



WORKFORCE DIVERSITY REPORT 2025 / 27



Welcome to our

Workforce Diversity Report.

To support our Equality, Diversity and Inclusion (EDI) strategy, we have collected anonymised workforce data to gain a greater understanding of the diversity and culture of our staff. This data was collected in 2025 and was done so 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 in 2027.

The aim of our report is to better understand our workforce needs and continue our efforts in ensuring that all staff feel a sense of belonging within the workplace. The data collected is displayed alongside both local and national statistics, benchmarking our current position and highlighting any areas which we feel could be improved.

Our commitment

“One Town, One Team, One Community, #OneRovers.”

Blackburn Rovers is committed to ensuring everyone is welcome and recognises it has an active role to play in ensuring we value and encourage diversity, promote inclusion and address discrimination where it exists. We have undertaken a number of positive action initiatives designed to support our recruitment strategy with underrepresented groups in the football industry, as well as working alongside the EFL with the Equality Code of Practice and representing the Club at the recent Together launch. Whilst we have reached a number of our strategic objectives, we recognise managing diversity is a continuous process for which we must measure and evaluate our interventions and initiatives in order to create sustainable change in supporting all individuals regardless of ethnicity or background.

Our #ONEROVERS Campaign

Blackburn Rovers launched its #OneRovers campaign just over nine years ago as it recognised the role it plays in ensuring players, officials, staff, supporters, stakeholders and members of the community value and encourage diversity, promote inclusion and remember that football is for everyone and discrimination of any kind will not be tolerated at Ewood Park.

All involved at Blackburn Rovers have the right to be treated with respect.

Our community comprises many different people and the club wants the fans and staff to reflect the community of which we are proud to be at the heart of.

Blackburn Rovers interacts with many diverse groups through social activities, partnerships and projects undertaken by the award-winning Blackburn Rovers Community Trust.

The Club and Blackburn Rovers Community Trust work together to promote our message to all.

Together, we are #OneRovers!



Our work

Blackburn Rovers is proud to be recognised for the work we carry out in support of Equality, Diversity and Inclusion. Most recently we have been acknowledged for various inclusive initiatives such as our Ewood Express, matchday sensory packs and newly refurbished sensory room, hosting the first open Iftar event and, working with our Community Trust, offered inclusive programmes such as Men in Sheds and Remember the Rovers Dementia friendly group.

Through training and development we encourage our staff to carry out our in-house training on not just workplace related matters, but also include packages to assist with recognising mental health issues and ED&I training to help understand the diverse community we live in. More recently, the Senior Management Team were invited to visit a local Madrassah and breakfast whilst hearing stories of the importance of Ramadan in the Muslim faith.

The Club work with a number of inclusive supporter groups to help us with our work including the Proud Rovers, Rovers South Asian Supporter Group, Her Game Too and the newly reformed Blackburn Rovers Independent Disabled Supporters.

We were awarded Silver Award for the EFL Equality, Diversity and Inclusion Code of Practice to recognise the work carried out by the club in this area.

The club was also awarded Family Excellence Gold Award for the fifth consecutive year, joining a group of just eighteen EFL clubs to be recognised for their outstanding work in engaging families from all communities on matchdays.



Blackburn Rovers is an equal opportunity employer and is committed to ensuring equality and fairness for recruitment, selection, pre-employment, training, development and promotion, as well as ensuring our recruitment panels are as diverse as possible.

We have also undertaken a number of positive action initiatives within recruitment to increase the number of under-represented groups from all backgrounds into roles within English professional football. Most recently, the Club will once again be participating in the Premier League's Coach Inclusion and Diversity Scheme (CIDS) aimed at increasing the number of female coaches and Black, Asian and Mixed heritage coaches from a variety of backgrounds in English professional football.

Over the last year, the club has embraced the new EFL recruitment platform, I-Recruit which incorporates blind recruitment to increase the opportunity of attracting and maintaining a more diverse workforce.

Our Community

Our official charity, Blackburn Rovers Community Trust, aims to inspire change, raise awareness, invest in futures, provide sports opportunities and improve on health and wellbeing for all areas of our community. Our Community Trust prides itself on being pioneers within the sector by being innovative and flexible to meet the needs of our local community.

Engaging with over 40,000 participants and delivering an impressive 40 projects and initiatives within our community, we are proud to support and advocate such an essential part of our football community whose work has been recognised over a number of years such as the following:

- EFL Community Club of the Year - North West - 2015, 2018, 2021
- Mayoral Award - Outstanding Contribution to Blackburn with Darwen - 2020
- British Muslim Awards - Community Initiative of the Year - 2019
- Blackburn with Darwen HIVE Awards - Commitment to Blackburn with Darwen Award - 2018, 2019
- North West Football Awards - Community Club of the year (Non Premier League) - 2015, 2018
- Blackburn with Darwen Health and Wellbeing Award - 2022

For more information please click [HERE](#) to read the 2023 Community Impact Report.



Our data

We have collected anonymised workforce data to gain an understanding of diversity and culture of our staff. This data was collected in 2025 and was done so 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 in June 2027.

Age	%	National %	Local %
Under 18	2.4		
18-24	17.7	8.3	6.6
25-34	21.9	13.5	13.1
35-44	16.8	13	13.5
45-54	14.2	13.3	13.1
55-64	15.7	12.6	11.3
65+	10.2	9.9	14.5
Prefer not to say	1.1		

Ethnicity	%	National %	Local %
Black, Black British, Caribbean or African	0.9	12.2	0.9
White	75.4	81.8	56.9
Asian or Asian British	19.5	8.5	35.8
Mixed or Multiple Ethnic Groups	2.7	2.9	1.6
Other Ethnic Group	0	2.2	4.9
Prefer not to say	1.5		

Sexual Orientation	%	National %	Local %
Lesbian or Gay	0.7	1.5	1.0
Heterosexual / Straight	95.3	89.4	89.6
Bisexual	0.9	1.3	0.8
Other sexuality	0.0	0.2	0.3
Prefer not to say	3.1		8.3

Response rate	
Employees	538
Response	452
Percentage	84.0%

Disability	%	National %	Local %
Yes	14.6	17.7	37.0
No	82.1	82.3	63.0
Prefer not to say	3.3		

Gender	%	National %	Local %
Male	72.0	49.0	49.0
Female	27.2	51.0	51.0
Other specified	0.0		
Prefer not to say	0.8		

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

Our goals

1. To deliver a minimum of 6 training or awareness events per year to our workforce to outline the importance of EDI in the workplace and specific to the needs of our local community.

2. To participate in at least one positive action initiative to increase the diversity of our workforce, particularly female, Black, Asian and mixed heritage candidates.

3. To appoint LGBTQ+ Inclusion Champions to promote, support and advocate allyship within the workforce.



