



Lucy Keeling, Equality Diversity and Inclusion Officer –
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My role

- Ensure equal opportunities for those applying for jobs at the Club
 - Understand the make up of the local community (gender, ethnicity, religion etc.)
 - Take part in events to celebrate equality e.g. Pride
- Work with security to ensure we tackle any match discrimination



How Sociology helped me

- Understanding of 'personal characteristics' and how these can be a barrier for some in life e.g. sexism, homophobia, racism
- Football related social topics including what's behind hooliganism, being a 'fan', in and out crowd, tribalism through football colours etc.
- How to monitor and assess attitudes through research and what methods work best for each group or outcome



For further information:

<https://www.kickitout.org/>

<https://www.avfc.co.uk/club/equality-diversity>

<https://www.premierleague.com/equality-standard>

