INCLUSIVE COMMUNICATIONS POLICY

Introduction

At Cambridge United, we are committed to fostering an inclusive work environment where all individuals feel valued, respected, and empowered to contribute.

Effective communication plays a crucial role in promoting inclusivity and ensuring that our messages reach and resonate with diverse audiences.

This Inclusive Communications Policy outlines our approach to creating communication materials and platforms that reflect our commitment to equity, diversity, and inclusion.

Policy Statement

Definition of Inclusive Communication

Inclusive communication encompasses practices that consider and respect the diverse backgrounds, experiences, perspectives, and needs of our audience. It involves using language, imagery, and channels that are accessible, respectful, and relevant to all individuals, regardless of race (including colour, nationality and ethnic origin), religious or political belief or affiliation, age, sex, gender identity, gender reassignment, marital and civil partnership status, sexual orientation, disability, or any other inappropriate distinction.

Diversity in Representation

We will strive to represent diversity in all communication materials, including but not limited to advertisements, marketing campaigns, internal communications, and public statements. This includes showcasing diverse identities, experiences, and voices to ensure that everyone feels represented and included.

Accessible Communication

We are committed to ensuring that our communication materials are accessible to individuals with disabilities. This includes providing alternative formats as required and requested, such as braille, large print, audio, and electronic formats, as well as designing digital content that complies with accessibility standards and guidelines.

Language and Tone

We will use inclusive language and respectful terminology that reflects the diversity of our audience and avoids perpetuating stereotypes or marginalising language. We will be mindful of the impact of our words and strive to use language that is inclusive, affirming, and culturally sensitive.

Cultural Sensitivity

We will consider cultural nuances and sensitivities when communicating with diverse audiences. This includes understanding cultural norms, customs, and taboos, and adapting our communication approach accordingly to ensure mutual understanding and respect.

Gender-Inclusive Communication

We will use gender-inclusive language and imagery that acknowledges and respects individuals of all gender identities and expressions. This includes avoiding gendered language and stereotypes and using gender-neutral terms whenever possible.

Training and Education

We will provide inclusive training and resources to employees involved in creating or disseminating communication materials to enhance their understanding of inclusive communication principles and best practices. Training topics may include unconscious bias, cultural competence, and inclusive language. Records of relevant training will be stored within individual staff folders on the Breathe HR portal.

Feedback and Accountability

We welcome feedback from employees, participants, and community members on the inclusivity of our communication efforts. We will regularly review our communication materials and platforms to ensure alignment with our inclusive communication policy and address any concerns or areas for improvement identified. Any specific concerns will be reported on My Concern as stipulated in the Incident Reporting Procedure and processed as per the Incident Management Policy.

Partnerships and Collaboration

We will seek opportunities to collaborate with diverse partners, community organisations, and cultural influencers to amplify diverse voices and perspectives in our communication efforts. By partnering with diverse stakeholders, we can enhance the authenticity and relevance of our messages.

Continuous Improvement

This policy will be regularly reviewed and updated to reflect evolving best practices, feedback from stakeholders, and changes in our organisation's priorities and goals. We are committed to continuously improving our communication practices to better serve our diverse audience and uphold our commitment to inclusivity.

Conclusion: By adhering to this Inclusive Communications Policy, Cambridge United aims to foster a culture of inclusivity, respect, and understanding in all communication efforts. Through thoughtful and intentional communication practices, we can create a more equitable and welcoming environment for all individuals.

Effective Date	April 2025
Policy Author	Head of Communications
CEO/Board Approver	CEO
Board Director Signature	
Review Date	September 2027

Review History

Version	Date	Review details	Authorised by Board/CEO
1	April 2025		CEO
2	September 2025	Legal review of Disciplinary Procedure – amends to equality principles	CEO
3	September 2026	No amends required	