



2024/25



CLUB VISION

Aspire to success on the pitch, while honouring our rich history and traditions, contributing positively to our community, valuing the efforts of our hard-working employees, and recognising the loyalty of our dedicated fans.

WELCOMING

Welcoming to all.

BOLD

Bold enough to be different.

AMBITION

Ambitious in our aspirations.

FANS

Fans’ needs are our focus.

COMMUNITY

Community-minded.

AGE

Club Board & Exec Team

Age	24/25	24/25
16-24	0	0%
25-34	1	7%
35-44	8	57%
45-54	5	36%
55-64	0	0%
65-74	0	0%
75+	0	0%
PNTS	0	0%
Total	14	100%

Foundation Staff

Age	24/25	24/25	23/24	23/24	22/23	22/23
16-24	24	35%	12	19%	20	26%
25-34	26	38%	28	44%	33	43%
35-44	7	10%	10	16%	12	16%
45-54	7	10%	4	6%	5	7%
55-64	4	6%	7	11%	3	4%
65-74	1	1%	0	0%	0	0%
75+	0	0%	0	0%	0	0%
PNTS	0	0%	2	3%	3	4%
Total	69	100%	63	100%	76	100%

First Team Players (Men)

Age	24/25	24/25	23/24	23/24	22/23	22/23
16-24	18	69%	10	48%	10	42%
25-34	7	27%	10	48%	14	58%
35-44	0	0%	1	5%	0	0%
45-54	0	0%	0	0%	0	0%
55-64	0	0%	0	0%	0	0%
65-74	0	0%	0	0%	0	0%
75+	0	0%	0	0%	0	0%
PNTS	1	4%	0	0%	0	0%
Total	26	100%	21	100%	24	100%

Academy Players (Previously Only Over 18’s)

Age	24/25	24/25	23/24	23/24	22/23	22/23
Under 16	64	82%				
16-24	8	10%	28	97%	13	93%
25-34	1	1%	0	0%	0	0%
35-44	0	0%	0	0%	0	0%
44-54	0	0%	0	0%	0	0%
55-64	0	0%	0	0%	0	0%
65-74	0	0%	0	0%	0	0%
75+	0	0%	0	0%	0	0%
PNTS	5	6%	1	3%	1	7%
Total	78	100%	29	100%	14	100%

Club Staff

Age	24/25	24/25	23/24	23/24	22/23	22/23
16-24	12	8%	9	9%	12	10%
25-34	43	29%	39	37%	43	36%
35-44	39	27%	20	19%	23	19%
45-54	28	19%	20	19%	20	17%
55-64	24	16%	15	14%	22	18%
65-74	1	1%	1	1%	1	1%
75+	0	0%	0	0%	0	0%
PNTS	0	0%	1	1%	0	0%
Total	147	100%	105	100%	121	100%

Casual/Matchday Staff

Age	24/25	24/25	23/24	23/24	22/23	22/23
16-24	231	49%	237	55%	139	32%
25-34	66	14%	44	10%	10	2%
35-44	35	7%	41	10%	6	1%
45-54	31	7%	31	7%	12	3%
55-64	64	14%	49	11%	3	1%
65-74	33	7%	18	4%	1	0%
75+	6	1%	4	1%	0	0%
PNTS	4	1%	5	1%	1	0%
Total	470	100%	429	100%	172	40%

First Team Players (Women)

Age	24/25	24/25	23/24	23/24	22/23	22/23
16-24	15	83%	15	75%	10	56%
25-34	3	17%	5	25%	8	44%
35-44	0	0%	0	0%	0	0%
45-54	0	0%	0	0%	0	0%
55-64	0	0%	0	0%	0	0%
65-74	0	0%	0	0%	0	0%
75+	0	0%	0	0%	0	0%
PNTS	0	0%	0	0%	0	0%
Total	18	100%	20	100%	18	100%

Census Data (2021)

Age	Sandwell
16-24	12.4%
25-34	13.9%
35-44	14.0%
44-54	13.3%
55-64	11.1%
64-74	7.8%
75+	6.8%

GENDER

Club Board & Executive Team

Gender	24/25	24/25
Male	11	79%
Female	3	21%
PNTS	0	0%
Other	0	0%
Total	14	100%

Club Staff

Gender	24/25	24/25	23/24	23/24	22/23	22/23
Male	106	72%	70	67%	88	73%
Female	41	28%	35	33%	33	27%
PNTS	0	0%	0	0%	0	0%
Other	0	0%	0	0%	0	0%
Total	147	100%	105	100%	121	100%

Foundation Staff

Gender	24/25	24/25	23/24	23/24	22/23	22/23
Male	50	72%	44	70%	61	80%
Female	19	28%	18	29%	15	20%
PNTS	0	0%	1	2%	0	0%
Other	0	0%	0	0%	0	0%
Total	69	100%	63	100%	76	100%

First Team Players (Men)

Gender	24/25	24/25	23/24	23/24	22/23	22/23
Male	24	92%	21	100%	24	100%
Female	0	0%	0	0%	0	0%
PNTS	2	8%	0	0%	0	0%
Other	0	0%	0	0%	0	0%
Total	26	100%	21	100%	24	100%

Academy Players

Gender	24/25	24/25	23/24	23/24	22/23	22/23
Male	76	97%	28	97%	14	100%
Female	0	0%	0	0%	0	0%
PNTS	2	3%	1	3%	0	0%
Other	0	0%	0	0%	0	0%
Total	78	100%	29	100%	14	100%

Census Data (2021)

Gender	Sandwell
Male	44.5%
Female	47.4%
Not Disclosed	3.7%

ETHNICITY

Club Board & Executive Team

	24/25	24/25
White - English, Scottish, Northern Irish or British	11	79%
White - Irish	0	0%
White - Gypsy or Irish Traveller	0	0%
White - Roma	0	0%
Mixed or Multiple ethnic groups - White and Black Caribbean	0	0%
Mixed or Multiple ethnic groups - White and Black African	0	0%
Mixed or Multiple ethnic groups - White and Asian	0	0%
Asian or Asian British - Indian	2	14%
Asian or Asian British - Pakistani	0	0%
Asian or Asian British - Bangladeshi	0	0%
Asian or Asian British - Chinese	0	0%
Black, Black British, Caribbean or African - Caribbean	0	0%
Black, Black British, Caribbean or African - African	0	0%
Chinese	0	0%
Other ethnic group - Arab	0	0%
PNTS	0	0%
Other	1	7%
Total	14	100%

Foundation Staff

	24/25	24/25	23/24	23/24	22/23	22/23
White - English, Scottish, Northern Irish or British	50	72%	46	73%	58	76%
White - Irish	0	0%	0	0%	0	0%
White - Gypsy or Irish Traveller	0	0%	0	0%	0	0%
White - Roma	0	0%	0	0%	0	0%
Mixed or Multiple ethnic groups - White and Black Caribbean	6	9%	5	8%	3	4%
Mixed or Multiple ethnic groups - White and Black African	0	0%	0	0%	0	0%
Mixed or Multiple ethnic groups - White and Asian	1	1%	1	2%	0	0%
Asian or Asian British - Indian	3	4%	4	6%	0	0%
Asian or Asian British - Pakistani	1	1%	0	0%	0	0%
Asian or Asian British - Bangladeshi	0	0%	0	0%	0	0%
Asian or Asian British - Chinese	0	0%	0	0%	0	0%
Any other Asian	0	0%	0	0%	5	7%
Black, Black British, Caribbean or African - Caribbean	5	7%	6	10%	0	0%
Black, Black British, Caribbean or African - African	2	3%	0	0%	0	0%
Any other Black, Black British or Caribbean	0	0%	0	0%	7	9%
Other ethnic group - Arab	0	0%	0	0%	0	0%
PNTS	0	0%	0	0%	3	4%
Other	1	1%	1	2%	0	0%
Total	69	100%	63	100%	76	100%

First Team Players (Men)

	24/25	24/25	23/24	23/24	22/23	22/23
White - English, Scottish, Northern Irish or British	16	62%	7	33%	12	50%
White - Irish	1	4%	1	5%	2	8%
White - Gypsy or Irish Traveller	0	0%	0	0%	0	0%
White - Roma	0	0%	0	0%	0	0%
Mixed or Multiple ethnic groups - White and Black Caribbean	1	4%	3	14%	5	21%
Mixed or Multiple ethnic groups - White and Black African	1	4%	0	0%	0	0%
Mixed or Multiple ethnic groups - White and Asian	0	0%	0	0%	0	0%
Any other Mixed or Multiple background	0	0%	0	0%	1	4%
Asian or Asian British - Indian	0	0%	0	0%	0	0%
Asian or Asian British - Pakistani	0	0%	0	0%	0	0%
Asian or Asian British - Bangladeshi	0	0%	0	0%	0	0%
Asian or Asian British - Chinese	0	0%	0	0%	0	0%
Black, Black British, Caribbean or African - Caribbean	1	4%	2	10%	1	4%
Black, Black British, Caribbean or African - African	4	15%	4	19%	2	8%
Other ethnic group - Arab	0	0%	0	0%	0	0%
PNTS	2	8%	2	10%	0	0%
Other	0	0%	2	10%	1	4%
Total	26	100%	21	100%	24	100%

Academy Players

	24/25	24/25	23/24	23/24	22/23	22/23
White - English, Scottish, Northern Irish or British	39	50%	14	48%	6	43%
White - Irish	0	0%	0	0%	0	0%
White - Gypsy or Irish Traveller	0	0%	0	0%	0	0%
White - Roma	0	0%	0	0%	0	0%
Mixed or Multiple ethnic groups - White and Black Caribbean	10	13%	4	14%	1	7%
Mixed or Multiple ethnic groups - White and Black African	1	1%	1	3%	2	14%
Mixed or Multiple ethnic groups - White and Asian	1	1%	0	0%	0	0%
Any other Mixed or Multiple background	1	1%	0	0%	0	0%
Asian or Asian British - Indian	0	0%	0	0%	0	0%
Asian or Asian British - Pakistani	0	0%	0	0%	0	0%
Asian or Asian British - Bangladeshi	0	0%	0	0%	0	0%
Asian or Asian British - Chinese	0	0%	0	0%	0	0%
Black, Black British, Caribbean or African - Caribbean	12	15%	5	17%	2	14%
Black, Black British, Caribbean or African - African	10	13%	3	10%	2	14%
Other ethnic group - Arab	2	3%	0	0%	1	7%
PNTS	2	3%	2	7%	0	0%
Other	0	0%	0	0%	0	0%
Total	78	100%	29	100%	14	100%

Club Staff

	24/25	24/25	23/24	23/24	22/23	22/23
White - English, Scottish, Northern Irish or British	129	88%	91	87%	111	92%
White - Irish	5	3%	3	3%	1	1%
White - Gypsy or Irish Traveller	0	0%	0	0%	0	0%
White - Roma	2	1%	0	0%	0	0%
Mixed or Multiple ethnic groups - White and Black Caribbean	1	1%	2	2%	2	2%
Mixed or Multiple ethnic groups - White and Black African	0	0%	0	0%	1	1%
Mixed or Multiple ethnic groups - White and Asian	0	0%	1	1%	1	1%
Asian or Asian British - Indian	5	3%	2	2%	0	0%
Asian or Asian British - Pakistani	0	0%	0	0%	0	0%
Asian or Asian British - Bangladeshi	0	0%	0	0%	0	0%
Asian or Asian British - Chinese	0	0%	0	0%	0	0%
Black, Black British, Caribbean or African - Caribbean	2	1%	3	3%	1	1%
Black, Black British, Caribbean or African - African	1	1%	2	2%	1	1%
Chinese	0	0%	0	0%	2	2%
Other ethnic group - Arab	1	1%	0	0%	0	0%
PNTS	0	0%	1	1%	0	0%
Other	1	1%	0	0%	1	1%
Total	147	100%	105	100%	121	100%

Club Casual/Matchday Staff

	24/25	24/25	23/24	23/24	22/23	22/23
White - English, Scottish, Northern Irish or British	211	44.9%	190	44%	54	31%
White - Irish	2	0.4%	2	0%	2	1%
White - Gypsy or Irish Traveller	0	0.0%	0	0%	0	0%
White - Roma	2	0.4%	0	0%	0	0%
Other White	2	0.4%	0	0%	2	1%
Mixed or Multiple ethnic groups - White and Black Caribbean	23	4.9%	19	4%	13	8%
Mixed or Multiple ethnic groups - White and Black African	12	2.6%	7	2%	0	0%
Mixed or Multiple ethnic groups - White and Asian	1	0.2%	2	0%	0	0%
Any other Mixed or Multiple background	1	0.2%	0	0%	5	3%
Asian or Asian British - Indian	44	9.4%	49	11%	18	10%
Asian or Asian British - Pakistani	7	1.5%	9	2%	9	5%
Asian or Asian British - Bangladeshi	36	7.7%	17	4%	17	10%
Asian or Asian British - Chinese	5	1.1%	3	1%	0	0%
Black, Black British, Caribbean or African - Caribbean	61	13.0%	74	17%	32	19%
Black, Black British, Caribbean or African - African	51	10.9%	44	10%	16	9%
Other ethnic group - Arab	3	0.6%	2	0%	0	0%
PNTS	6	1.3%	7	2%	3	2%
Other	3	0.6%	4	1%	1	1%
Total	470	99.4%	429	100%	172	100%

First Team Players (Women)

	24/25	24/25	23/24	23/24	22/23	22/23
White - English, Scottish, Northern Irish or British	14	78%	18	90%	14	78%
White - Irish	0	0%	0	0%	0	0%
White - Gypsy or Irish Traveller	0	0%	0	0%	0	0%
White - Roma	0	0%	0	0%	0	0%
Mixed or Multiple ethnic groups - White and Black Caribbean	1	6%	2	10%	2	11%
Mixed or Multiple ethnic groups - White and Black African	1	6%	0	0%	0	0%
Mixed or Multiple ethnic groups - White and Asian	0	0%	0	0%	0	0%
Asian or Asian British - Indian	1	6%	0	0%	0	0%
Asian or Asian British - Pakistani	1	6%	0	0%	1	6%
Asian or Asian British - Bangladeshi	0	0%	0	0%	0	0%
Asian or Asian British - Chinese	0	0%	0	0%	0	0%
Black, Black British, Caribbean or African - Caribbean	0	0%	0	0%	0	0%
Black, Black British, Caribbean or African - African	0	0%	0	0%	0	0%
Other ethnic group - Arab	0	0%	0	0%	0	0%
PNTS	0	0%	0	0%	1	6%
Other	0	0%	0	0%	0	0%
Total	18	100%	20	100%	18	100%

Census Data (2021)

Ethnicity	Sandwell
White - English, Scottish, Northern Irish or British	52.10%
White - Irish	0.50%
White - Gypsy or Irish Traveller	0.10%
White - Roma	0.10%
Other White	4.50%
Mixed or Multiple ethnic groups - White and Black Caribbean	2.30%
Mixed or Multiple ethnic groups - White and Black African	0.30%
Mixed or Multiple ethnic groups - White and Asian	1.00%
Asian or Asian British - Indian	13.00%
Asian or Asian British - Pakistani	6.50%
Asian or Asian British - Bangladeshi	3.20%
Asian or Asian British - Chinese	0.40%
Other Asian	2.70%
Black, Black British, Caribbean or African - Caribbean	3.80%
Black, Black British, Caribbean or African - African	3.70%
Other Black, Black British	1.20%
Chinese	No data%
Other ethnic group - Arab	0.60%
Other	3.40%

DISABILITY

Club Board & Executive Team

	24/25	24/25
Yes	1	100%
No	0	0%
PNTS	0	0%
Total	1	100%

Club Staff

	24/25	24/25	23/24	23/24	22/23	22/23
<12 months	x	x	0	0%	0	0%
>12months	7	5%	6	6%	4	3%
No	138	94%	91	87%	106	88%
PNTS	2	1%	8	8%	5	4%
Not Diclosed	0	0%	0	0%	6	5%
Total	147	100%	105	100%	121	100%

Foundation Staff

	24/25	24/25	23/24	23/24	22/23	22/23
<12 months	x	x	0	0%	1	1%
>12months	9	13%	8	13%	10	13%
No	58	84%	51	81%	59	78%
PNTS	2	3%	4	6%	6	8%
Total	69	100%	63	100%	76	100%

Club Casual/Matchday Staff

	24/25	24/25	23/24	23/24	22/23	22/23
<12 months	x	x	4	1%	2	1%
>12months	33	7%	26	6%	7	4%
No	418	89%	381	89%	149	87%
PNTS	19	4%	18	4%	3	2%
Not Disclosed	N/A	N/A	0	0%	11	6%
Total	470	100%	429	100%	172	100%

First Team Players (Men)

	24/25	24/25	23/24	23/24	22/23	22/23
<12 months	x	x	0	0%	0	0%
>12months	1	4%	0	0%	0	0%
No	23	0%	21	100%	24	100%
PNTS	2	0%	0	0%	0	0%
Total	26	4%	21	100%	24	100%

First Team Players (Women)

	24/25	24/25	23/24	23/24	22/23	22/23
<12 months	x	x	0	0%	0	0%
>12months	0	0%	1	5%	2	11%
No	18	100%	19	95%	12	67%
PNTS	0	0%	0	0%	4	22%
Total	18	100%	20	100%	18	100%

Academy Players

	24/25	24/25	23/24	23/24	22/23	22/23
<12 months	x	x	0	0%	1	7%
>12months	2	3%	1	3%	0	0%
No	74	95%	27	93%	12	86%
PNTS	2	3%	1	3%	0	0%
Not disclosed	N/A	N/A	0	0%	1	7%
Total	78	100%	29	100%	14	100%

Census Data (2021)

Disability	Sandwell
None	64%
1 in household	27%
2+ in household	8%

Nb: Question changed for 24/25 season to ‘do you have any physical or mental health condition lasting or expecting to last more than 12 months’. Previously the question was ‘do you have any physical or mental health condition expected to last’

SEXUAL ORIENTATION

Club Board & Executive Team

	24/25	24/25
Bi (Bisexual)	0	0%
Gay or Lesbian	1	7%
Heterosexual/straight	12	86%
PNTS	0	0%
Other	1	7%
Total	14	100%

Club Staff

	24/25	24/25	23/24	23/24	22/23	22/23
Bi (Bisexual)	1	1%	1	1%	0	0%
Gay or Lesbian	1	1%	0	0%	0	0%
Heterosexual/straight	142	97%	101	96%	115	95%
PNTS	1	1%	1	1%	2	2%
Other	2	1%	2	2%	1	1%
Total	147	100%	105	196%	121	100%

Foundation Staff

	24/25	24/25	23/24	23/24	22/23	22/23
Bi (Bisexual)	2	3%	3	5%	1	1%
Gay or Lesbian	3	4%	2	3%	4	5%
Heterosexual/straight	63	91%	55	87%	69	91%
PNTS	1	1%	3	5%	2	3%
Other	0	0%	0	0%	0	0%
	69	100%	63	100%	76	100%

Club Casual/Matchday Staff

	24/25	24/25	23/24	23/24	22/23	22/23
Bi (Bisexual)	5	1%	12	3%	3	2%
Gay or Lesbian	6	1%	4	1%	3	2%
Heterosexual/straight	429	91%	388	90%	151	88%
PNTS	30	6%	25	6%	5	3%
Other	0	N/A	0	0%	1	1%
Not Disclosed	N/A	N/A	0	0%	9	5%
Total	470	100%	429	100%	172	100%

First Team Players (Men)

	24/25	24/25	23/24	23/24	22/23	22/23
Bi (Bisexual)	0	0%	1	5%	0	0%
Gay or Lesbian	0	0%	0	0%	0	0%
Heterosexual/straight	24	92%	17	81%	21	88%
PNTS	2	8%	3	14%	0	0%
Other	0	0%	0	0%	0	0%
Total	26	100%	21	100%	24	100%

First Team Players (Women)

	24/25	24/25	2023	2023	2022	2022
Bi (Bisexual)	0	0%	3	15%	2	11%
Gay or Lesbian	4	22%	2	10%	3	17%
Heterosexual/straight	13	72%	14	70%	10	56%
PNTS	1	6%	1	5%	3	17%
Other	0	0%	0	0%	0	0%
Total	18	100%	20	100%	18	100%

Academy Players (over 18's only)

	24/25	24/25	23/24	23/24	22/23	22/23
Bi (Bisexual)	0	0%	0	0%	0	0%
Gay or Lesbian	0	0%	0	0%	0	0%
Heterosexual/straight	9	100%	29	100%	14	100%
PNTS	0	0%	0	0%	0	0%
Other	0	0%	0	0%	0	0%
Total	9	100%	29	100%	14	100%

Census Data (2021)

Sexual Orientation	Sandwell
Bi (Bisexual)	0.95%
Gay or Lesbian	1.06%
Heterosexual/Straight	89.29%
Other	0.29%
Not Disclosed	8.41%

RELIGION

Club Board & Executive Team

	24/25	24/25
No Religion	5	36%
Buddhist	0	0%
Christian (all denominations)	5	36%
Hindu	2	14%
Jewish	0	0%
Muslim	0	0%
Sikh	0	0%
PNTS	1	7%
Other	1	7%
Total	14	100%

Foundation Staff

	24/25	24/25	23/24	23/24	22/23	22/23
No Religion	42	61%	35	56%	41	54%
Buddhist	0	0%	0	0%	0	0%
Christian (all denom's)	19	28%	22	35%	27	36%
Hindu	1	1%	1	2%	1	1%
Jewish	0	0%	0	0%	0	0%
Muslim	4	6%	1	2%	1	1%
Sikh	1	1%	2	3%	3	4%
PNTS	1	1%	2	3%	3	4%
Other	1	1%	0	0%	0	0%
Total	69	100%	63	100%	76	100%

First Team Players (Men)

	24/25	24/25	23/24	23/24	22/23	22/23
No Religion	10	38%	4	19%	15	63%
Buddhist	0	0%	0	0%	0	0%
Christian (all denom's)	10	38%	13	62%	8	33%
Hindu	0	0%	0	0%	0	0%
Jewish	0	0%	0	0%	0	0%
Muslim	1	4%	0	0%	0	0%
Sikh	0	0%	0	0%	0	0%
PNTS	5	19%	4	19%	1	4%
Other	0	0%	0	0%	0	0%
Total	26	100%	21	100%	24	100%

Academy Players

	24/25	24/25	23/24	23/24	22/23	22/23
No Religion	20	26%	13	45%	7	50%
Buddhist	0	0%	0	0%	0	0%
Christian (all denom's)	45	58%	14	48%	6	43%
Hindu	0	0%	0	0%	0	0%
Jewish	0	0%	0	0%	0	0%
Muslim	8	10%	1	3%	0	0%
Sikh	0	0%	0	0%	0	0%
PNTS	5	6%	1	3%	1	7%
Other	0	0%	0	0%	0	0%
Total	78	100%	29	100%	14	100%

Club Staff

	24/25	24/25	23/24	23/24	22/23	22/23
No Religion	67	46%	47	45%	55	45%
Buddhist	0	0%	0	0%	1	1%
Christian (all denom's)	73	50%	52	50%	61	50%
Hindu	1	1%	1	1%	0	0%
Jewish	0	0%	0	0%	0	0%
Muslim	1	1%	0	0%	0	0%
Sikh	3	2%	1	1%	0	0%
PNTS	1	1%	2	2%	2	2%
Other	1	1%	2	2%	1	1%
Not Disclosed	0	0%	0	0%	1	1%
Total	147	100%	105	100%	121	100%

Club Casual/Matchday Staff

	24/25	24/25	23/24	23/24	22/23	22/23
No Religion	110	23%	123	29%	45	26%
Buddhist	2	0%	0	0%	0	0%
Christian (all denom's)	235	50%	197	46%	63	37%
Hindu	11	2%	17	4%	6	3%
Jewish	1	0%	0	0%	0	0%
Muslim	62	13%	42	10%	31	18%
Sikh	26	6%	24	6%	14	8%
PNTS	19	4%	20	5%	4	2%
Other	4	1%	6	1%	2	1%
Not Disclosed	0	0%	0	0%	7	4%
Total	470	100%	429	100%	172	100%

First Team Players (Women)

	24/25	24/25	2023	2023	2022	2022
No Religion	12	67%	13	65%	11	61%
Buddhist	0	0%	0	0%	0	0%
Christian (all denom's)	4	22%	7	35%	3	17%
Hindu	0	0%	0	0%	0	0%
Jewish	0	0%	0	0%	0	0%
Muslim	1	6%	0	0%	1	6%
Sikh	1	6%	0	0%	0	0%
PNTS	0	0%	0	0%	1	6%
Other	0	0%	0	0%	0	0%
Not Disclosed	N/A	N/A	0	0%	2	11%
Total	18	100%	20	100%	18	100%

Census Data (2021)

Religion	Sandwell
No Religion	26.1%
Buddhist	0.3%
Christian (all Denominations)	39.9%
Hindu	2.8%
Jewish	0.0%
Muslim	13.4%
Sikh	11.5%
Other	0.7%
Not Disclose	5.4%

RESPONSE RATES

2024/2025 Season

Data Collected April 2025

	Club Board & Exec Team	Club Staff	TAF	Club Casual	1 st Team (Men)	1 st Team (Women)	Academy Players
Issued	14	158	86	556	45	20	124
Responded	14	147	69	470	26	18	78
% Return rate	100%	93%	80%	85%	58%	90%	63%

2023/2024 Season

	Club Staff	TAF & RTC	Club Casual	Women's 1 st Team	1 st Team (Men)	1 st Team (Women)	Academy Scholars
Potential	158	83	552	8	27	20	33
Actual	105	63	429	5	21	20	29
% Return rate	66%	76%	78%	63%	78%	100%	88%

2022/2023 Season

	Club Staff	TAF	Club Casual	Women's & RTC Team	1 st Team (Men)	1 st Team (Women)	Academy Scholars
Potential	147	76	428	26	34	46	22
Actual	121	76	172	10	24	18	14
% Return rate	82%	100%	40%	38%	71%	39%	64%

Difference in response rates

	Club Staff	TAF	Club Casual	Women's & RTC Team	1 st Team (Men)	1 st Team (Women)	Academy Scholars
Difference from 2022	-12%	-24%	+38%	+25%	+7%	+66%	+24%

Notes

- 24/25 season all questions were mandatory which removed the not disclosed option
- For 24/25 season onwards all academy players aged 12+ were invited to participate in the EDI data collection.
However, questions relating to sexual orientation and identifying as transgender are not allowed to be asked to under 16's.
Parents/Guardians completed the information for all under 18's and the two above questions were removed for their questionnaire
- 2022/2023 Womens Staff includes RTC staff
- 2023/2024 onwards RTC staff were included in TAF figures for 2023

WEST BROMWICH ALBION
**EQUALITY, DIVERSITY
& INCLUSION
WORKFORCE DATA**

2024/25

