

PRESTON NORTH END FOOTBALL CLUB

EQUITY, DIVERSITY AND INCLUSION

2024/2025

#ONENORTHEND







FOREWORD

FROM PETER RIDSDALE, CHIEF EXECUTIVE OFFICER

The depth of commitment reflected in Preston North End Football Club's ED&I Annual Report is truly impressive. It clearly demonstrates our organisation's dedication to fostering a club where every individual feels valued, heard, and empowered. It is not just a formal deliverable – it's a statement of intent: one of inclusion, empowerment, mental health and wellbeing vigilance, and collective belonging. The club's dedication and hard work shines through and sets a strong example not only internally, but also for fans, community members, and partner organisations beyond the pitch.

We're proud of what we stand for. And proud of where we're heading – together.

With appreciation,

Peter Ridsdale
Chief Executive Officer





WELCOME

Welcome to the first issue of our annual Equity, Diversity And Inclusion (ED&I) report. The aim of this report is to share with you the positive work both the club and community trust has undertaken throughout the 2024/25 season and how we continue to strive for inclusivity and togetherness through our #OneNorthEnd campaign.

At Preston North End FC, we hold ED&I and mental health and wellbeing at the core of our values, and it is integral to our business development and progression both on and off the field. It is important that our employees, participants, players and supporters alike all feel a sense of belonging, have access to necessary facilities and provisions and can feel safe when using our premises.

We are proud to have been recognised by the EFL for our commitment to ED&I with our Silver Code of Practice award in 2024 and continue to work collectively to further improve and maintain high standards within all our practices, processes and policies.

We would like to take this opportunity to thank our board, staff, players and our supporters for their commitment and contribution to our #OneNorthEnd campaign since its launch. It is important that this is reflective throughout the whole of Preston North End, and we look forward to the new Championship season continuing to use our platform within the community to educate and eradicate all forms of discrimination and provide an inclusive environment for everyone.

#OneNorthEnd is about football, but more than that, it's about togetherness and providing a space where everybody belongs. No matter what your connection to the club, we all have a role to play. Join us as we keep building for the future. Together we are stronger, together we can create something special and together we are #OneNorthEnd.

Thank you,



Zoë Hall - Director, People & Culture



Harriet Creighton-Levis - CEO PNECET

ED&I STATEMENT

Deepdale, the home of Preston North End Football Club, is one of the most iconic buildings in the City of Preston and it can accommodate over 20,000 people.

The influence a football club can have on its local community cannot be underestimated, the potential footfall within our stadium and associated premises offers opportunities to positively increase connections with our fan base and wider communities. Equity, diversity, and inclusion are held at the core of all our operations.

Whether you are a player, official, employee, volunteer, spectator or visitor, Preston North End Football Club welcomes people from all backgrounds and is committed to the prevention and eradication of all forms of discrimination.

The club's ED&I committee are working towards making Preston North End Football Club as accessible as possible for all, removing barriers, and providing opportunities to engage with diverse communities through our #OneNorthEnd campaign. Preston North End Football Club has a zero-tolerance approach to any form of hateful or discriminatory behaviour and encourages anyone who witnesses such behaviour to report this to the club using any of the contact methods below.

We all have a shared interest and passion in seeing the success of Preston North End Football Club.

Football is for everyone and should be enjoyed by all who wish to take part in it.

#ONENORTHEND



MEET THE TEAM



Zoë Hall
Director, People and Culture and Board Equity Champion



Hannah Woodburn
Head of Ticketing and EDI Lead Officer



Carole Player
Head of Safeguarding and EDI Lead Officer



Mohammed Patel
Equity, Diversity and Inclusion Coordinator and EDI Lead Officer



Ben Rhodes
Head of Football Operations, Club Secretary and Head of Fan Engagement



Harriet Creighton-Levis
Chief Executive Officer - PNECET



Nick Harrison
Academy Manager



James Beet
Head of Academy Recruitment, Loans and Player Pathway



Ash Imms
Interim Ticket Office Team Leader and Disability Liaison Officer



Mark Farnworth
Ground Safety Officer



Guy Nellany
Deputy Ground Safety Officer



Tom Rawcliffe
Deputy Head of Media



OUR ED&I FOCUS

Following our last equality monitoring survey to employees and supporters in 2023, we identified three focus areas to form our ED&I Action Plan and strategy for the next three years.

Our action plan commenced in 2024 and will run until 2027, with short, mid and long-term goals identified. From the results and with comparisons to the Preston Census 2021, the committee identified **three areas of focus**.

ETHNICALLY DIVERSE GROUPS

Almost 28% of Preston come from ethnically diverse groups. Understanding our local demographics and analysing our data highlighted underrepresentation from ethnically diverse groups amongst our staff and supporter base. This was a key area of focus within our three-year plan.

DISABILITY

Throughout Preston North End, we are highly represented by those living with a disability. It is paramount we continue to provide accessible facilities and provisions for those with a disability, as well as making other reasonable adjustments where feasible.

EQUALITY CAMPAIGNS

It is essential to our ED&I strategy that we're inclusive of the whole community and all protected characteristics and continue to show our support to various dedicated campaigns and initiatives, festivals and celebrations throughout.

ETHNICALLY DIVERSE GROUPS



During the 2024/25 season, the club and community trust continued to build strong relationships with ethnically diverse communities across Preston.

Utilising the power of football and Preston North End Football Club, we delivered a range of programmes and events aimed at breaking down barriers, building trust and creating lasting connections. As part of this, we hosted a dedicated 'Kick It Out' matchday, using our platform to stand up against discrimination and promote equality for all.

We also delivered targeted support for refugees, asylum seekers and displaced communities, helping individuals settle into life in Preston through regular football sessions, community events and wraparound support.

This work was brought to life during our 'Football Welcomes Refugees' matchday - a day where we celebrated the strength and resilience of those who have come to the UK seeking safety and shining a light on the role that football can play in creating a welcoming environment, while providing a sense of belonging while helping to build new friendships.

Our ongoing partnership with Preston Muslim Girls High School has continued to grow, with sessions focused not just on football but on empowerment, identity and representation. Through this work, we are creating more opportunities for girls from ethnically diverse backgrounds to make them feel seen, heard and supported.

To ensure fans from all backgrounds can help shape the future of the club, we have developed a new Fan Advisory Network. The FAN includes representatives from across our fanbase, giving supporters a chance to share ideas, raise concerns and help to drive positive change.



CASE STUDY

Two girls from our sessions at Preston Muslim Girls High School, who are also refugees, had an unforgettable experience as they were invited to travel to London and represent the club at the first-ever EFL in the Community 'Stronger Communities Cup' at the UEFA Champions League Final.

For both girls, it was their first time visiting the city and they took in the sights of the capital from above as they 'took flight' on the London Eye before soaking up the atmosphere ahead of club football's biggest occasion.

The girls made their way across London to Somerset House, where they competed in the tournament and went on to win the inaugural 'Stronger Communities Cup' trophy. Finally, to make the day even more memorable, the group bumped into Gordon Ramsay outside the Savoy Hotel as the celebrity chef posed for a picture with the team.





DISABILITY

At Preston North End, we want every supporter to feel welcome and a part of the club. This season, we have continued to make changes that help create a more inclusive environment, both at Deepdale and out in the community.

One of the standout moments was our 'Unite For Access' matchday. Forming part of a wider campaign across football to raise awareness around accessibility and the different ways clubs can improve the matchday experience for disabled fans, supporters got involved, learned more about the barriers some people face on a matchday, and showed their backing for positive change.

We also introduced a new quiet zone at Deepdale, which offers a more relaxed space for those who prefer a calmer environment when watching the match. This has been really well received and is helping more people enjoy coming to games in a way that suits them.

Alongside this, we launched our own PNE-branded ear defenders, giving fans who are sensitive to noise a way to feel more comfortable in the crowd so that they don't miss out.

Throughout the season, first team goalkeeper Dai Cornell has shown brilliant support for everything we are doing in this area. He has backed both the club and the trust's work around disability and inclusion, helping to promote campaigns and joining in with a number of different activities. Having a player so actively involved sends a strong message and has meant a lot to those taking part and in the community as they can see that the players they admire and watch every week, care about their experiences.

To end the season on a high, we invited participants from our disability provision to play on the pitch at Deepdale as part of our community day.

