

#allredallequal

#allredallequal

Manchester United continues to progress its work in this essential area, specifically around the #allredallequal Equality Action Plan and continuing to integrate equality, diversity and inclusion throughout all areas of the business.

Since August 2016, the Club has set up an Equality Committee; an executive management group responsible for leading equality from the very top of the organisation, in addition to a number of employee inclusion networks.



Media Platforms

Manchester United continues to promote its activities and programmes via a number of media channels. The Club has just over 153m followers across its 12 social media platforms and

an average of 5.4m monthly visitors to manutd.com. These channels are used to promote the Club's equality, diversity and inclusion activities, particularly around #allredallequal.

ENGAGEMENT

#ALLREDALLEQUAL IMPRESSIONS

160 MILLION+



Black History Month

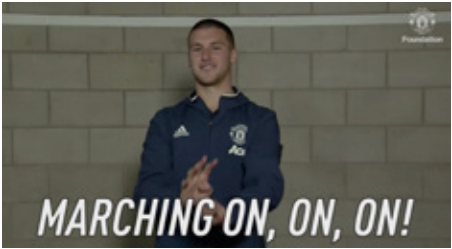
Manchester United, in partnership with Kick It Out, held an event at Old Trafford in support of Black History Month. Over 100 pupils from Manchester United Foundation’s partner schools across

Greater Manchester took part in the event involving interactive workshops and activities, including a presentation from former player Quinton Fortune.

CAMPAIGN STATISTICS

PUPILS FROM PARTNER SCHOOLS

100+



International Day of Persons with Disabilities

Using its social media channels, the Club recognised International Day of Persons with Disabilities in December 2016 by teaching three players Glory, Glory Man United in British Sign Language.

CAMPAIGN STATISTICS	
FIRST TEAM PLAYERS	THREE
FACEBOOK SHARES	2,400
FACEBOOK VIEWS	64,000



Home for All Reds

Manchester United confirmed its plans to enhance facilities for disabled supporters in January 2017 in line with the recommendations of the Accessible Stadia Guide. The project provides

over 300 new positions for disabled supporters, including the installation of the new wheelchair user platforms, the widening of vomitories, and new easy access seats for ambulant supporters.

CAMPAIGN STATISTICS	
NEW ACCESSIBLE POSITIONS INTRODUCED	300
UNIQUE CAMPAIGN VIEWS	72,653



EFL Final Mosaic

At the EFL Cup Final fixture between Manchester United and Southampton on February 26th 2017, a fan mosaic was arranged, using the Club colours and spelling out Manchester United.

Each bag that was held up included #allredallequal branding.

CAMPAIGN STATISTICS

MANCHESTER UNITED SUPPORTERS

32,814





TeamPride

In March 2017, Manchester United became the UK’s first football club to partner with leading LGBT charity, Stonewall. Through the partnership, Manchester United confirmed its membership as part of the TeamPride

collection, helping to form opinions, share practice and influence behaviour by using the power of sport to harness the message of equality within the LGBT community.

CAMPAIGN STATISTICS	
FIRST UK CLUB TO PARTNER WITH LGBT CHARITY	#1
PARTNERSHIP ANNOUNCEMENT RETWEETS	3,129

03/17



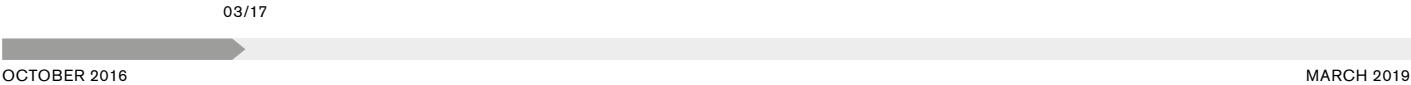
Level Playing Field Weeks of Action

The Club continued its close relationship with access charity, Level Playing Field; promoting their Weeks of Action campaign in March 2017 and highlighting the #GameChangers initiative.

CAMPAIGN STATISTICS

TWITTER FOLLOWERS REACHED

18.3 MILLION





Inclusion Networks

In March 2017, six internal Inclusion Networks were established with the aim of increasing awareness and engagement with Manchester United staff across all strands of equality.

The Inclusion Networks are now responsible for moving the Club forward in the different areas of equality, diversity and inclusion, both internally and externally.

- ETHNIC DIVERSITY NETWORK
- MULTICULTURAL COMMUNITY NETWORK
- PARENT AND CARERS NETWORK
- PRIDE NETWORK
- WOMEN'S NETWORK
- WORKABILITY NETWORK



#allredallequal

In April 2017, the match against Swansea City was dedicated to the #allredallequal campaign.

CAMPAIGN STATISTICS

REACH OF #allredallequal ACROSS SOCIAL MEDIA	15.7 MILLION
TELEVISION AUDIENCE	16.4 MILLION
FANS EXPOSED TO STADIUM BRANDING	150,000

04/17



Call Full Time on Hate

Ahead of Manchester United’s fixture against Chelsea, the Club promoted Kick It Out’s Full Time on Hate Crime initiative, outlining the Club’s stance against offensive and discriminatory behaviour at Old Trafford.

CAMPAIGN STATISTICS	
RETWEETS	392
MATCHDAY ATTENDANCE	75,272



Rainbow Laces Summit

Over 150 leaders in sport attended Stonewall’s Rainbow Laces Summit, hosted at Old Trafford. Richard Arnold, Group Managing Director, hosted a CEO’s round table discussion on the power of commercial partnerships and LGBT inclusion.

CAMPAIGN STATISTICS

LEADERS IN SPORT IN ATTENDANCE 150+



Partnership with Gay Star News

Through the Club’s partnership with Gay Star News, 20,000 bespoke posters were produced to promote the Club’s #allredallequal promise, in addition to sharing the One Love logo designed specifically for the Club’s work with the LGBT community.

Posters were provided across 8 Pride events throughout the Summer and were placed within 20,000 bags.

CAMPAIGN STATISTICS	
PRIDE EVENTS DISTRIBUTING POSTERS	EIGHT
BESPOKE POSTERS PRODUCED	20,000



Accessible Stadia Guide Implementation Plan

Manchester United’s first home game of the season, against West Ham United, saw the opening of new accessible facilities for our disabled supporters. This has resulted in the introduction of lower counters, improved signage, dedicated entrances and additional accessible toilets.

CAMPAIGN STATISTICS	
NEW ACCESSIBLE ENTRANCES	3
NEW ACCESSIBLE TOILETS	9
NEW ACCESSIBLE COUNTERS	3



United Review: Player Handshake

Recognising the diversity of the Club’s global fan base, the Club engaged with match going supporters and featured them on the United Review handshake; an iconic image that has featured on the match day programme since 1950s.

CAMPAIGN STATISTICS	
NUMBER OF SUPPORTERS FEATURED	10
NUMBER OF MATCHDAY PROGRAMMES DISTRIBUTED	450,000+



World Mental Health Day

The Club launched its Mentally Healthy Strategy on World Mental Health Day 2017, with a panel discussion taking place including representatives from Aon, State of Mind and Manchester United. Over 30 staff members attended the workshop.

CAMPAIGN STATISTICS

STAFF MEMBERS IN ATTENDANCE

30+



Black History Month

As part of the #allredallequal campaign, Manchester United held an event at Loreto High School in support of Black History Month. Over 30 pupils from the school took part in a workshop with former player Quinton Fortune.

CAMPAIGN STATISTICS	
NUMBER OF WORKSHOPS DELIVERED	2
PUPILS IN ATTENDANCE	30+



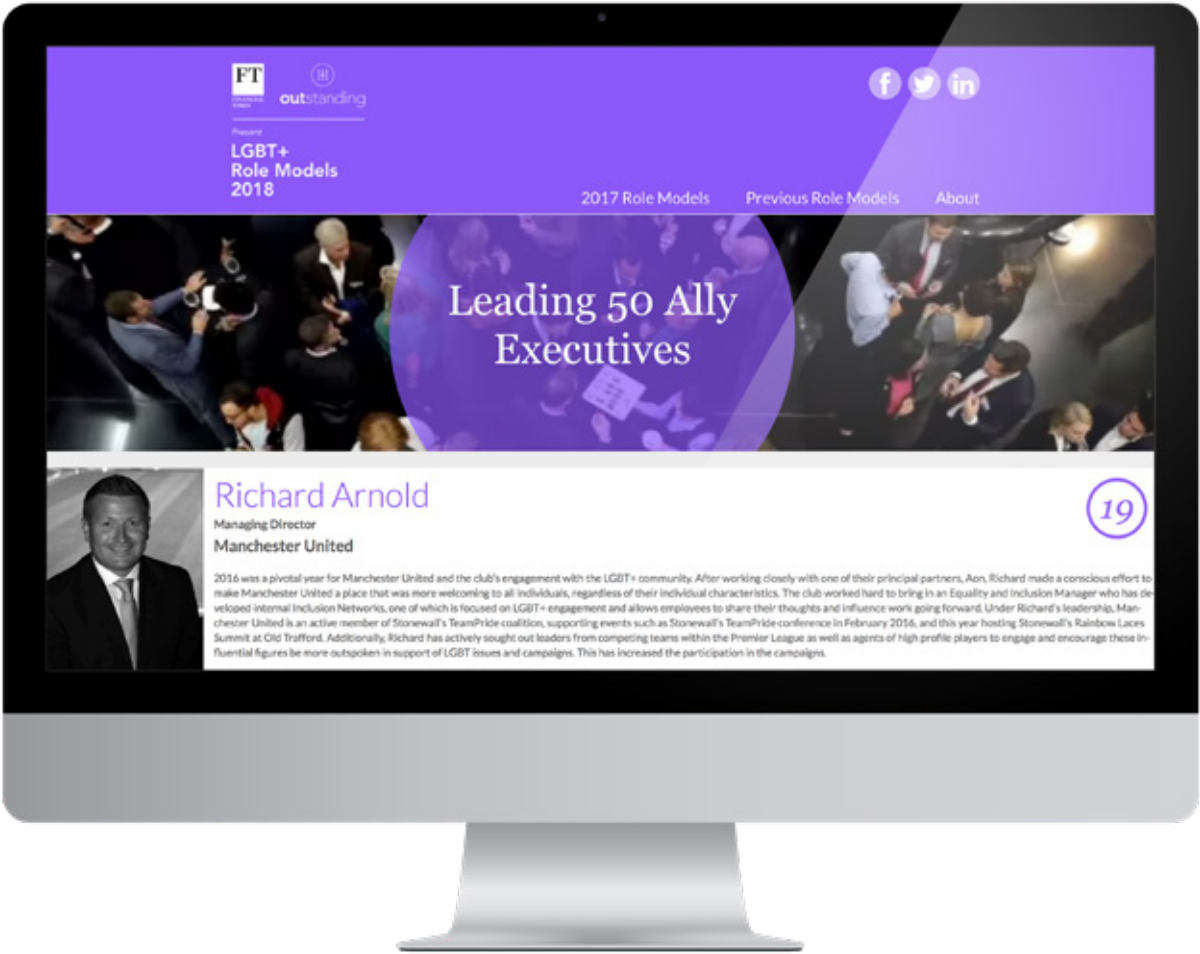
Inclusive Reds: United and Hannah

Hannah has cerebral palsy and started playing powerchair football in 2012, after her condition left her unable to play on her feet. She now plays for the Manchester United Powerchair team and is looking forward to a bright future.

CAMPAIGN STATISTICS

POWERCHAIR PLAYERS

14



OUTstanding Recognition List

In October 2017, Manchester United’s Group Managing Director, Richard Arnold, was named within the Leading 50 Ally Executives by OUTstanding, the charity which works alongside

some of the biggest companies in the world, ensuring workplace equality and helping to eradicate discrimination, through a professional network of ideas and best practice.

CAMPAIGN STATISTICS

EXECUTIVE ALLY LIST

TOP 50

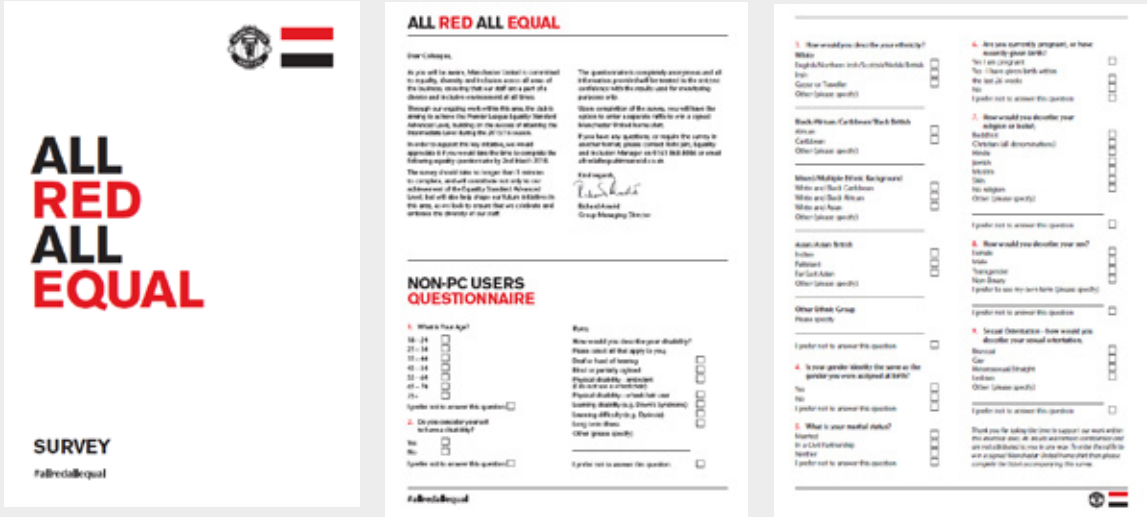


Executive Sponsorship of Inclusion Networks

Following December’s Equality Committee Meeting, Executive Sponsorship of each Inclusion Network was confirmed. Executive Sponsors attend Inclusion Network meetings,

providing advice, guidance and support on the group’s plans to embed equality, diversity and inclusion throughout the business.

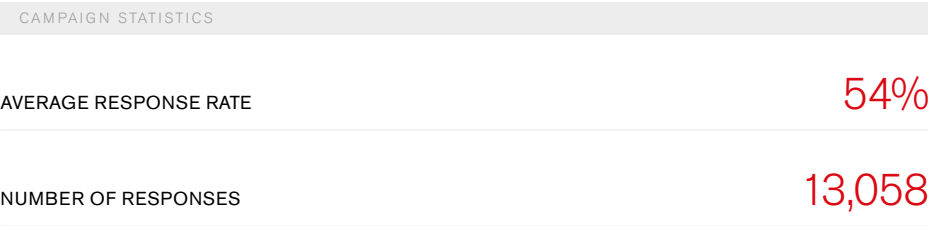
CAMPAIGN STATISTICS	
INCLUSION NETWORKS	6
EXECUTIVE SPONSORS	7



Launch of #allredallequal Equality Monitoring Surveys

In February 2017, the #allredallequal equality monitoring surveys were launched, being sent to Permanent and Temporary Staff, Casual Workers, Stewards, U18, U23 and First Team

Players, Executive Club Members, Official Members and Season Ticket Holders. There was an 54% average response rate across all groups.





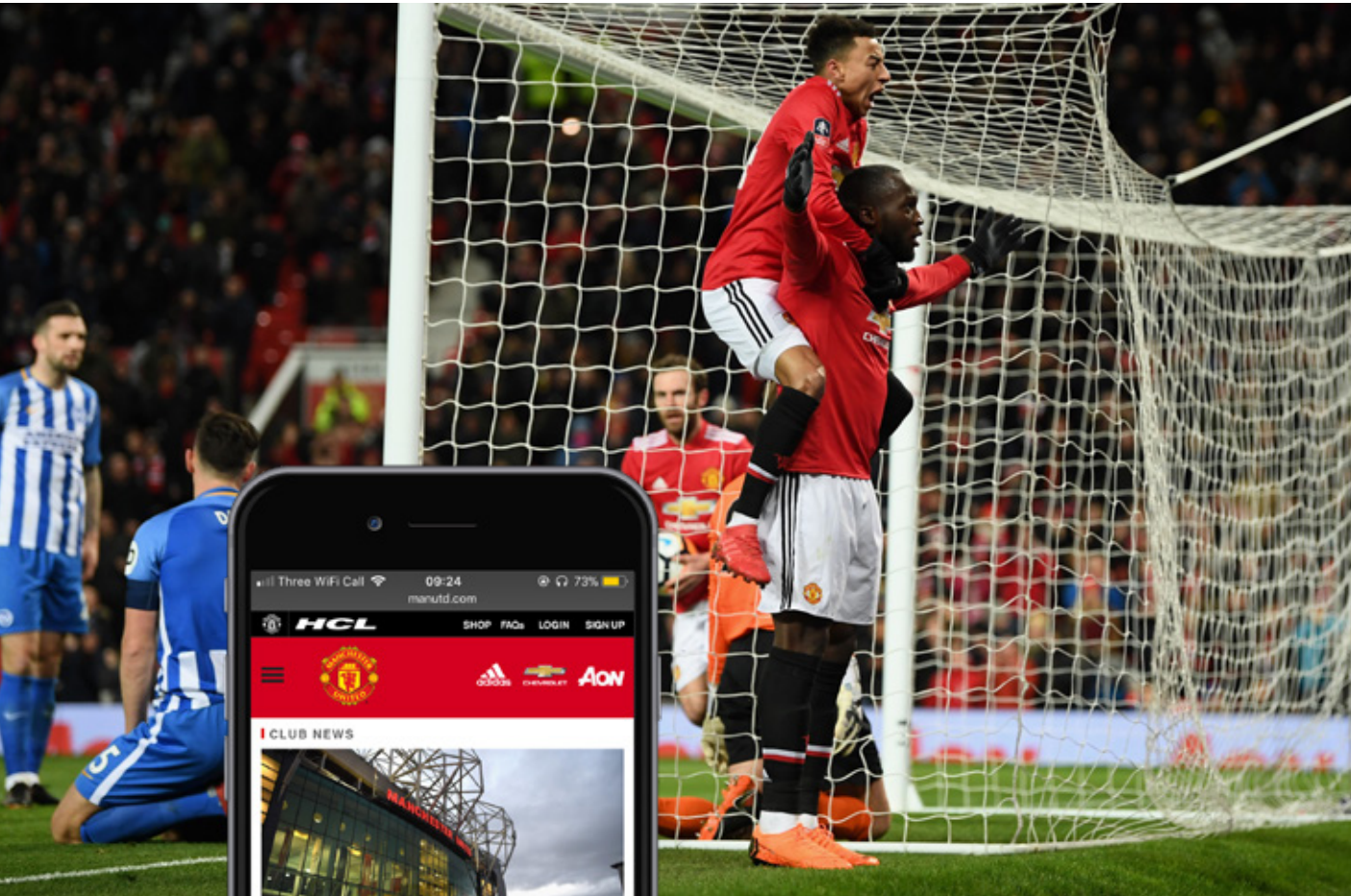
Manchester United Foundation and CP United FC

In March 2018, Manchester United Foundation launched its partnership with CP United FC. The partnership aims to provide a number of inclusive footballing opportunities for players across Greater Manchester.

CAMPAIGN STATISTICS

PARTICIPANTS ATTENDED

81



Manchester United v Brighton Hove and Albion

Ahead of the Club’s FA Cup fixture against Brighton, a communications strategy was developed to pro-actively address any instances of homophobic chanting that may take place during the game.

This included a website article, programme article, tannoy announcements and Stewards and match day staff briefings.

CAMPAIGN STATISTICS	
MATCHDAY ATTENDANCE	74,421
VIEWS ON MANUTD.COM	7,095



Virtual Stewarding Service

In March 2018, the match day reporting number was relaunched as a 'Virtual Steward Service', with the aim of encouraging the reporting of offensive and/or discriminatory behaviour at Old Trafford, ensuring that the Club provides an environment that is welcoming to all supporters regardless of their individual characteristics.

CAMPAIGN STATISTICS

VIEWS ON MANUTD.COM 271

Unified Football Tournament

Pupils from Manchester United Foundation partner schools across Greater Manchester teamed up with children from local Special Educational Needs (SEN) schools to take part in

Unified Football; a 10-week training programme, culminating in a tournament at Manchester United's iconic training ground, which was later aired on BBC's Match of the Day.

CAMPAIGN STATISTICS

PARTICIPANTS INVOLVED

65

PARTNER SCHOOLS

4

SPECIAL EDUCATIONAL NEEDS SCHOOLS

3



Gender Pay Report 2017

On the 24th March 2018, Manchester United published its Gender Pay Report 2017, providing mandatory information on the Gender Pay Gap, as well including voluntary information including professional players.

The report contained essential information on the Club’s commitment to equality, the #allredallequal campaign and the Inclusion Networks.

CAMPAIGN STATISTICS	
MEAN HOURLY PAY GAP	37.8%
MEDIAN HOURLY PAY GAP	-7.4%



Manchester United v West Bromwich Albion

In April 2018, the Club's match against West Bromwich Albion was dedicated to the #allredallequal campaign, which included stadium branding, centre circle branding, programme, website and social media content and collaboration with the Club's equality partners.

CAMPAIGN STATISTICS

MATCHDAY ATTENDANCE

75,095

03/18



TAG Heuer Connected Modular 45

Swiss watch maker and Club partner, TAG Heuer took the opportunity to present the TAG Heuer Connected Modular 45 Manchester United Special Edition on the final day of the 2017/18 season.

Worn on the wrists of the team’s players before the match, the eleven watches are to be sold during charity auctions, the proceeds of which will be donated to the Manchester United Foundation.

CAMPAIGN STATISTICS

NUMBER OF TAG HEUER SPECIAL EDITION WATCHES

11



Manchester United Women

In June 2018, the Club announced former international captain Casey Stoney as Head Coach of Manchester United Women, as the newly formed team began its journey in the FA Women’s Championship.

CAMPAIGN STATISTICS

PLAYERS

21



OUTstanding Recognition List

For the second year running, Richard Arnold, Manchester United’s Group Managing Director was recognised by OUTstanding, the charity that works alongside some of the biggest companies in the world, ensuring workplace equality and helping to eradicate discrimination, through a professional network of ideas and best practice.

CAMPAIGN STATISTICS	
EXECUTIVE ALLY LIST	TOP 50
TIMES NAMED ON LIST	2



#allredallequal Charitable Giving Drive

The Club’s Multicultural Community Network, one of six Inclusion Networks in place at Manchester United, launched a Charitable Giving Drive internally; working with staff from across the business to donate clothes, food and sanitary products to two local charities; The Mustard Tree and Stretford Foodbank.

CAMPAIGN STATISTICS	
ITEMS DONATED	350KG
CHARITIES SUPPORTED	2



Manchester United v Arsenal – Supporting Stonewall’s Rainbow Laces Campaign

During November’s fixture against Arsenal, the Club continued its support of LGBT inclusion charity Stonewall; dedicating the game to their Rainbow Laces initiative which included match day branding, as well as Chris Smalling donning a dedicated rainbow captain’s armband.

CAMPAIGN STATISTICS	
ATTENDANCE	74,507



The Launch of Rainbow Devils

February 2019 saw the launch of Manchester United’s LGBT Supporters Group; Rainbow Devils. In an event led by the Club’s Pride Network, supporters, staff, partners and key stakeholders gathered to watch the Club’s win against Fulham and mark the launch of the group.

CAMPAIGN STATISTICS	
NUMBER OF LGBT SUPPORTERS' GROUPS	1



International Women's Day 2019

The Club's Women's Network came together with colleagues from Club partner adidas to mark International Women's Day, in the first of several collaborative events between the two.

Attendees heard from inspirational female leaders from both organisations and use the opportunity to interact, network and build lasting relationships.

CAMPAIGN STATISTICS

ATTENDEES

50+

SPEAKERS

3



Becoming Disability Confident Committed

In March 2019, Manchester United confirmed its commitment to ensure that disabled people and those with long term health conditions have the opportunities to fulfil their potential at the Club.

Signing up to the Government’s Disability Confident Scheme demonstrated the Club’s desire to ensure that Manchester United is a welcoming workplace to all.

CAMPAIGN STATISTICS



Level
Playing
Field



Supporting Level Playing Field's
Weeks of Action Campaign

The Club used its fixture against Southampton in March to work with MUDSA to support disability access charity

Level Playing Field; promoting their Weeks of Action campaign.

CAMPAIGN STATISTICS	
MATCHDAY ATTENDANCE	74,459



Signing up to the Social Mobility Pledge

In March, Manchester United became the first professional football club to sign up to the Social Mobility Pledge, demonstrating its commitment to accessing and progressing talent from all backgrounds and highlighting its aims to improve Social Mobility in the UK.

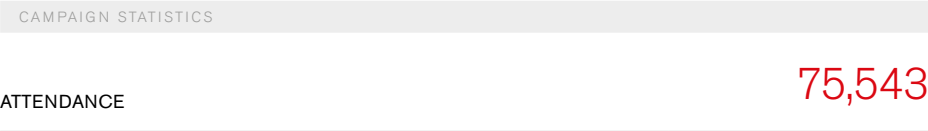
CAMPAIGN STATISTICS





No Room for Racism

Ahead of the game against Watford, the Club supported the Premier League’s No Room For Racism campaign, with players lining up in front of dedicated branding and official online channels lending their support to the initiative.



To find more about the Club's work in this area, use the hashtag

#allredallequal

or visit

www.manutd.com/allredallequal

