



Equality Monitoring 2024

Introduction

Since launching ‘United as One’ in April 2018, the club have worked continuously towards promoting and embedding Equality, Diversity and Inclusion in everything we do.

As part of this commitment, we have an annual plan to collect data on the profile of our workforce. We use the data to identify any areas of under-representation or potential inequalities. Additionally, our EDI monitoring information supports talent attraction and retention and drives our work to understand any barriers that may be influencing broader representation.

We’re currently working towards the Premier League’s Equality, Diversity & Inclusion Standard (PLEDIS) at Advanced level. PLEDIS recognises the importance of clubs having a robust understanding of their employee base and using this to ensure they are representative of the communities they serve. This work also supports our responsibilities under the Equality Act 2010 and FA Rule N.

Ultimately, collecting equality monitoring data enables everyone in our family to play their part in ensuring that we are creating the right environments in which people can be and feel at their authentic best.

Methodology

Data was collected via an electronic link. The links were accompanied by explanatory information with a Q&A of why we ask for the data and what we do with it, along with relevant privacy notices. Data was collected between February to May 2024.

Analysis has been undertaken to improve quality and return rate of data going forward due to an upgraded HR system that has been put in place.

Census Data

The data within this report can be compared to the local census data from Northeast CENSUS in 2021. We have also compared to National CENSUS data.

Comments

Please note that as per ‘rule of 10’ best practice, all coaches have been merged into one population to protect anonymity. All coach data for segmentation purposes is grouped together in ‘other coaching staff’.

Collection Rate

| Category | Number | Returns (Return rate) |
|---------------------------------------|---------------------------------|---|
| Total (all workforce) | 451 | 71.2% |
| Number of Board and Senior Leadership | 66 | 69.7% |
| Number of other staff | 361 | 70.4% |
| Total (all coaching staff) | 24 | 66.7% |
| Number of Senior Coaching Staff | See 'Total all coaching staff'. | Merged into 'Total all coaching staff' due to 'rule of 10'. |
| Number of other Coaching Staff | See 'Total all coaching staff'. | Merged into 'Total all coaching staff' due to above. |

Data and Segmentation

| Gender | Total (All Workforce) | Board and Senior Leaders | Other Staff | Senior Coaching Staff | Other Coaching Staff | National Data | Local Data |
|--------------------------|-----------------------|--------------------------|-------------|-----------------------|----------------------|---------------|------------|
| | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| Men | 65.3% | 67.4% | 63.7% | N/A | 100% | 49% | 49% |
| Women | 32.8% | 32.6% | 34.3% | N/A | 0% | 51% | 50% |
| Other specified | 0.3% | 0.0% | 0.4% | N/A | 0% | 0.06% | 0.06% |
| Prefer not to say (PNTS) | 1.6% | 0.0% | 1.6% | N/A | 0% | N/A | N/A |

| Age | Total (All Workforce) | Board and Senior Leaders | Other Staff | Senior Coaching Staff | Other Coaching Staff | National Data | Local Data |
|--------------|-----------------------------|-----------------------------------|----------------|-----------------------------|----------------------------|------------------|---------------|
| | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| 16-24 | 11.2% | 0% | 7.9% | N/A | 0% | 10% | 9% |
| 25-34 | 31.6% | 13.0% | 36.7% | N/A | 19% | 14% | 12% |
| 35-44 | 21.6% | 21.7% | 23.1% | N/A | 56% | 13% | 12% |
| 45-54 | 19.4% | 41.3% | 16.3% | N/A | 25% | 13% | 13% |
| 55-64 | 11.9% | 21.7% | 10.8% | N/A | 0% | 13% | 14% |
| 65-74 | 3.8% | 2.2% | 4.4% | N/A | 0% | 10% | 11% |
| 75+ | 0.0% | 0.0% | 0.0% | N/A | 0% | 8% | 9% |
| PNTS | 0.6% | 0.0% | 0.8% | N/A | 0% | N/A | N/A |

| Sexual and/or romantic orientation | Total (All Workforce) | Board and Senior Leaders | Other Staff | Senior Coaching Staff | Other Coaching Staff | National Data | Local Data |
|--|-----------------------------|-----------------------------------|----------------|-----------------------------|----------------------------|------------------|---------------|
| | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| Bi (Bisexual) | 1.2% | 0.0% | 1.2% | N/A | 0% | 1.3% | 1.2% |
| Gay or lesbian | 2.2% | 4.4% | 1.6% | N/A | 0% | 1.5% | 1.6% |

| | | | | | | | |
|-----------------------------------|-------|-------|-------|-----|------|--------------------------|--------------------------|
| Heterosexual/ straight | 94.4% | 93.4% | 95.6% | N/A | 100% | 89% | 91% |
| Other specified | 0.3% | 0.0% | 0.0% | N/A | 0% | 0.3% | 0.3% |
| PNTS | 1.9% | 2.2% | 1.6% | N/A | 0% | 7.5% (Did not answer) | 6.0% (Did not answer) |

| Gender identity different to sex registered at birth | Total (All Workforce) (%) | Comparison Data (Northeast CENSUS) (%) |
|---|---|--|
| Yes – Gender same as birth | 98.4% | 94.8% |
| No - Gender different from assigned at Birth | 0.9% | 0.2% |
| PNTS | 0.6% | 4.4% |

| Disability | Total (All Workforce) (%) | Board and Senior Leaders (%) | Other Staff (%) | Senior Coaching Staff (%) | Other Coaching Staff (%) | National Data (%) | Local Data (%) |
|-------------------|---|--|-------------------------------------|---|--|---------------------------------------|------------------------------------|
| Yes | 6.6% | 8.7% | 5.8% | N/A | 6% | 18% | 21% |
| No | 91.9% | 87.0% | 93.0% | N/A | 94% | 82% | 79% |
| PNTS | 1.6% | 4.3% | 1.2% | N/A | 0% | N/A | N/A |

| Ethnic Group | Total (All Workforce) | Board and Senior Leaders | Other Staff | Senior Coaching Staff | Other Coaching Staff | National Data | Local Data |
|---|--------------------------------------|---|------------------------|--------------------------------------|-------------------------------------|--------------------------|-----------------------|
| | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| White | 91.0% | 86.9% | 92.4% | N/A | 88% | 81.7% | 93.1% |
| Mixed or Multiple Ethnic Groups | 3.1% | 4.4% | 2.0% | N/A | 0% | 2.9% | 1.3% |
| Asian or Asian British | 1.9% | 2.2% | 2.0% | N/A | 0% | 9.3% | 3.7% |
| Black, Black British, Caribbean or African | 0.6% | 0.0% | 0.8% | N/A | 6% | 4.0% | 1.0% |
| Other Ethnic Group | 0.6% | 4.4% | 1.6% | N/A | 6% | 2.1% | 1.0% |
| PNTS | 2.8% | 2.2% | 1.2% | N/A | 0% | N/A | N/A |