

**LET'S  
KICK RACISM  
OUT OF  
FOOTBALL**

Annual Review  
2011-12

[www.kickitout.org](http://www.kickitout.org)

**Campaigning for  
a better game**





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“

KICK IT OUT WORKS WITH COMMUNITY ORGANISATIONS AND PEOPLE FROM ALL BACKGROUNDS TO HELP INSPIRE, EDUCATE AND GIVE OPPORTUNITIES TO THE YOUNG AND OLD.”

Jason Euell, Charlton Athletic FC



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## WELCOME TO KICK IT OUT'S ANNUAL REPORT FOR THE 2011-12 SEASON, A CAMPAIGN WHICH CONTAINED MORE THAN ITS FAIR SHARE OF TALKING POINTS.

The belief, held by some in positions of power and resource, that racism in football was no longer a concern to justify ongoing campaigning and educational work, was abruptly exposed, ironically, during Kick It Out's *One Game, One Community* weeks of action. Two incidents in the space of a week with elements comprising of racism, sexism, misogyny and homophobia, set the tone for an intense period of activity and scrutiny for Kick It Out which still exists today.

In light of all of this, there is no basis to suggest that the game is riddled with prejudice, hatred, bigotry and exclusion. The majority of players, officials and fans conduct themselves with dignity and respect for others. Considerable investment by the authorities, leagues, clubs, fan groups and the Professional Footballers' Association (PFA) to educate players, officials and fans have contributed

to a measurable year-on-year improvement in combatting discriminatory abusive conduct.

There is still much to do. That is an undeniable fact. However, there has been a demonstrable positive response by The Football Association (FA) and the Police in taking decisive action, wherever necessary, against perpetrators in addition to the many awareness-raising education programmes. Those actions, coupled with strong anti-discrimination leadership among many in powerful positions in the game have generated confidence that football can face up successfully to the ongoing challenges of making the sport genuinely free from inequality, abuse, harassment and exclusion.

In this, the 19th year of Kick It Out's existence, we take satisfaction in being able to make a positive

contribution, working with partners across the entirety of the game, to make the participation in football as a player or spectator, an enjoyable experience.

On behalf of our Trustees, I express warm appreciation and much thanks to our core sponsors, partner organisations, supporters, ambassadors, staff, volunteers, advisors, clubs fans and players for their commitment to help football's image and with its contributions to the creation of a fair and equal society with enhanced community cohesion.

**Lord Herman Ouseley**  
Chair, Kick It Out





MUCH OF KICK IT OUT'S IMPACT IN THIS AREA IS BEHIND THE SCENES, ENGAGING WITH ADMINISTRATORS, COMMUNITY AND PRESS OFFICE STAFF AT ALL 92 CLUBS REGULARLY TO ENSURE THE CLUB'S APPEAL IS FELT AS WIDELY AS POSSIBLE. MUCH OF THIS COMES UNDER THE UMBRELLA OF THE EQUALITY STANDARD.

The 2011-12 season saw two professional football clubs achieve the highest level of Kick It Out's Equality Standard, when Advanced level awards were made to Arsenal in November and to Aston Villa in March.

The West Midlands' club boasts a city-wide inclusion project, 'Villa in Harmony', as well as close links with the Acorns Children's Hospice Trust.

Aston Villa chief executive Paul Faulkner said: "We are very proud to have achieved this, especially given everything it stands for and how this relates to our core values as a club. Most people will be very aware of the close and long-standing relationship we have with Acorns but we also have a very real commitment to equality and diversity in what is a very ethnically and culturally diverse community."

The evidence provided by both Premier League clubs demonstrated a whole-club-approach to equality and inclusion across all aspects of its operation, as both an employer and a service provider. Arsenal chief executive Ivan Gazidis said: "This is a great achievement for Arsenal and is something of which the supporters and staff can all be very proud of. However, we fully recognise there is a lot to be done to eradicate all forms of discrimination in football and beyond.

"We celebrate receiving this award and will use it as a platform to continue the good work and engage more people and organisations who can help us contribute to the equality and diversity agenda and reach more people from all walks of life."

Evidence gathering became easier for clubs as Kick It Out launched an online

tool aimed to assist clubs with the evidence gathering process required for Equality Standard submissions. The tool, supported by the Premier League, forms part of the club's extranet system and features guidance notes and materials to assist clubs with their submissions.

In December, the organisation linked up with the Football Supporters' Federation (FSF), conducting a survey aimed at unearthing fans' perceptions of Kick It Out. The move came after the *One Game, One Community* weeks of action was blighted by two incidents of alleged abuse involving Chelsea's John Terry and Liverpool's Luis Suarez, with many questioning what exactly



THE SEASON ALSO SAW WINS FOR ROTHERHAM UNITED, WOLVERHAMPTON WANDERERS AND QUEENS PARK RANGERS, ALL RECEIVING THE PRELIMINARY LEVEL OF THE ACCOLADE, PROVING THE APPETITE TO ATTAIN THE STANDARD THROUGHOUT THE PROFESSIONAL LEAGUES.





“

WE NEED TO ACT QUICKLY TO MAKE SURE RACISM DOES NOT CREEP BACK IN. IF EVERYONE IN FOOTBALL PLAYS THEIR ROLE, THEN WE CAN EASILY CRUSH AND DEAL WITH THIS PROBLEM.”

**PM David Cameron**

was being done to kick racism out of football. It revealed 92.7% of fans understand the aims and objectives of Kick It Out with 79.5% agreeing that the campaign has made a difference to tackling discrimination and improving equality in football.

The survey also found that 71% of supporters believe that discrimination in football is still a serious and widespread issue, yet the Kick It Out brand is recognised by 95.8% of football fans.

Raj Chandarana, who leads the FSF’s work on diversity, commented: “This survey highlights the importance of the work that Kick It Out does in campaigning to eradicate discrimination in football at all levels.

“The FSF, as the leading voice of fans in all tiers of football, is committed to working closely with Kick It Out to ensure that fans play their part in ensuring that our national game can be enjoyed by everyone.”

February signalled the start of a partnership between Kick It Out and the north-east based education group Show Racism the Red Card. The shared remit of both groups suggested closer collaboration could prove helpful in the ongoing fight to keep discrimination away from the game. To that end, the ‘Working Together for Equality’ conference held at Aston Villa’s Villa Park stadium was attended by the majority of professional clubs, from the Premier League, the Championship, League One and League Two, who debated a range of issues related to equality and inclusion, and how both organisations can work in tandem to help achieve goals around diversity.

Notts County’s community liaison officer and club nutritionist Matt Lawson was one delegate who found the workshops

“

THERE HAVE BEEN GREAT STRIDES MADE BY BOTH CHARITIES OVER THE YEARS. THIS HAS ALLOWED US TO GET INTO THE POSITION WHERE WE CAN NOW OPENLY DISCUSS RACISM. THE MAJORITY OF PEOPLE TAKE ON BOARD WHAT WE’RE SAYING, AND THE GOOD TURNOUT WE’VE HAD AT THIS EVENT IS AN ENCOURAGING SIGN FOR THE FUTURE.” **Luther Blissett**

beneficial: “It’s really important to talk about the different issues surrounding diversity with other clubs. It’s all about partnerships. We’ve been able to have some frank and open discussions, and it’s allowed us to look into how we can work together to convey a single, strong message.”

Kick It Out attended and contributed to the anti-racism summit called by PM David Cameron at No.10 Downing Street which was attended by governing bodies and players past and present, as well as the DCMS Select Committee on the same topic in February and March respectively.



# MENTORING AND LEADERSHIP PROJECT

KICK IT OUT'S MENTORING AND LEADERSHIP PROJECT ENTERED ITS SECOND FULL YEAR IN JULY 2011.



Funded and supported by the Equality and Human Rights Commission (EHRC), the Project runs nationwide on a pan-regional basis, and aims to identify and nurture talented individuals who would like to work in the football industry.

After initially taking charge of the Project from its inception in 2010, former England international Earl Barrett stepped down from the post to take up a full-time coaching role at Stoke City. Troy Townsend, who has a wealth of managerial experience at non-league level, replaced Earl in May.

2012 kicked off with a series of four training days, two in London City Hall, and one each at the Osmani Trust and London Metropolitan University. These were in partnership with the Active Communities Network (ACN), an organisation with access to free training, and expertise in delivery.

Further events were held in March at Nottingham Trent University and Aston Villa FC's Villa Park stadium respectively with the second annual 'Leading the Way' conference taking place in London during the same month where over 100 participants from across the country descended on TUC Congress House to discuss

potential pathways into the football industry with key representatives from various fields within the game.

Keynote speakers included Heather Rabbatts CBE, the first woman to sit on The FA board, who delivered an inspiring speech specifically covering the topics of women and minorities working in football, and Joyce Cook OBE, chair of Level Playing Field, who spoke about diversity in football and the progress being made to provide equality of opportunity for all participants.

There were a series of workshops, exhibitions and one-to-one mentoring sessions running throughout the day, with figureheads such as Charlton Athletic midfielder Jason Euell, the PFA's Paul Davis, Andy Evans, CEO of Queens Park Rangers Community Trust, Cathy Long, the Premier League's Head of Supporter Services, and Aisha Hughton from Sky Sports News, all passing on advice.

“ WHEN YOU THINK WHAT YOU'RE DOING DOESN'T MATTER, THINK AGAIN. SOMEBODY IS WATCHING YOU AND WHAT YOU DO, AND APPRECIATING WHAT YOU DO. YOU NEVER KNOW WHEN YOUR ABILITIES MIGHT JUST COME INTO FOCUS. SO DON'T GIVE UP, KEEP DOING WHAT YOU'RE DOING.”

**Garth Crooks**

Pioneers





“IT’S NOW MY JOB TO LEAD THE PROJECT INTO THE NEXT PHASE WHICH MEANS WORKING WITH OUR FUNDERS, PARTNERS AND STAKEHOLDERS TO REWARD THE COMMITMENT SHOWN BY MENTEES BY SEEKING OUT PLACEMENTS AND JOB OPPORTUNITIES IN THE GAME.”

**Troy Townsend, Mentoring and Leadership Project Manager**

To elevate the event, a select group of exhibitors, identified as fledgling businesses in the game, were invited to promote their own services to a captive audience. These included Commentary Box, an online resource tool for coaches and players and parents, kits4causes, a group collecting football kits to donate to charities all over the world, and Total Football Performance, which provides elite player training camps across Europe.

The project has now linked up with the Black and Asian Coaches Association (BACA) to offer regional seminars that will not only incorporate mentoring, but also offer continuing professional development (CPD) for coaches in Emergency First Aid and Safeguarding Children.

**LET'S KICK OUT OF FOOTBALL RACISM**

**Want to work in the football industry?**

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Tuesday 27 March 9am  
For more info and to register  
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Rachel Yankey and many other leading figures in football

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PREMIER LEAGUE





## PROFESSIONAL FOOTBALLERS AND MANAGERS PLAY A CRUCIAL ROLE IN RAISING AWARENESS OF KEY CULTURAL AND SOCIAL ISSUES IN AND AROUND FOOTBALL.

The 2011-12 season proved a particularly industrious one with players and managers across all four divisions promoting the game as a welcoming and inclusive environment.

