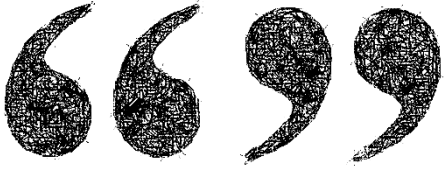




Equality, Diversity & Inclusion

Annual Report • April 2025



Welcome to our first annual Equality, Diversity and Inclusion (ED&I) Report. Club Doncaster's core values is to be an ambitious club that the community is proud of. To be that, we need to be able to serve for everyone from all corners and backgrounds of our community. This report will help us share our progress from year-to-year and set out key ambitions.

ED&I is at the heart of everything Club Doncaster represents. In the summer of 2024, we got our first EFL Code of Practice results. This has helped us frame our plan of action moving forward to recognise our areas of strengths while providing a platform for us to target areas of improvement.

In a world where there can often be division, our aim is to bring people together through the power of sport. No matter your race, gender, sexuality, religion or other protected characteristics, you should always feel safe and welcome at Club Doncaster. We won't rest until we achieve this across Doncaster.

We are fully aware that discrimination continues to exist in society and throughout sport, which is why we are committed to continuing to call out all forms of discrimination, educating those who discriminate and empowering all pillars of community to share their own stories and experiences.


We cannot start to see change until we have buy-in from absolutely everyone: staff, players, supporters and our wider local community. I thank everyone for their support so far on our journey.

Gavin Baldwin
Chief Executive Officer
Club Doncaster



ROVERS

4 ALL



Our key campaign in football is Rovers For All.

This is the message you will hear echoing around the Eco-Power Stadium on a matchday.

Rovers 4 All will continue to grow throughout 2025, with two particular projects to look out for.

From April 2025, supporters will see the introduction of Club Doncaster sensory packs. These will be accessible to supporters on a first-come-first-served basis. But the contents of the packs are suitable for all levels of autism, dementia or other disabilities. With gadgets and support mechanisms to help supporters to comfortably enjoy the matchday experience.

From the start of the 2025/26 season, in partnership with Club Doncaster Foundation, we will introduce the yellow card project. When we get reports of discriminatory behavior(s) from section(s) of the ground, supporters will find yellow cards stuck on their seats in the area the following game. This is to tell supporters discriminatory language/actions have been reported and the club are paying particular attention to this area moving forward.

Our key Rovers 4 All principles are:

- D – DIVERSITY OF THOUGHTS AND SKILLS
- R – REPRESENTATION
- F – FAIRNESS
- C – COMMUNITY AND COLLABORATION

Our data

Every January, Club Doncaster are committed to capturing equality monitoring data from across the organisation. This means staff, players and supporters voluntarily engaging with a survey sent out.

All data collected is submitted anonymously and confidentially.

Club Doncaster uses the data to get a better understanding of our people and to assess if there are any potential biases within our recruitment processes.

From the data presented, we notice there's an imbalance of male-to-female staff and a lack of ethnic diversity.

When compared to the City of Doncaster Council's 2021 Census data, Doncaster does not have a very ethnically diverse population.

Disability	
Yes	10%
No	88%
Unsure	1%
Prefer not to say	1%

Gender	
Female	29%
Male	70%
Other	0%
Prefer not to say	1%

Age	
18-24	30%
25-34	21%
35-44	17%
45-54	12%
55-64	14%
65+	6%

Religion	
Atheist	44%
Budhist	0%
CofE	25%
Roman Cath.	9%
Christian	13%
Hindu	0%
Jewish	0%
Muslim	0%
Other	1%
Prefer not to say	8%

Sexuality	
Bisexual	2%
Gay/Lesbian	2%
Heterosexual	90%
Other	2%
Prefer not to say	4%

Ethnicity	
English	87%
Scottish	5%
Welsh	0.6%
Irish/N. Irish	0.6%
Gypsy	0%
Polish	0.6%
Asian	0.6%
Chinese	0%
African/Black	3%
Arab	0%
Other	3%

Data in context...

Doncaster's 2021 Census data showed there are currently **308,100** people residing in the city.

Key takings from the data are:

- **86.60%** are white English, Welsh, Scottish, Northern Irish or Irish.
- **28%** of households have someone disabled residing in them.
- **1.38%** are gay or lesbian and **0.96%** are bisexual.
- **40%** of the local population are atheist and **51%** are Christian.



Our goals

1

Be more accommodating to our supporters through the launch of sensory packs.

2

Create more opportunities to encourage females to apply for jobs at Club Doncaster.

3

Create more opportunities to advertise job opportunities to potential employees who are Asian or Asian British.

As part of the FA's Rule N, Club Doncaster have pledged to the above three goals over the next two years following a review of equality monitoring data and comparing it to Doncaster's Census 2021. Each goal is set in no particular order.

Club Doncaster will continue to recruit the best individual for each position it recruits for, but will try to market job advertisements where diverse individuals may have better access to the application process.

Coaching

Mohamed Ali joined Rovers' Academy in the 2024/25 season following a successful recruitment period for more casual coaches.

Ali becomes one of the first Asian staff members to coach boys Academy football at the club.

Head of Academy Business Performance Stuart Swift added: "We're always looking at ways to increase the amount we can put into our Academy players. We strive to have a workforce that represents diversity of our players and community in the Academy."

"That is why when we recruit, we're always looking to advertise in different areas of the community so we can have a workforce of the highest standards that brings different ideas to the table.

"Mo has already had a big impact on the Foundation Phase and is already a popular figure with staff, players and parents."

Doncaster Rovers have partnered with the Players Football Association (PFA) in order to hire a senior female coach to work in Rovers' Academy as of the summer of 2025.

The successful candidate will join a growing female workforce in the Academy. They will join Kay Holmes and Charlotte Barker (Physiotherapists), Isobel Pare (Sports Scientist) and Emily Brett (Performance Analysis).

Only 8% of coaches in women's football are female. Doncaster Rovers Belles are committed to changing this statistic and have reached out to local female coaches about CPD opportunities. Invitations to this workshop can get coaches with a foot in the door at the club for when opportunities arise, or could even prepare for a coaching position elsewhere in the football pyramid.

Women in football

As a commitment to making working in sport appealing and comfortable to females, Club Doncaster have made a commitment to get an understanding from our existing female employees about any forms of discrimination they may have either faced in the work place or life working in sport.

An open invitation was sent to staff in November 2024, with five staff meeting with management to have an open and honest conversation.

A further meeting with greater numbers was held between the staff themselves to converse without men in the room about their troubles.

Club Doncaster's ED&I Lead Dan Breslin said: "While I can bring my own experiences to the table about diversity and working in sport, I felt it was important to listen to our female workforce to get a better understand as to how we as an organization can support them.

"Equally there is a lot of talent out in Doncaster, and I want us to be an employer where local people want to apply to work for no matter their background.

"I can understand some people may be turned off by the idea of working in sport if they don't fit into the stereotypical environment.

"But by changing the narrative, we open ourselves up as Club Doncaster to hiring more talent to help the club improve on and off the pitch."



Chantelle pictured centre back with other colleagues on the first session of the course.

Club Doncaster's Operations Manager Chantelle Haigh has been starting her journey on the EFL's Women In Football project which launched mid-2024.

Chantelle was selected following a rigorous selection process which saw female staff from across the EFL apply to be part of the three-year-long project.

Chantelle said: "The opportunity to connect with other females across the EFL and within the workshops has been an amazing experience so far. Workshops subjects have included life coaching, authentic presence and have provided valuable skills and conversations that I feel have allowed me to grow in my role.

"We are half way through the first year so I am looking forward to completing that which includes the Be Inspired conference in the second year."

In the community

Club Doncaster is privileged to be based in the heart of the community of Doncaster and have a wide range of facilities that can support numerous projects. Through our facilities and position within the local community, Club Doncaster are able to host a range of community groups as can be explored below.

The stadium's public gym is closed to the public every Sunday. The Foundation use this as an opportunity to welcome Muslim women to be able to come and exercise in the comfort of privacy.



Andy's Man Club host sessions at the Eco-Power Stadium free of charge every Monday evening. Men from across Doncaster attend to talk confidentially about problems they may be having.



The Foundation have an award-winning Fit Families programme which aims at mothers and fathers coming with their newly born children to complete simple exercise activities and provides a social opportunity for parents.

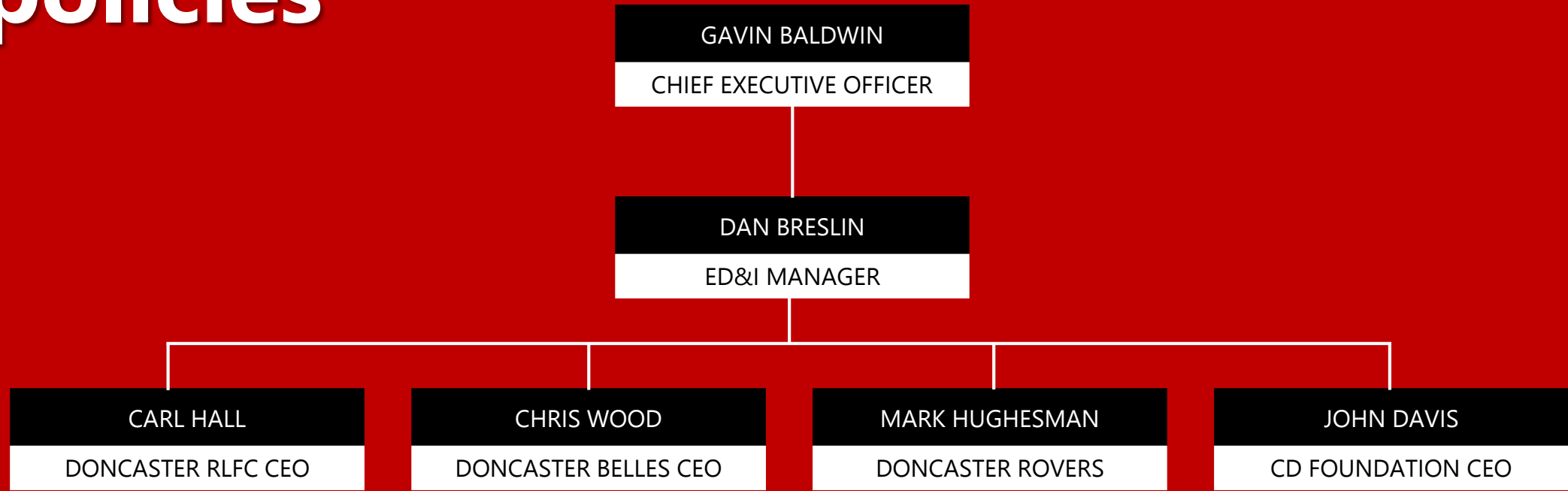
Before the Muslim ladies group arrives on a Sunday, the gym is open to members of the LGBTQ+ community, who may otherwise be too afraid to use a gym when it's open to the public.



Every Wednesday and Friday evening, the Foundation host Football Welcomes sessions. This provides an opportunity for asylum seekers to socialise together and have a friendly game of football.



Club Doncaster's structure and policies



**ED&I Policy
2024/25**

Email Response Procedure