 and works in community settings across the city and county. The programme promotes participation in areas of high need, while providing opportunities for youngsters to develop skills and progress into positive pathways.



Inner-City World Cup

The Inner-City World Cup took place at Victoria Park in Leicester in July 2019, an event designed to allow multicultural grassroots players to represent their nations of origin in the UK. Launched in 1994, the Inner-City World Cup has included players who originate from over 80 countries, including Syria, Iraq, Russia and the United States.



Free Meals To School Children

A total of 840 free meals were served to local schoolchildren over the summer, with Leicester City in the Community's Eat Well Play Better programme, run in partnership with Central England Co-operative and FareShare East Midlands, supporting families to provide healthy lunches.





United Leicester Health Programme

Pupils from Hazel Community and Taylor Road Primary Schools were invited to the Morningside Arena, home of Leicester Riders, to launch the United Leicester project. Players and coaches from each of the city's four professional clubs, Leicester City, Leicester Riders, Leicester Tigers and Leicestershire County Cricket Club, were on hand to get the children active in sport activities and highlight the positive benefit of a healthy lifestyle, with Christian Fuchs representing the Foxes. United Leicester aims to improve children's health and lifestyle using sport by delivering a 30-week programme, which will involve coaching from the four community charities involved in the scheme.



"At the heart of our vision and our commitment for Leicester City Football Club is the desire to protect, celebrate and encourage equality, both in our organisation and in our community. We're extremely proud to have been able to demonstrate huge steps towards this through our work, as we seek to build a culture that places value on diversity and offers fairness through equality."

"We continue to use football as a force for good and our work so far has given us renewed determination to ensure Leicester City remains at the forefront of effecting positive change. This is our commitment to our staff and to our community, who are central to our mission to be an employer and a Football Club that we can all be part of and be proud of."

Susan Whelan
Leicester City Chief Executive



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