Player and manager activity is expectedly high during the *One Game, One Community* weeks of action, yet this belies the support lent to the campaign all-year round. With the help of the PFA and the League Managers Association (LMA), leading figures attend coaching masterclasses, educational workshops, prison forums, award ceremonies and panel discussions.

The messages players and managers convey have a very real and usually instant impact, particularly in school and community settings. Being given the opportunity to meet campaign ambassadors is often a unique experience for youngsters and an informative and enlightening one for older groups hoping to glean information and advice.

Everton captain Phil Neville and Emile Heskey both visited primary schools on behalf of the campaign, and Tottenham Hotspur man Tom Huddlestone spoke to pupils from Earlham Primary School in

Wood Green, London, via a live video link to mark Holocaust Memorial Day.

“I don’t agree with bullying,” commented Huddlestone. “It’s something that needs stamping out. If you’re on the receiving end of it, tell your parents or your teacher. Don’t keep it to yourself. Be confident in speaking out. Get to know people; don’t base it on their skin colour, race or religion.”

Liverpool legend Alan Kennedy spent time at a special disability workshop hosted by his old club’s Equality 4 All project, and former Watford striker Luther Blissett, alongside Dagenham and Redbridge’s Kevin Maher, Rob Edmans and Abu Ogogo, took part in a question and answer session with east London schoolchildren at the Ford Centre for Engineering and Manufacturing Excellence (CEME) plant in Dagenham, as part of the launch for the weeks of action.

Ambassadors back the campaign in a number of different settings. Former Bradford City midfielder Jamie Lawrence and Paul Canoville, the first black player to ply his trade professionally for Chelsea in the early 80’s, met Highpoint Prison inmates for an interactive forum, entitled ‘Movin’ On Up’, aiming to contribute to the rehabilitation process of prisoners.

With the lack of ethnic minority presence in coaching and management positions continuing to cause much debate, Chris Hughton, then of Birmingham City, carried out a training session on behalf of BACA at Villa Park, encouraging up-and-coming coaches to pursue opportunities in the game.

“

EVERTON DO SOME GREAT WORK IN THE COMMUNITY, RAISING AWARENESS OF ISSUES LIKE RACISM AND ALSO WORKING WITH KIDS – THE CLUB HAS MY FULL SUPPORT AS EVERYONE KNOWS, BUT EVEN MORE SO WITH THE WORK THEY DO WITH KICK IT OUT.”

**Tony Bellew,  
Commonwealth  
light heavyweight  
champion**





A number of other managers have supported different initiatives led by the campaign, with Gordon Strachan joining Earl Barrett to promote the 'Dream Manager' project in Rugby, George Burley acting as a mentor at the second 'Leading the Way' conference, and Phil Brown heading up the 'One Game Bolton' community forum alongside Bolton Wanderers midfielder Stuart Holden.

Over the last 12 months, leading names in the Premier League and Football League have backed the campaign's work. With the issue of discrimination in football still to be addressed completely, player and manager support like this is integral in making the game a fairer place for everyone involved.

In addition, professional boxers Carl Frampton, Carl Froch, Kell Brook and Tony Bellew have all acted as Kick It Out ambassadors over the course of the last year, whilst former world featherweight champion Barry McGuigan supported the campaign's 'A Focus on Faith' forum in Birmingham by giving attendees an insight into how boxing and football can be used as 'tools' to raise awareness of issues concerning religion, race and ethnicity.

"My background as a Catholic who married a Protestant was a symbol that communities could integrate and live side-by-side," said Clones-born McGuigan. "This event is all about taking that message of inclusion into boxing and football. We're lucky in that boxing doesn't have issues around racism - it's a sport that's inclusive and diverse. We're showing solidarity to the Kick It Out campaign in what has been a testing time for both our sports."

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SUPPORT COMES FROM OUTSIDE THE FOOTBALL WORLD. HAVING FORMED CLOSE TIES WITH THE BARRY MCGUIGAN BOXING ACADEMY AND MATCHROOM SPORT, THE CAMPAIGN WORKS ALONGSIDE A NUMBER OF HIGH-PROFILE BOXERS.

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“

FOR US AT THE SENIOR LEVEL, IT'S OUR DUTY TO ENCOURAGE BLACK AND ETHNIC MINORITY COACHES TO SEE IT AS A CAREER PATH. IN ORDER TO BE FAST TRACKED THOUGH, YOU'VE GOT TO BE INVOLVED. IT DOESN'T HAVE TO BE SENIOR PLAYERS THAT YOU ARE COACHING BUT YOU NEED TO BE ON THE TRAINING PITCHES.”

**Chris Hughton**







THIS SEASON'S *ONE GAME, ONE COMMUNITY* WEEKS OF ACTION DREW TO A CLOSE ON OCTOBER 31, AFTER 18 DAYS OF ACTIVITY AT PROFESSIONAL AND GRASSROOTS LEVEL DEMONSTRATING THE GAME'S COLLECTIVE STANCE AGAINST DISCRIMINATION.

The contribution to the initiative made by partners at governing body level, community groups, players and supporters served as a timely reminder that football in England and Wales remains a powerful tool in overcoming prejudice.

Launched on October 13 at Ford's Centre for Engineering and Manufacturing Excellence (CEME) motor plant in Dagenham, the weeks of action kicked off with local youngsters meeting stars from the worlds of football

and entertainment, including Hollywood actor Winston Ellis, Luther Blissett, and former Chelsea star Paul Elliott.

Paul commented: "These types of days are absolutely critical in reinforcing positive messages to youngsters, and is an excellent celebration of the work being done by Kick It Out. The campaign has been the catalyst in enforcing change, but there is no room for complacency, and we must continue to focus on the new and ongoing challenges facing us."

