

Achievement Report

EQUALITY, DIVERSITY AND INCLUSION

2024-2026

Company Number 05891280

EQUALITY STATEMENT

Aston Villa Football Club's equality statement represents our **ethos and values**. As a **Football Club**, in the **heart of a diverse city**, we recognise all the **differences that make us one family** and celebrate the variety of voices across our community.

STATEMENT FROM OUR PRESIDENT OF BUSINESS OPERATIONS

At Aston Villa, we are proud to be more than just a Football Club, we are a family!



A Claret and Blue family, which believes in and shares a passion, an enthusiasm, a commitment to embrace inclusion, show respect and enable opportunities for all. We are committed to a zero-tolerance approach to discrimination, harassment or prejudice in any form.

We believe that our strength lies in our diversity across our supporters, players, staff workforce, ad our local communities. Different perspectives, experiences, and identities, are welcomed within Aston Villa, and this enables us to create a richer, more innovative environment, one where our people can thrive, our decisions are stronger, and our impact is greater.

Our inclusive, family culture not only supports our staff and players, but also deepens our connection with our supporter groups and the communication we serve.

Creating a truly equitable environment is not a one-time effort. It's a journey that requires ongoing collaboration and determination from all of us, across the Aston Villa Family, to ensure that everyone feels valued, respected, and empowered to reach their full potential.

Together, we will continue to build a club where everyone belongs.



Francesco Calvo
President of Business Operations

EXECUTIVE SUMMARY

Our Equality, Diversity and Inclusion (EDI) Impact Report 2024-2026 provides a clear and honest review of how effectively we are advancing our commitment to creating a fair, inclusive and representative environment at Aston Villa Football Club.

The purpose of this report is to highlight the amazing work that the club has undertaken, particularly in addressing areas of underrepresentation among our workforce, expanding our campaign reach and combatting discrimination at Villa Park.

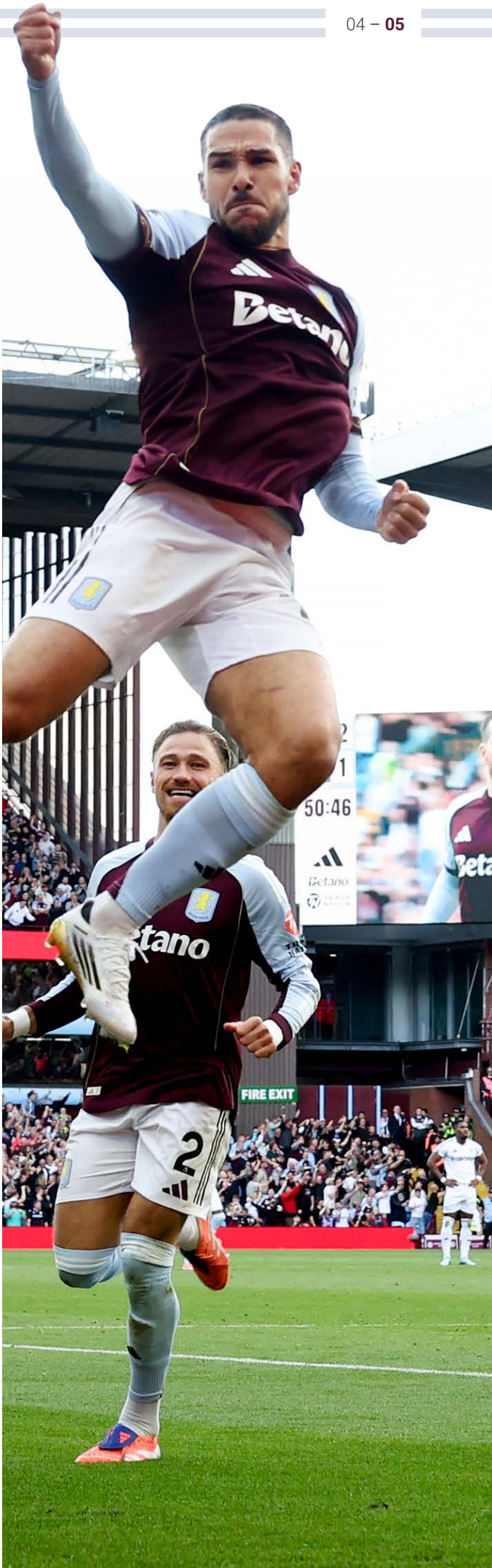
However, the report is also in place to identify the areas where meaningful change is still progressing and to ensure that our actions align with our values and responsibilities. Specifically, we recognise that we need to better equip ourselves to measure the impact of our actions across the club to inform the decisions that we take in the future

Our EDI impact report brings together data, lived experiences and organisational insights to help us understand the impact of our actions, practices and culture on different stakeholders. It highlights both the strengths we can build on and the challenges we must address to remove barriers, reduce inequalities and foster a workplace where everyone can thrive.

