

Gender Pay Gap Report 2024

Published April 2025



Welcome to our Gender Pay Gap Report for 2024.

Introduction

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We believe that everyone at the club is accountable for creating a culture defined by our values of Togetherness, Respectful and Progressive. But our responsibility goes beyond our club.

Jon Varney

Brentford Football Club

Our ethos has always been that diverse teams bring unique skills and experiences to the decision-making table that might otherwise be unseen or unheard. We want this to be reflected in all parts of our club, with a focus on ensuring our policies and processes are fair and equitable which will allow a diverse set of voices to be given a seat at this table.

We monitor our diversity demographic data quarterly, and the gender pay gap is just one measure which we use to monitor our impact. In this report, our numbers are broadly comparable with those published in 2024. **For off-field staff, our median pay gap is 10% and while there is work to be done, this is lower than the corresponding figure for all UK workers at 13.1%.**

As a club, we are continuing to grow, and this includes an overall increase in female staff at the club. We have seen improvements in senior representation off-field and in our pipeline on-field. However, as a club with a relatively small staff base, we will not rest on our laurels and will continue to focus on the attraction, recruitment, progression and retention of female talent going forward.

Our pillars for the inclusion of women and girls are **representation, allyship and safety**. We continue to focus on development of our female talent. Since last year, 9 female staff

members have participated in a Women in Football's Leadership Courses and 6 have completed Brentford FC & Women in Football Mentoring Programme, which we will evolve this year to further impact.

However, we recognise that the focus needs to be on fixing the system. A starting point to this is ensuring staff are all aware of our expectations on behaviour, so we delivered mandatory learning sessions in Bystander Intervention & Active Allyship and Tackling Everyday Sexism & Misogyny. We want staff to feel confident to call out inappropriate behaviour, which is not welcome at our club. To improve safety, we have furthered our work with the Metropolitan Police to run 'Walk, Talk & Do' sessions to ensure safer commutes for staff, following on from the inception of our Women's Safety Taskforce and participation in the Women's Night Safety Charter.

We believe that everyone at the club is accountable for creating a culture defined by our values of Togetherness, Respectful and Progressive. But our responsibility goes beyond our club – we are committed to using our platform to celebrate and promote women and girls, kick out misogyny and sexism in the game and raise awareness on how and why football is for everyone.



Jon Varney Chief Executive



BeeTogether

Our club-wide equity, diversity and inclusion campaign

Football is for everyone. It belongs to and should be enjoyed by anyone who wants to participate in it, whether as a player, official, staff member or spectator. We aim, therefore, to bring people together in a way that supports positive change, makes people feel valued and improves the lives and inclusive experience of our fans and wider community.

We aim to promote equity, diversity and inclusion across all aspects of the club from our buildings to our policies, our recruitment

to our communications, all under the club's campaign, BeeTogether.

We are committed to confronting and eradicating any form of discrimination, whether it is of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race (including colour, ethnic origin, nationality and national origin), religion or belief, sex or sexual orientation.

At Brentford FC we treat everyone fairly and with respect.



TogetHER

The inclusion of women and girls in football

While progress has been made in making football more inclusive and equitable for women and girls, barriers still exist across the game.

Brentford FC has accelerated its commitment to the inclusion of women and girls by joining up its efforts in this space under the TogetHER social cause. This is dedicated to improving representation, encouraging allyship and prioritising safety through meaningful initiatives across this season and next.

Representation: We want to celebrate and raise the profiles of women and girls both on and off the pitch. Through storytelling, career workshops and performance-specific talks and events, we want women and girls to know football is for them, whether that's playing the sport, coming to games or working in the industry.

Allyship: We need male allies to stand alongside our club's commitment - and want their input. We're rolling out a campaign on bystander intervention and will hold fan workshops on this next season.

Safety: We believe safety is a right for all of the footballing community. We're taking steps to make the stadium a safe space 24/7, not just on matchdays, and we're working with the local and transport authorities to help keep fans safe on their journeys to and from games.

Women and girls have always been integral to our game, and we're committed to championing and supporting all women and girls in the Brentford community.

What is the gender pay gap?

The gender pay gap is an equality measure that shows the difference in average earnings between women and men. It does not show differences in pay for comparable jobs. It is different from an equal pay gap, which refers to men and women being paid differently for the same or similar work.

Based on the Government's methodology, we have calculated several ratios to understand the pay gap at the Club.

