

OFFICIAL KICK IT OUT REVIEW



OF THE 2017/18 SEASON

ANNUAL REPORT

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PREMIER LEAGUE

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2017/18



WORDS FROM THE CHAIR

I present this report on a very optimistic note as we give an account and assessment from Kick It Out's perspective of football's progress in pursuing equality, inclusion and cohesion.

The essential elements comprise an account of the performance of the organisation during the course of the last season. The credit for all the work and achievements go to Roisin Wood OBE, Kick It Out's Chief Executive, her staff and volunteers, who, as always, have been formidable contributors. Thanks are also extended to our Trustees who have painstakingly undertaken their roles and responsibilities to give oversight and guidance to our work and to be a link, wherever practical, between Kick It Out and the football authorities.

We rely heavily on the football authorities for our core funding but it is linked to accounting for specific projects and programmes to be delivered to the satisfaction of the funding bodies.

Our work is focused explicitly on challenging all forms of discrimination and exclusion in football and assisting the football authorities and clubs to achieve the goals of making football at all levels – and in all aspects – to become more diverse, inclusive and fair, as well as a force for social cohesion at community and grassroots level. Progress can be reported on most fronts. In particular, The Football Association has published and is implementing its Plan for Diversity, Inclusion and Equality, with enhanced opportunities for BAME and women coaches among the priorities. Similarly, The Premier League and The English Football League are addressing priorities in pursuit of equality, inclusion and cohesion with actions and projects to enhance the benefits for participants and followers of football.

In our 25th year now, we can reflect on how far football has progressed from the first challenges on this theme back in 1993. It has been a long tortuous process of gradual progression but the football industry is now on a faster track and the benefits for the game and wider society cannot be stressed enough.

My sincerest thanks to all who are making the game a more pleasurable and memorable experience for everyone.



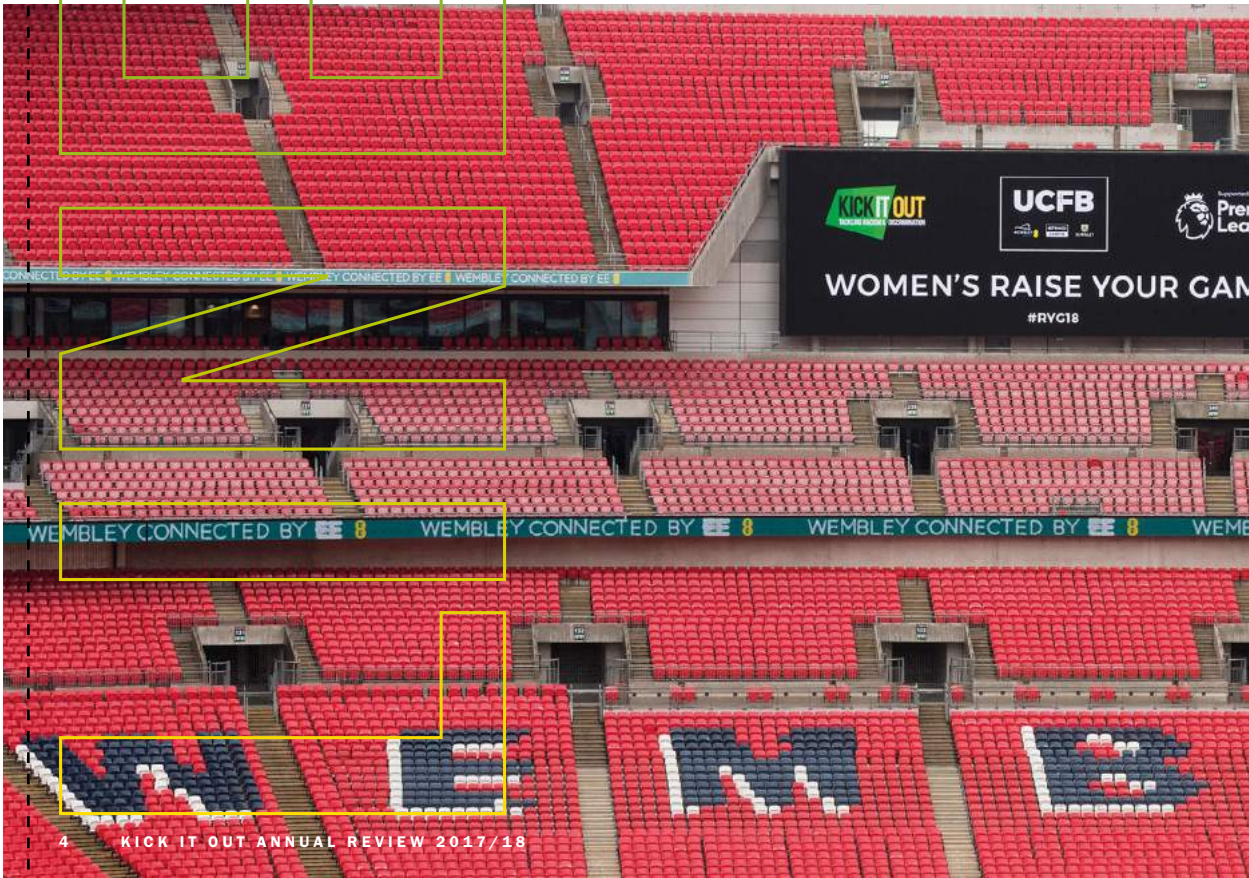
Lord Herman Ouseley



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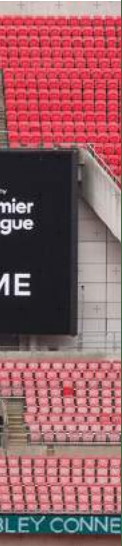
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MEET THE TRUSTEES

IFFY ONUORA

The Professional Footballers' Association

Iffy is a former professional footballer who made nearly 500 appearances for clubs across the English Football League before moving into football management.

The UEFA Pro License holder now works at the PFA as an Equalities Officer.

JAMES MACDOUGALL

The Football Association

James is Senior Public Affairs Manager at The Football Association, having previously worked as the head of policy at the Sport and Recreation Alliance.

KATHERINE ALLEN

The Premier League

Katherine is Head of Policy at the Premier League, having previously worked in government communications at the Home Office and 10 Downing Street.

LORD HERMAN OUSELEY

Chair of the Trustees

Lord Ouseley, one of the founders of Kick It Out, had led the charity for 25 years. A former head of the Commission for Racial Equality, he has been a member of the House of Lords since 2001.

UDO ONWERE

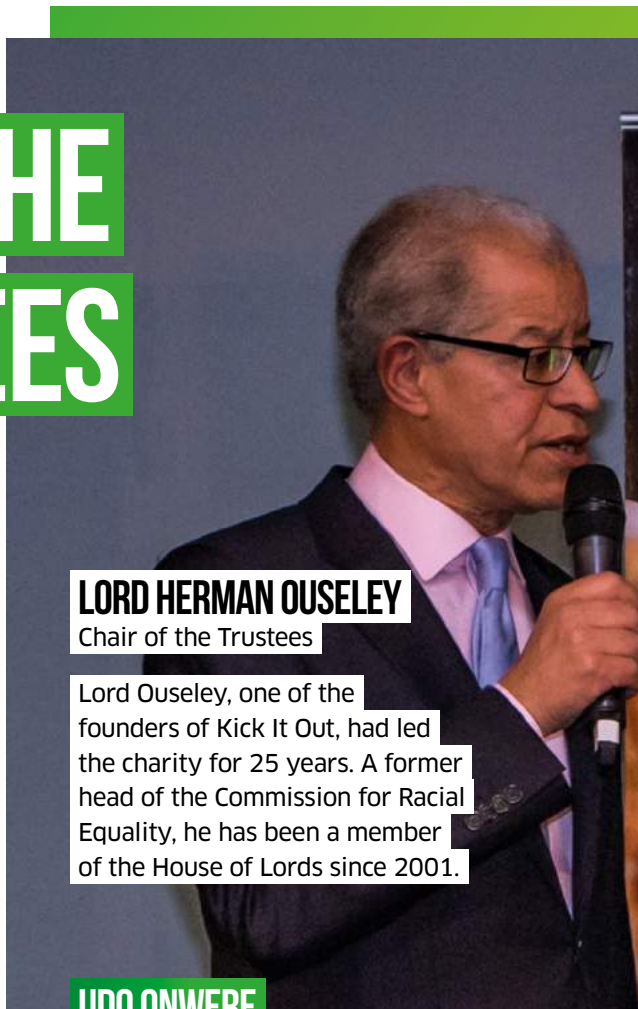
Independent

A former footballer with almost 200 English Football League appearances, Udo retired in 2000 and retrained as a lawyer, qualifying in 2008. Part of his role as an Associate involves advising high-profile players.