The insights within this report give us a transparent view of our progress and a clear direction for future action. Reflecting on this report strengthens our commitment to equity and inclusion across Aston Villa Football Club.

This report will cover the following key areas:

- Achievement of PLEDIS Intermediate Level
- Our Approach and Commitments
- Data and Insights
- Accessibility and Inclusion at Aston Villa
- EDI campaigns and Supporter Engagement
- Aston Villa Academy
- Aston Villa Women's Football Club
- Aston Villa Foundation and Community Engagement
- Conclusion and looking ahead



ACHIEVEMENT OF PLEDIS INTERMEDIATE LEVEL

In September 2025, Aston Villa Football Club were proud to announce our achievement of the Intermediate Level of the Premier League Equality, Diversity and Inclusion Standard (PLEDIS).

It represents a significant milestone in our ongoing commitment to creating an inclusive and welcoming environment for all and reflects the hard work, dedication and collaboration across the club to embed EDI into all that we do.

Aston Villa Equality, Diversity & Inclusion Lead Sam Ghataora said: "We are absolutely delighted to have reached the Intermediate Level of PLEDIS.

"This recognition is a testament to the collective effort of everyone at the club who has contributed to making Aston Villa a more inclusive and equitable place.

"While we celebrate this milestone, we know the journey doesn't stop here - we remain committed to continuous improvement and ensuring that every person who interacts with our club feels respected, valued and empowered.

"We would like to thank the Premier League for their support and guidance throughout the process, and we look forward to building on this success as we strive for the Advanced Level in the future."



OUR APPROACH AND COMMITMENTS

Commitments

The club is committed to embedding Equality, Diversity and Inclusion via the following commitments and pledges:

- Premier League Equality, Diversity, and Inclusion Standard (PLEDIS)
- FA Rule N
- Disability Confident 'Committed'
- Muslim Athlete Charter

Premier League Equality, Diversity and Inclusion Standard Objectives

In line with PLEDIS, our objectives are:

1. Leadership: Demonstrate Leadership and Accountability on EDI.
2. Data and Insight: Utilise and improve data capture to make informed decisions around EDI.
3. Diversify Participation: Take proactive steps to address underrepresentation.
4. Structural Inclusion: Embed and sustain EDI across all club activities and environments.
5. Behavioural Inclusion: Inform, educate and raise awareness on EDI values and behaviours.

Our focus areas

Based on internal and external data including demographic reports, recruitment data and our EDI supporter survey, the Club is focussing on the following priority areas:

- Ethnically diverse communities
- Disability representation
- Gender equality



DATA AND INSIGHTS

As part of being a football club in the diverse city of Birmingham, our core vision and unwavering commitment is to embed equality throughout every level of the Club.

To support this, we have established an ongoing plan to gather data on the demographics of players, match-day supporters, staff, the Executive Team, community outreach participants, and others involved in the Club's activities. This data is essential, without it, identifying existing under-representation or potential inequalities becomes significantly more challenging, making it harder to address them effectively. By combining this data with the Club's ethos, practices, and values around Equality, Diversity, and Inclusion, we've been able to define clear objectives and priority areas that guide and strengthen our EDI efforts.

The following graphic shows our staff data published in May 2026, alongside our five-year and ten-year targets that were set in January 2025 for our focus areas.

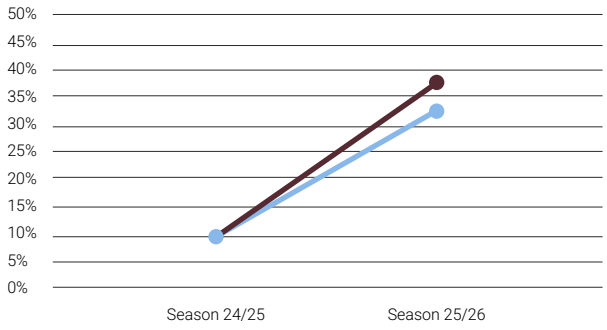
	May 2026	5 - year (by 2030)	10 - Year (by 2035)
Asian ethnic diversity representation among all staff	10.63%	15%	18%
Ethnically diverse representation among Academy staff	20.15%	30%	35%
Ethnically diverse representation among Foundation staff	30.12%	34%	38%
Female representation among our Academy Staff	13.53%	20%	25%
Female representation in Core Staff	34.69%	34%	38%
Female representation in Matchday Staff	21.85%	27%	32%
Representation of disabled people among all staff	4.10%	7%	12%
Female Applicants for roles	20.67%	33%	36%

REPORTING ABUSE AND TACKLING DISCRIMINATION

Aston Villa Football Club is committed to eliminating discrimination at Villa Park, online and anywhere. The club's EDI and Matchday safety team have worked collaboratively on stepping up our zero-tolerance approach and the following data demonstrates the impact we have seen over the last two season with a significant increase in matchday reporting but also the significant action taken against perpetrators.

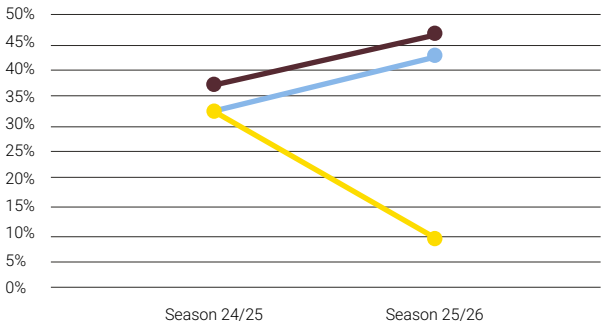
- In the 2024-2025 season, 8.6% of incidents were reported to members of staff at events. Despite the low number reported to staff, nearly all reports through this method led to significant action being taken against offenders.
- In the 2025-2026 season, two thirds of all reports that were made to staff led to significant action being taken against offenders with 50% of reports via our 60060-text line or reports made to the fancomplaints or equality inboxes being actioned.

Actions taken on incidents



- Arrest/Ejection from stadium
- Ticket suspension and acceptable behavioural contract issued

Matchday report by type of abuse



- Homophobic
- Racist
- Other

*All 25/26 season data collected up to 31st March 2026

ACCESSIBILITY AND INCLUSION AT ASTON VILLA





Business Operations move to Bodymoor Heath

As part of the club's development over the last couple of seasons, the decision was taken to move several departments responsible for the business functions of Aston Villa Football Club over to offices at our Bodymoor Heath Training ground.

This has allowed for closer collaboration between our football and business operations, ensuring that we can share best inclusive practices across our business, academy, and first-team environments.

The following provisions were provided to support the move from Villa Park to Bodymoor Heath:

- A shuttle service operating four times a day between Bodymoor Heath and Villa Park, helping Birmingham-based staff travel to and from the training ground, where public transport is limited.
- The club has invested in food provision at the training ground, ensuring staff receive the provision that was on offer at Villa Park, as well as ensuring provision for any dietary requirements including vegetarian and Halal options.
- We have also expanded during the 2025- 2026 season, providing staff with more spaces and opportunities for recreation, with the aim of supporting staff wellbeing.
- We have ensured that there are two accessible parking spaces included outside our main entrance with the offices spread across one level with ramp access into our reception.

Multi-faith spaces

Aston Villa has recently completed the construction of several designated multi-faith spaces across the stadium ensuring that individuals visiting Villa Park on a matchday have the dedicated space for spiritual practice.

We are also expanding this provision across all our sites ensuring that all our staff and stakeholders have the opportunity to observe their faith wherever they are across Aston Villa Football Clubs infrastructure.

Gender Neutral Toilet Facilities

As part of ongoing stadium improvements at Villa Park, we have introduced several gender-neutral toilet facilities. These spaces are designed to ensure that all supporters, staff and visitors, regardless of gender identity, have access to safe, comfortable, and respectful amenities.

They are available for use on matchdays as well as during any visit to Villa Park, providing a consistent and accessible option for anyone who prefers or requires a gender-neutral facility. This development reflects our ongoing effort to make Villa Park a place where every individual feels recognised, supported, and able to participate fully in the matchday experience and beyond.



Accessibility at Villa Park and beyond

We have continued to improve our accessible offering at Aston Villa with some highlights being:

- Enhanced communication: A new WhatsApp channel, providing live updates, locations, and pictures for disabled supporters at European away games, especially useful for transport to the ground.
- Sensory room booking: A new booking system has been implemented, removing the soft reserve list and requiring accountability of supporter groups to purchase tickets early, whilst offering the flexibility required with sensory room booking. One room is now shared, giving more supporters access and helping some build confidence to move into general admission seating in future.
- Access guide: A new guide for all fixtures helps disabled supporters plan their journey in advance and know all the touchpoints along the way. As Villa Park's accessible offering grows in 25/26, this will be a vital matchday tool.
- Growing community: We have over 3,000 registered supporters with accessibility needs. The sensory room is fully booked with a waiting list, with 11 new sensory room users experiencing Villa Park for the first time, and more disabled supporters travelling to away games with our ongoing support on offer.

EDI CAMPAIGNS AND SUPPORTER ENGAGEMENT

At Aston Villa Football Club, we acknowledge the importance of promoting EDI through informative, visible and ultimately enjoyable initiatives. The work that follows in this section explores how we have engaged with our workforce and supporters through our EDI campaigns, exploring the depth, reach and impact over the reporting period.

We are elevating cultural campaigns and causes that matter to our supporters through consistent social media support, story sharing, community outreach, and staff and player involvement in campaigns.

We recognise that, as a brand, we have a global audience who watch and engage with our content every single day, an audience encompasses a wide range of lived experiences, cultural identities, and faiths. At Aston Villa Football Club, we aim to combine individuals' identities with their shared passion for our team through meaningful opportunities that reflect who they are.

The following information and case studies highlight the impact that we have had in highlighting our commitment to Equality, Diversity and Inclusion with our supporters.

Since August 2024, Aston Villa Football Club has:

- Run 25 events focused on different themes of Equality, Diversity and Inclusion for stakeholders across the club
- Utilised new ways to bring religious and cultural celebrations to our global audience on social media, including inviting staff to share perspectives on what their faith or cultural celebration means to them.
- Seen the impact of our events grow with increased audiences, new people feeling welcome at Villa Park and conversations on important topics expanding.
- Observed a broader ethnic diversity of communities getting involved in themed events
- Committed to expanding our offering of campaigns to reach a wider audience, whether it be replication of events across Men's and Women's fixtures, or offering Villa Park spaces for cultural events outside of the calendar we currently recognise.

SOCIAL MEDIA IMPACT

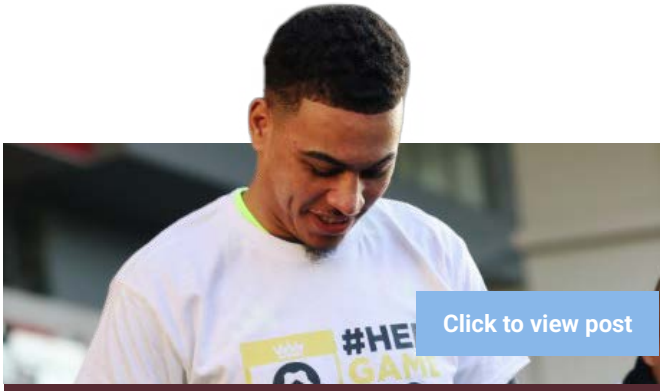
Alongside updating the way that we share cultural and religious celebration content across social media we have been able to see the impact of posts relating to important topics in Equality, Diversity and Inclusion.



Former Villan Thomas Hitzlsperger shares his story

November 2024

- 29,103 views,
- 31,062 reach,
- 1,124 reactions, comments and shares



Supporting #HerGameToo

March 2025

- 121,958 views,
- 72,411 reach,
- 10,209 interactions



Vaisakhi matchday celebration

April 2025

- 100,632 views,
- 71,216 reach,
- 3,946 interactions

CASE STUDY

Villa and Proud
Pride 2025

As part of the clubs ongoing work with our fan groups, we were delighted to celebrate Birmingham Pride with our Villa & Proud LGBTQ+ supporter's network.

The club were delighted to host a pre-pride meet-up with the group where we had Pride themed pastries and Villa giveaways, including some of the limited-edition Adidas Pride jerseys. This was a great way to start the day and provided the group with an opportunity to connect before the parade.

We then paraded through Birmingham with a float adorned with Aston Villa banners, with the Villa & Proud DJ lifting the atmosphere with tunes and the group handing out pin badges to anyone in attendance who shouted "Up the Villa"

Speaking about the day, Villa and Proud said: "The Villa and Proud family came together on Saturday to celebrate Birmingham Pride - we all had a wonderful time walking, singing and dancing in the parade.

The insights within this report give us a transparent view of our progress and a clear direction for future action. Reflecting on this report strengthens our commitment to equity and inclusion across Aston Villa Football Club.

> "Birmingham Pride really brings the LGBTQ+ community and its allies together - it is without doubt one of the most important events in the Villa and Proud calendar and is always fantastic fun for all involved."





Premier League with Pride 2026

Aston Villa was proud to support the launch of Premier League With Pride, a new initiative that brings together the ongoing LGBTQ+ work carried out across the year to help deliver long-term change.

Aston Villa is committed to tackling discrimination, supporting LGBTQ+ inclusion and making it clear that football is for everyone.

Aston Villa works closely with official LGBTQ+ Supporters' Network Villa & Proud, across both the men's and women's games to help create a welcoming environment at Villa Park and beyond.

Villa & Proud is one of largest networks in the country, with over 600 members, and their membership combines a unity of the LGBTQ+ community, including allies.

If you or anyone else would like to find out more information about Villa & Proud or would like to join as a member, you can visit their social media channels (X, Instagram and Facebook) or website www.villaandproud.co.uk.

As part of celebrating the occasion at our match against Brighton on the 11th of February are being celebrated during the dedicated 'With Pride' match rounds through a series of illustrations by artist Ashton Attzs.



Vaisakhi at Villa Park

At our fixture against Nottingham Forest in April 2025, we were delighted to mark the Sikh festival of Vaisakhi with the Punjabi Villans supporter group bringing together Punjabi culture and a united passion for Aston Villa.

The day included some Dohl playing, Bhangra dancing and meaningful conversation about the importance of Vaisakhi for Sikhs and the wider Punjab community.

The Punjabi Villans organising team also collaborated with the Aston Villa Foundation to sell samosas and tea from the Aston Villa Foundation's food truck Kerbside Cobs, raising over £150 for the Foundation.

To see some highlights of the event you can find our Vaisakhi event in the following link to instagram.

Click to view post



National Inclusion Week

We have continued to offer opportunities for staff to engage with experts and those with lived experience on topics that are important to them.

During National Inclusion Week in September 2025, we were delighted to invite external supplier, Be You Wellbeing into Bodymoor Heath, to deliver sessions to our staff surrounding neurodiversity and hidden disability awareness, understanding the impact of menopause on all of us and meditation for inclusion. In addition, the team at Be You Wellbeing and the EDI team at Aston Villa provided useful links and articles to other important inclusion related topics that staff could access at their own convenience.

Throughout the week staff were able to ask questions that were important to them related to these topics as well as bringing their own experiences to the forum. Engagement at this level allows us to build a collective culture of communicating on issues that matter to us that can otherwise feel uncomfortable to talk about.

This week provided a leading moment; to highlight that at our club, inclusion is not just a value but a daily commitment.

International Men's Day

As part of International Men's Day in November 2025, we worked with Prostate Cancer UK to bring the lived experience of David, a lifelong Villa fan, to our staff to understand the importance of prostate cancer and men's health awareness.

As part of our work with Prostate Cancer UK, we also produced a brief awareness video with some of our former players highlighting the lack of awareness around prostate cancer and the support provided by Prostate Cancer UK. View it here

These sessions and our wider work with Prostate Cancer UK sparked meaningful staff discussions and produced key actions the EDI team is now working to implement across the club to ensure all our men, whether it be staff, supporters, or other stakeholders are informed about important health topics

International Women's Day

For International Women's Day in March 2026, we shined a deserving light on the four women among our executive team to provide us with a short summary of their roles, what made them want to work in football and at Aston Villa, and what advice they had for other women who may want to get into the industry.

We were also delighted to have women from across the club take part in photos across the week to highlight how varied the roles and responsibilities of our female workforce is.

The Premier League also did a special feature for International Women's Day, giving viewers a glimpse into the day-to-day role of Men's First team nutritionist, Elisa Ceñal. You can view the work that Elisa does here.

Click to view post





Open Iftar 2025

Aston Villa Football Club was proud to host the Ramadan Tent Project's Open Iftar at Villa Park for the third time in March 2025.

Over 450 people attended, with 70 volunteers from the Ramadan Tent Project and Aston Villa staff helping to organise the event.

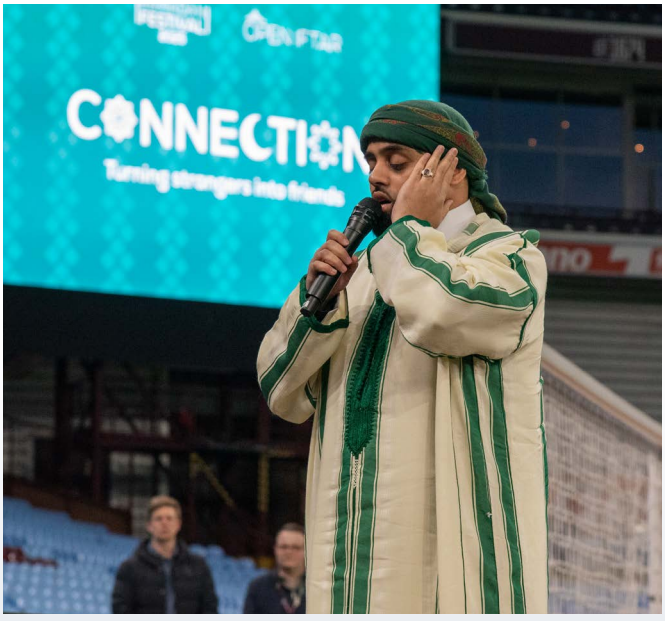
Iftar is the first meal of the day for those who are fasting during Ramadan, which comes just after the call to the Maghrib prayer at sunset. The call to prayer was delivered over the Villa Park PA system, to not only be heard by those in the Holte End, but also those in the vicinity of the stadium.

Eid-al-Adha prayer 2025

In June 2025, our inner-city academy hosted a community Eid Prayer that brought together more than 600 Aston residents throughout the morning. The gathering created a warm sense of unity and inclusion, reflecting the values of faith, togetherness, and mutual respect at the heart of Eid.

The event was organised in partnership with Councillor Mumtaz Hussain and the Witton Islamic Centre, whose collaboration ensured smooth delivery and the creation of a welcoming space where residents could observe the prayer and connect with one another.

The Eid Prayer at our inner-city academy served as both a meaningful spiritual moment and a reminder of the shared commitment within Aston to strengthen community bonds and promote cohesion.





Christmas Carol Event

Over the last couple of years Aston Villa Football Club has been delighted to welcome staff, supporters and local people to a Christmas Carol event hosted in the Lower Grounds at Villa Park

Club Chaplain Reverend Jon Grant has facilitated the event in partnership with Aston Churches Together and Birmingham Churches Together.

The club has been delighted to see this event go from strength to strength from an audience of 550 in 2024 to filling out the capacity of the Lower Grounds 800 seats in 2025.

Threaded throughout the event were readings of the Christmas story and contributions from faith leaders, Aston Villa staff and former players Kenny Swain and Tony Daley.

The event finishes with A capella carols sung in our famous Holte End and the Aston Paish bells chime as people leave, as they once used to when Villa secured a home victory.

The club looks forward to marking this event annually in the future and exploring how we can grow it to reach an even wider audience and make the evening memorable for those in attendance.

The Eid Prayer at our inner-city academy served as both a meaningful spiritual moment and a reminder of the shared commitment within Aston to strengthen community bonds and promote cohesion.

ASTON VILLA ACADEMY

Our academy has continued to flourish in recent years, highlighted by the outstanding treble-winning achievements of our Under-18 team during the 2024/25 season. Alongside success on the pitch, we have strengthened our commitment to creating an inclusive, supportive environment for every player and member of staff.

We have expanded our Equality, Diversity and Inclusion programme with targeted awareness sessions designed around the real experiences and needs of our academy community. Over the past two years, this has included training on anti-misogyny and sexual harassment, unconscious bias, and Ramadan awareness.

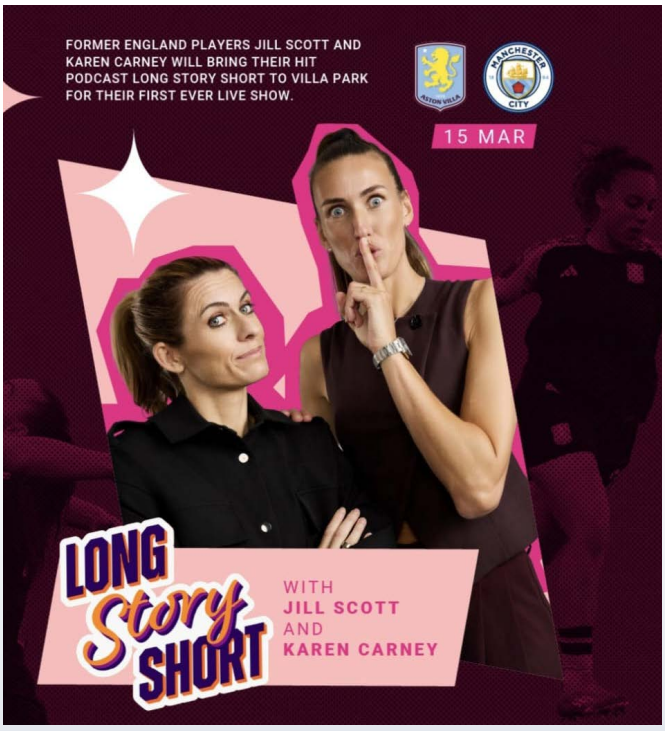
Most recently, we were pleased to welcome Riz Rehman from the PFA to Bodymoor Heath to deliver a dedicated Ramadan Awareness session for our scholars and staff. His visit helped deepen understanding of the experiences of those observing Ramadan and offered practical guidance on how the academy can support one another to perform at their best—both on and off the pitch—throughout the month.



ASTON VILLA WOMEN FOOTBALL CLUB

In 2024 / 25 Aston Villa women achieved a 6th place finish in the league and reached the quarter-final of the FA cup.





All our WSL games were played at Villa Park with an average attendance of 3,400 on a matchday. At our fixtures for the 2024 / 2025 season 55% of our supporters were women, with 20% of all fans being under the age of 14. We have therefore, been working on a strategy for fan engagement that recognises the diverse audience that attend our WSL fixtures

As part of this ongoing work, we are now striving to replicate our matchday campaigns at Aston Villa Women's games ensuring that campaigns such as Level Playing Field's Unite for Access, LGBTQ+ inclusion and Her Game Too are exposed to a new audience at Villa Park.

The team at Aston Villa Women Football Club have also been working hard behind the scenes during the 2025 / 26 season to grow and diversify the audience that we have at matches. There have been several activations surrounding women's matchdays with special appearances from the likes of former Villan and Queen of the jungle, Jill Scott, who brought the first live show of podcast "Long Story Short" with Birmingham native Karen Carney, to our match against Manchester City. Events such as this have brought new fans to Villa Park and will help to realise our vision of building something special at Aston Villa Women.

ASTON VILLA FOUNDATION

The Aston Villa Foundation is a registered charity (number 1152848) that delivers the community and charity work of Aston Villa Football Club. Over the last 30-years, Aston Villa's community work has continued to cater to the needs of local residents, community members and fans, laying the important foundations for Aston Villa's presence in the local community today.

We work with children, young people and young adults both within the immediate areas surrounding Villa Park and the wider Birmingham population, providing a holistic landscape of opportunities to support them on their life journey. Through our three key strategic functions of Delivering, Connecting and Supporting, we share a drive for the Foundation to be seen as excellent, collaborative and innovative, with the ambition to be seen as an outstanding social impact charity. In all we do, we follow our mission statement of "Working together to Enrich Lives."

Overall Impact Statistics

- **2,600** more particiants engaged with from previous year
- An increase in funding raised by nearly **70%**
- **38%** of participatns were women
- **21%** of those who participated declared that they had a disability
- **61%** of those who participated in a Foundation led initiative were from an ethnically diverse community.
- Participation from ethnically diverse backgrounds varied across departments, although several programmes had a strong majority of participants from these groups.

* Foundation project data from the 1st August 2024 – 31st July 2025



EVERYBODY'S GAME

The 2024/2025 season was fantastic for Everybody's Game engaging with 1199 participants. Across both strands of the project (British South Asian and Women & Girls), we delivered four themed festivals linked with an education workshop (Diwali, Lunar New Year, International Women Day, and Eid), five football tournaments for all foundation and youth phase age groups and seven coach development workshops to support grassroots coaches and volunteers with session planning and design. We also attended, organised or co-delivered on Premier League, FA, and community events to raise awareness of the support provided for aspirational coaches and showcase good practice at local and national level. Furthermore, we provided 511 young people and 76 grassroots coaches the opportunity to use our Inner-City Academy on a rotational basis.

In March 2025, as part of Everybody's Game, the foundation held an International Women's Day event to celebrate and empower females to get active. The event featured two elements - a girls' football festival and women's 'power time' workout activation and engaged over 80 participants. After the event, all participants were provided with matchday tickets to watch Aston Villa Women vs Everton. A fantastic way to get more women involved in football and wider physical activity as well as introducing more supporters to Villa Park.

Everybody's Game Impact Statistics 2025

- **1199** participants engaged
- **24** events delivered
- **330** block delivery sessions
- **511** young people and **76** grassroots coaches had the opportunity to use Brookvale Academy
- **496** women and girls engaged
- **135** participants took part in educational workshops
- **7** educational workshops delivered across the season
- **34** grassroots coaches & volunteers completed our 1:1 bespoke coach development programme.

KICKS

The Aston Villa Foundation delivers Premier League Kicks sessions at various locations across Birmingham. Premier League Kicks started in 2006 and has a long history of using the power of football and the value of sports participation to help hard-to-reach youngsters in some of the highest need areas.Emphasis is on working with young people aged 14+ from areas of the city vulnerable to crime and anti-social behaviour and nurturing them in a range of positive sporting and healthy lifestyle activities – principle of which is football.

Our Kicks programme has expanded across Birmingham with sessions taking place in a diverse range of communities. The aim is to increase the number of young people developing a sporting habit for life and to create youth-led responsive projects with a culture of volunteering.

Premier League Kicks Impact Statistics 2025

- **2009** Participants engaged
- **502** Female participants
- **72%** From ethnically diverse backgrounds
- **155** SEND participants
- **471** participating in EDI workshops delivered including No Room For Racism, Kick it Out, International Women's Day and Prevent

ACTIVE THROUGH FOOTBALL

Active Through Football (ATF), funded by the Football Foundation, is a programme designed to boost participation in sport and physical activity. Its core aim is to tackle inequalities faced by Lower Socio-Economic Groups (LSEG), using sport as a powerful tool to break down barriers and encourage healthier, more active lifestyles. As we come to the end of the 24/25 season we're celebrating four years of the programme operating!

Our work is focused in five key geographical locations: Alum Rock, Newtown, Gravelly Hill, Small Heath, and Balsall Heath. These locations were selected based on both their proximity to Villa Park and their ranking within the Indices of Multiple Deprivation (IMD). The programme is consortium-based, working strategically and collaboratively with other organisations across the city.

Based on the needs identified from our work with Citizen's UK focus group we have continued to run sessions for the target audiences identified. Sessions incorporate a mixture of individuals from different backgrounds through activities such as Walking Football, Refugee Football, Ramadan tournaments for both Men and Women and also Level 2 equivalent multi-skill coaching qualifications.

Over the last four years the impact has been seen through stronger leadership among members of the community. For example, individuals have stepped into voluntary facilitator roles for these sessions, ensuring the self-sustaining ability of the sessions. Culturally sensitive spaces have also increased, allowing communities who would normally face barriers to physical activity to come together and be a part of ATF.

Sessions have also expanded since our last report, with co-led community events, including Pilates, open-age football and Fusion Fit providing even more reason for local individuals to engage in physical activity with people from their local area. ATF will continue to provide opportunities for all in its focus areas to take part in physical activity.

You can find out The Aston Villa Foundation's work with Active through Football here.

Click to view

CONCLUSION AND LOOKING AHEAD

This report has outlined the work that has been done across the club to promote equality, diversity and inclusion. It outlines the foundations of this work and establishes some areas where impact and meaningful change have been made.

We are pleased to see progress on several of our workforce representation targets, the increase in audience numbers and diversity at campaigns and events and the improvement in our inclusive facilities and infrastructure across the club.

We will continue to strive to further evaluate the impact across all the initiatives the club is involved with in the future through collaborative work between our staff, supporters and partners to understand the impact that Aston Villa Football Club has on our diverse local, national and global audience.

Looking ahead to 2026 we look forward to expanding the reach of external campaigns, increasing our inclusion and wellbeing offers to our staff and supporters and making an impact on Equality, Diversity and Inclusion