- The gender pay gap is calculated by **expressing women's pay as a percentage of men's pay.**
- The **mean pay gap** is the **difference in average hourly pay** for women compared to men.

- The **median pay gap** is the **difference in the hourly pay for the middle woman compared to the middle man** when they are listed from the lowest paid to the highest paid.

The bonus payment percentages are intended to reflect the distribution of bonus payments made to men and women relevant employees, who were paid bonus pay in the 12 months that ended on the snapshot date.

We also show the percentage of men and women employees in four equal sized groups of employees (quartiles) based on their hourly pay.

The gender pay gap calculations are based on the club's payroll data from the snapshot taken in April 2024.

Understanding what a positive or negative percentage figure means

POSITIVE

A positive percentage figure reveals that overall, **employees who are women have lower pay or bonuses than employees who are men.**

ZERO

A zero percentage figure would reveal **no gap between the pay or bonuses of employees who are men, and employees who are women.**

NEGATIVE

A negative percentage figure reveals that overall, **employees who are men have lower pay or bonuses than employees who are women.**

Source: gov.uk

2024 Gender Pay Gap Results

ALL STAFF

These figures do not include our casual workforce who operate on a matchday. They also exclude staff who work for Brentford FC Community Sports Trust.

Gender Pay Gap

85%

Difference in mean pay

21%

Difference in median pay

Due to our business being predominantly a men's professional football club, the mean salary for men will notably be far greater than that of women across the club.

Bonuses

58%

Of men received a bonus

65%

Of women received a bonus

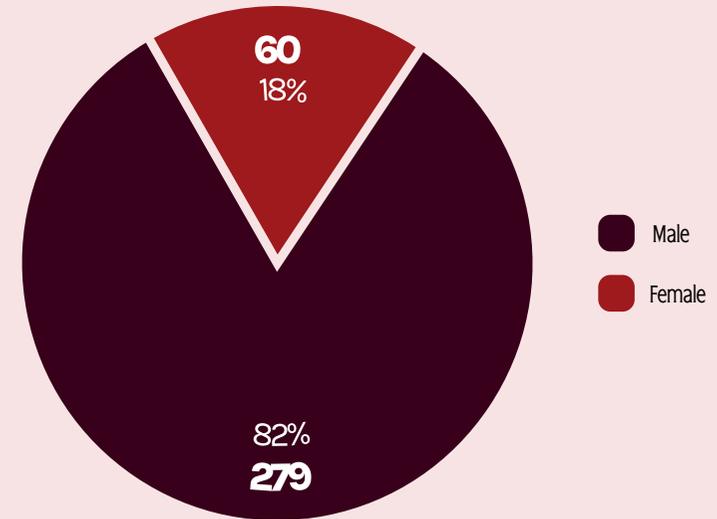
96%

Difference in mean bonus pay

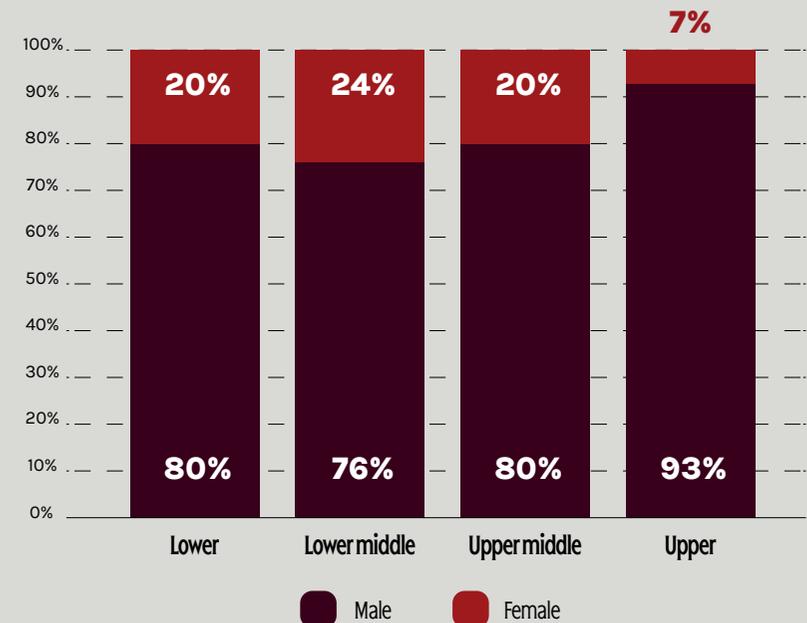
63%

Difference in median bonus pay

Staff breakdown



Proportion of employees in the pay quartiles



2024 Gender Pay Gap Results

ALL STAFF EXCLUDING PLAYERS

Given the nature of running a professional football club, the results can be heavily skewed given the levels of player salaries. We have therefore chosen to provide further details. **These numbers exclude the players from the calculations shown on the previous page.**

Gender Pay Gap

53%

Difference in mean pay

17%

Difference in median pay

When players are excluded from our data, the **mean pay gap reduces by 32% to 54%**, while our **median pay gap drops to 17%**.

This continues to show however that there are significantly more men at senior levels. These figures include first team management and coaching backroom staff.

Bonuses

62%

Of men received a bonus

65%

Of women received a bonus

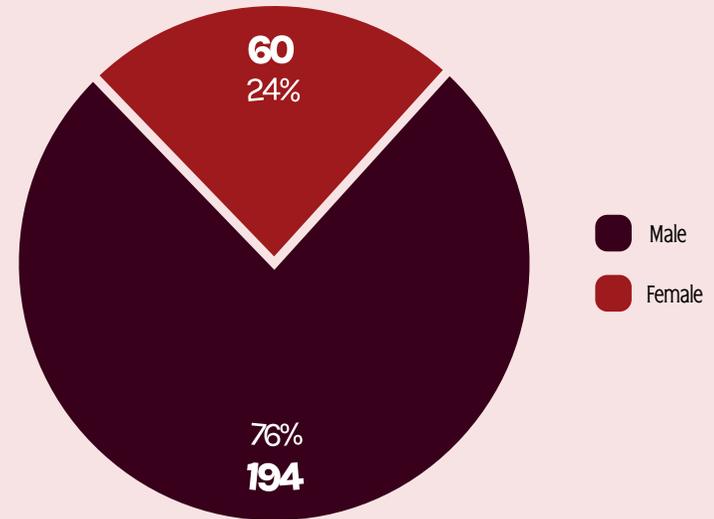
84%

Difference in mean bonus pay

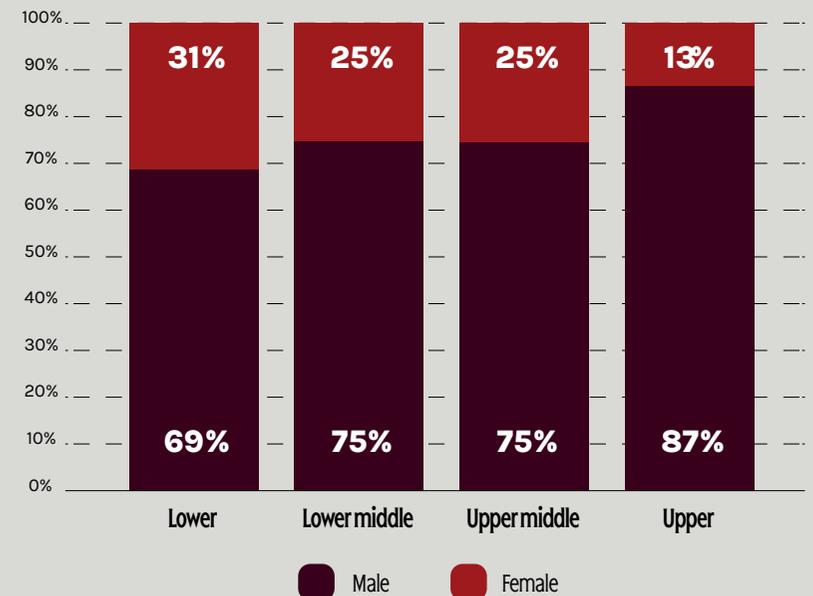
30%

Difference in median bonus pay

Staff breakdown



Proportion of employees in the pay quartiles



2024 Gender Pay Gap Results

OFF-FIELD STAFF ONLY

By removing both the players and all football management, performance, technical and coaching staff, **we have also provided a third set of results to give a less skewed picture of our staff.** Our off-field staff include all those working in commercial, finance, HR, IT, marketing, legal and business operations departments.

Gender Pay Gap

29%

Difference in mean pay

10%

Difference in median pay

Looking purely at off-field staff only, the **mean pay gap reduces by an additional 24% (53% total) to 29%** while our **median pay gap is lower than player-excluded levels at 10%.**

In 2024, according to the Office for National Statistics, the difference between median hourly earnings for men and women in the UK for all workers was 13.1%.