JOHN NAGLE

English Football League

John Nagle is Head of Policy at the EFL having previously been their Head of Communications.



KICK IT OUT

TACKLING RACISM & DISCRIMINATION

RIMLA AKHTAR MBE

Independent

Rimla is the chair of the Muslim Women's Sports Foundation and was the first ever Muslim and Asian woman on the FA Council.

GARTH CROOKS OBE

Independent

Garth is a former professional footballer who most notably played for Stoke City and Tottenham Hotspur during a 14-year career in which he scored over 200 goals. He became the first Black chairman of the Professional Footballers' Association in 1988 and was instrumental in the launch of Kick It Out.

WHO FUNDS

US?



Supported by

Premier League



EFL



FOR ALL





STORY

THE YEAR'S INITIATIVES

ASPIRE, OUR YOUNG AMBASSADOR GROUP, MET WITH FA CHAIRMAN GREG CLARKE, USING THEIR VOICE TO PROVIDE A VITAL YOUTH PERSPECTIVE ON EQUALITY ISSUES IN FOOTBALL.

In April, Kick It Out's National Raise Your Game conference was dedicated to Ugo Ehiogu, who passed away a few weeks earlier.

Our ambassadors had a busy season – Birmingham's Carl Jenkinson and Jason Lowe delivered an equality workshop and Jess Clarke marked her first year as an ambassador with a workshop in Liverpool among other events.

KICK IT OUT ALSO LAUNCHED A NEW GRASSROOTS ACTIVITY FUND, DESIGNED TO HELP PROMOTE INCLUSION IN THE AMATEUR GAME AND OFFERING FUNDS TO ANYONE RUNNING EVENTS OR INITIATIVES THAT CELEBRATE EQUALITY AND DIVERSITY IN THE GAME.

Kick It Out published a comprehensive report on the future of the game 'Football in pursuit of equality, inclusion and cohesion' – Lord Ouseley calls on the game's leaders to use the popularity of the sport to drive out prejudice.

We were vocal and active in raising awareness of potential fears for the safety of BAME and LGBT fans travelling to Russia for the World Cup.

Kick It Out supported Liverpool's Rhian Brewster as he bravely stood up to the racism he had encountered in Russia and while playing against a Spanish side. We also criticised UEFA's tame response.

**AS MAY ARRIVED, KICK IT OUT
STEPPED UP PREPARATIONS FOR THE
ORGANISATION'S 25-YEAR ANNIVERSARY
SEASON, WITH A LAUNCH EVENT
TAKING PLACE AT WEMBLEY – HOSTED
IN PARTNERSHIP WITH THE VOICE
NEWSPAPER, WHO ARE CELEBRATING
THEIR 35-YEAR ANNIVERSARY, AND THE
FOOTBALL ASSOCIATION.**

All 20 Premier League clubs collaborated with Kick It Out to produce a video aimed at tackling LGBT+ discrimination – the film featured Vincent Kompany, Eden Hazard and Andy Carroll.

Kick It Out made a number of statements criticising FIFA's insufficient fines for discrimination and failures to enforce the 'three-step protocol', which allows the referee to abandon the game following repeated discriminatory chanting from the crowd.

**WHILE THE WORLD CUP WAS A
SUCCESS AND SAW FEW INCIDENTS
OF RACISM OR HOMOPHOBIA, THERE
WAS A NOTABLE SURGE IN SEXIST
TREATMENT OF WOMEN AT
THE TOURNAMENT – BOTH
JOURNALISTS AND SUPPORTERS.**



WHAT THEY

SAID



Troy and the team at Kick It Out help to educate players and staff at Liverpool on the importance of recognising we all still have lessons to learn in football – and in life – to ensure we are inclusive and not discriminatory.”

JÜRGEN KLOPP
Liverpool Manager



I am grateful for all the support I have received from players, the management and everyone at Hemel since the incident took place back in January, and also from Kick It Out, who backed me throughout the case.”

SCOTT SHULTON
Footballer who suffered antisemitic abuse



The open and honest way that Troy and the team deliver the sessions, and the way they actively encourage verbal participation from the lads, brings the sessions to life and makes them real for the players to relate to.”

MATT CLARKE
Leicester City Head of Academy Education



From this session I have realised some of my own behaviour is unacceptable.”

ACADEMY PARENT



Kick It Out have provided Southampton FC Academy with thought-provoking sessions that have been enjoyed by all that have attended. The sessions are delivered at an age-relevant level and are kept to a timescale that suit.”

IAN HERDING

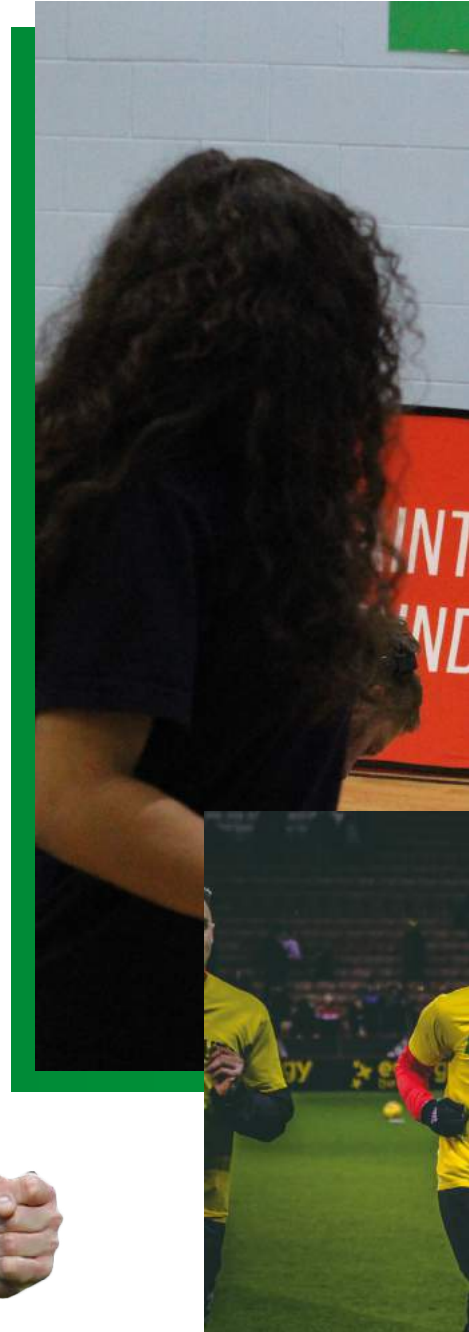
Southampton FC,
Performance Education and Life Care Officer



I’m thrilled to be invited to become a Kick It Out ambassador and look forward to working more closely with the organisation to help them continue the excellent work that they do.”

JOE JACOBSON

Kick It Out ambassador





EQUALITY INSPIRES IS AN ESTABLISHED AND SUCCESSFUL EDUCATIONAL INITIATIVE DELIVERING EQUALITY, DIVERSITY, INCLUSION AND LIFE SKILLS AWARENESS WORKSHOPS WITHIN THE PREMIER LEAGUE ACADEMY PROGRAMME.

EDUCATION

EQUALITY
INSPIRES





Sessions are delivered to young players from under 9's to under 23's, as well as club staff and parents and guardians. The education programme began with a pilot series during the 2014/2015 season and has since grown significantly.

We have now introduced new workshops including Ramadaan, radicalisation, and the 'WonderKID' short film to help with conversations on homophobia.

THE 2017/18 STATS:

49

The percentage increase in **Equality Inspires workshops** delivered from the 2016/17 season to 2017/18, underlining the increased demand from clubs to **educate players, staff and parents/guardians on equality and diversity.**

111

The number of **Equality Inspires workshops provided** during the 2017/18 season.

1200

Approximately the number of **academy players** who received **Equality Inspires training.**

18

The number of 2017/18 **Premier League Academy** clubs who took part in at least one session.

EDUCATION

NEW WORKSHOPS:

MUSIC

A key element of the workshops looks at the impact of different genres of music listened to within the changing room/gym environment. We hold in-depth discussions on the types of music which get a player motivated and prepared for a game that may display lyrics with a discriminatory tone.



Kick It Out have really challenged our thinking with the workshops they have hosted throughout the season and it is a real privilege for the club to work alongside them on such a regular basis.”

ALEX INGLETHORPE

Liverpool Academy Director

WONDERKID

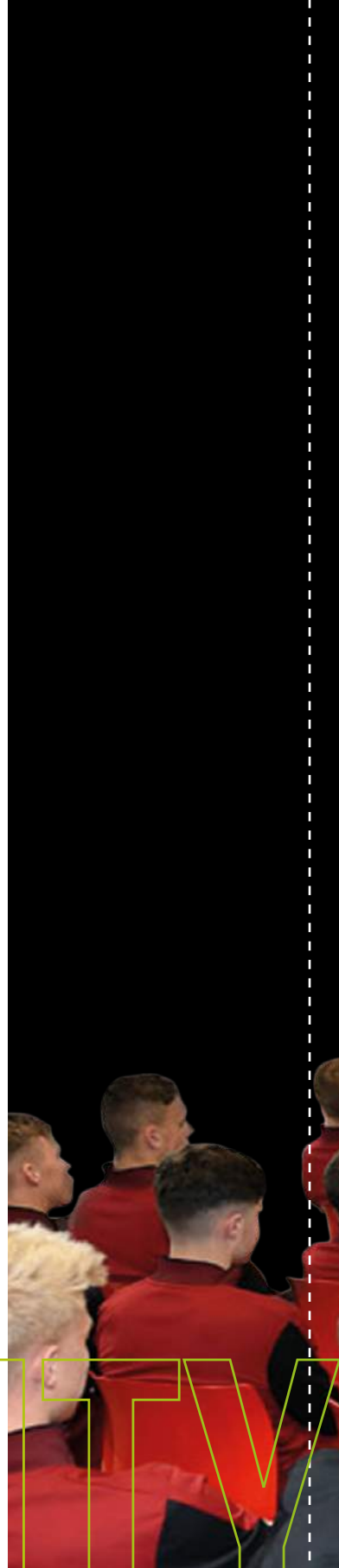
... is a short film by Director Rhys Chapman which tackles one of football's biggest issues – homophobia. The 29-minute film depicts the inner turmoil of a gay professional footballer dealing with the themes of isolation and exclusion.



A lot of people have been looking to make plays or productions about gay footballers, or footballers who were thinking about coming out, and this one more than any other really hit the nail on the head. It was sensitively handled.”

CHRIS GIBBONS

Education Consultant



RAMADAAN

These workshops are aimed at assisting clubs' understanding of Islam and how they can support players of faith. It details how clubs can best accommodate this religious practice for their Muslim players and staff, and explains the rulings, details and information surrounding prayers and fasting.

RADICALISATION

The challenge of protecting young people and our communities against extremism is vital to football clubs. The workshop raises awareness and provides education to support clubs against all forms of radicalisation.



Faith and football are two essential parts of who I am. The flexibility that I've been shown in this regard has been vital in my journey in football. Taking note of Ramadaan and all other faith events will help make football a game for everyone."

DR RIMLA AKHTAR MBE CA

Kick It Out trustee and Chair, Muslim Women Sports Foundation



INSPIRES

ACADEMY AWARENESS WEEKEND

Equality Inspires held its **third Academy Awareness Weekend** from 6 – 8 April, which saw 79 matches take place in support of the initiative. Over three days, more than 30 clubs from the Premier League Academy Programme dedicated fixtures to Kick It Out to recognise the work of the organisation and the Equality Inspires education programme.

Players and referees wore dual-branded Kick It Out and Premier league t-shirts during their warm-ups to help promote the joint project. Meanwhile, spectators were provided with an information flyer on the organisation and its activities.

“ In the changing room we’re all one team. We’re all here to help the team, you have to talk to each other and be comfortable with each other, and if there’s a problem be happy to speak out.”

JOSH GRANT

Chelsea Under-23s player

“ The content was relevant and appropriate, especially the conversations around the choice of music associated with gang culture the non-acceptability of the ‘N’ word. Kick It Out staff were also credible and knowledgeable.”

BARRY DAWSON

Middlesbrough





PLAYERS AND MATCH OFFICIALS WORE DUAL BRANDED KICK IT OUT AND PREMIER LEAGUE T-SHIRTS DURING THE WARM-UP TO HELP PROMOTE THE JOINT PROJECT.

PROFESSIONAL

GAME

Kick It Out is committed to supporting professional clubs with their equality work, both internally as an employer and externally as a service provider and pillar within the community. The organisation's Professional Clubs Regional Officers, Lucy Oliver and Sarah Train, both assist Premier League and EFL clubs to deliver inclusive practices through the Premier League Equality Standard and EFL Code of Practice respectively.

44 *I've had great feedback from the sessions; you were great as the presenter, really engaging and they really liked the practical examples, it made it more real for them and working through the examples helped make everything more tangible."*

LEICESTER CITY FC



www.kickitout.com
@kickitout



Thanks for your help and guidance in helping us achieve the Advanced Level #teamworkmakesthedreamwork”

MANCHESTER CITY FC

The organisation supported clubs with



159 support visits
(compared to 83 in 2016/17 according to Fans Fund report)

Throughout the 2017/18 season the attendance at dedicated Kick It Out fixtures across the Premier League and EFL amassed to



1,537,596

with 90/92 clubs involved in match day activities



“Thank you so much for yesterday, we all found it very

informative and interesting. With your permission, I would very much like to take you up on your offer of supporting us with training and guidance.”

EVERTON FC



ASPIRE

Aspire is Kick It Out's youth advisory board. They help the organisation understand the issues affecting young people in the areas of equality and diversity, and how best to address them.

In 2017/18 there were eight members from five different cities across the country. Four meetings were held to update them on our work and allow them to make any recommendations.



E-LEARNING

100 students successfully completed our online Equality and Diversity in Football Award course in the 2017/18 season. Our partners are Solent University.



GAME CHANGERS

Game Changers is a Kick It Out initiative funded by the UEFA foundation for children and Kick It Out that which aims to identify and create the future leaders of football.

During 2017/18 there were 12 Game Changers from six different counties in England. Together they attended four seminars to aid their personal and professional development.



REPORTING

STATS

OVERALL

reports rose by 11% from 2016/17 to 2017/18 (469 to 520)

10%

Professional Game reports have risen by 10% (194 to 214) with cases rising in the Premier League by 1% and the EFL by 30%

The most common form of discrimination reported was

RACISM

(53% of cases), which is an increase on last year by 22%



GRASSROOTS

reports rose by 35% across the same period (78 to 105), with racism (71%) and disability (33%) being the most common forms of discrimination reported

Social media reports increased by

2%

from 197 to 201, with discrimination reporting falling for homophobia, faith and gender, but rising in racism and disability

The most popular method of reporting is

SOCIAL MEDIA

(48%) with the website rising to 21% (an 88% increase in usage on 2016/17). App usage fell by 7%



GRASSROOTS



THE 2017/18 SEASON SAW KICK IT OUT FORM AN OFFICIAL GRASSROOTS DEPARTMENT WITH THE RECRUITMENT OF A GRASSROOTS MANAGER IN TAJEAN HUTTON AND NORTHERN GRASSROOTS OFFICER IN ARRAN WILLIAMS AT THE BEGINNING OF THE 2018/19 SEASON



“The Kick It Out Grassroots Department will be vital in assuring the charity’s presence in the grassroots sector. We will take immediate action to assure all grassroots facilitators and participants have a consistent and effective means of support with the aim of elevating the industry as a whole.”

TAJJEAN HUTTON



The launch of the Kick It Out Grassroots Activity Fund funded at least

10 grassroots initiatives

promoting equality and inclusion nationwide.

Kick It Out helped support the Disability Sports Day Festival in Tower Hamlets, thanks to support through the organisation’s Grassroots Activity Fund. The May event provided a day of sporting activity for disabled children and adults from across the borough – 150 people took part.



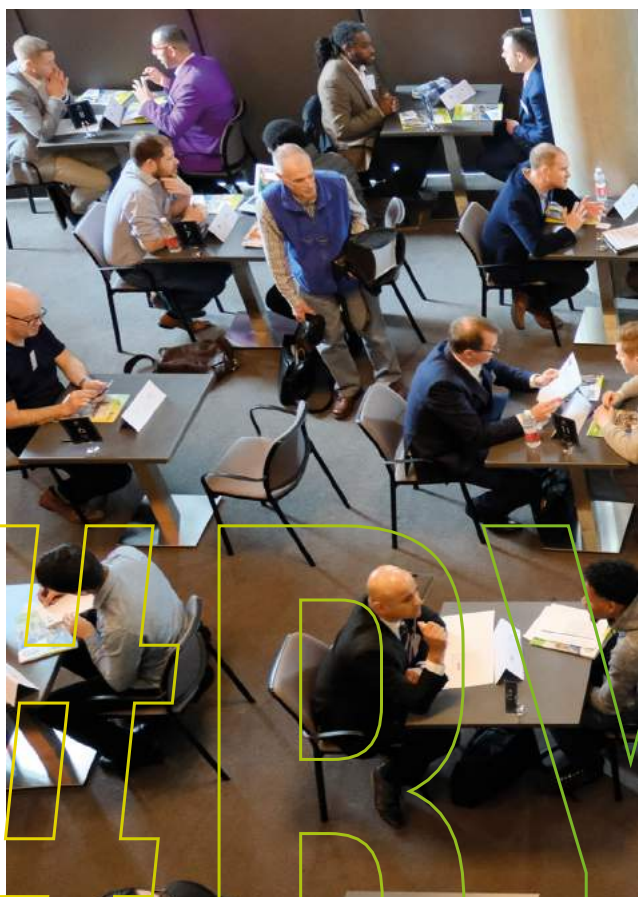


RAISE YOUR GAME

RAISE YOUR GAME HAS CONTINUED TO GROW IN STRENGTH IN 2018, CREATING NEW WORKING PARTNERSHIPS AND ADDING TO ITS SERIES OF EVENTS.

In February 2018, we hosted our first 'Raise Your Game Debate'. After a powerful introduction from ITV's **Clive Tyldesley**, the event looked into solutions to a lack of Black managers. A packed room, full of coaches from the professional, academy and grassroots game who were predominantly from a Black and ethnic minority background, gained valuable insights from a panel consisting of Bill Bush and Simone Lewis from the Premier League, John Nagle from The EFL, Jason Lee of the PFA and Kick It Out's CEO Roisin Wood.

A coaches' panel followed with Paul Nevin (Brighton and Hove Albion FC, first team coach), Kevin Betsy (England U15s Head Coach) and Amirah Rahman (Grassroots coach) taking part.



March saw Kick It Out host its first Women's RYG Conference in partnership with UCFB at Wembley stadium. Inspirational women working in football provided career advice and specialist support to those in attendance. The event also launched the Next 25 partnership between UCFB and Kick It Out.

The annual RYG Conference saw a record number of attendees – 145 mentors, mentees and guests Bianca Westwood (Sky Sports) and Samantha Johnson (TRT World) presented the event.

An excellent opening panel focused on work transition, as Henry Winter (The Times), Ex Arsenal Women and England Internationals Rachel Yankey and Alex Scott, plus Michael Johnson (Derby County ambassador) gave the audience an insight into the transition from playing professionally to their current roles, as well as the changing face of the media industry.

The day featured one-to-one mentoring sessions and workshops focusing on media, coaching, preparing CVs and personal development.

Ex-professional footballer and boxer Leon McKenzie spoke about his professional career journey and the challenges of his personal mental health. Ryan Conway, a first-time attendee who travelled all the way from Leeds was interviewed on stage about his experiences to close the event.



FANS FOR DIVERSITY

RECRUITMENT

for the Fans For Diversity Group began this season

4 successful Fans for Diversity forums held at Crystal Palace, Port Vale, Bristol Rovers and Watford

1 new staff member with a remit to work in non-league

MORE

than 30 events held in 2017/18

15

new supporters' groups established

WORKED

with 6 clubs to educate supporters on equality and diversity





CONGRATULATIONS

to Blues 4 All of Birmingham City, who won this year's Fans for Diversity Award!

MEDIA



2016/17 season



2017/18 season

Twitter followers

58,726

68,011

Facebook followers

10,208

10,804

Instagram followers

2,853

4,639

Total followers

71,787

83,454



More than

308,000

website views



84%

of website visitors
were new visitors

FINANCIAL REPORT

INCOME ANALYSIS 2017/18

Core funding	£648,948	(74%)
Restricted funding	£40,000	(5%)
Trading & other income	£179,797	(21%)

TOTAL INCOME

Income relating to voluntary income	£688,948	(79%)
Income from charitable activities	£179,797	(21%)
	£868,745	(100%)



EXPENDITURE ANALYSIS 2017/18

Professional football	£277,858	(33%)
Grassroots football	£28,518	(3%)
Raise Your Game	£62,335	(7%)
Season of Action	£53,730	(6%)
FL Life Skills	£14,339	(2%)
PL Equality Inspires	£103,634	(13%)
Fans programme	£34,954	(4%)
Education programme	£109,376	(14%)
Confidential reporting	£63,159	(7%)
Professional players	£94,150	(11%)
Trading cost	£2,116	(0%)

TOTAL EXPENDITURE **£844,169** **(100%)**





ROISIN WOOD OBE
Kick It Out CEO

ROISIN RECAPS

It's been yet another busy year full of challenges and developments – and I am proud of the way our team has dealt with the tests our work brings.

Proud, but never complacent.

As we approach our twenty-fifth season of fighting all forms of discrimination in football, we can help to bring the game together, take time to mark our achievements and – most importantly – concentrate on the battles we still have to win.

This year has seen Kick It Out develop and nurture the partnerships that are so vital to our work.

We worked with the Home Office and True Vision – the Police's online hate crime reporting service – to release a series of resources that raise awareness of homophobic, biphobic and transphobic (HBT) discrimination within football stadia. We produced a ground-breaking video which featured players from every Premier League club condemning that abuse and urging the fans that support them every week to do the same.

“TWENTY-FIFTH SEASON OF FIGHTING ALL FORMS OF DISCRIMINATION IN FOOTBALL”

I am especially proud of our new National Grassroots Activity Fund, designed to help promote inclusion in the amateur game and offering funds to anyone running events that celebrate equality and diversity in football.

Our Chair, Lord Ouseley, produced a major and hard-hitting report at the end of the year looking at how football can reduce the no-go areas for some members of under represented communities. As with much of our work, we are keen to praise the significant progress that has been made, while not being shy to acknowledge what is still to be done.

This can be seen by the latest reporting statistics – there are more incidents of hatred reported and the online world is a particularly fertile area for the nastier elements of our society.

There's another partnership I'd like to mention as we mark our anniversary – The Voice newspaper marks its

thirty-fifth birthday this year. We continue to work closely with the paper and its readers on content and initiatives which highlight great work while also campaigning against abuse and discrimination.

It was quite a year and the next promises to be busier still.

We can't do it without your support so once again, from all of us, thank you.



THE 2018/19 WILL BE DEDICATED TO RECOGNISING KICK IT OUT'S 25TH ANNIVERSARY THROUGH A SERIES OF EVENTS AND ACTIVITIES:

21 MAY 2018 – Wembley reception launching 25-year anniversary events

12 AUGUST 2018 – Official 25-year anniversary date of Kick It Out

23 AUGUST 2018 – Kick It Out Live

11 SEPTEMBER 2018 – England v Switzerland dedicated Kick It Out international

24 OCTOBER 2018 – Next25 scholarship launch event at Etihad Stadium

28 FEBRUARY 2019 – Fundraising dinner

TBC – Raise Your Game series

WEEK OF ACTION – 29th & 30th March to 6th & 7th April 2019

These events aim to showcase:

- The positive progress that has been made in the previous 25 years of campaigning for equality in football.
- The priority areas to be tackled in the foreseeable future.
- The opportunity to bring all levels of football together in the fight against discrimination and the need for football itself to take ownership of its journey towards a more equal future.

All of this activity will be trackable using the Twitter hashtag

#KICKITOUT25

Kick It Out is a registered charity (number 1104056).

The organisation undertakes a wide range of work throughout the football, educational and community sectors as it looks to tackle all forms of discrimination.

If you would like to make a financial contribution to help support Kick It Out with this activity, please do so by going to www.kickitout.org



Premier League



SPONSORED BY

KICK IT OUT

25 YEARS OF CAMPAIGNING FOR EQUALITY IN FOOTBALL

Kick It Out

20 Market Road
London
N7 9PW

Telephone 020 3967 8989

Email info@kickitout.org

Visit www.kickitout.org

@kickitout

facebook.com/kickitoutofficial