



Sheffield Wednesday collected anonymised workforce data to gain an understanding of diversity and culture of our staff. This data was collated in 2025 anonymously and confidentially as part of the EFL Code of Practice and the FA Rule N. This will be conducted on a bi-yearly basis with the next report to be published by June 2027.

Age	%	Nat %	Local %
18-24	15.6	8.3	9.1
25-34	35	13.5	14.3
35-44	15.6	13	12.1
45-54	15.6	13.3	12.3
55-64	14	12.6	11.5
65+	3.8	9.9	17.1
Prefer not to say	0.5		

Sexual Orientation	%	Nat %	Local %
Lesbian or Gay	2.15	1.5	1.62
Heterosexual / Straight	95.7	89.4	88.01
Bisexual	0.54	1.3	1.98
Other Sexuality	0	0.2	0.53
Prefer not to say	1.61		

Ethnicity	%	Nat %	Local %
Black, Black British, Caribbean or African	2.2	12.2	4.6
White	90.8	81.8	79.1
Asian or Asian British	0	8.5	9.6
Mixed or Multiple Ethnic Groups	3.8	2.9	3.5
Other Ethnic Group	0.5	2.2	3.1
Prefer not to say	2.7		

Disability	%	Nat %	Local %
Yes	15	17.7	20.7
No	79.6	82.3	79.4
Prefer not to say	5.4		

Gender	%	Nat %	Local %
Male	74.73	49	49.3
Female	24.19	51	50.07
Other Specified	0.54		
Prefer not to say	0.54		

Response Rate	
Employees	232
Response	186
Percentage	80.2

* National and Local figures have been obtained from the 2021 Census.

Summary

Just over 80% of staff completed the 2025 Staff EDI Survey. This marked a rise in participation from the 2024 survey.

Comparing the age data, there is a much greater percentage of people in the 65+ category in the local area than the national and club data. The local area census data from 2021 states that 17.1% of the local population were in the 65+ category. The national data is 9.9% and club staff data was 3.76%. However, the local data included everyone aged 65-90+. If we break down the census data to look at the 65-69 age group, which includes the current retirement age, 4.5% of the population fell into this age band. This is slightly higher than the club data.

Comparing the ethnicity data, at 91% of club staff stated that they were from a white background. This is 10% above the national and local census data, which are both roughly the same. A goal for the club is to recruit more permanent members of staff from other ethnicities, to bring SWFC in line with the national and local average.

Comparing the gender data, the club employs a greater proportion of male staff than female staff. 74.73% of staff who completed the survey were male when the national and local population data is 49% male. 24.19% of staff who completed the survey were female, when the national and local population data is 51% female. A goal for the club would be to encourage more women to apply for permanent positions. This could be achieved via collaboration with the SWFC Women's Supporters' Group and investigating ways of advertising job roles through channels with which women engage.

Comparing the sexual orientation data, there is little difference in the statistics. The number of club staff who stated that they were bisexual is less than the national and local data, however, 1.61% of staff surveyed said they preferred not to answer this question.

Comparing the disability data, there is also not much difference between the club data and national and local data. However, 20.7% of the local population stated that they had a disability and 15.05% of club staff stated they had a disability. This 5% difference in results could be explained by 5% of staff surveyed, stating that they preferred not to answer the question.

The section below sets out Sheffield Wednesday's goals to bring the club census data in line with the local census data by the publishing of the next bi-annual Rule N data in 2027.

Goal	Date
Ensure the participation rate in the EDI survey is kept above 80% through collecting data as part of team member appraisals and decrease the amount of 'prefer not to say' responses.	April 2027

Goal	Date
Recruit more females as permanent members of staff. Seek guidance from SWFC Women's Supporters' Group and advertise through diverse channels.	April 2027

Goal	Date
Encourage more recruits from different ethnic backgrounds to bring club statistics in line with local and national averages through diverse recruitment and advertising strategies.	April 2027

Name: Louise Carpenter

Position: HR Manager

Date Signed:

