



CAMBRIDGE UNITED FOOTBALL CLUB

Equality Monitoring Report

Background

Cambridge United FC is committed to making football accessible to all. Our commitment includes:

- assigning responsibility at the highest level for equality within the Club.
- continually developing and updating our equality policy.
- monitoring our staff, board, players, coaches, stewards, and fans for diversity.
- making a public statement which demonstrates our commitment to equality.
- delivering football projects for equality groups within our local community which includes girls and women's projects and programmes for ethnic minority groups and people with a disability.

This will be accomplished by upholding the principles of equality in all aspects of our work. We will audit and monitor our business activities regularly and take appropriate steps if it appears that our commitment to equality is not being delivered effectively.

As part of this commitment, we collected equality data without which it will not be possible to identify any current areas of under-representation or potential inequalities, and as such, it will make it much more difficult for us to tackle these issues.

We are committed to making sure that our employment policies and procedures are fair, advance equality of opportunity, eliminate discrimination and foster good relations.

We help our people to remain at work through policies that support flexible working, annual leave and special or other leave, as required. When reasonable adjustments are requested, they are considered and implemented wherever possible. We have parental leave policies which support colleagues looking to support and grow their family, including entitlements for shared parental, maternity, paternity, neonatal, and adoption leave and pay.

We ensure our recruitment practices are diverse by encouraging applicants from a broad range of candidates. We consider all roles at the organisation for flexible working and offer our people flexibility and autonomy in their roles.

We reviewed our performance management process, and invested in the skills of our people, supporting them to set goals effectively, carrying out future-focused performance conversations and providing regular feedback.

The monitoring information will also greatly aid our efforts to ensure that all everyone involved in the Club's workforce are treated fairly regardless of age, race, disability, sex, gender identity, sexual orientation, religion, or belief.

Cambridge Demographic and Cost of Living

To enable us to understand the data, we delved into the demographic issue by analysing data from the 2021 Cambridgeshire census to understand the population structure, including historical, current and projected figures. This analysis covered various demographic factors such as age, gender, birth rates, and migration patterns. In 2021, the combined working-age population (15 to 64 years) of Cambridgeshire and Peterborough was 579,963, with a total population of 894,524. The female population was 291,245, while the male population was 288,718. Additionally, there were 12,234 international migrants and 90,898 domestic migrants. Although these numbers may have changed



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due to an increase in migration, they provide a useful baseline for developing effective and diverse manpower planning for organisations (Joint Strategic Needs Assessment, 2021).

Understanding these demographic details is essential for talking the Club's issues as it provides insights into workforce availability, community support, and audience engagement. Moreover, considering the high cost of living in Cambridgeshire, these demographic insights are crucial for developing strategies to attract and retain talent amid economic challenges.

Methodology

The audit took place in October 2024 and was sent to all Club Staff, First Team Staff, Academy Staff, Matchday Staff, Coach (Casual) Staff and Volunteers. This was just over a year since the last audit was undertaken in August 2023.

While we encourage our staff to provide equality monitoring data, supplying it is voluntary, and individuals can choose what they wish to declare.

The survey was left open for 14 days and a couple of reminders were sent to encourage everyone to respond.

Interpreting the data

Please note the following when interpreting the data presented in this report.

- Information is provided in accordance with the Data Protection Act 1998 and does not identify individuals.

Headline findings

There were 154 respondents, which was ever so slightly down on the year before that had 157 respondents, the most replies were received from Matchday staff (42).

The Club staff, consists of people from a very similar demographic background.

- 80.5% of respondents were male, down from last year when 82% were male.
- 83.7% of respondents were white, English, Welsh, Scottish, Northern Ireland or British, down from last year when it was 87%.
- 25.3% of respondents were between the ages of 25 to 24 up from last year's 23%.
- 93.5% of respondents do not consider themselves to be disabled, down slightly from last year's 94%.
- 89.6% of respondents are heterosexual, up slightly from last year's 89%, and 90.9% do not consider themselves to identify with the definition of Transgender or Trans, compared to last year's 92%.
- 53.2% of respondents do not have any religion, compared to 48% last year.

Comparisons with national and local demographics

When compared with national population statistics the following groups are most under-represented.

- Females 16%: compared to 51% in England*.
- Disabled people 4%: compared to 13% (long-term limiting illness) in England*.



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- Ethnic Minority groups other than White was 9.7%: compared to 13% in England*.
- Those with a religion other than Christianity 2.6%: compared to 59% in England*.
- People from the LGB community 5%: compared to 9% in England*.
- The largest age group of people are aged 25-34 years.

*Figures taken from Equality & Human Rights Commission 2023.

Conclusions from the data

- Whilst female employees remain underrepresented, this figure is increasing, and within the permanent employees has increased by 67% in the past year. However, minority groups are less well represented and there has been no change in this in our permanent staff members.
- There has been an increase in staff members who are aged 45-54 and a decrease in the lower age brackets. The UK has a high proportion of workers over 50 years of age (more than 30% of the working population). This is also compounded by the fact that we also have too few younger skilled people entering the workplace.
- Whilst disabled people appear to be underrepresented; this could be slightly linked to how the question was posed. Interestingly half of the respondents who considered themselves to be disabled, this was due to deafness or partial hearing loss.

Recommendations

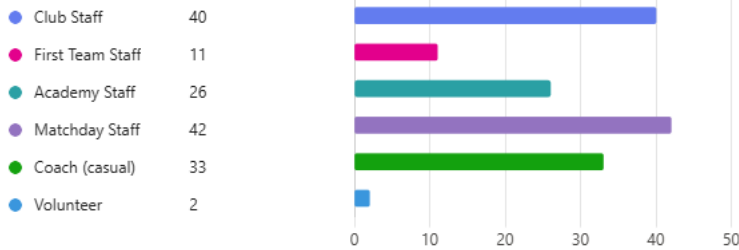
- Aim to prioritise and embed EDI yet further within the Club and consider how it will help to improve practice.
- Assess the effectiveness of EDI practices and make necessary by the Club collecting information across all the various HR processes (recruitment, promotion). Adjusting recruitment strategies based on feedback and data analysis.
- Analyse the Fan monitoring responses and use the data to inform future engagement activities.



Equality Monitoring Profile

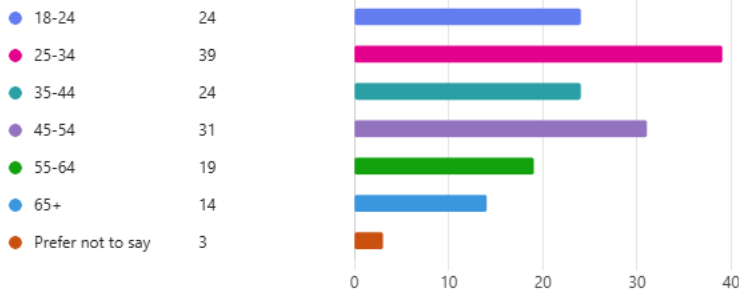
1. How would you describe your involvement with the Club?

[More details](#)



2. Age

[More details](#)



3. Are you?

[More details](#)



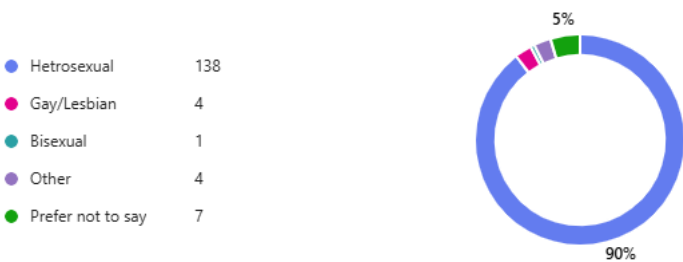
4. Transgender or Trans is an umbrella term to describe people whose gender is not the ...
Do you identify yourself according to this definition?

[More details](#)



5. Which of the following best describes how you think of your sexual orientation?

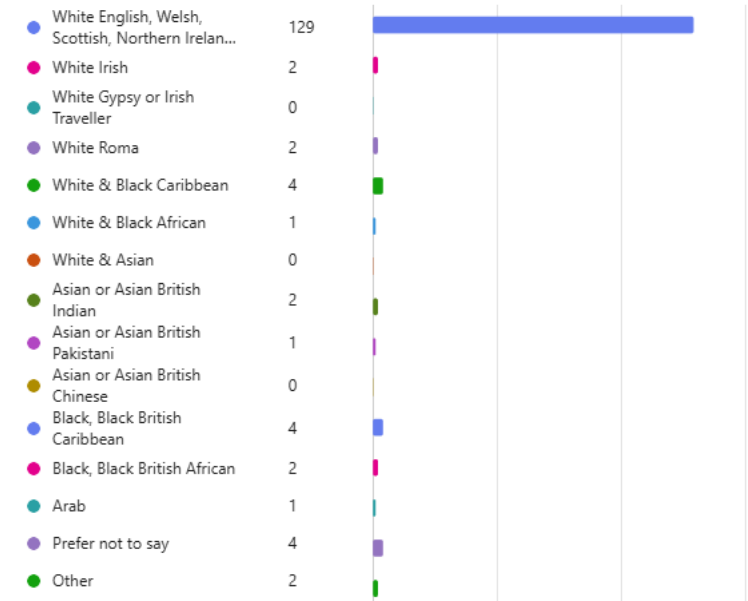
[More details](#)





6. What is your ethnic background?

[More details](#)



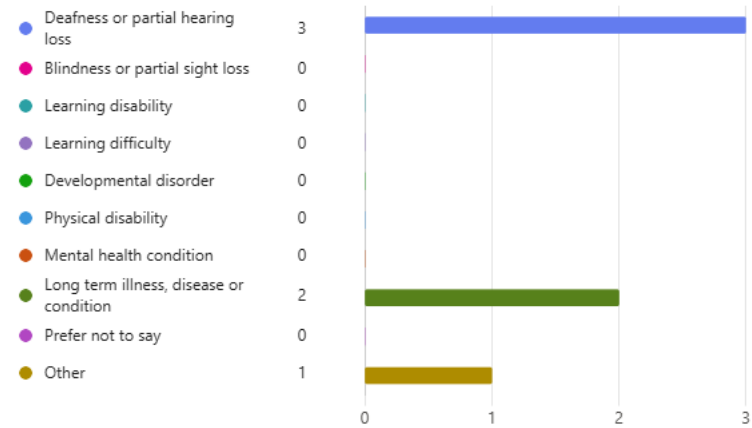
7. Do you consider yourself to be disabled?

[More details](#)



8. If yes, please identify the nature of your disability

[More details](#)





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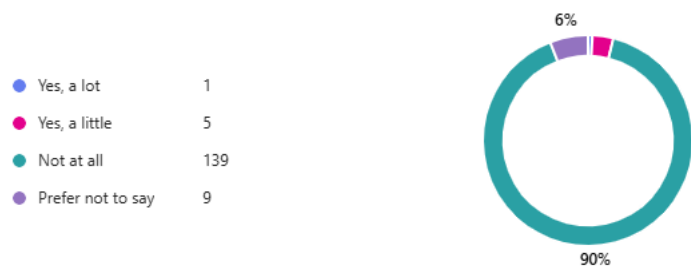
9. Do you have any physical or mental health conditions or illnesses lasting or expect...

[More details](#)



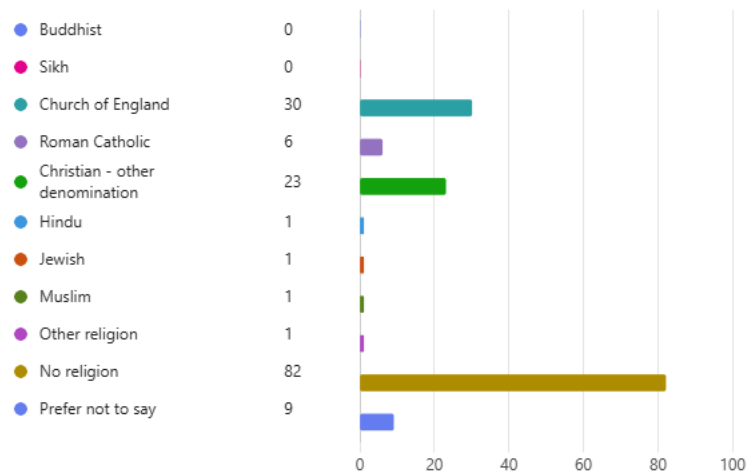
10. Do any of your physical or mental health conditions or illnesses reduce your abilit...

[More details](#)



11. What are your religious beliefs?

[More details](#)





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Cambridge United Football Club collected anonymised workforce data to gain an understanding of diversity and culture of our staff. This data was collected in October 2024 and was done 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 to be published by June 2027.

Age	%	Nat %	Local %
18-24	15.5	8.3	14
25-34	25.3	13.5	20.5
35-44	15.6	13	13.4
45-54	20.1	13.3	10.9
55-64	12.3	12.6	8.3
65+	9.1	9.9	11.4
Prefer not to say	1.9		

Sexual Orientation	%	Nat %	Local %
Lesbian or Gay	2.6	1.5	2.74
Heterosexual / Straight	89.6	89.4	80.5
Bisexual	0.6	1.3	3.8
Other Sexuality	2.6	0.2	0.91
Prefer not to say	4.5		

Ethnicity	%	Nat %	Local %
Black, Black British, Caribbean or African	5.8	12.2	14.9
White	86.4	81.8	77.7
Asian or Asian British	1.9	8.5	14.9
Mixed or Multiple Ethnic Groups	0.6	2.9	5.2
Other Ethnic Group	1.3	2.2	22.7
Prefer not to say	2.6		

Disability	%	Nat %	Local %
Yes	3.9	17.7	29
No	93.5	82.3	72
Prefer not to say	2.6		

Response Rate	
Employees	221
Response	154
Percentage	70

Gender	%	Nat %	Local %
Male	80.5	49	
Female	15.6	51	
Other Specified	1.3		
Prefer not to say	2.6		

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



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Goal	Date
Aim to prioritise and embed EDI yet further within the Club and consider how it will improve practice	August 2025

Goal	Date
Asses the effectiveness of EDI practices of collecting information across all areas	May 2025

Goal	Date
Analyse the Fan monitoring responses and use the data to inform future engagement activities	August 2025

Name: Alex Tunbridge

Position: CEO

Signed:

