



## Gender Pay Gap

Everton Football Club is committed to creating an inclusive environment in which everyone can thrive.

As a Living Wage Champion, we support increasing gender pay gap transparency, as we believe it is crucial in helping to achieve greater equality.

Due to the almost unique environment in which we operate, we remain acutely aware that our gender pay gap figures will be heavily distorted. However, we take our statutory responsibility to reporting our gender pay gap extremely seriously.

To address any disproportionate comparison, we have produced a secondary set of gender pay reporting figures that removes professional football staff salaries. We believe the adjusted figures offer a fairer reflection of the figures, enabling the Club to make more equal comparisons with other organisations and helping us to identify any areas of concern or imbalance\*.

## Our Results

### Statutory Numbers

#### Women's hourly rate is

**79.9%**

Lower (mean)

**0.0%**

Equal to (median)

#### Women's bonus pay is

**94.4%**

Lower (mean)

**328.6%**

Equal to (median)

#### Who received bonus pay



Males receiving bonus

**40.8%**

Females receiving bonus

**41.4%**



#### Pay Quartiles





## Our Results

### Adjusted Numbers (excluding all professional football players)

#### Women's hourly rate is

**25.5%**  
Lower (mean)

**0.0%**  
Equal to (median)

#### Women's bonus pay is

**53.1%**  
Lower (mean)

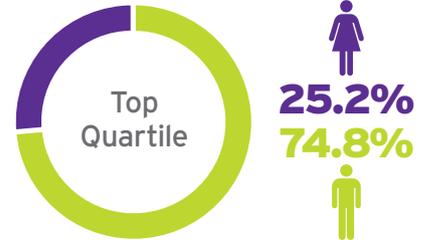
**0.0%**  
Equal to (median)

#### Who received bonus pay

Males receiving bonus  
**44.4%**

Females receiving bonus  
**45.2%**

#### Pay Quartiles



\*Adjusted figures exclude player-related salaries and bonuses but include the management, coaching staff and other non-player high earners.

## How Will We Close Our Gap?

Since its launch in 2018, our clearly defined strategy, All Together Now, has aligned diversity with business processes, ensuring accountability and ownership at a senior level.

We have continued to embed diversity and inclusion across all areas of the Everton Family, with each business area having responsibility to deliver against equality objectives in their areas of expertise.

We continue our commitment as a Living Wage employer, by ensuring that all staff are paid at least the Living Wage and engaging with sub-contractors and external agencies to put in place the same guidelines for staff employed as part of their contracts with us. In recognition of our commitment, we were asked to become a Principal Partner of



the Living Wage Foundation, and a member of their Advisory Council, enabling us to influence the development of policy at national level.

Over the past 12 months, it has been more important than ever to adapt to new ways of working. Despite the challenges faced, 2020 marked another year of continued steps to improve gender equality across the Everton Family.

## Career Development

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- Since 2019, our Women's Network has been open to all staff from across the Everton Family. The Network's aim is to promote a culture within Everton where women are valued and listened to, with opportunities to thrive, learn, develop and lead. The Network's mission is to provide support for women, to empower and enable them to be heard and to influence positive and sustainable change across the Everton Family. A key achievement of the Network so far has been the introduction of training sessions on the menopause and women's health, giving staff across the Club greater understanding of the impact this can have at work.
- We continue to work with the local community to support the career development of women and girls. Prior to the first lockdown, we collaborated with engineering firm Curtins to host more than 100 schoolgirls on their career journeys to date, giving advice on working within the football industry.
- To celebrate International Women's Day 2020, we invited three young Blues to meet some of the many key women across the Club, including our CEO, Head of Legal, Physiotherapist and Everton in the Community Programme Manager. We also shared profiles of women across the Everton Family to showcase the range of careers available at Everton and day-to-day life of women across the Club.
- The pandemic did not stop Everton celebrating International Women's Day 2021 with a series of interviews and features with key female figures from around the Club. Everton Women players also joined an online panel of Club and Everton in the Community guests for a question-and-answer session with female participants from Everton in the Community's Premier League Inspires schools programme. Panel members, including one of the Club's Management Accountants, our Everton in the Community Neighbourhood Manager and Equality and Human Rights Advisor spoke to participants about their careers and aspirations, offering advice to the next generation of women.
- We recognise the importance of intersectionality and in October 2020 became founding signatories of the FA's Leadership Diversity Code, which formalises our commitment to interviewing at least one male and one female Black, Asian or of Mixed-Heritage candidate, if applicants meeting the job specifications apply.
- Our CEO, Professor Denise Barrett-Baxendale, has been recognised as a role model for women in leadership. Denise was recently honoured at the Inspiring Women Awards for her impact on Everton, Everton in the Community and wider society and featured in NW Insider, who described her as one of the most influential business leaders in the region.

## Supporter and Community Initiatives

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- Our charity, Everton in the Community, continues to run a 'PL Girls' project, which aims to provide opportunities for girls aged 11+ to take part in football in a community setting; the programme aims to enhance the skills and confidence of girls to progress within the pathway as a player, coach or official, opening up a career in the football industry to them.
- Everton in the Community also deliver 'Girls on Side', a women's mental health and wellbeing project to support women living with mental health conditions; the programme provides them with a range of therapeutic and development opportunities, including web design and photography.
- We are passionate about tackling period poverty and work with the global feminine hygiene brand Lil-lets to provide female staff, supporters and participants with free sanitary products in all ladies' and accessible toilets at our stadium, Goodison Park, as well as the Everton Free School and Everton college, The People's Hub and the Blue Base.



## Everton Women

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- We have taken significant steps to bring our men's and women's teams closer in identity and location, as part of our 'One Club' vision. These steps include the name change from 'Everton Ladies' to 'Everton', as well as the move to Walton Hall Park, a purpose-built ground for the women's team, which has undergone significant improvements during lockdown. The new stadium, at the heart of the city and close to Goodison Park, makes the women's game even more accessible
- We are clear about our long-term vision and ambition for Everton Women and have the infrastructure to support this. In March 2020, we announced an injection of increased resources for squad development for Everton Women, supported by a new Strategic Leadership Team headed by Everton CEO Professor Denise Barrett-Baxendale, which continued to deliver during lockdown.
- In October 2020, Everton Women signed the biggest commercial deal in the team's history. A new multi-year principal partnership with MegaFon saw the MegaFon branding added to the front of Everton Women's shirt, while the branding of mobile network operator Yota - part of the MegaFon Group - was added to the left shirt sleeve.
- By continuing to live our 'One Club' approach and mirroring the strategic vision for the men's and women's teams, we are showing the importance of the women's game.
- Everton Women and Everton Football College have partnered to create a new all-female development programme which combines sixth-form study with daily football training. The programme launches in September 2021 at the Simpson FA Hub in Woolton, South Liverpool. A typical day for students will include academic study in the morning followed by football training, match play and fitness work in the afternoon. The football programme will include daily training from fully qualified coaches, with the opportunity to play in local and national youth leagues. The new programme is part of Everton Football College's dual-career provision, giving young people the chance to develop as footballers while providing a first-class education.

## Equality Data Monitoring

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- As part of our commitment to our All Together Now strategy, we review gender diversity as part of our annual Equality Monitoring Report.
- In March 2021, we launched our first Everton Census, enabling us to better understand the makeup of the Everton Family.
- We use data to identify potential areas of focus, enabling us to target our initiatives effectively. This ensures robust, data-driven approach to our work to close the gender pay gap, which is regularly monitored and evaluated.

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I confirm that our gender pay gap data has been calculated in accordance with the requirements of the Equality Act 2010 (Gender Pay Gap information) Regulations 2017.



*Denise Barrett-Baxendale*

**PROFESSOR DENISE BARRETT-BAXENDALE**

Director, Chief Executive Officer, MBE  
The Everton Football Club Company Ltd