The following three weeks saw television coverage from the BBC, Sky Sports and ESPN showcasing players across the Premier League and Football League warming up in black and yellow *One Game, One Community* t-shirts, managers and club officials wearing the campaign's stickers and badges, and community groups displaying banners on the pitches of their local professional clubs.

Standout pre-match activity took place at a number of nominated weeks of action games including Arsenal's





meeting with Sunderland at the Emirates Stadium, Wolverhampton Wanderers' home tie against Swansea City, Bristol Rovers' contest with Dagenham and Redbridge, the match between Burnley and Blackpool at Turf Moor, and Stoke City's televised clash versus Newcastle United.

Sunderland defender Wes Brown, who was representing his club as their *One Game, One Community* weeks of action ambassador this season, said: "The campaign is very important and has continued to get bigger and bigger. Football unites lots of communities, whether it's in the Premier League, on the street or in the park. It's great to see the involvement of more people from a wider range of communities and backgrounds, and the difference the initiative is making by bringing individuals together."

At the game's grassroots, weeks of action highlights included the Gay Football Supporters' Network (GFSN) signing the Government 'Charter for Action' at the annual London Titans anti-homophobia awareness football competition in Clapham, England women's manager Hope Powell visiting a national Futsal tournament hosted by the Muslim Women's Sport Foundation (MWSF) at Birmingham Futsal Centre, and a 'Focus on Faith' event at the Jewish Museum in Camden.

Other notable events were held by the Liverpool Homeless League, which promoted the Kick It Out message on its opening matchday of the new season, the University of Hull, where an international football tournament took place, and Barnado's, which hosted a five-a-side football festival alongside ContinU Trust, West Mercia Police and Redditch YMCA at Habberley Playing Fields in Kidderminster.

Kick It Out Chair, Lord Herman Ouseley, concluded: "The work Kick It Out does with groups and individuals, including players and fans at professional and community level, will continue in stamping out discrimination and unacceptable behaviour in all its forms. If we can encourage people to be operating in a way that they won't accept abuse, in whatever form it takes, then we're on the right track."





“THE MEDIA AND PRESS OFFICE FUNCTION AT KICK IT OUT, DESPITE BEING CRITICALLY UNDER RESOURCED, IS FIRST RATE. ALWAYS ON CALL, ALWAYS RESPONSIVE AND ALWAYS SPOT ON IN TERMS OF TRENDS, HAPPENINGS AND THE GENERAL ‘INSIDE TRACK’ ON ALL MATTERS RELATING TO ANTI-DISCRIMINATION IN THE GAME. IT IS WITHOUT DOUBT MY FIRST PORT OF CALL WHEN COVERING THIS AREA.

“THEY COMMAND A HUGE DEGREE OF RESPECT FROM MY PEERS. THIS WAS REAFFIRMED LAST SEASON WHERE TWO HIGH-PROFILE INCIDENTS RESULTED IN THE CAMPAIGN BEING UNDER A MEDIA SIEGE.

“THE SUBSEQUENT COVERAGE WAS CONTROLLED, INTELLIGENT AND INSIGHTFUL AND ALLOWED A CLEARER PICTURE OF THE ROLE OF KICK IT OUT TO BE EXPLAINED AND CLARIFIED TO THE GENERAL PUBLIC, FOOTBALL AND NON-FOOTBALL FANS ALIKE, AMONGST THE HYPERBOLE AND HEADLINES.”

**George Caulkin, The Times**



**Media, and now social media in particular, is ubiquitous. Twitter and Facebook activity have never been higher, reaching a new peak over the last year. The sites act as a unique space for players and supporters to engage with each other, discussing and debating the latest talking points.**

both on a daily basis. Helping to raise Kick It Out’s profile amongst football fans across the world, the sites act as key resources when it comes to connecting with professional sportsmen and women, written press and broadcast journalists, and grassroots and community organisations.

For all of the positives brought by social networking platforms, certain issues have been thrown up and the game’s governing bodies have been assertive when it comes to misuse.

Twitter and Facebook are particularly helpful when it comes to releasing statements, publicising events, highlighting relevant news stories and delivering exclusive content, and has helped to generate a large amount of coverage throughout the course of the last 12 months. The platforms play a key role in driving coverage towards [www.kickitout.org](http://www.kickitout.org), and this has led to an increase in website hits – which now stands at over 1,500 visitors per day.

At the time of writing, Kick It Out has over 15,000 Twitter followers and 2,000 Facebook friends, with the campaign’s media and communications team updating







“WHENEVER I’VE DEALT WITH KICK IT OUT, I’VE ALWAYS FOUND THEM TO BE HONEST, HELPFUL, FAIR AND APPROACHABLE. THE ORGANISATION IS WELL-RESPECTED THROUGHOUT THE MEDIA, AND KNOWN FOR ITS INTEGRITY AND EXPERTISE WHEN GETTING ITS MESSAGE ACROSS, AND RAISING IMPORTANT ISSUES. MUCH OF THAT IS DUE TO THE SOUND RELATIONSHIPS THEY’VE BUILT UP WITH JOURNALISTS IN RECENT YEARS.”

**Dan Roan, BBC Sports News Correspondent**

**WEEKS OF ACTION**

Players and clubs showed their support for Kick It Out via Twitter during the 18-day period. Ambassadors such as Stuart Holden, Tom Huddlestone, Jem Karacan, Adlene Guedioura and Leon Legge promoted feature articles running on [www.kickitout.org](http://www.kickitout.org), and a large amount of Premier League and Football League clubs advertised their selected weeks of action games.