It was a fantastic occasion and a special moment for everyone involved. Giving participants the chance to experience what it feels like to be out on the pitch at the stadium brought plenty of smiles and a real sense of pride and it was another moment that highlights why we do what we do.



EQUALITY CAMPAIGNS



SEPTEMBER 2024 – KICK IT OUT

PNECET hosted a dedicated 'Kick It Out' fixture between diverse groups from the trust and Blackburn Rovers Community Trust that helped to promote integration. Participants received complimentary match tickets and formed a guard of honour for the players as they entered the pitch.

PNECET also welcomed over 300 members of the local community to Deepdale for the first time. Another example of football's power to unite communities and reinforcing our dedication to equity and inclusion.



OCTOBER 2024 – BLACK HISTORY MONTH

To honour Black History Month, the Trust held an event at Moor Park High School celebrating Arthur Wharton, the first black professional footballer.

The event featured a presentation by the Arthur Wharton Foundation, crafts, and exhibits from the National Football Museum. Well-attended by local black community groups, it built on our legacy, including the blue plaque unveiled at Deepdale to commemorate Arthur Wharton.



NOVEMBER 2024 – REMEMBRANCE DAY

Preston North End Community and Education Trust, together with the football club, paid tribute on Remembrance Day with a poignant ceremony at Deepdale. Veterans and members of nearby barracks were invited to the match, participating in a pre-match tribute. Standard bearers lined the pitch, a guard of honour was formed, and the Last Post was played as poppy wreaths were laid on the pitch as a mark of respect ahead of kick-off.



FEBRUARY 2025 – FOOTBALL V HOMOPHOBIA

During the Football v Homophobia campaign, PNECET's LGBTQ+ initiatives made a significant impact. First-team PNE players and students from Creativity Works proudly displayed the 'Football v Homophobia' flag pitch side, demonstrating solidarity and support for the LGBTQ+ community.



FEBRUARY 2025 – LEVEL PLAYING FIELD/ UNITE FOR ACCESS

Ahead of the Lancashire derby against Burnley, PNECET invited disabled fans to enjoy the match from an executive box. Selected through a random draw, fans and their carers experienced complimentary hospitality as they discussed with trust staff about how to improve the matchday experience and enhance accessibility.



MARCH 2025 – INTERNATIONAL WOMEN'S DAY

The men's fixture against Portsmouth celebrated female representation in football. Women and girls from around Preston participated in different matchday activities, from behind-the-scenes roles to pitch side events. Girls from our Premier League Kicks session took part in a Her Game Too workshop, and 72 girls took part in pitch side activities.



APRIL 2025 – LIMB LOSS AWARENESS AND BLESMA

PNECET welcomed guests from the Limbless Association to Deepdale, offering pitch side recognition and hospitality. A video from BLESMA, a limb loss charity was displayed on the big screen to raise awareness and pay tribute to the sacrifices of limbless veterans.



APRIL 2025 – FOOTBALL WELCOMES

In support of the Football Welcomes campaign, players wore Football Welcomes T-shirts to warm up in ahead of kick off, and eight refugees were invited to experience matchday hospitality, fostering inclusion and community connection.

WORKFORCE DATA

We are committed to undertaking equality monitoring on a bi-annual basis and use this data to understand our staff and supporters, make relevant and informed decisions and measure impact over time. The equality monitoring data is collected anonymously and confidentially, in line with our GDPR policies and all questions have a 'Prefer Not to Say' option.

Below we have highlighted our most recent workforce data, which was collected in February 2025.

Undertaking equity monitoring on a bi-annual basis allows us to compare against the previous equity monitoring data collected, as well as data from local and national census statistics, and provides an invaluable insight into trends and changes within our workforce. This data allows the club to make informed decisions on strategy and action plans going forward.

Our most recent equality monitoring stats and rule N publication can be found on our Equity & Diversity page on **pne.com**.

Age	%	Nat %	Local %
18-24	19.2	8.3	11.6
25-34	20.3	13.5	14.7
35-44	16.8	13	12.8
45-54	14.9	13.3	12.6
55-64	17.8	12.6	11.5
65+	10.2	9.9	14.7
Prefer not to say	0.54		

Sexual Orientation	%	Nat %	Local %
Lesbian or Gay	1.3	1.5	3.7
Heterosexual / Straight	92.1	89.4	88.5
Bisexual	4	1.3	1.8
Other Sexuality	0.5	0.2	0.4
Prefer not to say	1.8		

Ethnicity	%	Nat %	Local %
Black, Black British, Caribbean or African	2.1	12.2	2.4
White	86.7	81.8	72.6
Asian or Asian British	7.5	8.5	20.2
Mixed or Multiple Ethnic Groups	1.8	2.9	3
Other Ethnic Group	0.2	2.2	1.9
Prefer not to say	1.3		

Disability	%	Nat %	Local %
Yes	9.4	17.7	9.1
No	86.7	82.3	80.2
Prefer not to say	3.7		

Gender	%	Nat %	Local %
Male	75	49	49.9
Female	24.4	51	50.1
Other Specified	0		
Prefer not to say	0.5		

Response Rate	
Employees 18+	417
Response	369
Percentage	88.49%

POLICIES AND PROCESSES

All club policies are reviewed bi-annually and on an ongoing basis to ensure relevance and best practice within everything we do. Equality Impact Assessments are undertaken for new policies and projects we deliver to ensure our processes are inclusive and that appropriate considerations are made for all participants.

CASE STUDY: EQUALITY IMPACT ASSESSMENT – FAN ADVISORY NETWORK

Equality Impact Assessments are a vital tool to ensure that EDI is embedded across all areas of the club's work. By proactively identifying how policies, projects or decisions may affect different groups, particularly those with protected characteristics. EIAs help prevent discrimination, remove barriers, and promote equitable access to opportunities. They support more informed, transparent decision-making and demonstrate our ongoing commitment to fairness, representation, and community engagement.

Embedding inclusion into fan engagement

As part of a wider review of the Fan Advisory Network (FAN), the club undertook a comprehensive Equality Impact Assessment to assess whether the group was inclusive, accessible and reflective of the diverse communities it serves. The FAN plays a key role in ensuring that supporter voices influence club decisions, and the EIA helped us shape the group to better meet EDI objectives.

Key EDI considerations and actions taken

- **Inclusive Representation:** The FAN was structured to reflect the diversity of our supporter base, with deliberate outreach to underrepresented groups including ethnically diverse communities, disabled fans, women, LGBTQ+ supporters, and those from different faith and belief backgrounds.

- **Data-Informed Decisions:** The club analysed both the 2021 Preston Census data and results from internal equality monitoring surveys. This revealed that 27.5% of Preston residents are from ethnically diverse backgrounds and 9.1% live with a disability.

- **Meaningful Consultation:** Supporters from protected characteristic groups were consulted during the review process. Their feedback led to improvements in how the FAN communicates its purpose, how representatives are selected, and how meetings are structured to ensure accessibility and respectful dialogue.

- **Accountability And Continuous Improvement:** The FAN membership will be reviewed annually to ensure ongoing representation. To improve transparency and trust, certain positions will be elected by the wider fanbase. Clear terms of reference and open communication channels support continuous improvement.

Impact and outcomes

- Improved diversity among FAN members, including increased participation from ethnically diverse supporters and disabled fans.

- Greater confidence in the FAN process, as reflected in supporter feedback collected during consultation.

- A replicable model for inclusive engagement that is informing other supporter initiatives and club activities.

The EIA process not only shaped the development of the FAN, but also demonstrated how thoughtful, data-led planning can embed EDI into the fabric of club culture. It remains a live document, supporting ongoing reflection and growth as we continue to listen to, and act on, the voices of our community.

EDUCATION AND TRAINING





All players and staff at the club are provided with educational training opportunities for equity, diversity and inclusion. The EFL's Playing for Inclusion workshop forms part of our staff induction process and is refreshed every three years for existing staff. The ED&I committee also have the opportunity to attend other ad-hoc training workshops provided by the EFL and other clubs, throughout the course of the season.

The club also provides annual table top training sessions for club steward's, delivered by club staff, which includes sessions on ED&I, disability and safeguarding. These sessions allow for greater understanding and information sharing on the club's ED&I strategy and day-to-day work in this area and also for discussion and feedback on how ED&I can have an impact on stewarding roles on a matchday.

