



# ED&I Annual Review 2022/23



# ED&I Timeline

**1886**

At a pre-Chelsea FC Stamford Bridge, England's first black professional footballer, Arthur Wharton, becomes the first athlete in the world to run 100 yards in ten seconds.

**1880**

**1914**

Chelsea FC arranges emergency funds and housing for Belgian refugees, also providing match tickets, the grateful recipients being 'Chelsea partisans to a man - and woman'

**1910**

**1911**

Prolific centre-forward Bob Thomson, who lost one eye in childhood, becomes Chelsea's first disabled player

**1920**

The last international women's club match before the 1921 FA ban is played at Stamford Bridge between Dick, Kerr Ladies and Femina of Paris, France.

**1920**

**1919**

A large area in front of the west terrace at Stamford Bridge is made available for disabled supporters in wheelchairs on matchdays

**1924**

The newly-formed Middlesex Ladies' Athletic Club chooses Stamford Bridge as their summer home.

**1925**

The third ever Women's Amateur Athletic Association Championships are held at Stamford Bridge, returning in 1926 and 1928-32.

**1970**

**1974**

Bands, dancers and sports teams from Ireland fill Stamford Bridge for the first ever London Irish Festival.

**1982**

Aged 20, Paul Canoville becomes the first ever black footballer to play for the Blues' in the Football League.

**1980**

**1989**

Free creche facilities in the East Stand at Stamford Bridge provide care for 20 one- to five-year-olds on matchdays

**1990**

**1993**  
President of the Muscular Dystrophy Group and Chelsea FC Life Vice-President Richard Attenborough ensures better facilities for people with disabilities are included in the stadium rebuild

**2000**

**2009**  
The Asian Star initiative, offering boys (and later girls) aged nine to twelve the chance to impress and join one of Chelsea's development centres, attracts 100s of hopefuls

**2010**

**2010**  
New 'Building Bridges' seeks to 'promote equality, celebrate diversity and make everyone feel valued throughout our club, stadium and wider community'

**2016**

Chelsea Pride, the Blues' LGBT+ supporters' group, is formed and officially affiliated to the club

**2018**

'Say No To Anti-Semitism' campaign launched.

Matchday sensory room for children with special needs is opened at Stamford Bridge.

Hosted world's largest disability football showcase.

**2003**

Women's team affiliated to the club

**2013**

The 'Game For Equality' highlights and celebrates the club's year-round inclusion work with a multimedia matchday presence

**2017**

LGBT+ community is represented at the club's policy-shaping Fans' Forum meetings

Chelsea men's and women's team wear rainbow laces and captain's armbands in support of Stonewall's annual campaign.

**2019**

Kick It Out, football's equality and inclusion organisation, hosted their 25th Anniversary Dinner at Stamford Bridge.

Hosted world's largest disability football showcase.

Say No To Antisemitism campaign was honoured at the London Football Awards 2, an event, which celebrates the very best of London football. The campaign won the Community Project of the Year prize.

## 2020

Chelsea Women use FitrWoman app to tailor training and recovery around players' menstrual cycles

Street artist Solomon Souza's giant painting depicting Jewish footballers and a British POW sent to Nazi camps is unveiled at Stamford Bridge

Chelsea FC and Chelsea Pride join forces for the Pride parade in London

First Sporting Organisation in the world to sign IRHA definition of antisemitism

Club commits to the FA's Football Leadership Diversity Code

Club is awarded Advanced Premier League Equality, Diversity & Inclusion Standard

## 2023

The The We See You Network in partnership with Three wins award at Women in Football Awards

Shortlisted at the British Diversity Awards, Rainbow Honours & Football Business Awards for our ED&I work

Receive silver award at Football V Homophobia annual awards

## 2020

### 2021

Launch of No To Hate

Midfielder Melanie Leupolz becomes the first Chelsea Women player to take maternity leave on full pay

Chelsea Foundation CP team finish fourth in England's inaugural National Cerebral Palsy League

Club appoints its first ED&I Manager

### 2022

Club takes part in London Pride with Float for first time in collaboration with LGBTQI+ supporter group Chelsea Pride

First Premier League Club to utilise QR codes to improve reporting of abuse in stadium

# Introduction



**What does it take for a team to be successful? We believe the most successful teams are resilient, brave and collaborative.**

I believe that better decisions are made by teams, rather than individuals and, even better than that, a diverse team will make the best decisions. Having recently joined this iconic and legendary club, I feel encouraged to see individuals who want to collaborate and share success with their fellow colleagues and the community within which we serve.

The promise our owners made when they became custodians of our club in 2022 was to make our fans proud – and this has not changed. I feel the influence of wanting to deliver this promise from our owners, our colleagues, our partners and our supporters.

We continue to prioritise equality, diversity and inclusion, as Chelsea consistently delivers beyond what the FA Diversity Code and the Premier League Equality Standard expects of a football club.

This report showcases how and where we are pushing the boundaries of what good equality, diversity and inclusion looks like within a high-performing organisation. This year's report highlights the progress we made in all aspects of our journey, from our inaugural float at the London Pride Parade to the formation of our ED&I employee resource groups and everything in between.

I am excited at the prospect of working more closely with these groups to ensure that we continue to work together to do the right thing for our club, our fans and the sport of football.

**Chris Jurasek**  
CEO



**In a year in which our women's team saw unparalleled success on the pitch and our equality, diversity and inclusion employee resource groups launched, our commitment to our ED&I strategy has never made a greater impact, reinforcing it as a cornerstone of our club's culture.**

As we strive to win, we continue to be brave to ensure the impact of our ED&I strategy is felt by our colleagues, fans and communities. And, this year, we attracted recognition for this work, as we celebrated awards on the external stage.

We remain incredibly proud of our workforce and their commitment to always want to do the right thing, often adjusting their creative thinking to marketing campaigns or events to ensure that inclusivity or diversity is always a priority. Many will give up part of their working week to attend events or networking groups to make a difference and impact in the ED&I space for the club, internally or externally.

As we continue our journey, and regularly reflect on the changing needs of our current and potential workforce, we remain proud of what has been achieved so far but hold the commitment to continuous improvement across the club.

**Jo Stone**  
Director of HR



# Introduction

“Through our groundbreaking programmes, the Chelsea Foundation is making great strides to change the game both on and off the pitch. Equality is a golden thread that operates throughout all our projects. It can never be an afterthought, it has to be a key central pillar in all our operations. By making the football safer, welcoming and more accessible to all, we can truly create a game that is a reflection of the communities we serve. This is the goal that we are pursuing tirelessly and, working alongside the club, we believe we are making a real and tangible difference.

Through our work, we are determined to make football more representative. By providing development opportunities for under-represented groups and communities in areas such as sport journalism, the creative industries and coaching, we are slowly changing the football industry to mirror the diversity we see on the pitch.

We are proud to be working with fans, colleagues and communities to highlight the positive examples of diversity at Chelsea FC and the contribution that people from diverse backgrounds have made to the history of our club. Throughout the season, we have engaged tens of thousands of people of all ages and backgrounds in a range of innovative education programmes, each championing and celebrating equality.

Using learnings from initiatives such as No To Antisemitism we will strive to engage more communities to understand the barriers they may face and to work with them to create more opportunities to play and watch football. There is still a great deal of work to do, but there can be no doubting the commitment of the club and Chelsea Foundation to create a both a diverse club and wider game and to develop communities that are open, inclusive and welcoming to all.



**Simon Taylor**  
Head of Chelsea Foundation

# Our Values

MANY TEAMS ONE CLUB

BE BRAVE

DO THE RIGHT THING

HERE TO WIN

PLAY YOUR PART

PROUD TO BE CHELSEA



# Our Six Strategic Equality Objectives

A reminder of the club's six strategic equality objectives that we always strive to meet and embed in our work both on and off the pitch.



Demonstrating  
Leadership on  
Equality



Encouraging  
Diverse  
Participation



Raising  
Awareness &  
Education



Celebrating &  
Communicating  
Success



Mainstreaming  
& Sustaining  
Equality



Developing our  
support for mental  
health & well-being  
activities



# Our Six Strategic Equality Objectives

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## Demonstrating Leadership on Equality

at the heart of our action plan and the key to its success is the support of the most senior leaders in the club.



## Encouraging Diverse Participation

ensuring we are drawing from all parts of society and that our colleagues reflect the diverse environment that surrounds the club. Evidence will support our programme and help us to attract diverse groups to work and succeed in the club. Strong evidence-based activities through research will guide us to clear analysis and insight on gaps in our diversity deliverables.



## Raising Awareness & Education

creating, delivering and embedding training, development and communications that embrace and embed our agenda and improve capability for all.

# Our Six Strategic Equality Objectives

A reminder of the club's six strategic equality objectives that we always strive to meet and embed in our work both on and off the pitch.



## Celebrating & Communicating Success

demonstrating consistently how we are a leading, diversity role model for our club, for our peers and for our sector.



## Mainstreaming & Sustaining Equality

ensuring we consider our diversity and equality agenda in all our activities, creating an environment where this is an unconscious reality not a conscious aim. We will ensure fair treatment at work and progression opportunities removing prejudice and enabling participation to an individual's full potential making the best use of talent no matter where it originates from.



## Developing our support for mental health & well-being activities

demonstrating how we support and promote good mental health and wellbeing.

# ED&I Priorities

Our ED&I work is based on four strategic pillars, underpinned by our commitment to mental health & wellbeing



**Mental health and wellbeing**

**Religious Intolerance**

# What does equality, diversity and inclusion mean?

## Equality is...

offering the same opportunities for everyone

## Equity is...

support to access the same opportunities

## Diversity is...

the range of human differences and variations, they can be inherited (by birth) or acquired (by experience)

## Inclusion is...

the act of integrating an individual as a vital part of the whole team.

Inclusive cultures are those where employees feel comfortable expressing their opinions and ideas freely, are appreciated for their unique contributions, are recognised for their accomplishments and feel safe to express themselves authentically.



# Premier League Equity Standard (PLEDIS)

## Themes

Leadership and commitment

Promoting inclusion; challenging and preventing discrimination

Data, insight and delivery

Learning and development



## Tiers

### 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 ED&I principles and practices
- Lead through people
- Show progress and evaluate impact
- Continuously innovate

Achieved in 2020



# Accreditations & Recognition



# Accreditations



## Living Wage Employer

**We are proud to be a London Living Wage Employer.**

Our continued commitment as a Living Wage Employer means we raised our minimum rate of pay in 2020. We were also the first English Professional football club to be accredited by the Living Wage Foundation.

## FA Leadership Diversity Code

**The club confirmed in October 2020 that we had signed the FA Diversity Code.**

This made Chelsea one of the first clubs committing to tackling inequality across Senior Leadership positions, broader team operations and coaching roles.