**GRASS ROOTS FOOTBALL SHOW**

In the build-up to this year’s Grass Roots Football Show, Kick It Out hosted a live debate on Twitter about reporting racist incidents. Asking the question ‘if you were to encounter racism during a game at the grassroots level, would you report it? If not, why?’, the campaign received a horde of messages, interacting with its followers and giving them guidance on how to approach particular situations of discrimination. This acted as an insightful consultation process as followers gave advice on how Kick It Out could better communicate with people at ground level.

**EURO 2012**

Following BBC Panorama’s ‘Stadiums of Hate’ documentary, the campaign arranged for Asif Burhan, an England supporter of British Asian descent, to provide blog entries from Poland and Ukraine for [www.kickitout.org](http://www.kickitout.org).



The London England fans member debunked some of the myths around how BME fans are perceived in Eastern Europe and allayed some of the fears people had about travelling out there. Gaining a lot of interest across the campaign’s social media streams, the blog ended up being referenced by several high-profile journalists, including the Daily Telegraph’s Henry Winter, who posted one update on his Twitter account to over 200,000 followers.

**FIFA**

Kick It Out tweeted directly from its partnership launch with FIFA at Wembley Stadium. This reached well over a million people as Sepp Blatter and the official FIFA account retweeted the updates.



AS ONE OF THE CORE AREAS OF KICK IT OUT'S WORK AND EXPERTISE, COMMUNITY CENTRED FOOTBALL AND ITS LINKS AND PROGRESSION INTO THE STRUCTURED GAME HAS BEEN A FOCUS FOR MANY ACTIVITY PROJECTS AND INITIATIVES THIS SEASON.

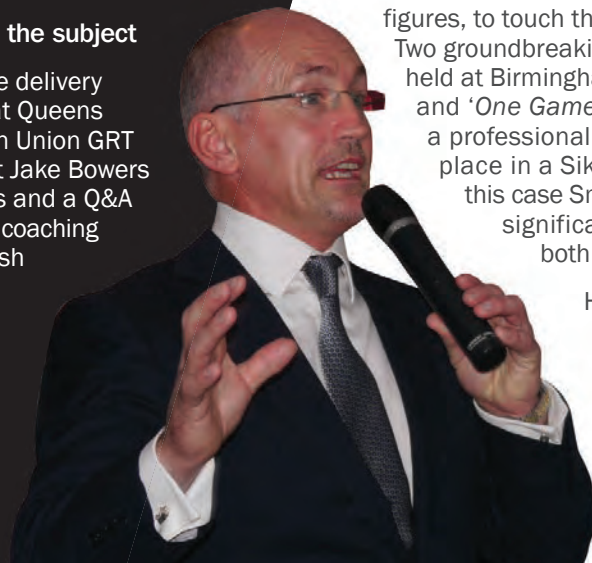
### GYPSY, ROMA, TRAVELLER (GRT) COMMUNITY

The GRT community has been much maligned for many years. In an effort to highlight some of the positive work pursued in and around sport from groups and individuals within it, Kick It Out formed the GRT in Football Working Group, meeting to discuss how organised football can be used as a springboard to better social inclusion.

Key aims included:

- > Hosting local community consultations
- > Delivering FA-based education qualifications to community members
- > Producing a best practice guide for working with the GRT community for the football family
- > Plan and stage a national conference on the subject

The project culminated in May 2012 with the delivery of the 'Working with Travellers' conference at Queens Park Rangers FC. Government and European Union GRT consultant Arthur Ivatts and Roma journalist Jake Bowers were enlisted to lead educational workshops and a Q&A panel discussion, before a practical exhibition coaching session was delivered by members of the Irish Traveller community.



### FORUMS

This year, the *One Game* community forums were diversified to go above and beyond the traditional reach of local coaches and grassroots figures, to touch those with an interest in faith. Two groundbreaking events, 'A Focus on Faith' held at Birmingham City's St Andrew's stadium, and 'One Game Smethwick', the first time a professional football debate had taken place in a Sikh Temple or 'Gurdwara', in this case Smethwick Gurdwara, generated significant interest and awareness both locally and nationally.

Held in the shadows of Premier League side West Bromwich Albion's Hawthorns stadium, Brendon Batson, Walsall full-back Malvind Benning and Netan Sansara all lent their voice to an event consisting

of a series of presentations about football in the local community. Prior to this, a 60-strong congregation of guests were given a guided tour of the Temple, and shown how the facility is used every day.

The event, run in conjunction with Birmingham County FA and supported by West Bromwich Albion in the Community, brought together an audience from across the area, and offered attendees an insight into how crucial Smethwick Gurdwara is in promoting tolerance and inclusion, through sport, in and around the local community.

'A Focus on Faith' asked whether football and faith could co-exist. With keynote speeches from former world featherweight champion Barry McGuigan, Chaplain of Sheffield Wednesday FC reverend Peter Allen and Alex Goldberg, chair of The FA's Faith in Football group, the event was an opportunity for



faith audience from the West Midlands to discuss how they would like to use football as a tool to bring people together. Panellists also included former Birmingham City player Michael Johnson, Aisling Cohen of the Three Faiths Forum and Steve Miles of Christians in Sport, who were able to offer personal insight and different angles to this subject.

### THE JEWISH MUSEUM

Located in Camden, north London, the community-funded Jewish Museum engaged with Kick It Out in the wake of its refurbishment to deliver a multi-faith educational workshop to two under 14 teams, one Jewish and one Muslim. The relationship helped to establish the Museum as a contributor to The FA's Faith in Football group based at Wembley Stadium. This group has brought together four different faith schools for educational and football days within the Stadium's facilities. Reciprocally, Kick It Out acted in an advisory capacity in 2012 for a major exhibition around Judaism and football which will open in 2013.

