



## Diversity Monitoring Report 2024/25

**Birmingham City Football Club** (BCFC) collected anonymised workforce data for the **2024/25 season** for all full-time roles across senior leadership positions, broader team operations and coaching roles including those within the upper quartile of the workforce for the **Club** and **BCFC Women** (excluding BCFC Foundation, players, contractors and part-time or casual roles).

BCFC conducts annual culture surveys to gain an understanding of our staff diversity and inform the steps in our EDI Action Plan as part of our collective commitment to achieve equity, equality, diversity and inclusion on and off the pitch.

The data presented in this report was collected anonymously and confidentially between December 2024 – May 2025 as part of the **EFL Code of Practice** and in support of the **FA Rule N** to ensure English football better represents our modern and diverse society.

Our collective goal is to progress workforce representation while promoting accountability and transparency throughout all levels of BCFC and across the wider game. Going forward, data will be collected and monitored annually to progress meaningful change, and published on a bi-yearly basis, with the next publication due before June 2027.

# We are Birmingham

Birmingham City Football Club is more than just a football team - it's at the heart of a historic and vibrant city that stands as one of the most diverse in the UK. Known as the Blues, our motto 'Keep Right On' is a symbol of unity representing the city's rich cultural tapestry that brings people together and shapes our identity and legacy.

As the second largest city in the country, Birmingham boasts a population of over 1.1 million and is home to people from over 180 nationalities with nearly 40% of residents identifying as ethnically diverse. The city is also home to a growing number of international migrants, contributing further towards its diverse social fabric.

Birmingham's youthful population is one of its defining characteristics with nearly 45% of the population aged under 35, and 25% aged under 18. The city has a nearly equal gender balance, with women making up 50.4% and men 49.6% with approximately 1 in 7 people living with a disability.

Under the Equality Act 2010, the 9 protected characteristics form the foundation for ensuring fairness, equality and inclusion in the workplace and society. These characteristics include age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

At BCFC, we go beyond the minimum requirements of the FA Rule N for EFL clubs, which focuses on publishing specific workforce data for the men's game. We have expanded this by incorporating religious diversity within our publication framework, additionally, we have also ensured that our strategy considers not only the overall diversity across the club but also looks specifically at the upper quartile of the workforce, where we focus on representation at leadership and decision-making levels.

Furthermore, we have also segmented BCFC Women to ensure we can equally prioritise the development of the wider workforce and the women's game. The club's official charity BFC Foundation, also collects and monitors the diversity of its workforce separately in line with its funding and governance cycles and is reported on separately.

BCFC is committed to fostering an inclusive environment, not only reflecting the diversity of our city and region but ensuring equal opportunities for all at every level.

## Our commitment to increasing workforce diversity and representation by 2027

### Goal

To improve future survey response rates from 79% to 90%.

### Goal

To increase ethnic diversity in our workforce from 15% to 18% by 2027, resulting in the minimum representation of ethnically diverse groups being at the national level or above.

This goal will be supported by targeted actions addressing specific under-representation as outlined in our EDI Action Plan including community consultation, engagement and outreach as well as the celebration of key cultural dates.

### Goal

To increase female representation in our workforce from 29% to 33% by 2027.

This goal will be supported by targeted measures focussed at raising awareness of gender disparities and intersectionality, including the collection of data on caring responsibilities as well as the evaluation of policies that advance gender equity, foster inclusive recruitment practices, and contribute to a more inclusive employee life cycle.

### Goal

Renew our Disability Confident Employer Status.

This goal will be supported by targeted initiatives as outlined in our EDI Action Plan including awareness training for staff on hidden and visible disabilities.

## Survey response rates

Prefer not to say	2022 (%)	2025 (%)
Age	2.8	0.5
Disability	4.6	4.0
Ethnicity	1.8	1.1
Gender	2.8	0.5
Religion and Belief	3.7	4.0
Sexual Orientation	3.7	2.3
<b>Headcount (full-time roles)</b>	<b>2022</b>	<b>2025</b>
	126	174
<b>Survey Response Rate</b>	<b>% (2022)</b>	<b>% (2025)</b>
	86.5	79.00

## Club

The below diversity monitoring data represents all full-time staff for the Club (stadium, academy and first-team employees) including those within the top quartile of the workforce. To protect individual privacy and ensure no one is identifiable, some categories have been grouped to form a larger data set for publication.

Age	%	Local %	WMCA%	Nat %
18-24	8.62	14.3	17.2	8.3
25-34	40.80	14.6	13.0	13.5
35-44	33.33	13.5	-	13.0
45-54	9.20	12.1	-	13.3
55-64	7.47	10.1	-	12.6
65+	-	13.2	24.1	9.9
Prefer not to say	0.57			

Disability	%	Local %	WMCA %	Nat %
Yes	9.77	34.0	24.6	17.7
No	86.21	66.0	75.4	82.3
Prefer not to say	4.02			

Ethnicity	%	Local %	WMCA %	Nat %
Asian or Asian British	6.90	31.0	13.3	8.5
Black, Black British, Caribbean or African and Other Black	4.02	10.9	4.5	12.2
Mixed or Multiple Ethnic Groups	2.30	4.8	3.0	2.9
White	85.6	48.7	77.0	81.8
Other Ethnic Group	0.57	4.6	2.1	2.2
Prefer not to say	1.15			

Gender	%	Local %	WMCA %	Nat %
Female	28.74	51.1	50.8	51.0
Male	70.69	48.9	49.2	49.0
Prefer not to say	0.57		6.3	