## Disability Confident Employer

**In June 2020, the club achieved Disability Confident Employer level status.**

Disability Confident is creating a movement of change, encouraging employers to think differently about disability and to take action to improve how they recruit, retain and develop disabled people. The next step is for the club to now work towards the highest level – being a Disability Confident Leader.

## The PLEDIS Award

**In November 2020, the club was awarded the top level of the Premier League Equality, Diversity and Inclusion Standard.**

The accolade, which is the highest level a club can receive, sees an independent panel consider evidence provided by the club on equality and diversity across all areas of the business, including the work of our charity, The Chelsea Foundation.

## The club confirmed in October 2020 that we had signed the FA Diversity Code.

This made Chelsea one of the first clubs committing to tackling inequality across Senior Leadership positions, broader team operations and coaching roles.



### Senior Leadership Team

#### Our Pledge

15% of our new hires will be Black, Asian or of Mixed-Heritage  
30% of our new hires will be females

#### Our Progress

47 new hires fell within the Senior Leadership Team.

Of our 47 new hires 13% were Black, Asian or Mixed Heritage and 30% were female, therefore achieving our senior leadership recruitment pledge.



### Team Operations

#### Our Pledge

15% of our new hires will be Black, Asian or of Mixed-Heritage  
30% of our new hires will be females

#### Our Progress

214 new hires fell within Team Operations.

Of our 214 new hires 27% were Black, Asian or Mixed Heritage and 36% were female.



### Coaching – Men’s Team

#### Our Pledge

25% of our new hires will be Black, Asian or of Mixed-Heritage  
10% of our new hires will be females

#### Our Progress

9 new hires.

Of our 9 new hires 11% were Black, Asian or Mixed Heritage and 0% were female.



### Coaching – Women’s Team

#### Our Pledge

15% of our new hires will be Black, Asian or of Mixed-Heritage  
50% of our new hires will be females

#### Our Progress

2 new hires.

Of our 2 new hires 0% were Black, Asian or Mixed Heritage and 100% were female.





# FLDC RECRUITMENT DATA

## SHORTLIST

108 roles recruited for where a Black, Asian or Mixed-Heritage Male did not meet the shortlist requirements

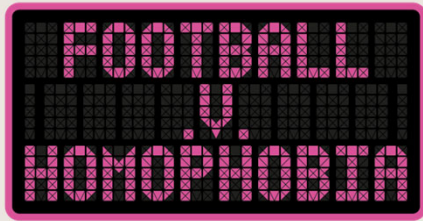
154 roles recruited for where a Black, Asian or Mixed-Heritage Female did not meet the shortlist requirements

169 roles recruited for where a Black, Asian or Mixed-Heritage Male was shortlisted for interview

81 roles recruited for where a Black, Asian or Mixed-Heritage Female was shortlisted for interview



# Awards



FOOTBALL FOR EVERYONE

## Football v Homophobia 2023

**Shortlisted and placed 2<sup>nd</sup>**

The professional football clubs that have shown dedication to improving the landscape of football for the LGBTIQ+ community and who have worked to create better inclusion and participation of the LGBTIQ+ community over the past year.



## British Diversity Awards

**Shortlisted in 'Marketing Campaign of the Year' for 'Say Yes to Rainbow Laces' and 'No to Hate' campaigns**

The awards celebrate leading diversity and inclusion champions, recognising achievements over the past year across ethnicity, age, disability, sexual orientation, gender identity and religious beliefs.



## Rainbow Honours Awards

**Chelsea's ED&I Manager shortlisted as Head of Diversity**

This award recognises those who have advocated and supported the community as well as being entered by the organising committee in the community category for Campaign of the Year for our Say Yes to Rainbow Laces and No To Hate Campaign.



## Football Business Awards

**Shortlisted for 'Equality, Diversity and Inclusion' and 'Women's Football' Categories**

# Club Behind The Scenes



# Our Flagship Leadership programme

## Leading Authentically: Embedding a culture of inclusion

In March we launched our Flagship programme for 10 of our senior leaders, equipping them with the skills and confidence to lead inclusively, and authentically through a combined approach of group and individual work over a period of six months in collaboration with Charlotte Sweeney Associates.

1

LEADERS FIRST

2

INCLUSIVE DECISION MAKING

3

H<sup>3</sup> OF DE&I

4

BRINGING THIS TO LIFE

5

1:1 COACHING THROUGHOUT

## Leading Authentically

Embedding a culture of inclusion

LEADERSHIP PROGRAMME



5  
CRITICAL STEPS

EXECUTIVE LEADERS  
1  
COHORT

6  
MONTH DELIVERY

# Ensuring the way we communicate is more inclusive

This season we have introduced our **Inclusive Communications Policy**. This is in addition to our policies already in place, such as social media.

All employees working in departments such as Communications, Marketing, Creative and TV will undergo foundational training – these sessions have been built from the feedback garnered from internal focus groups conducted across the club.

All new starters will undergo this training as part of their induction.



Inclusive communication means sharing information in a way that everybody can understand, and making sure that we recognise that people understand and express themselves in different ways. We recognise that we have a global audience with many different needs across society and it is our responsibility to communicate in an authentic and inclusive way, ensuring our colleagues have the skills and tools to do so remains a key priority.



**Toby Craig**

Director of Communications and Public Affairs



# Textio...

## Bringing on Textio to aid our recruitment processes.

As part of our focus on key interventions within our recruitment process, we brought on a new tool to aid us in reviewing the language we are using in our job descriptions.

Textio is an augmented writing platform – it helps you build more inclusive language patterns. The tool is an on-the-job learning aid, which enables the writer to input their original into the system and get a score and highlights of areas to consider improving and why. Thereby, allowing both the job at hand to take place and embed concepts of inclusivity whilst the writer is considering making changes.



Textio is such a fantastic tool to use. It has created an easier environment to have a conversation with hiring managers about the language used in a job descriptions, and how it can be changed to be more inclusive. We've had positive feedback from managers, and it has created some interesting conversations



**Rebecca Nicholas**  
Head of Talent

Celebrating cultural differences and acknowledging social bias demonstrates that you value inclusion.

**bring your whole self**

Multicultural  
Inclusion

This phrase conveys a fixed mindset by overemphasizing innate abilities, which is unappealing to many job seekers.

Instead, you could try:

**hard-working**

**talented**

Fixed mindset  
Inclusion

This phrase may suggest that individuals can be labeled as diverse.

Instead, you could try:

**a diverse set of people**

**diverse people**

Harmful phrases  
AMERICAN

# Reviewing the support we offer employees

Chelsea has recognised the challenging economic climate of all our employees and taken steps to respond to the growing pressures we all face, some key highlights include:

Engaged a new Employee Assistance Provider, designed to better support our employees across a wide range of topics

We invested in a new training room – a space dedicated to conducting training sessions and offering a space for all to feel inspired season long

Introduction to new HR system to support our data centric approach

We stocked our kitchens with snacks and breakfast items available every day

Introduced a cost of living allowance for 2022/23

We officially put in place our hybrid working model, designed to support all employees empowering them as their role enables to utilise working from home

We improved our holiday allowances

We introduced new family-friendly benefits including a Busy Bees nursery discount and a fertility benefit through Apricity

Our onsite Tea Bar (café) introduced a £2 hot lunch meal for colleagues including a vegan option

# Learning – transitioning to our new platform “GOAL”

We have made significant investment across our HR, Talent and Learning departments this season, including transitioning to a new learning platform, Cornerstone or, as we like to call it, “GOAL”, to better support our colleagues throughout their learning journey at Chelsea

GOAL will allow us to conduct and monitor performance reviews, skill gap analysis and further add on our ED&I work by adding new training providers to elevate our ED&I work.

Further, GOAL will enable us to run cutting-edge reports across our learning interventions. For example, we can filter when people did the training, what parts people got incorrect etc to be able to identify trends and be able to upskill accordingly.



Ensuring our employees have access to the latest and most relevant training opportunity throughout their career at Chelsea FC is extremely important and the move to Cornerstone really showcases the commitment from our leaders.

**Rebecca Nicholas**

Head of Talent





# Learning



## Raise the bar

Empower – Women in Business Programme

Ten of our female employees will go through this unique online programme providing them with the inspiration, stimulus and tools for to grow in confidence, create positive impact and thrive.

The sessions will cover topics to support:

MINDSET

IMPACT

EVOLVE

ACCELERATE





## Mentoring & Internships

In April we kicked off our applications for our first ever mentor programme with Creative Access.

Creative Access is a social enterprise providing career-long access, opportunities, support and training to make the creative industries reflect society supporting those from unrepresented communities in the industry.

The programme will run for six months with four of our colleagues from our Creative Team.

In addition to this the team will also be working with Creative Access to launch paid internships within the team, with the intent to create a talent pipeline and break down barriers those in underrepresented communities face.

“I aspire to be a graphic designer focusing on advertising and marketing design once I graduate. Through this programme, I hope to get guidance on coursework and receive constructive feedback on improving my design skills. Having a mentor who can offer insights into the industry is absolutely precious for my personal and professional development.”

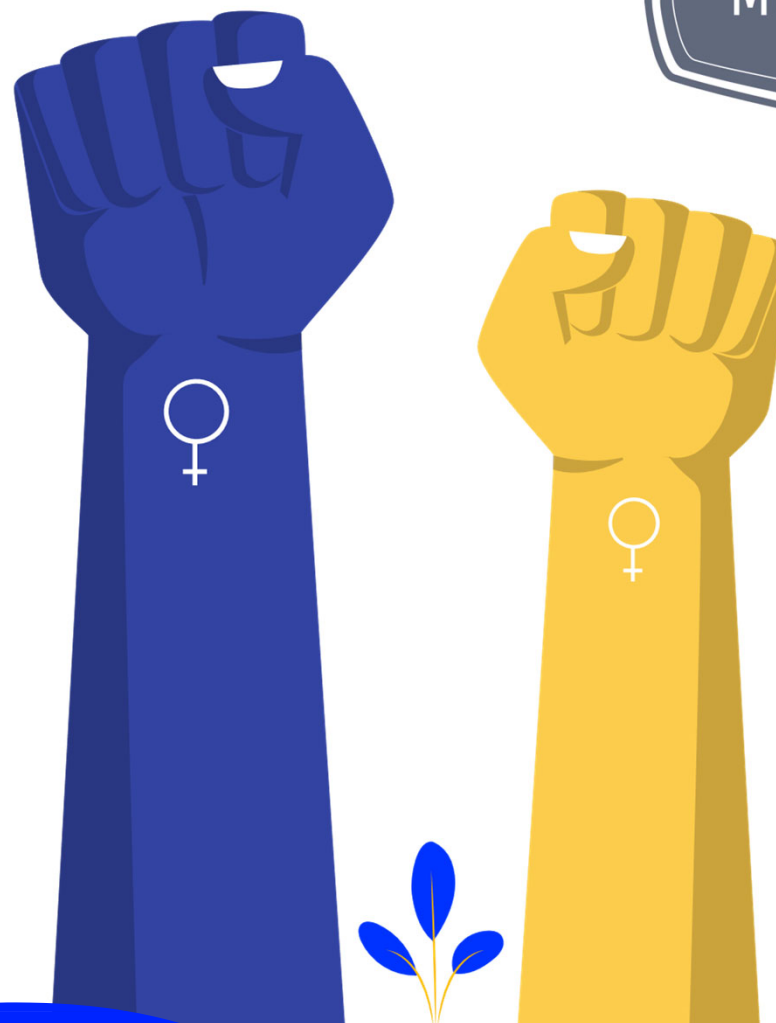
Mentee- **Balqis Aqilah Badiu'zaman** (She/Her)



# Period Dignity

In 2022 Chelsea launched Organic Mondays sanitary dispensers in all female and gender-neutral toilets across our three sites Stamford Bridge, Kingsmeadow and Cobham.

This initiative means the products are available to all who need them and supports our commitment to being an inclusive organisation for our employees and fans coming onto our sites.



## Man Van – supporting our colleagues

The Royal Marsden NHS Foundation Trust in partnership with The Institute of Cancer Research, London, brought their 'Man Van' to Stamford Bridge.

The 'Man Van' offered free health checks in a private and relaxed environment, including PSA tests – a blood test, which helps to detect prostate cancer. This was available to local residents, our supporters and our employees.



# Our Future...

## Founding member of the AllBright Alliance

As part of our commitment to empowering, developing and promoting women's leadership in football we were really pleased to announce that we will be a founding member of the [AllBright Alliance](#) in 2023, which is a global collective of companies committed to a world of unlimited possibilities for women's careers.

As a founding member we will be able to provide support in areas such as mentoring, networking, upskilling and community. Watch this space for more exciting details.



AllBright

# The Powerhouse Project

## Playing our part in developing the next generation of female coaches in Football

The three-month long coach education programme is designed to upskill 12 female UEFA C coaches and prepare them for the UEFA B license course. Chelsea supported Nike, the FA and the Powerhouse Project to deliver the second edition of the unique women's coaching programme.

There are only 572 female coaches at UEFA B compared to 12,235 males

This included:

- Hosting the group at Chelsea's training ground throughout the first 4 weeks of the programme. Included use of classrooms and pitches
- Internship opportunity for one course graduate to join the Women's Academy on a paid 12-month FTC commencing in July 2023
- Facilitated Q&A with Chelsea Women's manager, Emma Hayes and Chelsea Women's player & Nike athlete Pernille Harder
- Sessions with Head of Chelsea Women's Academy, Dean Stening and the current Chelsea Women academy U21s coach

“

A support network is critical for females making their first move on the coaching pathway....There are outdated norms around female coaches with female coaches often considered in 'developmental' terms or 'given a chance' or 'outside of the norm' or a 'risk', it's important we at Chelsea FC live by our values and play our part.

**Rebecca Nicholas**

Head of Talent

”



# Our Future...

## ED&I Working and Advisory Groups

In January 2023 we launched the club's ED&I Working and Advisory groups, each group has around 20 members representing all areas of the business. The advisory group includes external members representing the club's supporter groups and commercial partners or ED&I experts.

A key aim of the groups is to support and maintain our Premier League Equality Framework standard, so there is a direction, but how we do that and what we focus on, internally and externally, is up the groups, as they will be listening and responding to the feedback that colleagues give them – it's up to all of us to ensure that ED&I is always improving at the club.

"I was initially nervous about joining a group but, my desire for being an ally and supporting to drive change is a true passion and I feel I shall learn a lot, too. It's an honour to work alongside colleagues and peers in this group, with a genuine passion and goal to drive change," David Timms, Senior Manager Venue and Hospitality Development.



# Our Future...

Equipping our ED&I Working and Advisory Groups with the tools to succeed

“ Equipping our colleagues who are part of the groups with the tools and confidence to run effective ED&I groups has been so pivotal in our journey. The benefits of doing this are already apparent, ensuring our thinking is focused and purpose led. ”

**Despina Sammoutis**

Internal Communications Manager



As the groups continue to develop, we will continue to provide the support internally and externally to ensure our groups are effective, authentic and all individuals involved have the opportunities for personal development.

- 1 Be clear on the focus and purpose of your ED&I AWG and how the strategic value they add to Chelsea FC.
- 2 Your roles and responsibilities as ED&I Advisory and Working Group (ED&I AWG) Leads and Chairs.
- 3 Leveraging peer-to-peer learning to effectively apply best practice at Chelsea FC.

### ED&I AWG's focus and purpose

One important element of any ED&I Advisory and Working Group (AWG) is that its purpose is about bringing people together to support the overall aim of creating a more diverse, equitable and inclusive organisation.

That is done effectively when employees are engaged and feel they are part of creating and delivering the solution.

To recap, when thinking about the focus and purpose of your ED&I AWG, consider:

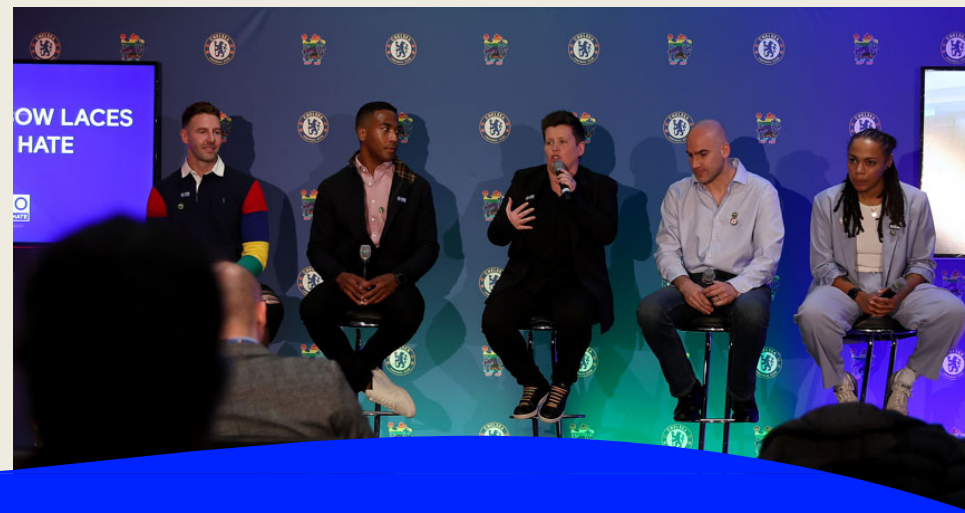
- PURPOSE**  
What is the main purpose of your ED&I AWG?  
We will focus on this shortly.
- WHAT**  
What community are you targeting?
- HOW**  
How can you make sure your ED&I AWG are inclusive?
- OUTCOME**  
What would you like ED&I AWG members to gain from the group?
- PROGRESS**  
What difference would you like the ED&I AWG to make for Chelsea FC?



# Creating a hub for ED&I

This season we have taken the opportunity to endorse Stamford Bridge as a hub for ED&I across the board, some of our conferences have included:

- Say Yes to Rainbow Laces & No To Hate
- Chelsea FC – Conference for Change
- Sporting Equals – Race Equality
- Compass – Social Mobility, 1 year on
- Inclusive Employers – Inclusionneers Conference





# Club Activations



# Some of key activations..

Kindness week

International Day Against Homophobia, Biphobia and Transphobia

International Women's Day – Behind the Badge Activation

Pride in London – Our first ever float appearance!

Suicide Awareness Workshops

Black History Month

Mental Health First Aiders  
10% of all employees

Rainbow Laces Campaign across the club for Academy, Employees & Fans

Open Iftar for local community and employees

“Netwalks” our wellness walks initiative





# London Pride 2022

While Pride in London was celebrating its 50th anniversary, our cohort were on the first Chelsea Pride bus of its kind, as the club stepped up its presence at the annual parade that celebrates the diversity of the LGBTQI+ communities

Starting at Hyde Park, our bus included club mascots Stamford and Bridget, as well as young footballers walking alongside, entertaining the crowd – which peaked at more than a million – with their football skills.

“

Chelsea Pride joining forces with our amazing club can only lead to one thing: the ultimate celebration for our LGBTQ+ true blue community, our family, friends, and allies. It was a privilege to be in a space full of so much love, joy and acceptance, as we continue to celebrate all of the wonderful and diverse identities that make up Chelsea, Pride, London and beyond.

”

**Tracy Brown**

Chair of Chelsea Pride





# London Pride 2023

Building on the success of 12 months ago, Chelsea once again continued to show our commitment to support, advocate and be an ally by partnering with Chelsea Pride, our LGBTQI+ supporter group by taking part in the Pride in London parade. The Chelsea truck hosted a mix of Chelsea Pride members and Chelsea colleagues, as well as mascots Stamford and Bridget and other exciting entertainers.



## Rainbow Laces

The Blues supported the Rainbow Laces campaign once more as we encourage everyone to play their part in making sport everybody's game.

We held two flagship matches, with the men first up against Manchester United at Stamford Bridge, and the Women's team hosting Aston Villa at Kingsmeadow. Throughout the season we committed to advocating, supporting and motivating allyship through ensuring LGBTQI+ rights are a fundamental part of our internal and external campaigns, policies and initiatives.

This year we educated, celebrated, communicated and motivated allyship and action for our players, employees, fans and society.





## Rainbow Laces

### Educate:

Partnered with [Football v Homophobia](#) to conduct workshops for our Academy and employees across the club to learn more about the community and what role we have to play in football. As part of our [No To Hate campaign](#), we have also commissioned a forward-thinking educational video which challenges the stereotypes of a club fan and encourages all who wear our badge to have pride.

### Celebrate:

Our flags on Fulham Road and Jack Goodchild Way next to Stamford Bridge and Kingsmeadow respectively were updated to our newly commissioned rainbow lion, creating visible acts of advocacy for those in the community around us and for those attending our Rainbow Laces matches. At Stamford Bridge, our Shed End wall is now adorned with a rainbow running its length.

### Motivate:

The club collaborated with illustrator Emma Hayden to produce a bespoke artwork for the club to help spread the message that there is a pride in all those who wear our badge.

### Communicate:

Our digital platforms carried the rainbow badge once more during the campaign period, with content planned throughout to continue to showcase the campaign including a special-edition matchday programme.

Link to video: <https://www.chelseafc.com/en/video/chelsea-fc-supports-rainbow-laces>

# International Women's Day: Launch of Behind the Badge

IWD saw the first opportunity for our ED&I Working Group to bring to life an internal campaign recognising and highlighting our female colleagues “behind the badge”. More than 50 colleagues came together to take part in the campaign across Stamford Bridge and Cobham, followed by a month-long takeover of our intranet, which highlighted and elevated the stories of some of our female colleagues. It was a great starting point to bring more focus to roles and those who aren't often in the spotlight.







# Women's Team Tours Takeover

Chelsea Women took over the stadium tours for February half-term, with the first week of the two-week campaign seeing the best ticket sales since 2015.

Tour guests got to sit beneath their favourite women's player's shirt in the home dressing room and have their picture taken with the women's impressive silverware collection, while enjoying the Stadium Tour.

The 'Women's Team Takeover' was designed to align with the powerful Nothing Stops Us campaign and to help promote ticket sales for the quarter final of the UEFA Women's Champions League. This was the first time any club in the UK has delivered a product like this and, along with Bring Your Boots and We've Won It All, the tours department is constantly innovating to bring new experiences and concepts for fans.






# Conference for Change:

Working together to eliminate illegal  
homophobic chanting from football

**In April we led the conversation between Premier League clubs, their LGBTQI+ supporter groups governing bodies, the police and key stakeholders in relation to illegal, homophobic chanting with the key emphasis to provide an action plan and recommendations for how clubs and key stakeholders can eliminate the problem.**

Sessions included representatives from the FA taking us through their January 2023 statement, a view from the Premier League, stewarding and policing best practice, disrupting hate including online, the road to positive change and an interactive workshop taking insights from all those present.





# Mental Health Awareness Week

Mental Health Awareness Week was marked at Chelsea during May, when more than 100 colleagues took part in sessions across the week

Activities were organised by club colleagues, members of the wellness committee and Chelsea Foundation.

## Events were hosted each day including:

- Breakfast workshop on anxiety and self-care hosted by the Mental Health Foundation
- Yoga & HIIT
- Drawing & Painting workshops
- Mental Health for Line Managers Workshop



# Wellness Walks



## WELLNESS WALKS at Stamford Bridge

### STAMFORD BRIDGE

Home to Chelsea F.C. On site coffee and dining at the Tea bar & Frankies.

### STARBUCKS

Coffee shop chain offering food and drink.

### FULHAM BROADWAY

Access via inside the mall to jump on the District Line.

### WHOLE FOODS

Specialising in healthier food options, onsite sushi, pizza and market.

### FULHAM LIBRARY

Take time out to read a book! Also has a foodbank to collect from and recycling boxes.

### PARSONS GREEN

Jump on the District Line!

### EEL BROOK COMMON

Open space, playground & cemetery. Take time out to pause.

### ART-K FULHAM

Connect with your creative side and book an art class!

### CLIP 'N CLIMB

Climbing space available for all ages and offering SEND sessions.

### HOMEWORK FULHAM

Co-working space with hot desking, meeting rooms, booths and a café!

- 1 Parsons Green, Green**  
Local green spot, take some time out to pause.
- 2 St Clements Coffee Shop**  
Local coffee shop offering seasonal, fresh & high quality British ingredients.
- 3 F45 Fulham**  
Designed to provide a functional full-body workout while improving energy levels, metabolic rate, strength, and endurance.
- 4 Pottery Café**  
Offering the ultimate Pottery Café painting experience.
- 5 Everybody Yoga Company**  
Helping people of all ages have fun whilst they exercise, build stronger bodies, find inner calm, and create foundations for lifelong mental wellness.
- 6 Taco Bell**  
Mexican inspired fast food outlet.
- 7 Megan's**  
Small, independently owned, dog friendly, all day dining spot - Mediterranean style!
- 8 Chelsea Taekwondo Club**  
Join classes or 1-2-1 sessions for a modern Korean martial art similar to karate.

**If you are feeling overwhelmed remember to STOP.**

Recognise your feelings. | Assess why you are feeling that way. | Sort your mind to either leave the thoughts in the past or react appropriately.





# Chelsea FC Women's Team



# Chelsea Women's team join female entrepreneurs at Cobham

Jess Carter, Melanie Leupolz and Maren Mjelde joined a number of female entrepreneurs as part of an exclusive workshop organised by the Chelsea Foundation and Cadbury. The female entrepreneurs were invited to the Female Entrepreneur Cadbury Heroes event, having previously attended one of the Chelsea Foundation's entrepreneur programmes, including the Edge of the Box Club.

The Edge of the Box Club has been organised by the Chelsea Foundation with the support of Cadbury for over eight years, helping thousands of participants build their own businesses by generating a welcoming and supportive community, creating important networking opportunities. The group took part in a 'What it means to be a Cadbury Hero' challenge, where they presented pitches on the attributes of being a hero.

Chelsea Women trio Jess Carter, Melanie Leupolz and Maren Mjelde joined the participants to discuss their individual journeys, speaking about their heroes, the challenges they have faced during their careers and aspirations for the future. The Blues then handed out prizes to the winners of the challenge, with Teresa Clark, Tashmar Smith and Maxine Binger claiming the awards. Teresa won access to the Millennium Suite at Stamford Bridge to host an event of her choice, while Tashmar scooped a Chelsea shirt and Maxine claimed a Chelsea ball, both signed by Carter, Leupolz and Mjelde.



It was fantastic to bring together like-minded entrepreneurs at this exclusive event at our training ground. It was particularly pleasing to hear how our entrepreneur programmes have helped them on all their journeys and having the inspirational Chelsea Women's players join us for an open conversation with the participants was a perfect way to complete the day.



**Sam Gaskin-Kemp**

Chelsea Foundation, Head of Education



# Emma Hayes wins WSL manager of the season

**Emma Hayes has been named the 2022/23 Women's Super League Manager of the Season. Our head coach has now won this award in four consecutive campaigns and six times overall.**

Hayes' side won a fourth successive league title and eighth since 2015 after our final day victory at Reading on Saturday, with the Blues winning 19 of our 22 league outings.

After opening day defeat away to Liverpool, Chelsea Women then went on to win nine successive WSL matches and proceeded to avoid defeat in the following six months of action. The Blues won every single home WSL match last term. The Blues led the way for goals scored (66), scoring six goals on three separate occasions and three or more goals in 14 of 22 matches. Defensively we were sound too, conceding just 15 goals, keeping 11 clean sheets.

The achievements do not stop there. Our season points tally of 58 points also matched the WSL's record.





## Sam Kerr collects FWA Women's Footballer of the Year

For the second consecutive year, Sam Kerr attended the Football Writers' Association awards where she was presented with the prestigious Women's Footballer of the Year honour.

This year marks the 75th anniversary of the first Football Writers' Association Footballer of the Year, and the awards dinner took place in central London where Kerr was present to collect the Women's Footballer of the Year trophy for the second time in a row.

It has been another special campaign for the Australian who has 27 goals to her name, producing a number of memorable moments and playing a crucial role in a season where we have fought for silverware across four competitions.

Kerr, who brought up a century of Chelsea appearances in February and marked the occasion by scoring against Arsenal in our FA Cup fifth round win, has spearheaded the Blues attack, displaying her customary movement, link-up play, and predatory and precise finishing.



# We See You Network Wins At Football Awards



Chelsea Football Club's official shirt partner Three won the Equality, Diversity and Inclusion Award at the 2023 Women's Football Awards. The award was for the We See You Network, launched in partnership with Chelsea and with support from colleagues and teams across the club.

The We See You Network (WSYN), is a national platform that leverages the power of Three's network and sponsorship of Chelsea FC to recognise and celebrate unstoppable women in sport.

The aim of WSYN is to positively impact women who are involved in all aspects of the game. We encouraged individuals to nominate themselves or others for three categories to build a network of recognition and support for women in sport through a series of amazing experiences that will further their personal development.

“ Three's objective was to build a network around the women's team, we worked with them to develop a concept that would highlight individuals within women's football and reward them with unique Chelsea experiences. ”

**Tom Mason** Partnership Manager

The campaign was two years in the making and launched last November with a hero film and subsequent content that featured various Chelsea women's team players including Sam Kerr, Fran Kirby, Millie Bright and Magda Eriksson.

The launch encouraged nominations within three categories – players, coaches and women in the business of sport – to be considered for exclusive experiences. One person from each of three categories received a grand prize, such as a meeting with women's team head coach Emma Hayes or mentoring with ex-Chelsea legend and entrepreneur Eni Aluko.

From the 800 nominations, 90 women were selected – 30 for each category – who enjoyed once-in-a-lifetime experiences at events at Kingsmeadow, Cobham and Stamford Bridge.



# No To Hate

No To Hate is a club-wide equality, diversity and inclusion programme.

The programme tackles hate and discrimination and aims to educate all stakeholders at Chelsea FC, football and the wider community.

Through the initiative we aim to create a club, a game and communities that are safe and welcoming and for the club and Foundation to be a leading force in the fight against hate.

No To Hate has three clear objectives:

- Targeting abuse**
- Celebrating our history**
- Changing the culture of the game**

These complement our ED&I four strategic pillars:

- Gender**
- Race**
- Disability**
- LGBTQI+**

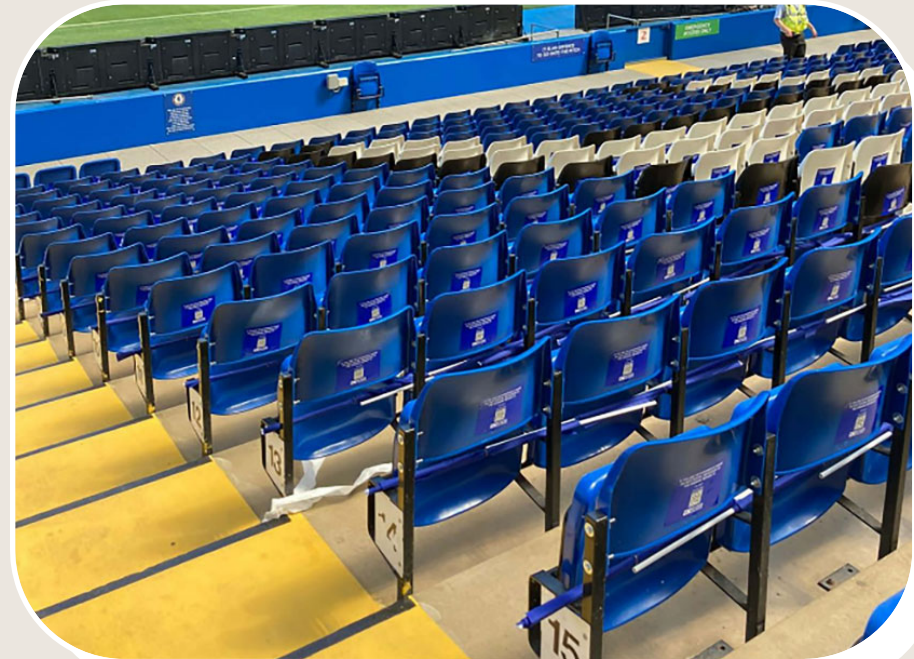


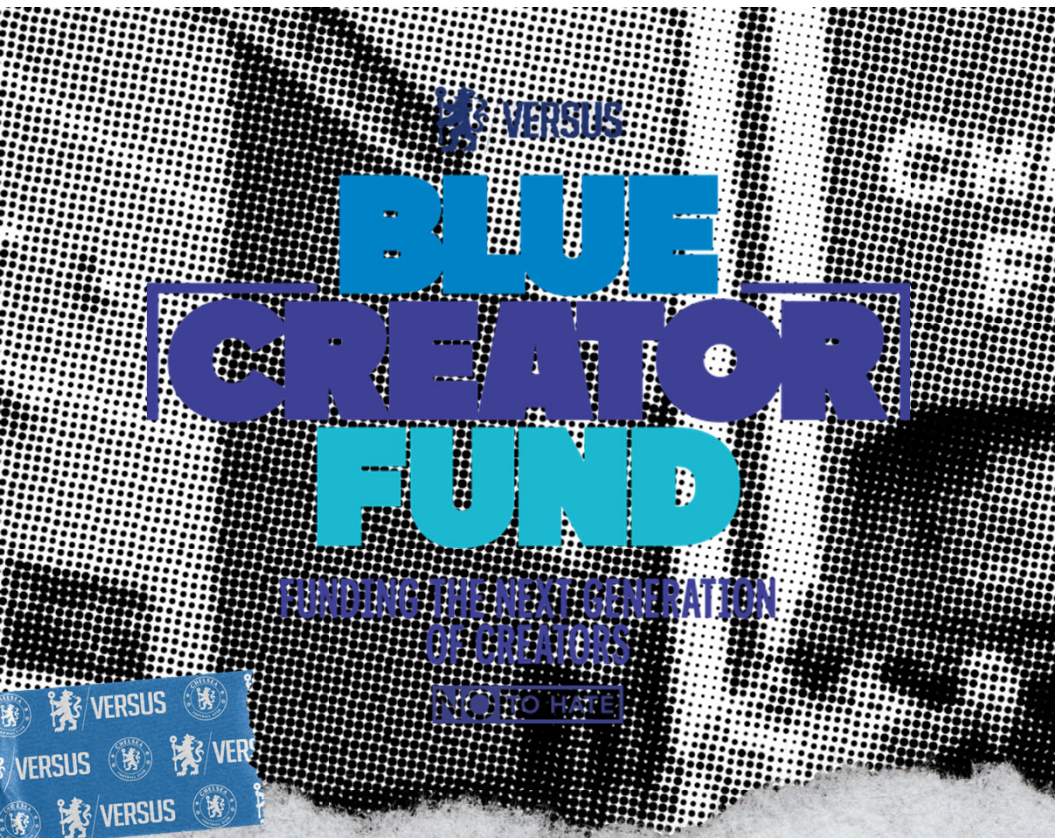
# Reporting Abuse Made Easier

As part of the ongoing No To Hate campaign, the Club and Foundation have recently taken steps to make it easier for supporters to report abuse or anti-social behaviour at Stamford Bridge. The back of every seat at the stadium now has instructions on how to report these incidents, either by text or QR code.

Ella Wilkinson, Campaign & Strategy Lead

**‘Supporters are now able to refer to these stickers to report abuse via a text message or a QR code, which takes users to [chelseafc.com/reportabuse](https://chelseafc.com/reportabuse). These lines of reporting are constantly monitored by our matchday security staff and enables an instant response before and during a match to any abusive or anti-social behaviour.’**





Chelsea FC and Chelsea Foundation are partnering with **VERSUS** to launch the **Blue Creator Fund**, a project aimed at empowering the next generation of creators.

The Blue Creator Fund is open to anyone in the UK aged 18-30 from an under-represented background working in creative spaces who wants to take their career to the next step.

The Fund will provide two successful applicants with up to £15k worth in funding to make a creative project around Chelsea FC and our community. The two successful applicants will get the chance to work with our Ambassadors, creatives and collaborators at **VERSUS** and showcase their work across **VERSUS** and Chelsea FC's networks.

The Blue Creator Fund aims to promote young under-represented content creators and continue in Chelsea FC and **VERSUS**' efforts to diversify football and change the culture of the game.



## THE PRIZE

Two winners will receive £15k each to complete the task and present their work to the Chelsea world

## WHAT IS IT?

A fund from Chelsea and **VERSUS** for creatives from under-represented backgrounds

## THE BRIEF

Create something that explores Chelsea and our community

## CREATIVE DISCIPLINES

Artists, Designers, Musicians, Poets, Animators, Photographers and more!

# MEET THE



ZEM CLARKE



ELLIS GILBERT



MAYOWA QUADRI



CAPO LEE



ZAINEB ABELQUE

# CREATORS

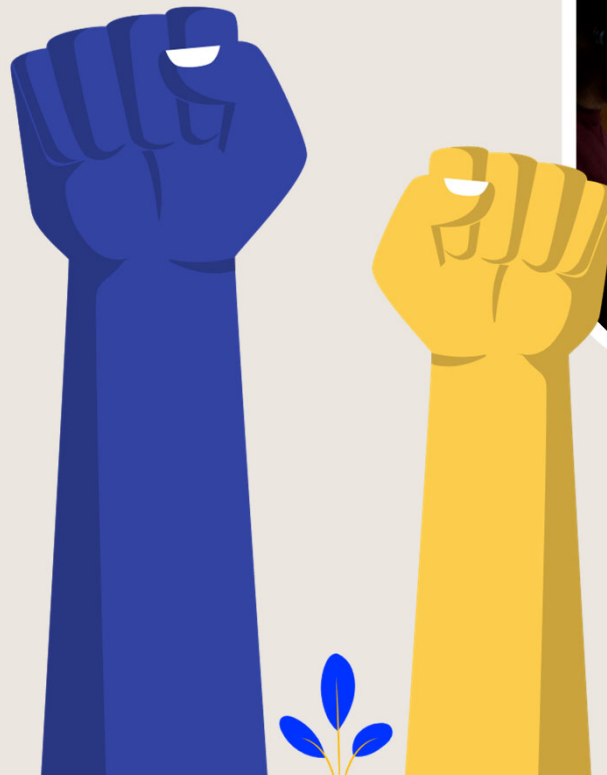
# BCOMS Journalism Bursary

**Our journalism bursary programme, a collaboration between Chelsea Foundation and the Black Collective of Media in Sport (BCOMS), continues into its second year.**

The bursary offers the opportunity for two young aspiring journalists to access funding to complete the NCTJ course with News Associates in Twickenham.

Our 2023 programme's aspiring journalists, Sirayah-Shiraz Koraltan and Joseph Sam, are following in the footsteps of last year's bursary recipients, Brian Matovu and Um-E-Aymen Babar. Since qualifying, Um-E-Aymen and Brian have secured full-time positions with BBC Sport and Arsenal respectively.

The bursary completely covers the cost of the qualification as well as offering a contribution towards living costs and reflects Chelsea and BCOMS' commitment to diversifying the sector.





**Our Open Iftar was organised in collaboration with the Ramadan Tent Project to mark the Islamic month of fasting from before dawn to sunset, with Ramadan taking place until Friday 21 April.**

Our Open Iftar allowed Muslims observing Ramadan the opportunity to gather to break their fast together as well as providing a safe space for mutual dialogue and engagement. The Ramadan Tent Project are an award-winning charity established in 2013 with a mission of bringing communities together and developing the understanding of Ramadan.



**We are a big community with lots of supporters from different backgrounds and we want to honour, respect and share the joy of every single fan. This is about saying yes to love, inclusion, community and yes to everyone who wants to be a Chelsea fan. It's very special to be the first Premier League club to host an Open Iftar and something we are extremely proud about**

**Lord Daniel Finkelstein OBE**

Chair of Chelsea Foundation



Promoting religious tolerance is one of No To Hate's key focus areas, with other religious festivals highlighted throughout the calendar year.

Subsequently, former Chelsea men's player Kalidou Koulibaly visited the West London Islamic Centre to join members of Chelsea's Muslim community and meet some of those who attended the Open Iftar.

# Games For Equality

March saw Chelsea's Games For Equality and related Week For Equality, which celebrated the work undertaken by Chelsea FC and the Chelsea Foundation to promote equality and diversity across football.

Our Week For Equality utilised Chelsea's digital channels to highlight the club's efforts across four key No To Hate focus areas: tackling racism, promoting religious tolerance, empowering women and supporting the LGBTIQ+ community.

Simon Taylor, Head of Chelsea Foundation:

**'Our message is clear, support Chelsea, support equality. We want to not only stop discrimination and be a leading force in the fight against hate, but also to celebrate the diverse cultures and communities across the Chelsea family and change the future of football for the better.'**





# FOUNDATION

## Education & Innovation



Shared Endeavour Fund:

# Standing Together

Funded by the Mayor of London's Shared Endeavour Fund, Standing Together aims to tackle racism, hate, intolerance and extremism. The project, delivered in schools to Year 8 and 9 pupils, as well as to community-based projects for young people aged between 8-18 years old, allows participants to celebrate diversity, which is key to ensuring we embed positive values and attitudes.

Participants are also encouraged to safely challenge and make informed decisions and choices. Participants experience a variety of deliverables including; school assemblies, stadium immersion event, in-school campaign building sessions, stadium campaign pitching and online platform learning.

We work with a variety of expert organisations including Kick It Out, Hope Not Hate, Tell Mama, The Met Police, Exit UK & Groundswell Project.



The first step to challenging young people's attitudes and views towards mistreatment of others, is to educate them to improve their knowledge on the consequences of hate crimes. Our workshops ensure that students are supported to understand what impact discrimination can have to ensure that participants celebrate differences rather than use this as a target of hate

## Louis Bamgboye

Community Engagement Manager, Kick It Out

Encouraging students to discuss radicalisation and discrimination, ensures they are equipped to recognise hate whether in school or their local communities This is vital to safeguard young people to ensure they do not become a target of hate but more importantly that they present the best version of themselves and to build a positive network of friends

## Lucy Marsh

Assistant Principal, Stationers' Crown Woods Academy

Creating a campaign allowed me to research the issue of islamophobia further, I couldn't believe the facts and stats around the issue, and this made me invest more time to demonstrate how I want to make a positive change

## Student

Fulham Cross Girls School



## OUTCOMES ACHIEVED

	RESULT
Modern Racism	▲ 20%
Challenging hateful views	▲ 48%
Generalised perspective-taking	▲ 34%
Tolerance as Acceptance, Respect, and Appreciation for Diversity	▲ 45%
Sense of Cultural Threat	▼ 3%
Awareness raising	▲ 43%
Civic Engagement Scale	▲ 32%
Reporting hate incidents	▲ 49%





**8**  
Partner organisation 'experts' engaged

**45%**  
Improvement of tolerance/ acceptance for diversity



**75**  
Deliverables, including 4x immersion events

**600**  
Total Standing Together direct participants engaged





**1940**  
Total NTH: This Is Us participants engaged



**43**  
Engaged schools



**267**  
Education workshops delivered



**70%**  
Participants now agree that they feel comfortable talking about racism



# No To Hate: This Is Us

## EDUCATION & INNOVATION

# This Is Us

(NTH)

The Chelsea Foundation's 'This Is Us' programme has been delivered to more than 1900 participants in over 40 schools and is part of the club-wide 'No To Hate' campaign.

Foundation staff have delivered workshop activities and drama to help children explore topics including discrimination, stereotyping, understanding targets of hate and consequences of behaviour. The project also encouraged children to 'celebrate heroes' and focused on the stories of 20 heroes of black heritage from the men's and women's teams who played for Chelsea.

The programme is delivered in schools over the course of 6 weeks. 40 primary school children have also been invited to Stamford Bridge during the school half term where parents, teachers, club staff and other special guests attended the Bridge to watch the final performances and there was also appearances from Callum Hudson-Odoi and Jess Carter via video messages. The script of the performance was created by playwright and actor Rikki Beadle-Blair who took inspiration from the school-based sessions that he attended where he received feedback from the children about what they had learnt from the education programme.

Related news articles can be found [here](#)



NO TO HATE

# Speak Out

**We launched a programme in collaboration with US-based organisation the Anti-Defamation League (ADL); Speak Out.**

The scheme will provide lessons and activities to help schools and pupils talk about difference and diversity, celebrate inclusion, understand discrimination and how it makes people feel, and work to make everyone feel included and safe at school. Sessions are delivered within primary schools across London and Surrey over a six-week period. Schools are then invited onto a trans-Atlantic event as they are joined by American based schools to share their learning as part of a virtual event.

Chelsea is a global brand with an immense and passionate fanbase – allowing our friends to be in a position to be agents of positive change in the fight against antisemitism and other forms of racism and hate.

Shared commitment to combat this form of intolerance. The online hate towards our players, both men and women, towards our executives and towards our owner has increased several-fold in the last year alone. Whilst we are attacking this problem with new social media tools, policies and professional support from outside agencies, our partnership with the ADL will support us in monitoring and developing better tech to fight hate.



## OUTCOMES ACHIEVED

### RESULT

- 93%** of participants believed the programme was interesting
- 69%** of participants are more comfortable to talk to a friend, teacher or parent/guardian about racism and discrimination after our programme
- 100%** of teachers believed the programme was valuable to all parties
- 88%** of teachers have experience positive changes towards pupils' attitudes towards the topics
- 94%** of teachers believe their pupils have been empowered by our programme
- 94%** of teachers would recommend our programme to another school

**100%**

Teachers think the programme is valuable and would recommend another school

**217**

ED&I and anti-discrimination workshops delivered

**1,320**

Total Speak Out participants engaged

**5**

Trans-Atlantic virtual events with American and English Schools



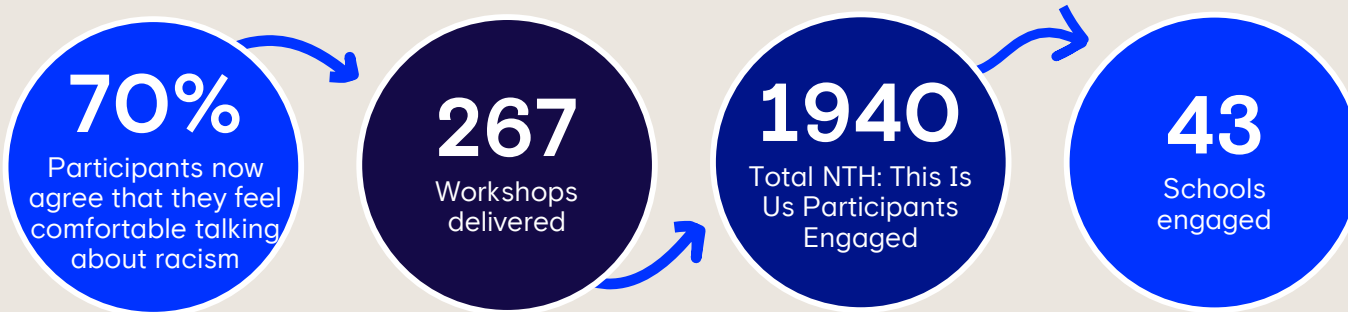
FEMALE TARGETED

# Goal Getters

**Goal Getters is a female targeted programme delivered across primary and secondary schools to students aged 10-14 years old. The initiative is designed to equip young females with essential tools and skills such as resilience, self-esteem, confidence and empowerment.**

Goal Getters is aimed at females helping them define their sense of purpose and to set goals to reach their full potential. As part of the Goal Getters programme, students can identify role models, unlock new skill sets and share their experiences alongside their peers.

Education offers marginalised girls a chance to change their lives for the better, but educating girls benefits everyone. Schooling is critical to tackling harmful gender norms and unlocking girls' potential to lead more fulfilling lives, to fully contribute to the economies and societies in which they live, and to become leaders in their communities. What's more, improving the quality of education available to girls benefits all students – including boys. Longstanding biases and norms mean they are less likely to access education or career opportunities, or to become leaders in their communities. Providing a female target dedication programme will create a new opportunity for our beneficiaries to inspire them to step out of their comfort zones, to feel a valuable part of their communities to reach their goals and become resilient.



## OUTCOMES ACHIEVED

### RESULT

- 68% Found the programme 'very interesting' and 29% found the programmes 'interesting'
- 90% of participants feel empowered
- 80% of participants have been inspired
- 86% of participants had fun
- 86% of participants have increased their educational knowledge on resilience and goal setting





## EDUCATION & INNOVATION

# Black History Month 2022:

## What We Wore

We delivered a variety of education-based workshops across the following Foundation departments: Education, Community, Football Development and International.

Three resources were created to deliver in different environments, from a classroom, to a youth club and even a football session. Resources were relatable across a variety of age groups from 8-year-old participants to 80-year-old participants. The resources raised awareness on the barriers black people have faced as an under-represented group, celebrated the achievement of black people and identified the contribution of black people across society.

Alongside our education activations, we also delivered a competition where we challenged participants and staff across the business to design their own Black History Month iconic football shirt. Staff received a youth-voice style session, so they were equipped with the tools to submit a design either as a department or as individuals.

We delivered two stadium events within our Paul Canoville suite. In the morning we invited representative participants from across the Foundation and staff to attend an immersive experience where they received a carousel of workshops on the following topics: Culture, Celebrating Chelsea FC players of black origin, Unity within identity and Allyship. In the afternoon we had 25 shirt design winners attend to showcase their designs to our judging panel, where a winner was selected.

Related news articles can be found [here](#)

**100%**

of participants who attended marked the event 5/5

**65%**

of participants found 'What We Wore' useful for their education

**89%**

of staff would recommend a Foundation event to another colleague

**67%**

of staff found 'What We Wore' useful for their role

**85%**

of participants felt comfortable discussing race and equality with people after the Foundation activities

**90%**

of staff agreed the BHM event made them feel empowered and inspired

**95%**

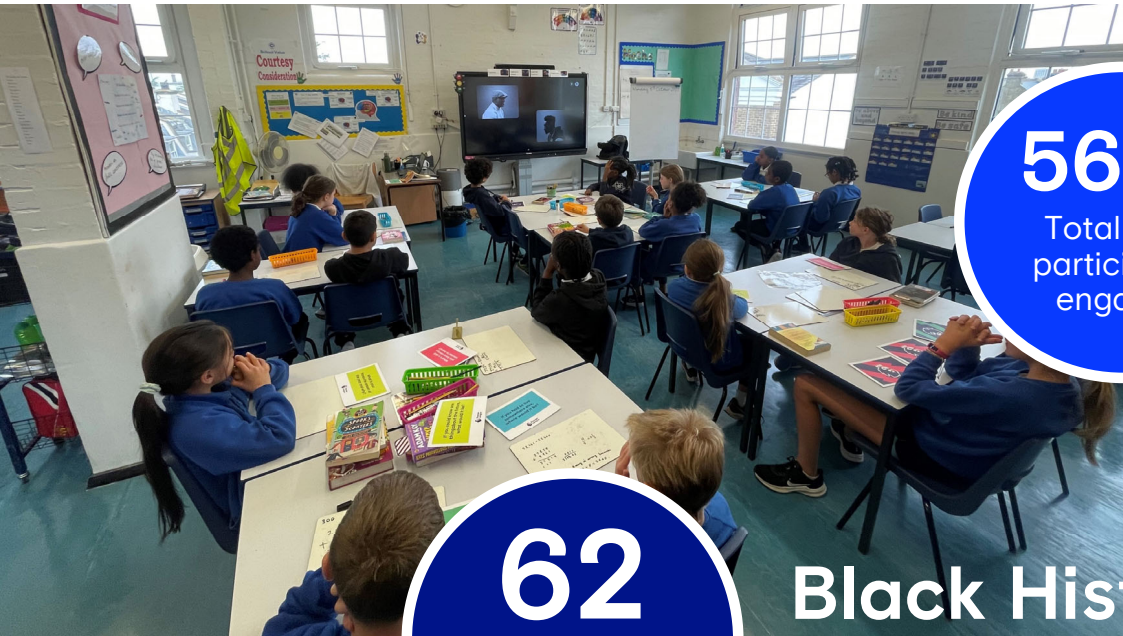
of participants felt empowered and inspired after the Foundation activities

**100%**

of staff would like to attend further Foundation activities

**89%**

of staff feel comfortable discussing race and equality across the workforce with staff and colleagues



**5610**  
Total BHM  
participants  
engaged



**11%**  
Increase of  
participants  
inspiration after the  
BHM event

# Black History Month 2022

**62**  
Education  
workshops  
delivered



**49**  
Groups  
engaged



## COMMUNITY PROJECTS

# Nothing Stops Us:

International Women's Day 2023

To celebrate International Women's Day 2023, we took over the home of the Chelsea FC Women's team – Kingsmeadow Stadium. Over 450 primary and secondary school young women joined us as they participated in various activities as part of our 'Nothing Stops Us' campaign. Activities included:

- Female Empowerment
- Sphero Football
- Football physical activities
- Stereotypes with EVERYBODY Consulting
- Healthy Minds and Healthy bodies with Mind

Nike also supported the event and provided free sports bras for older students.

Club legends and ambassadors, Claire Rafferty and Katie Chapman joined the participants. They gave insight into their journeys as a woman in football as we opened the floor to questions before getting involved in the activities.