### THE MUSLIM WOMEN'S SPORTS FOUNDATION (MWSF)

As long-term community partners, Kick It Out's relationship with the MWSF goes from strength to strength, this year delivering several events, including a national one day female only Futsal Festival at Birmingham Futsal Centre attracting 16 teams containing 150 females from all over the country and appearances from Hope Powell and Rachel Yankey. This event was followed by the MWSF Ambassadors Awards at Wembley Stadium in early 2012 where female Muslim athletes from across the nation and internationally were recognised for their success and status as role models for the next generation.

“OUR LINK WITH KICK IT OUT HAS HELPED US REACH NEW AUDIENCES THROUGH THE PARADIGM OF FOOTBALL. BROADENING OUR REACH IN THIS WAY IS HUGE IMPORTANT TO US AND WE LOOK FORWARD TO DEVELOPING OUR RELATIONSHIP WITH KICK IT OUT THROUGH OUR FUTURE PROGRAMMES.”

Joanna Rosenthal, Jewish Museum

“

DISCRIMINATION OF THE GRT COMMUNITY NEEDS TACKLING AND PEOPLE FROM THIS BACKGROUND REQUIRE SUPPORT. WITH KICK IT OUT'S HELP, NUMBERS OF GRT INDIVIDUALS AT OUR SESSIONS HAVE RISEN DRAMATICALLY.”

Gareth Dixon, QPR Community Trust  
Inclusion and Diversity Officer





FOR SOME, GRASSROOTS FOOTBALL SIMPLY MEANS FUN AND RECREATION. FOR OTHERS, IT'S A FAR MORE SERIOUS PURSUIT. EITHER WAY, KICK IT OUT'S PRESENCE AT THIS LEVEL IS CRUCIAL.



The lack of resource, sometimes an unfortunate characteristic of the grassroots game, can mean incidents of discrimination can sometimes go unchecked and unreported. Kick It Out works with all County Football Associations, of which 10 now have either a Race Equality Action Group or Equality Action Group, and plays an important advisory role in the setting up and ongoing activities of these groups. Away from this, some key initiatives took place to support the grassroots fraternity.

### GRASS ROOTS FOOTBALL SHOW

Kick It Out worked in partnership with the Grass Roots Football Show, the only national grassroots football exhibition, at the National Exhibition Centre in May. As well as staffing an information stand and engaging many of the 15,000 plus young players and families, Kick It Out announced a partnership with the BACA to promote the work of coaches from under-represented communities at the event. Rehan Mirza, Martyn Beard, Anthony Ferguson and Marni Sidhu delivered coaching sessions alongside some of the Show's more established names, profiling their own talent whilst passing on advice and tips to aspiring coaches as they ran a series of coaching clinics over the course of the three days.

### REPORTING

Kick It Out's core work from inception has been to act as a third party reporting mechanism. The number of complaints reported to Kick It Out has increased year on year and enabled a wider awareness of how the football family can act against discriminatory behaviour. Kick It Out now works more closely with The FA, which investigates these incidents, and has installed a bespoke complaints management system which works in parallel with the governing body.

### ASIANS IN FOOTBALL

The long established National Asians in Football Forum began the 2011-12 season with regional consultations arranged in London, Birmingham, Leeds and Manchester. Consisting totally of volunteers but supported administratively by Kick It Out, the group seeks to identify the barriers to Asian communities participating at all levels and take steps towards removing them. Kick It Out also worked in partnership with the newly established Asian Football Awards to deliver an awards ceremony at Wembley Stadium, recognising the role models and drivers of Asian football in the UK.

### THE BLACK AND ASIAN COACHES ASSOCIATION (BACA)

Kick It Out's partnership with BACA has been further developed this season with a number of projects delivered on a strategic and practical level working alongside a number of County FAs. A workshop entitled 'Developing Coaches of the Future' held at London Soccerdome marked the beginning of a series of events providing grassroots coaches with free FA accredited coaching, FA Coach Licence Club CPD points, confidential advice on Criminal Records Bureau (CRB) checks, masterclasses with well-known coaches such as Michael Emenalo and Noel Blake, plus access and opportunities to network.

KICK IT OUT SITS ON THE FA'S MENTAL HEALTH IN FOOTBALL GROUP, WORKING IN PARTNERSHIP WITH 'TIME TO CHANGE' CAMPAIGN TO REDUCE STEREOTYPES AND DISCRIMINATION AROUND MENTAL HEALTH.





Further events following the same expansive format were held at Villa Park and on the iconic Hackney Marshes in east London. To date over 100 coaches have obtained qualifications through this partnership. The next phase is to link BACA's expertise and reach to Kick It Out's Mentoring and Leadership Project in order to deliver more events offering life and practical coaching.

### THE KICK IT OUT CUP

In 2011 Kick It Out partnered with the largest five-a-side football provider in the UK, Lucozade Powerleague, to deliver the Kick It Out Cup. This event took the form of a one-day five-a-side tournament at every one of its centres around the country. The event was marketed through its media channels as part of its Corporate Social Responsibility work. The winners from each local tournament then progressed to Northern and Southern finals, attended by Kick It Out staff and ambassadors.

At these regional finals Kick It Out provided 'Dream Managers' to coach each finalist, with Earl Barrett, Bury defender Efe Sodje, the PFA's Michael Bennett and Soccer AM's Andy Ansah all taking part. The inclusive ethos of the Kick It Out Cup brought together over 5,000 players nationally under the *One Game, One Community* banner and gave the campaign valuable national grassroots exposure.

### LESBIAN, GAY, BISEXUAL AND TRANSGENDER (LGBT) FOOTBALL

An individual's sexual orientation or gender identity should never be a barrier to participating in, and enjoying, football. This mantra is central to The FA's Opening Doors and Joining In action plan, an awareness raising initiative with education and grassroots at its core. Kick It Out supported the composition and subsequent launch in February and is one the key delivery partners. Contribution is also made to the TUC's Tackling Homophobia and Transphobia in Football alliance, another group aiming to change attitudes around homophobia in football from the ground up.

“

GRASSROOTS  
FOOTBALL IS  
FOOTBALL FOR  
EVERYONE, BY  
EVERYONE,  
EVERYWHERE”

Sepp Blatter,  
FIFA president









EDUCATION IS A FUNDAMENTAL PART OF KICK IT OUT'S WORK, ENGAGING WITH SCHOOLS, PROFESSIONAL CLUBS, COMMUNITY GROUPS, GRASSROOTS TEAMS, LOCAL COUNCILS AND YOUNG OFFENDERS' INSTITUTES TO RAISE AWARENESS OF THE POSITIVE INFLUENCE FOOTBALL CAN HAVE.



In 2011 Kick It Out published a Schools' Pack which explored current issues within society whilst looking ahead to the European Championships in Poland and Ukraine. It was followed up in 2012 with a resource entitled 'Think Again!', released to accompany The Y-Word, a film aimed at tackling antisemitism and anti-Jewish abuse in football, taking the messages from the two-minute long production into the classroom.

Kick It Out's educational consultant Berenice Miles produced both pieces of work...

"The campaign has been a world leader in kicking racism out of football, but we recognise that the work to change attitudes and behaviour needs to begin in school. Yet as we know, it is not an easy task to challenge racist behaviour with sensitivity and understanding. The activities in the packs are carefully written so that all teachers, not just the specialists, can deliver them. They take account of different teaching contexts, have a strong focus on tackling racist bullying, and can be used in one class or to change whole schools around.

"Kick It Out has begun a policy of publishing education materials on its website where teachers can download them free, and we hope they will take the opportunity of looking at the rest of the website. The 'Think Again!' pack has already received positive feedback, and a write-up in the journal Race Equality Teaching. Other Kick It Out education packs have been recommended in books, newsletters and articles. The Football and Freedom pack was a partnership between Kick It Out, the National Union of Teachers (NUT) and Action for Southern Africa, and had received over 38,000 downloads by mid 2011.

"For schools, there is a great advantage in having the Kick It Out materials, because the football aspect is so motivating to pupils, and the footballers featured in the packs make fantastic role models. This year the Kick It Out 'Think Again!' schools pack was launched by the NUT to an audience of people from football, teachers and education advisors, and people from organisations concerned with combating racism and bullying. It was an exceptional advantage for this group to have the opportunity to share experiences and perspectives, and quite enlightening.

"I would like to think that the football teams who go into schools and run community projects might find some of the activities useful."

**Berenice Miles, consultant in education and equality**

“THE NUT WAS PROUD TO CO-HOST THE LAUNCH OF THE THINK AGAIN! EDUCATION PACK. IT GENERATED EXCITEMENT FROM OUR MEMBERS THAT SUCH AN INTERESTING AND CHALLENGING PROJECT WAS NOT ONLY AVAILABLE FOR FREE, BUT THAT SUCH A STELLAR PANEL OF PEOPLE CAME TOGETHER TO ENGAGE IN SUCH AN INTERACTIVE DEBATE ABOUT IT.”

**Christine Blower, General Secretary,  
National Union of Teachers**





# INTERNATIONAL

ON THE INTERNATIONAL STAGE, KICK IT OUT IS SEEN BY MANY AS THE BLUEPRINT MODEL FOR FELLOW CAMPAIGNING GROUPS OVERSEAS TO ADOPT.

A founding member of the Football Against Racism in Europe (FARE) Network, Kick It Out works closely with this group to promote any funding opportunities available for non-UK projects as well as key European initiatives, such as the 'Unite Against Discrimination' campaign at the European Championships in Poland and Ukraine.

Reciprocally, the FARE Network has helped push 'Think Again', the educational resource to accompany The Y-Word film on antisemitism in football through its extensive pan-European contact base. The pack has a section focussing on how the issue manifests itself in parts of eastern Europe.

Contributions have been made to a number of FARE events, most recently the Rome-held 'Gamechangers' conference in May 2012, a two-day event which

saw, for the first time, a board elected and statutes announced which would apply to all members, as well as a conference on discrimination and match-fixing at the European Parliament in Brussels in 2011. Over 40 nations across Europe now have a link with FARE, and some are in regular contact with Kick It Out for guidance, advice and expertise on campaigning methods and tactics.

Globally, Kick It Out's work has publicly been championed by Sepp Blatter. The recognition culminated in an event at Wembley Stadium in July 2012 to coincide with the London 2012 Olympics. Blatter joined David Bernstein and Heather Rabbatts on talking about the importance of 'kicking it out' on a world platform.





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“ IT HAS BEEN A GENUINE PRIVILEGE WORKING WITH THE KICK IT OUT TEAM SINCE JANUARY 2012, DEVELOPING A PARTNERSHIP WITH THE FIFA PRESIDENT SEPP BLATTER TO HELP COMBAT ALL FORMS OF DISCRIMINATION IN FOOTBALL.

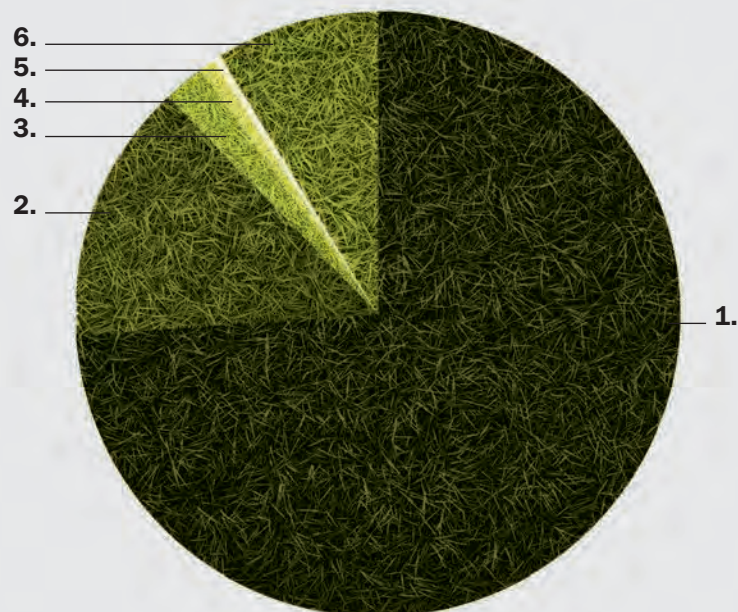
THE TEAM HAS SHOWN A DEEP UNDERSTANDING OF THE ISSUES AND DISPLAYED A CLEAR VISION, MESSAGE AND COMMITMENT THROUGHOUT OUR WORKING RELATIONSHIP. IT IS RARE TO FIND AN ORGANISATION AS PROFESSIONAL AND PASSIONATE AS THE KICK IT OUT TEAM. THIS ENABLED US TO COLLECTIVELY ORGANISE A HIGHLY-SUCCESSFUL LAUNCH EVENT AT WEMBLEY DURING THE OLYMPICS.”

**Brian Alexander**  
FIFA Media & Public Affairs Adviser

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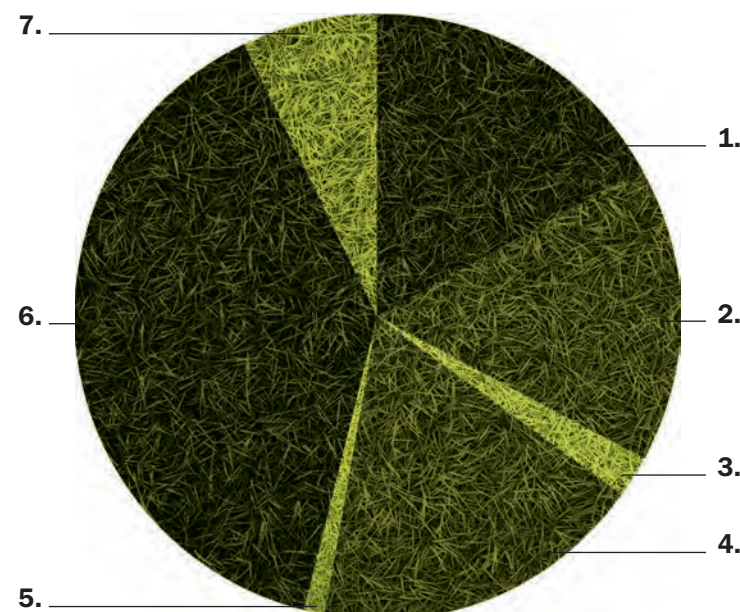


#### INCOME ANALYSIS 2011-12

1. Core funding	£390,025	74%
2. EHRC Mentoring and Leadership Project	£73,420	14%
3. SUSU Gypsy, Roma, Traveller Project	£11,400	2%
4. Vodafone World of Difference Programme	£2,750	0.6%
5. Shoresh Charitable Trust	£1,500	0.3%
6. Investment income and other income	£50,190	9%

#### TOTAL INCOME

Income relating to voluntary income	£487,808	92%
Income from charitable activities	£41,477	8%
<b>Total income</b>	<b>£529,285</b>	<b>100%</b>



#### EXPENDITURE ANALYSIS 2011-12

1. Professional football	£82,384	17%
2. Grassroots football	£76,854	16%
3. Education	£7,418	2%
4. Community	£82,562	18%
5. European football	£3,069	1%
6. One Game, One Community weeks of action	£184,018	39%
7. Governance	£34,887	7%

#### TOTAL EXPENDITURE

**£471,192 100%**



# SUPPORTERS

Premier League

Professional Footballers' Association

The Football Association

Equality and Human Rights Commission

Football League

League Football Education

Football League Trust

Football Foundation

League Managers Association

Professional Game Match Officials Ltd

Supporters Direct

Football Supporters' Federation

Level Playing Field

Pride Sports

Gay Football Supporters' Network

The Justin Campaign

Show Racism the Red Card

Football Safety Officers' Association

UK Football Policing Unit

Ford Motors

Muslim Women's Sports Foundation

Football Unites, Racism Divides

Continental Star FC

Osmani Trust

Black and Asian Coaches Association

Government Equalities Office

Department of Culture Media and Sport

Maccabi GB

The Community Security Trust

Shoresh Charitable Trust

Haringey Council

Leicester De Montfort University

Feltham Young Offenders Institute

Trades Union Congress

Horizon

Non League Football Association

Grass Roots Football Show

London Organising Committee of the Olympic  
and Paralympic Games

Matchroom Sport

London Mayor's Office City Hall

Deloitte

Fédération Internationale de  
Football Association

Wembley National Stadium Limited

Lucozade Powerleague

Football Against Racism in Europe Network

Kick It Out is supported  
and funded by the game's  
governing bodies, including  
the Professional Footballers'  
Association, the Premier  
League and The  
Football Association







**LET'S  
KICK RACISM  
OUT OF  
FOOTBALL**

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