



Equality, Diversity & Inclusion (EDI) Policy

1. Policy Statement

Cardiff City Football Club Board of Directors are publicly accountable for Equality, Diversity and Inclusion and will receive regular updates on the Clubs activities and the implementation of this policy from a member of the staff board. It is the role of the Board and CEO to address any actual or potential breaches of this policy. The Board is committed to creating an inclusive, welcoming and respectful environment for everyone involved in the club, including players, staff, volunteers, supporters, partners and visitors.

We believe that football should be accessible to all and that diversity strengthens our club, our community and our performance. We are committed to eliminating discrimination, advancing equality of opportunity and fostering good relations between all people.

This policy applies to all areas of the club's activities, including recruitment, selection, training, matchday operations, participation, discipline and governance.

2. Our Commitment

Cardiff City Football Club will:

- Treat everyone with dignity and respect
- Provide equal opportunities regardless of background or identity
- Challenge discrimination, harassment and victimisation
- Promote a culture of fairness, inclusion and belonging
- Ensure our policies, practices and behaviours reflect our values

We will comply with all relevant equality legislation and best practice guidance.

3. Protected Characteristics

This policy covers all individuals and protects against discrimination based on:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race (including colour, nationality and ethnic origin)



- Religion or belief
- Sex
- Sexual orientation

4. Scope of the Policy

This policy applies to:

- Players at all levels
- Employees and workers
- Volunteers
- Coaches and officials
- Board members
- Supporters and visitors
- Contractors and partners acting on behalf of the club

5. Responsibilities

The Board and Senior Management will:

- Lead by example and promote inclusive behaviours
- Ensure adequate resources are allocated to EDI initiatives
- Monitor compliance with this policy
- Review progress annually

Managers and Coaches will:

- Apply this policy fairly in all decisions
- Challenge inappropriate behaviour
- Support individuals who raise concerns
- Promote inclusive team environments

All Staff and Players will:

- Treat others with respect
- Follow this policy and the club's Code of Conduct



- Report discrimination or harassment
 - Contribute to a positive and inclusive culture
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6. Recruitment and Selection

Cardiff City Football Club is committed to fair and inclusive recruitment.

We will:

- Recruit based on merit and ability
 - Use transparent and unbiased selection processes
 - Encourage applications from underrepresented groups
 - Make reasonable adjustments for disabled applicants
 - Monitor recruitment data where appropriate
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7. Participation and Access

We will work to ensure that our facilities, services and activities are accessible and inclusive by:

- Making reasonable adjustments for disabled participants
 - Providing information in accessible formats when required
 - Supporting different cultural and religious needs where possible
 - Ensuring safeguarding and welfare are central to participation
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8. Discrimination

Discrimination, harassment or bullying will not be tolerated in any form, whether at home or away matches. This section is intended to help supporters understand what behaviour is unacceptable, what respectful behaviour looks like, and why language that may be described as “banter” can still cause harm or constitute discrimination.

The standard expected at Cardiff City Football Club is simple: support the team passionately, but do not target, humiliate, intimidate, exclude or demean another person because of who they are, who they are perceived to be, or because they belong to or are associated with a particular group.



Discriminatory language and behaviour includes, but is not limited to:

- **Racism and racial discrimination.** Using racial slurs, racist stereotypes, references to skin colour, nationality, ethnicity or ethnic origin as an insult, or making comments intended to demean or exclude someone because of their race, colour, nationality or ethnic origin.
- **Sexism, misogyny and gender-based abuse.** Using sexist or misogynistic insults, sexualised abuse, degrading comments about women or men, comments about someone's body or appearance intended to humiliate them, or suggesting that someone is less capable or less deserving because of their sex.
- **Homophobic and biphobic abuse.** Using homophobic or biphobic slurs, mocking someone's actual or perceived sexual orientation, using sexuality as an insult, or directing chants, songs, gestures or comments at a person or group because they are lesbian, gay, bisexual or perceived to be.
- **Transphobic and gender identity-based abuse.** Mocking, insulting or deliberately demeaning someone because they are transgender or because of their gender identity or gender reassignment; using hostile or abusive language about someone's gender identity; or deliberately using language or behaviour intended to humiliate them.
- **Disability discrimination and ableism.** Using disability-related terms as insults, mocking a person's physical, sensory, learning or mental impairment, imitating a disability to ridicule someone, or making assumptions that a disabled person is incapable, inferior or less welcome.
- **Religious and belief-based discrimination.** Insulting, mocking or stereotyping someone's religion or belief; using religious identity as a term of abuse; or targeting a person because they hold, or are perceived to hold, a particular religion or belief.
- **Age discrimination.** Using age-related insults, stereotypes or comments to demean, exclude or intimidate someone, including targeting people because they are younger or older.
- **Pregnancy and maternity discrimination.** Making degrading, sexualised or hostile comments about pregnancy, breastfeeding, maternity or someone's role as a parent, or treating someone unfairly because they are pregnant or on maternity leave.
- **Marriage and civil partnership discrimination.** Mocking, excluding or treating someone unfairly because they are married or in a civil partnership, or because of assumptions made about their relationship or family circumstances.

Chants, songs, banners and gestures. Discriminatory abuse does not become acceptable because it is sung by a group, included in a chant, displayed on a banner, made as a gesture, or directed at an opposing player, official, supporter or member of staff. The same standards apply at home matches, away matches, travel to and from fixtures, and club-related events.

Online and social media abuse. Posting, sharing, liking, forwarding or encouraging discriminatory content online can cause harm and may breach this policy. This includes abusive comments, images, memes, videos, direct messages, usernames, group-chat content and coordinated harassment.

Association and group behaviour. A person does not need to be the direct target for behaviour to be unacceptable. Discriminatory language can create a hostile or intimidating environment for everyone who hears or sees it. Supporters who encourage, join in with, repeat or amplify discriminatory abuse may also be subject to action.



Context and repetition. A single incident may be serious, and repeated behaviour may amount to harassment or bullying. Behaviour may also be unacceptable even where the person making the comment believes that the target is not present or will not hear it. Supporters should not rely on assumptions about another person's identity, background or tolerance of offensive language.

Reclaimed or self-referential language. Some individuals or communities may use words about themselves that have historically been used as insults. This does not give others permission to use those terms. Supporters should avoid discriminatory terms unless they are certain that their use is appropriate in the circumstances; when in doubt, choose respectful language.

What is acceptable? Supporters are encouraged to:

- Support the team with passionate, positive and non-discriminatory chants and songs.
- Challenge friends and fellow supporters respectfully when language or behaviour crosses the line.
- Use people's names and respectful forms of address rather than labels based on identity or characteristics.
- Respect differences in race, nationality, culture, religion or belief, sex, sexual orientation, gender identity, disability, age and family circumstances.
- Remember that players, officials, staff and supporters are individuals first and should not be reduced to stereotypes or characteristics.

What is unacceptable? Supporters should not:

- Use slurs, stereotypes or identity-based insults, even as a joke or between friends.
- Join in with discriminatory chants, songs, gestures or abuse because others are doing so.
- Use disability, race, sex, sexuality, gender identity, religion, age, pregnancy, nationality or relationship status as a source of ridicule or insult.
- Record, post or share discriminatory incidents or abusive material in order to mock, encourage or prolong the abuse.
- Target someone because of an assumption about their identity, including where that assumption is wrong.
- Victimise, threaten or retaliate against anyone who challenges discriminatory behaviour or reports a concern.

Examples of language and behaviour that should never be normalised include racist or ethnic slurs; homophobic, biphobic or transphobic abuse; sexist or misogynistic abuse; disability-related insults or imitation; religious slurs; sexualised abuse; chants, gestures or online posts that demean a protected group.

Everyone has a responsibility to help create an environment in which people can attend football without being subjected to discrimination or harassment. If you hear or see something that crosses this line, do not join in, encourage it or dismiss it as “just banter”. Where it is safe to do so, challenge it appropriately or report it through the channels set out in Section 9.



Any breaches of this policy may result in disciplinary action, including sanctions and bans from the club. Depending on the circumstances, serious incidents may also be referred to the relevant authorities.

9. Reporting and Complaints

Anyone who feels they have been treated unfairly or witnessed discrimination is encouraged to report it.

Reports can be made to:

- A Head of Department or coach
- The Club Safeguarding Officer
- A designated EDI Lead
- Via scanning the “Don’t Wait Report it” App (which can be found on notice boards around the stadium) or text “ISSUE” to 07484 070422 confirming details of the incident.

All complaints will be:

- Taken seriously
 - Handled confidentially where possible
 - Investigated fairly and promptly
 - Managed without victimisation
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10. Training and Awareness

The club will:

- Provide EDI and safeguarding training where appropriate
 - Promote awareness of equality and inclusion issues
 - Support campaigns that tackle discrimination in football
 - Encourage open discussion and learning
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11. Monitoring and Review

We will:

- Collect equality monitoring data where appropriate
- Review this policy annually
- Use feedback to improve our practices
- Publish key updates and actions



12. Communication

This policy will be:

- Shared with all staff, players and volunteers
- Available on the club website
- Included in induction materials
- Promoted at club events and activities

13. Policy Review

This policy will be reviewed annually or sooner if required due to:

- Legislative changes
- Organisational changes
- Learning from incidents or complaints

Ken Choo
Chief Executive Officer
Date: 12th August 2026