Religion & Belief	%	Local %	WMCA %	Nat %
Buddhist	0.57	0.4	0.3	0.5
Christian	37.36	34.0	46.6	46.2
Hindu	2.87	1.9	1.5	1.0
Jewish	0.00	0.1	0.1	0.5
Muslim	2.87	29.9	9.6	6.5
No Religion	51.72	24.1	32.9	37.2
Sikh	0.57	2.9	2.9	0.9
Other religion or belief	0.00	0.6	0.5	0.6
Prefer not to say	4.02		5.7	

Sexual Orientation	%	Local %	WMCA %	Nat %
Bi/Bisexual	0.57	1.2	1.1	1.0
Gay/Lesbian	0.0	1.3	1.2	1.6
Heterosexual/Straight	95.40	87.5	89.1	89.4
Other sexual orientation	1.72	1.4	0.2	0.2
Prefer not to say	2.30		7.5	3.7

Response Rate	
Employees	220
Response	174
Percentage	79.0%

## Upper Quartile

The below diversity monitoring reflects the top quartile of the full-time workforce for the Club and BCFC Women (stadium, academy and first-team employees).

To protect individual privacy and ensure no one is identifiable, some categories have been removed where data captured cannot be segmented and/or the number of individuals is too small to report without compromising anonymity. This data was collated anonymously.

Gender	%	Local %	WMCA %	Nat %
Female	28.57	51.1	50.8	51.0
Male	71.43	48.9	49.2	49.0
Prefer not to say				

Response Rate	
Employees	63
Response	63
Percentage	100.00%

## BCFC Women

The below diversity monitoring data represents all full-time staff for BCFC Women including those within the top quartile of the workforce. To protect individual privacy and ensure no one is identifiable, some categories have been grouped to form a larger data set for publication.

Age	%	Local %	WMCA%	Nat %
18-24	8.00	14.3	17.2	8.3
25-34	32.00	14.6	33.0	13.5
35-44	44.00	13.5	-	13.0
45-54	8.00	12.1	-	13.3
55-64	8.00	10.1	-	12.6
65+	-	13.2	24.1	9.9
Prefer not to say	0.00			

Disability	%	Local %	WMCA %	Nat %
Yes	0.00	34.0	24.6	17.7
No	100.00	66.0	75.4	82.3
Prefer not to say	0.00			

Ethnicity	%	Local %	WMCA %	Nat %
Asian or Asian British	0.00	31.0	13.3	8.5
Black, Black British, Caribbean or African and Other Black	16.00	10.9	4.5	12.2
Mixed or Multiple Ethnic Groups	0.00	4.8	3.0	2.9
White	84.00	48.7	77.0	81.8
Other Ethnic Group	0.00	4.6	2.1	2.2
Prefer not to say	0.00			

Gender	%	Local %	WMCA %	Nat %
Female	56.00	51.1	50.8	51.0
Male	44.00	48.9	49.2	49.0
Prefer not to say	0.00		6.3	

Religion & Belief	%	Local %	WMCA %	Nat %
Buddhist	4.00	0.4	0.3	0.5
Christian	32.00	34.0	46.6	46.2
Hindu	0.00	1.9	1.5	1.0
Jewish	0.00	0.1	0.1	0.5
Muslim	0.00	29.9	9.6	6.5
No Religion	64.00	24.1	32.9	37.2
Sikh	0.00	2.9	2.9	0.9
Other religion or belief	0.00	0.6	0.5	0.6
Prefer not to say	0.00		5.7	

Sexual Orientation	%	Local %	WMCA %	Nat %
Bi/Bisexual	20.00	1.2	1.1	1.0
Gay/Lesbian	16.00	1.3	1.2	1.6
Heterosexual/Straight	52.00	87.5	89.1	89.4
Other sexual orientation	4.00	1.4	0.2	0.2
Prefer not to say	8.00		7.5	3.7

Response Rate	
Employees	32
Response	25
Percentage	78%

\* Regional data sets have been obtained from the West Midlands Combined Authority for 2021. National and Local figures have been obtained from 2021 Census.

## Executive Summary

We welcome the introduction of Rule N, which emphasises the importance of consistent workforce data collection to drive greater accountability and transparency across the industry. This aligns with our ongoing commitment towards creating an inclusive and representative workforce.

Over the past season, the Club has undergone a significant period of growth and transformation, with our full-time workforce expanding from 126 employees in 2022 to 220 employees in 2025 – an increase of approximately 74.6%.

Key highlights of our progress include:

- **Gender representation:** the proportion of female employees has risen from 22.9% in 2022 to 28.7% in 2025, reflecting a **5.8% increase** in female representation.
- **Ethnicity representation:** since 2022, there has been an estimated **2.5% increase** in staff from ethnically diverse backgrounds.
- **Disability representation:** we continue to track disability status within our workforce and are exploring further ways to ensure an inclusive environment for supporting employees with hidden and visible disabilities.
- **Data disclosure:** we acknowledge the need to improve survey response rates as well as in areas where individuals have selected ‘prefer not to say’ particularly regarding religion or belief, disability and sexual orientation. Enhancing confidence in disclosure process will be a key focus moving forward.

While we are encouraged by these positive trends, we recognise that more work is required to ensure all employees feel seen, heard and represented. We thank all employees who completed the 2024/25 diversity and culture survey. Our commitment remains as we grow and continue to embed the principles of equality, equity, diversity and inclusion across all levels of the club.



Jeremy Dale (interim CEO)

**Dated:** 30<sup>th</sup> May 2025