- 1 'Nothing Stops Us' immersion event delivered at Kingsmeadow
- 4 areas of Foundation engaged
- 450 participants engaged through event
- 1180 participants engaged in education workshops
- 21 schools engaged
- 3 boroughs delivered across (Surrey, Kingston, Wandsworth)
- 25 education workshops delivered
- 1 teacher CPD delivered (30 teachers engaged)





EDUCATION & INNOVATION

# Holocaust Education (NTH)

Since Holocaust Memorial Day, we have continued delivering Equality, Diversity and Inclusion education activations. To commemorate Julius Hirsch and Chelsea Football Club's 49 Flames project, we welcomed Fulham Cross Girls' School to Stamford Bridge for an event that focused on the following:

- **Pre-War Jewish Life**
- **Antisemitism and Life during the Holocaust**
- **The impact across football and sport**
- **Modern Antisemitism**

We were also honored to be joined by BEM John Fieldsend as he shared a testimonial and his Kindertransport journey throughout the Second World War and the Holocaust.

We were supported by Holocaust Educational Trust and The National Holocaust Centre and Museum in the build up to the event with content and resources.

## EDUCATION & INNOVATION

# Empower:

## Female Mentoring Programme in Partnership with trivago

Over the last 12 weeks, we have been delivering our female-targeted mentoring programme 'Empower' in partnership with trivago.

Young women from Fulham Cross Academy's sixth form have received bi-weekly support and mentoring sessions from trivago's Female Ambassadors and Mentors in Engineering, who provided insights into their career journeys and real-life experiences.

Whilst upskilling their resilience skills with educational workshops, focusing on:

- **Goal Setting and Personal Improvement Grids**
- **Accepting change and Becoming a continuous learner**
- **Finding a sense of purpose and Unlocking skills**
- **Connecting emotions and Challenging resilience**

Both mentors and mentees joined together at Stamford Bridge for a celebration event which continued to share conversations on female empowerment and educational activations, focusing on:

- **Cultivating Relationships**
- **The impact of social media on well-being**

Women's Super League Hall of Fame and Chelsea FCW's legend and club ambassador Katie Chapman also joined the group to give an insight into her successful career on and off the pitch, before receiving a behind-the-scenes tour at the home of Chelsea FC.

**Mentor**, "Sport has always been a key piece of my way of building resilience, and to have the chance to be at Chelsea stadium, with a Chelsea star exchanging experiences, with the future generation of girls, is a gift!"

**Mentee**, "Meeting a famous football player that showed us how strong we can be and fight against stereotypes"





EDUCATION & INNOVATION

# Premier League Charitable Fund: ED&I Spotlight Event

On behalf of The Premier League Charitable Fund, we hosted 30 Club Community Organisations at Stamford Bridge in April.

We were asked to demonstrate how we approached and delivered ED&I programmes and activities as part of the insight event, helping other clubs to explore:

- **Strategic Equality Objectives**
- **Success of our ED&I journey**

As part of the day, we delivered immersion sessions able to showcase two of our ED&I projects: No To Hate  
- Showcase of example project delivery focusing on 'Targets of Hate' and 'Antisemitism in Sport'

We were also joined by Fulham Cross Academy students who joined our guests as we explored the importance of ED&I through a youth centered approach.

## EDUCATION & INNOVATION

# Premier League Inspires & Premier League Primary Stars: Targeted projects

### English as an additional language targeted groups

As part of Premier League Inspires, we work with a range of students who speak English as an Additional Language. We have supported these students in our Reading Skills Academy, where the sessions focus on key English Literature skills, such as 'skimming' and 'scanning' and predictions etc. The success from these sessions has been that due to these being a more engaging and enjoyable way to learn these skills, students therefore enjoy reading more and improve their reading scores. We have also ensured that we are flexible and inclusive with all our programmes and sessions to ensure that everyone is able to engage with them.

### Disability support group

We work within the Uxbridge College Foundation Unit, which is attended by students who have Special Educational Needs and / or Disability. We have had to ensure that all our delivery is appropriate and beneficial for everyone who attends and can have the best impact possible. We work with the students for a minimum of 20 hours delivering sessions around Digital Intelligence, focusing on staying safe online and using the online world to our benefit.



## EDUCATION & INNOVATION

### Premier League Inspires & Premier League Primary Stars: Targeted projects

#### LGBTQI+ Support group

We worked with the LGBTQI+ in supporting them to be able to engage in more regularly sessions, whilst also raising awareness of the group thus increasing the amount of people who attended. As part of this group, they designed and created an LGBTQI+ awareness workshop, which they were able to deliver within school.

#### Changemakers

As part of an ongoing commitment to achieving gender equality, 'Changemakers,' is a leadership and empowerment programme for self-identifying young women and girls aged 11 - 18. The leadership course covers mental health, confidence, resilience, teamwork with the goal of building up the next generation of women leaders. As a part of this, two Training of Trainers courses were provided to the coaches delivering the leadership programme with the relevant skills, knowledge and support needed to effectively do so. Activities include Football and other sport/physical activity sessions targeted at girls and young women, Female leadership workshops, seminars and conferences, UNITAR accredited leadership programme, Train the Trainer' female leadership initiatives, Youth-led social action projects focused on mental health and gender equality and CCO-led placement and volunteering opportunities.



#### International day of the Girl: Period Poverty

As we mark the 10th anniversary of the International Day of the Girl, which strives to celebrate the power of girls and highlight the barriers they face, our school's education team has been working with local schools to raise awareness and tackle the issues around periods. In recognition of the occasion, a group of female ambassadors from Fulham Cross Girls School have been taking some time to explore period poverty and period dignity while debating the question: 'Should period products be free', through workshop sessions with staff from the Foundation. The ambassadors created an awareness raising presentation which they have delivered to other girls and young women across two local schools on International Day of the Girl. In preparation for delivery of their own presentation, the group took part in a workshop session with Nancy Saddington, one of the founders of Organic Mondays. Organic Mondays is a company committed to improving menstrual health for all and combine innovation with sustainable principles, to help us care for both our bodies and the planet.





# FOUNDATION Community Projects



## COMMUNITY PROJECTS

# Mental Health Awareness Week

Chelsea Foundation will be recognising Mental Health Awareness Week with a series of activities to help raise awareness to the importance of mental health and how to help with anxiety.

Chelsea Foundation has produced the *Feeling Blue? Five Ways Forward* guide which includes the five ways to wellbeing – Give, Get Active, Take Notice, Connect and Learn – each of which will be highlighted throughout the week.

Throughout Mental Health Awareness Week, Chelsea Foundation will work alongside both the Mental Health Foundation and Mind to host workshops, while joining up with Teens Unite to host a football tournament for 30 young children who are battling cancer.

Chelsea FC staff will also be involved in conversations around mental health and will take part in a range of activities including an additional workshop hosted by the Mental Health Foundation along with yoga, HIIT and creative art sessions.

**Jonny Drabble** – Chelsea Champions Senior Officer, “Mental health is a vital component of Chelsea Foundation’s everyday work; however Mental Health Awareness Week allows us to dedicate a specific timeframe to raising further awareness of this crucial subject. To help with this, we have produced an engaging asset that can be used across all audiences whether that be internally with staff or externally with school children or other participants. We look forward to all activity taking place this week and working alongside various partners to help anyone dealing with anxiety or mental health in any form.”



For advice on how to manage feelings of anxiety visit [www.mentalhealth.org.uk/mhaw](http://www.mentalhealth.org.uk/mhaw) or scan the QR code



**Anxiety UK**, 03444 755 744, [www.anxietyuk.org.uk](http://www.anxietyuk.org.uk)  
Charity providing support if you have been diagnosed with an anxiety condition. (Mon-Fri – 9:30am-10pm; Sat-Sun – 10am-6pm).

**Bipolar UK**, [www.bipolar.org.uk](http://www.bipolar.org.uk)  
A charity helping people living with manic depression or bipolar disorder.  
**CALM**, 0800 58 58 58, [www.thecalmzone.net](http://www.thecalmzone.net)  
CALM is a Campaign Against Living Miserably, for men aged 15 to 35. (Daily 5pm to midnight).

**Men's Health Forum**, [www.menshealthforum.org.uk](http://www.menshealthforum.org.uk)  
24/7 stress support for men by text, chat and email.

**Mental Health Foundation**, [www.mentalhealth.org.uk](http://www.mentalhealth.org.uk)  
Provides information and support for anyone with mental health problems or learning disabilities.

**Mind**, 0300 123 3393, [www.mind.org.uk](http://www.mind.org.uk)  
Promotes the views and needs of people with mental health problems. (Mon-Fri – 9am-6pm).

**No Panic**, 0844 967 4848, [www.nopanic.org.uk](http://www.nopanic.org.uk)  
Voluntary charity offering support for sufferers of panic attacks and obsessive compulsive disorder. Calls cost 5p p/m + network charge (Daily, 10am-10pm).

**OCD Action**, 0845 3906232, [www.ocdaction.org.uk](http://www.ocdaction.org.uk)  
Support for the people with OCD. Includes information on treatment and online resources. Calls cost 5p p/m + network charge (Mon-Fri – 9:30am-5pm).

**OCD UK**, 0333 212 7890, [www.ocduk.org](http://www.ocduk.org)  
A charity run by people with OCD, for people with OCD. Includes facts, news and treatments. (Mon-Fri – 9am-5pm).

**PAPYRUS**, 0800 068 4141, [www.papyrus-uk.org](http://www.papyrus-uk.org)  
Young suicide prevention society. (Mon-Fri – 10am-10pm; Sat-Sun – 2pm-10pm).

**Rethink Mental Illness**, 0300 5000 927, [www.rethink.org](http://www.rethink.org)  
Support and advice for people living with mental illness (Mon-Fri – 9:30am-4pm).

**Samaritans**, 116 123, [www.samaritans.org.uk](http://www.samaritans.org.uk)  
Confidential support for people experiencing feelings of distress or despair. (Free 24-hour helpline).

**SANE**, 0300 304 7000, [www.sane.org.uk/support](http://www.sane.org.uk/support)  
Emotional support, information and guidance for people affected by mental illness and their families. (Daily, 4:30pm-10:30pm).

**YoungMinds**, 0808 802 5544, [www.youngminds.org.uk](http://www.youngminds.org.uk)  
Information on child and adolescent mental health. Services for parents and professionals. (Mon-Fri – 9:30am-4pm).

#ToHelpMyAnxiety

COMMUNITY PROJECTS

# Population Health

## DEMENTIA

CFCF have continued to develop an extensive partnership with Age UK to deliver our first Dementia café session. The session was held at Stamford Bridge. This is something we have now planned to deliver on a monthly basis moving forward and hope to grow numbers with partner support.

## LGBTQI+ \*TRANSGENDER

This 12-week programme is the first of its kind being delivered in partnership with CW+ and Dean Street Sexual Health Clinic. Topics covered include physical fitness, nutritional education and mental health support, specifically managing stress and anxiety were highlighted for the delivery model. This programme will begin delivery in Spring 2023.



COMMUNITY PROJECTS

# Population Health

## PARENTS ACTIVE

Working with parents who have a child with a disability on both physical fitness and psychoeducational work to support them. Working alongside Mind who are delivering the psychoeducation and CFCF are delivering the physical fitness. Parents Active are a charity themselves who have contact with the parents and help to promote the programme.

## ADAPTED SPORTS

Working across multiple boroughs and counties, adapted sports and more specifically walking football is one of our biggest programmes delivering to over 100 participants every week. It is the opportunity for people over the age of 40 yrs to take part in a safe and fun football session to support their physical, mental and social wellbeing. Sessions are delivered in London, Surrey, Sussex, Middlesex, Essex and looking to grow into more areas. Both male and female sessions are delivered with all abilities catered for. We have now started a player pathway for those looking to progress, who will represent Chelsea in any bigger tournaments or matches against other teams. If you'd like to know when/where certain sessions are, please let me know.



FOUNDATION

# Social Inclusion

## Street Soccer Academy

The collaboration with the Street Soccer Foundation saw a group of 16–25-year-olds refugee/asylum seekers take part in classroom sessions focused on goal setting, mindset and interview techniques as well as getting active in on-pitch football sessions. The Street Soccer Foundation uses football as a catalyst to help educate, up-skill and inspire young people. The programme completed with the Chelsea Foundation used football and workshop activities to help develop a positive mindset, enabling the young people to believe in themselves to achieve their goals.

## Holiday Activity Food (HAF)

The programme provides free healthy food and enriching activities to children and young people with a focus on those eligible for free school meals. Chelsea FC Foundation's programme consisted of the provision of a healthy snack to all participants on arrival, physical activity for the rest of the morning followed by a nutritious lunch with workshop-based activities from our Health and Wellbeing team and the Met Police, plus stadium tours during the afternoon. The programme aims to support families who have increased food costs during the school holidays, as well as keeping children physically active and educating them on the importance of good nutrition to ensure healthy development and an ability to fulfil their potential in life.

FOUNDATION

# Social Inclusion

## Christmas Support

The Chelsea Foundation have been hard at work in Hammersmith and Fulham over the festive period, putting together Christmas hampers alongside local community group Let Me Play Action, Casual Ballerz, and other local schools and organisations. Latymer Upper School in Hammersmith played host, and pupils from the school, as well as Fulham Boys School, supported the efforts packing hampers and loading trucks ready for distribution around the borough before Christmas. The packages were filled with donated items such as tinned food, drinks, chocolates, as well as gifts from Chelsea FC Foundation.

## Premier League Kicks

Established in 2007 by the Premier League, the Kicks programme offers free sports provisions to eight to 18-year-olds with Chelsea Foundation sessions running in Hammersmith and Fulham, Royal Borough of Kensington and Chelsea, Westminster and Wandsworth. All the sessions are free and delivered by FA Level 2 qualified coaches, many of which have come through the Kicks programme and have been supported by the Foundation and the Premier League to gain their coaching qualifications.

## COMMUNITY PROJECTS

# Disability

### Stamford Bridge Sensory Room Matchday Experiences

Experiences for children and adults to watch a Chelsea FC match in a space that is safe and comfortable for them, utilising sensory equipment, soundproof viewing platform and trained staff to work with those who have autism or similar disability.

### Pan Disability Programme

Football based activity sessions for children aged 3-16 (Junior) and 16+ (Adult) who have a disability or a requirement for an inclusive space to play football. Trained coaches support all to engage and learn at an ability level suitable to them, learning key skills and social elements alongside physical activity.

### Mind Series Learning Disabilities Sessions

Football based physical activity sessions specifically for people with learning disabilities who have additional care needs and are part of local organisations and youth groups.



## COMMUNITY PROJECTS

# Disability

### Amputee and Cerebral Palsy Elite Squads

Elite national league participation and intense level training sessions for people with an amputation to play football to the highest standards.

### Amputee Junior/Community Programme

Physical activity sessions that are football based, involving anyone with an amputation who would like to play recreational football or junior in age. An opportunity to meet others who have similar disabilities and experiences.







## Chelsea Foundation and Sure UK launch new amputee programme

The programme, supported by Sure UK, will see Chelsea Foundation take part in the English Amputee Football Association (EAFA) National League, along with a specialised programme for junior amputees.

The Chelsea Foundation team come together from across the country and have bi-weekly training sessions at the club's training ground in Cobham, while taking part in league fixtures at the EAFA's base in Nantwich.



Ellie Crabb, Chelsea Foundation inclusion and disability senior officer who manages the team, said: "For me, this programme is right at the heart of what we do at Chelsea Foundation, bringing together people in a football environment to benefit them socially and as football players.

"I am very proud to manage this side in the league this season, alongside starting up our community-based sessions for the next generation of junior amputees. They are an extremely dedicated group who give 100 per cent on every opportunity and I can't wait to see where this takes us."

Some of the squad took part in some fun challenges with [Conor Gallagher](#), Trevor Chalobah and [Marc Cucurella](#) in a session organised by Sure UK.



# FOUNDATION

# Football Development



FOUNDATION

# Female Targeted Tournaments

Chelsea Foundation hosted Surrey Policewomen's football team along with female students from local schools in a special event held at Cobham. Students from Notre Dame School in Cobham and Blenheim High School in Epsom joined Surrey Police officers and employees in a training masterclass led by Chelsea Foundation coaches. The three teams took part in a number of football-related drills focusing on shooting, passing and dribbling. Both Notre Dame and Blenheim students then participated in a Q&A session with Surrey Police officers discussing their roles, and the importance of football and sport in tackling crime.

**Keith Harmes** – Area Manager for Surrey and Berkshire,

“This day was really about bringing together people from a range of backgrounds. Having female officers training alongside girls from two local schools is something unique and it's been a really enjoyable day for everyone involved.”

**Christian Winter** – Surrey Police, “It's been a fantastic day and I'm so pleased with how it's all turned out. It's so important to me because of the benefits being part of a team like this can bring. It's far more than just football – it's about mental health, physical wellbeing, confidence and friendship.”



FOUNDATION

# Football Development

## Grassroots Football Clubs

Delivery of inclusive football-based sessions for the purposes of supporting the community in each area covering Essex, Kent, Surrey, Sussex, London, Hampshire and Berkshire. To identify local demographic population and deliver football sessions to local grassroots teams as well as much needed CPD for all the coaches and volunteers who support the clubs.

## Post 16 Football

To provide a structured and progressive Post 16 Football Education Programme at various 6th form Schools /Colleges or in collaboration with an education provider across London and the South of England. Students will represent their college and the CFCF in regular regional competitions. CFCF will also provide learning outcomes such as online FA Level 1 coaching qualifications and NCS opportunities.



# FOUNDATION International



## FOUNDATION

# International

### First Team Tour - USA

Delivery of Free Football based sessions for youth participants in areas of deprivation of Orlando and Los Angeles spread across different age groups and genders. In addition, Coach Education sessions for a variety of audiences. Also provided educational workshops in LA, based on racism and discrimination.

### Marketing Support

Delivery of Free Football based sessions for youth participants in areas of deprivation of Orlando and Los Angeles spread across different age groups and genders. In addition, Coach Education sessions for a variety of audiences.

### International Soccer Camps

Delivery of soccer schools to participants of all abilities. Targeting male and female participants. Delivering soccer camps in the following locations; Norway, Sani Resort, Canada, Australia, Switzerland and MSC Cruises.

### Foundation Pitch Events

Spread across a two-week period there will be a multitude of events in partnership with club sponsors and the Foundation. Club sponsors ensure events are accessible to a variety of audiences of all ages and genders.

### Singer Capital Markets

This will be a one-day event for female participants ages 11-15. Through a charity partner participants will take part in a coaching session based at Chelsea training ground. This to provide an opportunity to a female group that would not usually gain access to the facilities and coaching available at Chelsea Training ground.



LDPFO



**LOS ANGELES**

**558**

Number of young people engaged through coaching clinics with Cal South Youth Soccer, TOCA, TOPSoccer, Brotherhood Crusade, LAFC and Niky's sports.



**COACH EDUCATION**

**276**

Number of adults participating in coach education workshops and viewing practical clinics delivered by CFC Foundation.

**ORLANDO**

**461**

Number of participants engaged through coaching clinics with Boy's and Girl's Club, Orlando City SC and CFC sponsorship events.



**LOS ANGELES**  
**LAS VEGAS/ORLANDO**



**3**

Locations Visited  
**LOS ANGELES**  
**LAS VEGAS**  
**ORLANDO**

**1,295**

Total number of  
participants engaged  
through Coaching  
Clinics, Coach  
Education and CFC  
Club events.

**140,670**

Total number of minutes  
direct engagement with  
a CFC Foundation  
coach.

**47.5** Hours  
delivered



LOS ANGELES

558

Number of young people engaged through coaching clinics with Cal South Youth Soccer, TOCA, TOPSoccer, Brotherhood Crusade, LAFC and Niky's sports.





# FOUNDATION Charity



FOUNDATION

# Charity

Chelsea Foundation conducts a range of charity-based activities, most notably working closely with local charities and hospitals to organize special events such as our community days, where those who have been going through difficult times are invited into the club's training ground for a once in a lifetime experience.

[ARTICLE 1](#)

[ARTICLE 2](#)

[ARTICLE 3](#)

Guests will be treated a Q&A and watch the players train before meeting their heroes who will sign memorabilia and take pictures.

We also work with those same hospitals to organise player visits, traditionally for patients during Christmas but also on other occasions.

During the 2022/23 season, Chelsea Foundation welcomed over 60 guests to our community days. These guests were split between male, and females aged between 5 - 40 years old and spread across a number of ethnicities.





“A truly crazy and surreal experience, I’m speechless. I’ve travelled down from the Midlands and was due to come last year, but had to cancel because I wasn’t well enough, but it was well worth the wait. With my condition, I have to take the good days when they come, and this is certainly one of them.”

– Alfie

“I remember getting my first Chelsea shirt when I was in hospital on Christmas Day. Today has been like another Christmas present! I received a video from the players recently too, so it has really made me happy to be able to come and meet them in person.”

– Thomas

“It’s surreal seeing the players in person. I haven’t been able to get to many games recently because I haven’t been well so, this has been really special. It was my 21st birthday at the weekend and this has been the most amazing birthday present I could have wished for.”

– Sasha

# The final word



This review, bringing together the work that the club and the Chelsea Foundation have done to promote equality, diversity and inclusion, should make us all proud of our contribution towards positive change.

Through all our internal and external initiatives, we aim to create a club, a game and communities that are safe and welcoming.

I commit to work alongside the Executive Leadership Team to promote the work that is already being undertaken at Chelsea, and to expand on our current initiatives – drawing on the expertise of colleagues across the club and our excellent partners.

Thank you to all those who work with us to execute our ED&I strategy.

**Chris Jurasek**  
CEO





# Thank you