CASE STUDY 1 – DAO CERTIFICATE

In May 2024, the club's Disability Liaison Officer, Lucy Carradice, was awarded the EFL's DAO Certificate with distinction. The certificate was a great learning opportunity to review the club's access, provisions and disability policies and also gain a greater knowledge and understanding of disability access. Lucy can actively use her learnings from this course to continue to positively impact our accessible provisions at Preston North End.

CASE STUDY 2 – KICK IT OUT EDUCATION AND DFO SESSION

In partnership with Kick it Out, the club provided an educational session to a group of around 20 of our younger supporters in November 2024, all aged between 14 and 18. The session was lead by Kick it Out's Fan Education and Engagement Manager, Alan Bush, with contributions from the Lancashire Police Dedicated Football Officer and other staff and supporters with lived experiences of football banning orders and its consequences. The session was provided as a preventative intervention and was well attended, with positive engagement and discussion throughout.

CASE STUDY 3 – MUSLIM PLAYER CONSIDERATIONS WORKSHOP

Muslim footballers often integrate their religious practices with the demands of professional sport. Here is a case study which will focus on Preston North End U18's taking part in a workshop delivered by the Professional Football Association (PFA) around the considerations for Muslim footballers.

Our U18's squad took park in a 90-minute educational workshop. The topic on delivery was Muslim Player Considerations. Charlie Russell (Player Care Manager) booked this workshop to help educate players on the differences in cultures, religion and society, in addition to our sport of football. The PFA were the organisation who we booked to deliver the workshop allowing Riz Rehman (Player Inclusion Executive) to deliver an exceptional speech and presentation to our players.



Riz Rehman Background

Riz Rehman is a former professional football player at Brentford FC where he came through the youth system before his career was cut short due to a serious leg injury. Riz is currently the Player Inclusion Executive at the PFA, working within the EDI team and delivering on the unions 5-year Asian Inclusion Strategy 2020-2025. During his time at Kingston University, Riz was the only student to gain a first-class honours degree in Sports Science. During this period, he also embarked on his coaching career and achieved both his FA Level 2 and UEFA B qualifications with the PFA.

Riz is currently a trustee for the Zesh Rehman Foundation (ZRF), a UK registered charity that works closely with the football governing bodies to help change perceptions and myths surrounding British Asians and address the imbalance in the number of British Asian players and coaches in football, Riz is currently Chair of the Surrey FA Inclusion Advisory Group.

The Workshop

The workshop covered a variety of areas within the Muslim religion, however Riz started with fasting. Ramadan is a holy month for Muslims as they fast from sunrise to sunset. Riz started to highlight a few strategies used within the football environment to help players adjust. Teams can adjust training to later in the day. Players can break their fast mid-match if sunset occurs during a game. Riz started to show some high-profile examples of this happening which helped our scholars understand what takes place if a player breaks his fast during a game. Riz also mentioned that some footballers may delay fasting if allowed under Islamic exemptions (e.g., for travel or high physical exertion) and make it up later.

Riz started to discuss the prayer commitments within the Muslim religion. Practicing Muslims pray five times a day and some of them must be made during a set time frame. Riz started to show our players some of the modern facilities which players have access to these days i.e., designated prayer rooms at training and matchday facilities. Riz finished the prayer topic by showing examples of players praying before or after matches to meet the requirements of the five times a day.

The next topic of the workshop was the importance of Halal meat in a Muslim players food requirement. Riz was explaining to our players how much things have progressed off the field to support players in this area. All Muslim footballers now in the professional game will be supported by the club's catering staff to ensure the right foods are provided for training and games. Riz mentioned that some players in the lower leagues will bring their own food to make sure they know it meets the requirements of the religion.

As the workshop progressed with a few interactive tasks for the players, Riz began to speak about the current Muslim footballers around the world. Mohammed Salah, Sadio Mane and Karim Benzema were a few names to be a part of the next discussion with the players. Riz was stating the positive impact their position in the spotlight can reflect on the Muslim religion, however, Riz believes these players have all the right support throughout their clubs and wants to educate and promote these habits to the next generation.



SUPPORTERS' GROUPS

Over recent years, we've seen more Muslim fans attending matches at Deepdale, which has been a welcome development. However, we knew we could do more to make our Muslim supporters feel connected to the club.

This led to the idea of hosting an Iftar event during Ramadan – a chance to break down barriers and build stronger ties with the local Muslim community. Held at Deepdale, the Iftar brought together over 250 people who were provided with halal food, prayer space and a shared breaking of fast. The event was supported by both the club and the community trust and featured guests including Lord Khan and a Muslim Academy Scholar who led prayer.

It offered a meaningful moment of unity and respect, both for long-term Muslim fans and those new to following North End. The evening also marked the launch of The North End Crescent, our official Muslim supporters' group.

The group was created to give Muslim fans a platform. A place to connect, share ideas and have a voice in shaping the club's future. Following its success, we are also working with female PNE supporters to help make matchdays more welcoming for Muslim women.

Since the Iftar, we've seen more Muslim supporters attending games and making use of our dedicated multi-faith prayer rooms, which have been praised for providing a respectful space for worship. The increased engagement has highlighted how small changes can make a big difference.

Looking ahead, we will continue to support The North End Crescent, host inclusive events, and gather feedback from fans through a survey to help guide our future work. Our aim is to make Deepdale a place where everyone, no matter their background or belief, feel like they truly belong.

PNECET PROGRAMMES AND INITIATIVES

We are Preston North End Community and Education Trust, the official charity (Registered Charity No. 1130773) of Preston North End Football Club.

Utilising the power of Preston North End Football Club, we address the needs of our community through;
- Health and wellbeing support
- Providing opportunities through accessible education and;
- Connecting the community through positive engagement.

Throughout the 2024/25 season, Preston North End Community and Education Trust has continued its work to promote equity, diversity and inclusion across Preston.

PNECET is committed to making sport inclusive, ensuring the football club is accessible to everyone, and helping people feel connected to our community through positive engagement.

Through our campaigns and events, we have brought together individuals from diverse backgrounds, strengthening relationships and promoting understanding. These initiatives have encouraged participants to share experiences, learn from each other, and engage in meaningful conversations, creating a united community.

The trust continues to deliver specialist disability provision in partnership with Newman College and Sir Tom Finney Community High School. These sessions are adapted to meet the needs of young people with additional requirements and focus on inclusion, teamwork and building positive relationships.

A key part of our work has been to provide ongoing support for refugees, asylum seekers and those who are from displaced communities. This programme continues to grow, offering safe spaces, sport and educational opportunities to help individuals feel welcome, supported and connected to their new community.

This year has also seen the trust renew its commitment to supporting LGBTQ+ communities in Preston. We continue to collaborate with local organisations and provide visibility and support to LGBTQ+ individuals across all of our programmes.



EVENTS AND CELEBRATIONS



SEPTEMBER 2024 – ALZHEIMER'S AWARENESS

Fifty staff from the club and the Trust took part in dementia awareness training with the Alzheimer's Society.

The session focused on understanding the impact that dementia has and how to support fans living with it. Staff gained practical insights into creating a more accessible stadium environment and enhancing the matchday experience for those with dementia.

The training equipped staff with the knowledge and resources to better serve our community.



OCTOBER 2024 – BLACK HISTORY MONTH

To celebrate Black History Month, we hosted a special event honouring Arthur Wharton, the first black professional football player. Held at Moor Park High School, across the road from Deepdale, the event included a presentation by the Arthur Wharton Foundation, crafts, and items on display thanks to the National Football Museum.

The event was very well-attended, engaged local community groups, and continues to build on our legacy, including the blue plaque which was unveiled at Deepdale earlier this year to honour Arthur Wharton.



OCTOBER 2024 – DIWALI

In partnership with Preston BAPS, we celebrated Diwali, the Festival of Lights, with the local Hindu community. The event included prayers for peace, love, and harmony as PNECET staff joined over 150 community members at the temple to celebrate.



NOVEMBER 2024 – WORLD MENTAL HEALTH DAY

To mark World Mental Health Day, PNECET facilitated workshops for U9 to U12 Academy players, covering topics like the effects of social media and video games.

The trust also hosted 'It's Mental' at Deepdale, a day to raise awareness of mental health in the workplace, that we welcomed several guest speakers to, including self-defence instructor and Guinness World Record Holder Zee Jogi, mindset specialist Ross McWilliam and former professional footballer, Clarke Carlisle.

Additionally, PNECET and PNE promoted men's health awareness during the month of November as staff from the trust, Academy and club, as well as 12 first-team players, all took part in Movember, growing moustaches.



DECEMBER 2024 – CHRISTMAS INITIATIVE

Over the Christmas period, PNECET hosted two festive events for over 450 local community members. The first was a Christmas bingo event with food and exclusive PNE prizes, followed by 'Whites Christmas', which featured a number of carnival-style games offering the chance for local children to win exclusive PNE merch.

We also donated over £1,000 worth of toys to local families in need. First team player, Ali McCann, also supported the initiative, helping to deliver toys to a local baby charity, Tippy Toes Baby Bank.



MARCH 2025 – COMMUNITY MATCHDAY

Welcoming participants from all three strands of work at the trust, community engagement, education and health and wellbeing, the dedicated community matchday was an opportunity for PNECET to showcase their life-enhancing work in the community. The matchday also saw the launch of the new 'Family Room' at Deepdale, with first-team player, Mads Frokjaer officially cutting the ribbon to mark its opening.



MARCH 2025 – TWO IFTAR EVENTS HOSTED AND LAUNCHED 'THE NORTH END CRESCENT'

March saw PNECET host two Iftar events at Deepdale, welcoming hundreds of members of the local Muslim community to Deepdale, many of whom came for the first time. Both events heard the call to prayer being played over the stadium speakers – a significant moment during the holy month.

The Trust and the club also launched the official Muslim supporters' group, 'The North End Crescent'.



APRIL 2025 – EASTER EGG DONATIONS

Throughout the Easter period, PNECET, in partnership with local businesses, gave out hundreds of Easter Eggs to ensure many children who might otherwise have gone without, had an Easter Egg to open.



APRIL 2025 – SOUTH ASIAN TALENT PATHWAY

As part of the aim to increase representation, the Trust held an exclusive South Asian trial day welcoming stakeholders from across Lancashire to give them the platform and the opportunity to showcase their footballing ability. The day was a success with seven individuals from the 30 in attendance being selected by scouts from Preston North End's academy to take part in a trial ahead of the 2025/26 season.

As part of the South Asian Action Plan, the Premier League hosted a competition showcasing talent from across the country. Representing Preston North End, our team won the regional round in Manchester, earning a place at the national finals in Loughborough. They put in a fantastic performance throughout the tournament and proudly reached the final.



MAY 2025 – PLAY ON THE PITCH

At the end of the 2024/25 season, PNECET had access to use the pitch at Deepdale. We hosted a community day, inviting a number of participants from our three strands of work, community engagement, education and health and wellbeing, to experience the unique opportunity of playing football on the hallowed turf at Deepdale.



AWARDS

PRESTON NORTH END AWARDED SILVER IN EFL EQUALITY CODE OF PRACTICE

Preston North End FC is proud to announce that the club has been awarded Silver status in the EFL's new Equality Code of Practice, joining just ten clubs across the EFL to receive this prestigious recognition.

DRIVING CHANGE THROUGH ED&I

Over the last 24 months, the club has worked diligently to advance equality, diversity, and inclusion (ED&I) by collecting and analysing data from supporters and staff, aligning it with local demographics to identify areas for action. This work has shaped a focused Equality Action Plan, with three priority areas:

- **Ethnically Diverse Groups**
- **Disability**
- **Equality Campaigns**

These efforts reflect the club's commitment to creating a welcoming and representative environment across Preston North End FC, the Preston North End Community and Education Trust, and the wider Preston community.

#ONENORTHEND

In partnership with the trust, the club launched the #OneNorthEnd campaign to embed ED&I across all areas of its operations. Over 1,000 individuals have been engaged through dedicated initiatives, and all internal policies and procedures have been reviewed to uphold the club's values.

GOLD FOR FAMILY EXCELLENCE

Alongside the Silver ED&I award, Preston North End also received the first-ever Gold Award for Family Experience under the EFL's Family Excellence Scheme. By incorporating inclusive themes into the Family Room and matchday experience, the club has elevated how families of all backgrounds enjoy football together.

EFL FAMILY EXCELLENCE GOLD AWARD 2024

GET INVOLVED

Promoting inclusion is a shared responsibility. Preston North End invites all supporters to be part of the journey by standing together against discrimination and supporting the club's ongoing ED&I initiatives.




PAR
GROUP


BAKI