



LEADING THE WAY

Much is written about the menopause in our diversity, equality and inclusion society today, but it might come as a surprise to many that a male-dominated organisation in a male-dominated industry is accredited as 'menopause friendly'. Turning those tables is what Huddersfield Town Football Club (HTFC) did as far back as 2022 when they became the first football club to be accredited as menopause friendly as part of their wider strategy to build the club's diversity, equality and inclusion credentials.

Founded in 1908 in England's north, HTFC currently competes in the English Championship League, the second tier of English football, below the world-famous Premier League. But it was during the brief time in which HTFC was promoted to the Premier League — throughout 2017 and 2018 — that the club was required to meet the league's DEI standards, assessed at preliminary, intermediate and advanced levels.

Throughout the process, football clubs demonstrate how they are meeting requirements relating to policies, procedures, leadership, learning and development, to promote inclusion and tackle discrimination. HTFC achieved preliminary level in 2018. But once it was relegated back to the Championship League for the 2019 season, the DEI framework became less structured and rigorous.

However, as more women were attracted to the sport and the industry around it, the club was determined to create a more open culture and in 2022 passed the Menopause in the Workplace Independent Panel's strict criteria to become the UK's first menopause friendly football club. There are twenty-nine different benchmarks which include offering training, support, health referrals, securing senior leader support, and making relevant adjustments, whether it's adapting uniforms and workstations, or offering flexible and hybrid working.

More recently HTFC also became the first organisation to receive the Menstruation Friendly Accreditation. The first step they took was to engage in training for all staff so that male colleagues could also benefit from learning more about what their female colleagues may be experiencing. Armed with this knowledge, many became strong allies and advocates for female inclusion, both at work and with friends and family. "In 2025, no one should be afraid to talk about menstruation and menopause and the work we are doing has really opened up an important dialogue and is helping our female colleagues to get the support they need."

And hot off the press, Fulham FC have started their accreditation towards being Menopause Friendly, come on the boys!