

ANNUAL ACHIEVEMENTS REPORT 2025



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Alan Pace

Chairman

At Burnley Football Club, our commitment to Equality, Diversity and Inclusion remains central to who we are and how we operate. EDI shapes our decisions across the organisation and underpins the culture we continue to build. This work stays firmly at the forefront of our priorities, from ensuring Turf Moor is accessible and welcoming for everyone, to engaging with our supporters and community, listening to their experiences, and acting on their feedback. We are also expanding EDI learning for our players and staff, championing key campaigns, and helping to amplify important messages across football.

We are proud to stand as One Club for All. Our EDI Annual Achievements Report provides an important moment to reflect on the progress we've made. While we're encouraged by the positive steps taken, we know there is still more to do. We remain committed to using our platform to raise awareness, challenge discrimination in all its forms, celebrate diversity, and create an inclusive environment that everyone connected to Burnley Football Club can be proud of.



Helen Gurman

Chief Executive Officer
Burnley FC in the Community

At Burnley Football Club, our commitment to Equality, Diversity and Inclusion is woven into everything we do. It shapes our decisions, guides our culture, and drives us to keep improving. This includes enhancing accessibility at Turf Moor, strengthening our charity partnership with mental health organisation Six Connections, involving players in our EDI campaigns and activations, and delivering EDI workshops in local primary schools.

We are proud to stand as One Club for All. Our annual EDI achievements report is an important moment to recognise the positive steps we've taken. But while we celebrate this progress, we know our work is far from finished. We remain determined to use our platform to raise awareness, challenge discrimination in every form, champion diversity, and create an inclusive environment that everyone connected with Burnley Football Club can be proud of.

EXECUTIVE SUMMARY



Burnley Football Club's 2025 Annual Achievements Report highlights a year of meaningful progress in strengthening our commitment to Equality, Diversity and Inclusion across the Club, Burnley FC in the Community, and the wider fanbase.

Guided by our "One Club for All" vision, we focused on reducing barriers, improving representation, and creating welcoming environments for everyone connected to Turf Moor.

A stronger EDI foundation

Our internal capacity grew significantly, with the EDI team expanding from one to three dedicated staff members. This enabled deeper collaboration with our internal EDI Working Group and our external Inclusion Advisory Group, ensuring expert guidance and shared responsibility across the organisation. We also launched our first Inclusive Language Guide and strengthened our position as a Disability Confident employer.



Amy Wells
General Counsel
& Head of HR



Georgia Hargreaves
EDI Lead



Billie Gale
HR & EDI Executive

Progress against our priority areas

Across Women & Girls, Accessibility & Disability, Race & Ethnicity, and LGBTQ+ inclusion, the Club delivered a wide range of impactful initiatives:

Women & Girls: Burnley FC Women transitioned to full-time professional status, supported by new pathways such as the Women & Girls Coaching Programme and a strengthened partnership with Her Game Too.

Race & Ethnicity: We expanded anti-racism education through Premier League Primary Stars, delivered over 23 workshops, and hosted our third Community Iftar, bringing more than 200 people together at Turf Moor.

Accessibility & Disability: The launch of our sensory room transformed matchday access for neurodivergent fans and those with complex needs, while the Limitless Clarets programme continued to grow across local SEND schools.

LGBTQ+ Inclusion: We supported the EFL's Rainbow Ball campaign and delivered visible, meaningful activations to ensure football is welcoming for LGBTQ+ fans, staff, and players.

EXECUTIVE SUMMARY



Supporting staff wellbeing and culture

We strengthened our internal culture through initiatives such as “Time for You”, paid volunteering days, Mental Health Awareness Week activities, and the launch of the Good Vibe Tribe, a staff-led group focused on connection, wellbeing, and belonging. Our partnership with Six Connections brought the Talk on the Turf campaign to life, encouraging open conversations about mental health across the community.

Understanding our people and our fans

Staff and fan survey data provided valuable insight into representation, lived experience, and areas for improvement. While our workforce broadly reflects Lancashire’s ethnic profile, gaps remain — particularly in Asian representation and disability. Fan data also highlights opportunities to diversify our supporter base and strengthen inclusion across matchday experiences.

Looking ahead

While 2025 marked significant progress, we recognise that meaningful, lasting change requires sustained commitment. Our focus for the year ahead includes deepening representation across the Club, expanding inclusive pathways, strengthening reporting and accountability, and continuing to embed EDI into every aspect of our operations.

Burnley Football Club remains committed to being a place where everyone feels welcome, valued, and able to thrive, on and off the pitch.

Internal Working Group

At the Club we run an internal EDI working group made up of senior leaders from across the organisation, helping to drive our EDI ambitions and embed inclusive practice within every department. We are committed to making EDI a shared responsibility and ensuring it remains a priority in every piece of work we deliver.

Inclusion Advisory Group

An external Inclusion Advisory Group, made up of EDI experts from across the community, provides the Club with independent advice on key inclusion matters. The group also supports the Club to drive forward our EDI Delivery Plan, tackle discrimination, and promote equality and diversity across the Club and within the wider community.

ORGANISATION



DISABILITY CONFIDENT

Burnley FC is a Disability Confident Employer, and in recent years we have continued to strengthen our commitment to removing barriers and creating a more inclusive workplace. We are dedicated to understanding and challenging attitudes, improving accessibility, and increasing opportunities for disabled people across the Club.

The Disability Confident scheme has three levels. We are currently accredited at Level 1 and recognise that this marks the beginning of a longer journey. Our aim is to ensure the organisation increasingly reflects and represents the community we serve.



FAMILY FRIENDLY POLICIES

In 2025, we introduced our family friendly policy which was put in place to support employees in managing both their professional duties and their family commitments. Our policy covers maternity leave, paternity leave, shared parental leave and adoption leave.



INCLUSIVE LANGUAGE GUIDE

This year we launched our first Inclusive Language Guide, created to support colleagues in using language that reflects our values and commitment to equity, diversity and inclusion. The guide is not designed to change how people speak, but to offer clarity, confidence and guidance as they navigate their ongoing EDI learning. It provides practical explanations, prompts and examples to help staff ask questions, reflect on their choices and feel supported as they continue to build an inclusive culture.



LIVING WAGE

In 2023, the Club proudly became a Real Living Wage employer. This milestone reflects our ongoing commitment to supporting our people and playing our part in tackling the cost-of-living crisis. By ensuring every member of staff earns a fair, liveable wage, we're reinforcing our belief that those who contribute to the success of our organisation deserve to be valued, respected, and properly rewarded. This is a standard we are determined to uphold as we continue building a workplace where everyone can thrive.



TIME FOR YOU

“Time for You” is a wellbeing initiative introduced to give colleagues protected space to focus on their personal wellbeing. From 1 January, every member of staff is entitled to three hours each quarter to use in whatever way best supports their own needs.

This simple but meaningful commitment has enabled people to take time out for moments that matter, from attending a child’s school play to enjoying a round of golf or simply taking a restorative duvet day. It reflects the organisation’s ongoing focus on creating a supportive, healthy working environment.



VOLUNTEERING

Burnley FC and Burnley FC in the Community offer employees an optional, paid annual Charity Volunteering Day, giving staff the opportunity to take one fully paid day each year to volunteer with the Club’s community arm or with a charitable organisation of their choice.

The volunteering year runs from January to December, and colleagues are welcome to coordinate their volunteering activities if they wish to participate together.



WORKING GROUPS

Burnley FC has a range of internal staff working groups, including the Equality, Diversity and Inclusion Working Group and the Female Focused Working Group. Externally, we work closely with the Fan Advisory Board, the Claret Youth Board, and the Inclusion Advisory Board.

Together, these groups ensure that both staff and supporters have meaningful opportunities to share their views and influence the direction of the club.



WORK-PLACE SHADOWING

In 2025, Burnley FC introduced job shadowing. Our shadowing programme offers staff the opportunity to observe and learn from colleagues in different roles, fostering cross-team understanding and professional development.

It helps build confidence, clarify career pathways, and strengthen collaboration by giving individuals insight into the day-to-day realities of other departments or responsibilities.

STAFF DATA



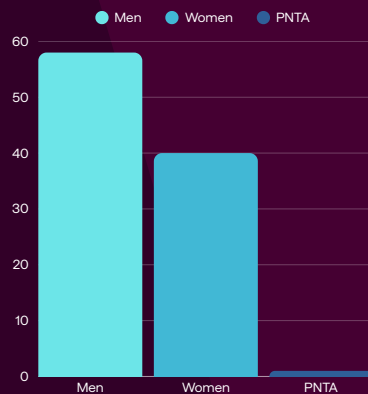


EDI STAFF SURVEY DATA

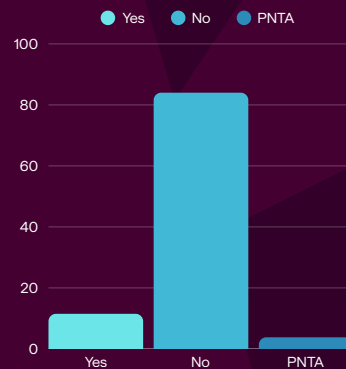
Burnley FC staff are generally more likely to be male, younger and able bodied than the local population.

- 61% of our staff are under 35 compared with 30% in the local area and 28% in Lancashire
- BFC staff have a sexual orientation split and gender reassignment prevalence which are generally in line with the local population
- Our staff have a similar ethnic profile when compared with Lancashire as a whole, however, we have 3% Asian staff compared with 21% Asian individuals in the local comparator group
- 9% of staff report that they have a physical or mental disability compared with 20% and 19% for the local comparator group and Lancashire respectively

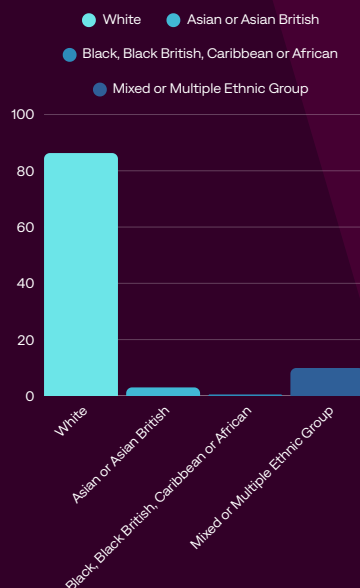
GENDER



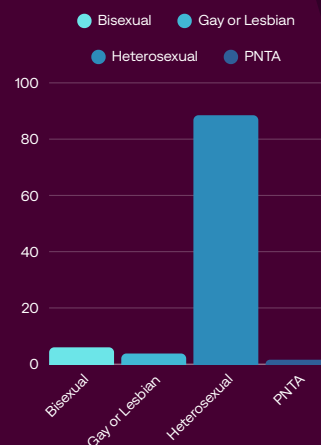
DISABILITY



ETHNICITY



SEXUAL ORIENTATION



FAN DATA



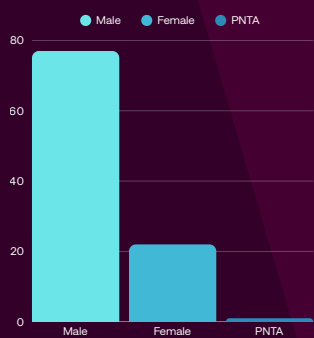


FAN SURVEY DATA

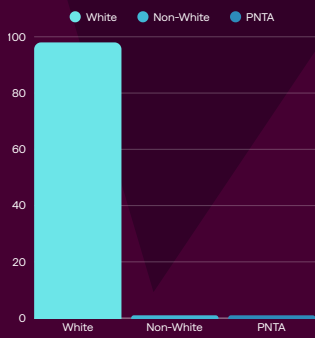
The fan data was taken from all respondents who stated they were a Burnley fan in the 2023/24 Premier League Matchday Experience Fan Survey.

- There were 1% non-white respondents, this is lower than the proportion of non-white individuals in the local area and Lancashire at 23% and 10% respectively

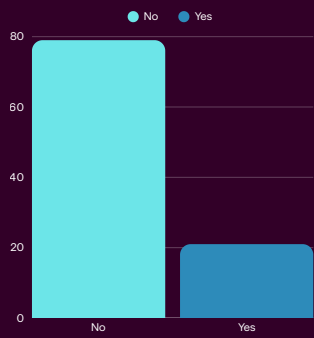
GENDER



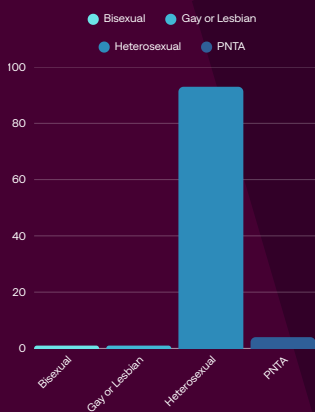
ETHNICITY



DISABILITY



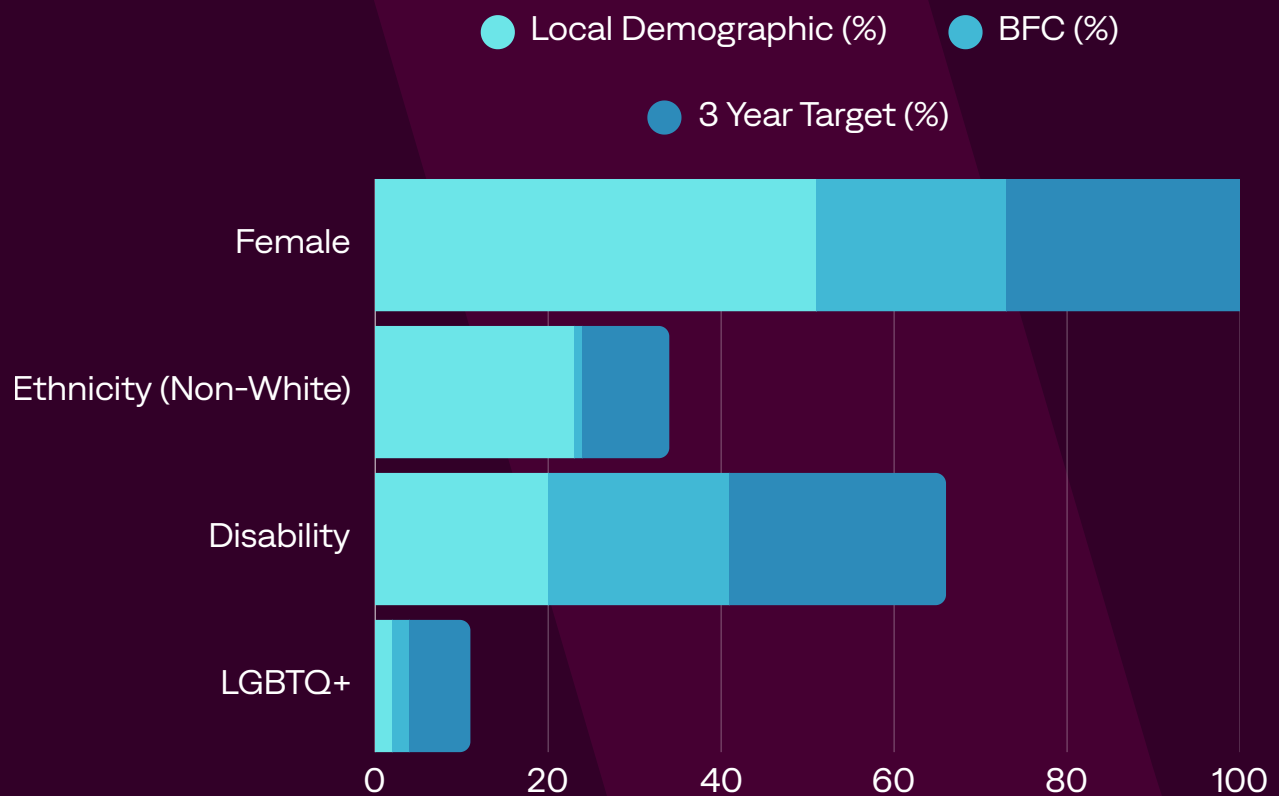
SEXUAL ORIENTATION





FAN DATA

This data focuses on the demographic data of our current fanbase. This survey was sent out to all season ticket holders for the 2023/2024 season.



GENDER





27
GASTONE

VISIT
Detroit

ARNLEY F.C.

VISIT
Detroit

St. John's C.E.
Primary School

A YEAR OF GROWTH AND MOMENTUM

Burnley FC continued to strengthen its commitment to women and girls throughout 2025, expanding pathways, elevating visibility, and investing in the long-term development of the women's game. From the historic transition of Burnley FC Women to full-time status, to new coaching pathways and community outreach, this year marked a significant step forward in creating a football environment where women and girls can thrive at every level.

Full time status for Burnley FC Women

Burnley FC Women's transition to full-time professional status was one of the most significant milestones of the year. This move reflects the club's long-term ambition for the women's game and ensures players have the resources, support, and environment needed to compete and develop at the highest level.

Alan Pace, Chairman, described the transition as "an exciting next step in the journey of our women's team... a move that accelerates their development timeline and reflects our belief in the importance of both the men's and women's teams, now and forever."

Lola Ogunbote, Head of Women's Football, added: "Our commitment to excellence drives us to do things the right way, not because we have to, but because we want to. Having an owner who personally and financially invests in the women's game makes all the difference."



HER GAME TOO

In 2025, Burnley Football Club were delighted to announce a new relationship with Her Game Too.

Joining forces, the Club have worked closely with Her Game Too and Ambassador Charlotte Rigby across the year, to gain valuable insight into creating a safe and inclusive environment for female fans, so they feel empowered to engage with the game.

As part of the collaboration, we introduced Safeguarding Stewards at our home games to support the safety and wellbeing of all fans and supporters, with a particular focus on the experience of women and girls.

We also conducted a Female Fan survey, which was sent to female season ticket holders, we dedicated a match day to Her Game Too and we introduced our new Female Focus Working Group.



Charlotte Rigby

Fan Advisory Board Member and
Her Game Too Ambassador for Burnley

As a life-long Burnley fan, it's been so exciting to work alongside Her Game Too, our club and our amazing fans to tackle sexism within sport in order to make Turf Moor an inclusive, safe and welcoming space for everyone to enjoy football."

INSPIRING THE NEXT GENERATION

As part of the club's mission to champion women and girls and strengthen the female football pathway, Burnley FC Women have continued their inspiring work in the local community this season.

The team have been supporting the delivery of over 10 equality assemblies, helping pupils explore the inequalities that still exist between male and female football. Following the assemblies, our women's players lead small football training sessions for groups of aspiring young footballers.

Education Manager Lianne Bradford said:

"Every season we invite the women's players into our local primary schools, and each year the visits become even more inspiring.

We're seeing more and more young female footballers coming through, which shows the powerful impact women's football is having on girls.

The chance to train with and speak to the players is only strengthening that journey."



Dee Bradley

Burnley FC Women's Player

"It was very wholesome, and I enjoyed every minute of it! Some of the girls told us that they'd never kicked a football in their life, and left it saying they might try to now. Being able to encourage them is what it's all about."





WOMEN AND GIRLS FOOTBALL COACHING PROGRAMME

Burnley Football Club has launched a new initiative giving women and girls aged 16+ a strong introduction to professional coaching.

The programme builds knowledge, confidence, and practical experience through insight sessions with Club and Burnley FC in the Community coaches, plus shadowing and mentorship at the Training Centre.

To remove barriers, the Club is also funding key qualifications that lead toward the UEFA C Licence, including coaching, first aid, and safeguarding courses.

Female Football Manager ,Rebecca Clough said: “This project is something we care deeply about. Coaching remains a heavily male-dominated space, and we are committed to driving change. The young women we’ve worked with so far have really valued having a safe, supportive environment in which to explore coaching, and we hope this programme will play a meaningful role in shaping the future landscape of women’s coaching at Burnley.”



RELIGION, RACE AND ETHNICITY





ANNUAL COMMUNITY IFTAR

To commemorate Ramadan, Burnley FC in the Community and Burnley Football Club held their third Community Iftar at Turf Moor, funded by the Premier League Fans Fund. The event brought together more than 200 people from Burnley and the surrounding areas.

Members of the community, including Islamic Relief, local primary schools, and community leaders, came together to celebrate Ramadan. Players from Burnley FC's Academy also attended to learn more about the significance of Ramadan and to break fast alongside the group.

Michael Colquhoun, Deputy CEO of Burnley FC in the Community, expressed his delight at the event's return to Turf Moor, saying:

"Burnley is a vibrant and diverse community, and as a charity, we are committed to being inclusive and supportive of all. This event is a wonderful opportunity to celebrate our differences and learn from each other."





Billie Gale

HR & EDI Executive

"In 2025 we introduced Ramadan gift boxes for players and staff to help make the month feel extra special and to show everyone celebrating at the club that they are valued. This year's boxes included personalised prayer mats alongside a range of thoughtful items. They're a meaningful step in the right direction, and a reminder that small gestures, combined with our wider strategic work, can make a real difference to individuals."

SHOW RACISM THE RED CARD

Across the past year, Burnley FC and Burnley FC in the Community have delivered a series of anti-racism workshops and events for young people across the local area.

Over the year, the charity delivered more than 23 anti-racism workshops to Premier League Primary Stars partner schools.

The aim has been to educate, raise awareness, and empower young people to challenge racism by harnessing the influence of sport and positive role models.

Activities have included Ashley Barnes and Bashir Humphries visiting a No Room for Racism assembly, as well as first-year scholars taking part in a Show Racism the Red Card workshop and leading a Q&A on their experiences of racism on and off the pitch.

First Team Men's Player Bashir Humphreys said: "Today we were in an assembly where the children read out their anti-racism poems. No Room For Racism is such an important topic to talk about, and the children's words showed just how much they already understand. That feels really important, that these values are being built into them from a young age."





Callum Feeney

U18s Clarets Academy Goalkeeper

"The younger ones are the next generation, so setting a good example really matters. I love getting out into the community, speaking about these important topics and it's a great way to build relationships with my team-mates too."

DISABILITY AND ACCESSIBILITY



LUCA

HAPPY BIRTHDAY

PLS CAN I HAVE YOUR
SHIRT!!



SENSORY ROOM

In 2024, Burnley FC opened its first sensory room at Turf Moor, a specially designed space for individuals with Special Educational Needs (SEN) or sensory processing differences to enjoy a Burnley FC match away from the noise and intensity of the main stands.

Throughout 2025, we have fully launched the sensory room and welcomed a wide range of young people with Special Educational Needs and Disabilities, as well as older neurodivergent individuals who benefit from a quieter matchday environment.

This work has included collaboration with a local care home and the club's charity veterans team to identify individuals who would benefit from the space and offer them the opportunity to attend a match in an environment where they feel calm, comfortable, and safe.

Liz McCabe

Manager at Oaklands Care Home, Burnley

"I just wanted to say a huge thank you for last night, it was amazing. Gary hasn't left our care home since he arrived and the sensory room allowed him to overcome his anxiety and attend. It was also Joan's first football match in 82 years despite her whole family being season ticket holders for years, she absolutely loved it".

Ayla Hargreaves

Sensory Room User

I just wanted to say a huge thank you for allowing my sons to experience their very first football match together, without the added stress of being in such a busy crowd. My eldest son, Billy, is living with a genetic condition called Jeune's Syndrome and has high-functioning autism. Because of this, experiences like attending a football match often feel out of reach for our family. Seeing both boys experience the joy of the match together is something I will never forget. Thank you for such a wonderful and unforgettable day."



LIMITLESS CLARETS

Burnley FC in the Community's Disability Sport Programme, Limitless Clarets, continued to go from strength to strength in 2025, expanding its delivery across three SEND schools in the local area.

Throughout the year, the football club supported the programme by making special visits to each school, helping to raise awareness and create unforgettable memories for the young people involved.

As part of the EFL's Week of Action, Scott Parker visited the charity's partner school, Holly Grove Primary School. At Christmas, Armando Broja and Bashir Humphries visited Tor View School, joining the children for festive games and delivering gifts.

Bashir also previously spent time with the programme, learning sign language alongside the children on International Sign Languages Day.



MENTAL HEALTH AND WELLBEING





TALK ON THE TURF

Six Connections, a mental health organisation focused on sparking open, everyday conversations, was named Burnley Football Club and Burnley FC in the Community's Official Community Partner for the 2025/26 season, following selection by the Club's Fan Advisory Board.

As part of the partnership, we developed Talk on the Turf, a campaign designed to encourage young people, fans, and the wider community to recognise that one conversation can be a genuine game changer.

Through a series of Talk on the Turf activations, the partnership aims to engage people across the community and reinforce the power of meaningful conversations.

From filming podcasts for Men's Mental Health Day to delivering matchday activations, staff training, and community initiatives, the club and charity have worked closely with Six Connections to spread the message and inspire open dialogue.





Dave Scholes

Director of Mental Health Charity, Six Connections

“Since founding Six Connections, a presence at Turf Moor has always been high on our agenda. I’ve lived in Burnley all my life, so to be selected by the Fan Advisory Board for this opportunity means a great deal. It also shows that this subject means a lot to the people in our town. If it can get thousands of people looking out for each other every home game, we can create something positive, not just in Burnley but for football on a wider scale.”



MENTAL HEALTH STAFF INITIATIVES

Burnley FC and Burnley FC in the Community made staff wellbeing a priority in 2025, giving colleagues time and space to step away from work and recharge.

For Mental Health Awareness Week, staff were invited to take part in a series of simple, uplifting activities:

Monday : Pitch Laps & Ice Cream

Tuesday : Acts of Kindness Day

Wednesday : Free Healthy Wellbeing Breakfast & Lunch

Thursday: Let's Talk session on anxiety, depression, lived experiences, and practical safety-seeking strategies

Friday: Lunchtime Quiz

IN HOUSE SUPPORT

Across the year, we also have a range of in-house support which is constantly available to all staff. This includes:

- Mental Health First Aiders
- SmartHealth and Help@HAnd Health Providers
- Discounted Gym Membership
- Time for You
- In-House Psychologist





GOOD VIBE TRIBE

In 2025, Burnley FC launched its staff working group, the Good Vibe Tribe.

Open to all colleagues, the group was created to design and deliver a programme of fun, inclusive activities that give staff time to connect with one another, take a break from day-to-day pressures, and support their mental wellbeing. Its focus is on strengthening relationships across departments and building a more connected culture across both the Club and the Charity.

The 2025 calendar included Thanksgiving Lunch, Advent Calendars, a group walk up Pendle Hill, The Great Burnley Bake Off, Book Club, an Easter Egg Hunt, Office Iftar, Afternoon Tea and a Games Afternoon, Pumpkin Painting, and so much more.

Later in the year, staff were invited to take part in a friendly football match against Iron Maiden and the band's team. Colleagues of all abilities were encouraged to get involved, with the match captained by former player and academy coach Jack Cork. The day offered a brilliant opportunity for staff to relax, spend time together, and enjoy a unique and memorable experience.



LGBTQ+







EFL'S RAINBOW BALL FIXTURE

In 2025, Burnley Football Club, supported a series of LGBTQ+ inclusion initiatives as part of our ongoing commitment to ensuring football is welcoming for everyone.

This year, we supported the EFL's Rainbow Ball campaign by dedicating our home fixture against Hull City to the initiative. Ahead of the match, we spoke with Fan Advisory Board member Justine Lorriman to hear her thoughts on the campaign:

"Campaigns like Rainbow Ball are hugely important because it's a conversation starter for inclusion in football. For a long time, discussion around LGBTQ+ issues in the sport didn't happen enough, and initiatives like this help break down barriers and raise awareness.

Football is for everyone. Seeing clubs and leagues actively push for change is a step in the right direction. The more visible these campaigns are, the more they help people understand the challenges faced by the LGBTQ+ community."



LGBTQ+ WORKSHOPS

Our work continued across local primary schools, where Burnley FC in the Community supported the Premier League's Rainbow Laces campaign by inviting students to design their own pride flags as part of wider learning around inclusion.

Education Manager at Burnley FC in the Community, Lianne Bradford, said:

"Every season we encourage as many schools as possible to get behind our Premier League LGBTQ+ campaign and give their children the opportunity to contribute to creating and championing equality and inclusion.

There is something really special about this campaign, especially when we receive all the entries and can read the words the children have written about pride."



STAFF AND RECRUITMENT



THE HIVE

Launched in the 2022/23 season, The Hive is an initiative designed to address the lack of diversity in football. Whether on or off the pitch, Burnley Football Club is committed to discovering and developing the next generation of talent. During the 2024/25 season, 28 individuals were enrolled on the programme and paired with a range of mentors from across the organisation. Participants engaged in a variety of shadowing opportunities and supported the club with the planning and delivery of matchday activations and events.





INCLUSIVE RECRUITMENT

INTERNSHIPS

Our club internship programme launched in 2023, and since then we have hosted three seasons of internships, with our fourth scheduled to begin in 2026.

The purpose of our internships is to provide individuals with opportunities to access the football and sport industry that would not normally be possible.

Our 2025 cohort consisted of 20 interns, who were placed across the following departments:

- Accounts
- Business
- Commercial
- Cyber Security
- Fan Experience
- Finance & First Team Recruitment
- Hospitality & Ticketing
- HR, Legal & EDI
- Human Performance
- IT & Digital
- MBA
- Media & Marketing
- Player Care
- Player Recruitment
- Retail
- Strategy

Outcomes:

- 3 individuals continue their internship at Burnley Football Club
- 2 individuals work permanently at Burnley Football Club
- 1 individual works temporarily at Burnley Football Club
- 1 individual works part-time and temporarily at Burnley Football Club
- 2 individuals work at Sheffield United Football Club
- 7 individuals are currently finishing their studies
- 1 individual is not working within sport but is employed within their chosen industry





BURNLEY