Bonuses

64%

Of men received a bonus

67%

Of women received a bonus

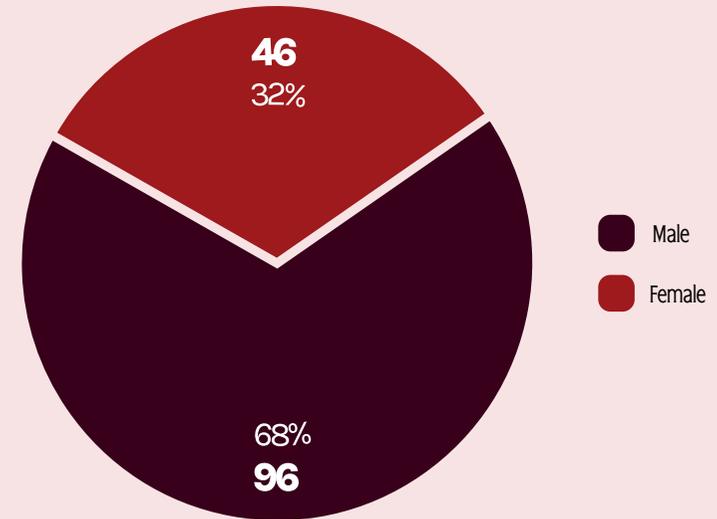
28%

Difference in mean bonus pay

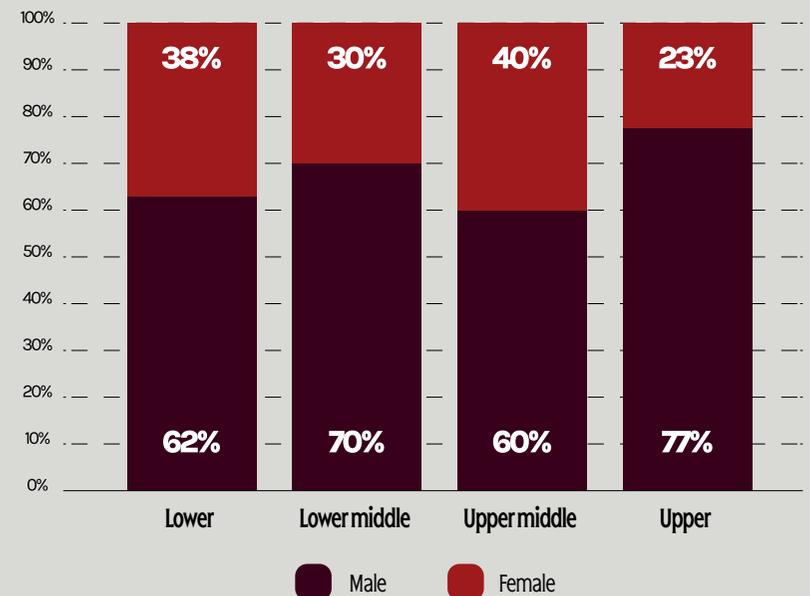
0%

Difference in median bonus pay

Staff breakdown



Proportion of employees in the pay quartiles



This season, we have focused on embedding equity, diversity and inclusion across all areas of the club and sharing collective ownership and accountability.

The future



The goalposts keep moving, and so do we—investing more, improving data, and accelerating progress. Challenges remain, but our commitment is unwavering.

Cliff Crown & Preeti Shetty
Brentford Football Club

Our outcomes remain clear as we work towards improving belonging, safety, fairness and representation.

In last year's Gender Pay Gap report, we committed to improving opportunities for female staff, representation at the club and safety, which we have made progress on both internally and externally. We've made progress, but we're not stopping there.

Representation: With more women on staff, we're now focusing on leadership pathways, refining our diversity action plan, and strengthening recruitment and retention efforts. Examples will include improving where and how we advertise roles, developing our employer brand, and reviewing our policies.

Allyship: Culture drives change. We're deepening our commitment to active allyship through education, partnerships, and influence.

Safety: Beyond stadium security, we're fostering an environment where female staff and players feel physically and psychologically safe to speak up.

We were proud to win gold EDI awards at the Football Business Awards and Sports Business Awards, but this work is never 'done.' The goalposts keep moving, and so do we—investing more, improving data, and accelerating progress. Challenges remain, but our commitment is unwavering.

We look forward to sharing our progress with you again next year.



Cliff Crown Chair



Preeti Shetty Director