



2019-2020

ANNUAL REPORT

SANJAY BHANDARI, KICK IT OUT CHAIR

IT GIVES ME GREAT PLEASURE TO SHARE WITH YOU OUR ANNUAL REPORT FOR THE 2019-20 SEASON, ALBEIT SLIGHTLY BELATEDLY DUE TO THE INTENSITY OF RECENT CHANGE.

The last 12-18 months has seen seminal global events with the Covid-19 pandemic and the killing of George Floyd. These moments have changed the world and they are changing football. The financial impacts of Covid-19 have impacted the whole football ecosystem and demonstrated its financial fragility – it has been an existential threat to many organisations in football and beyond. At the same time, the killing of George Floyd and the mass reflection on racial equality it has spawned, means that organisations like Kick it Out are now more relevant than ever.

These major external events occurred during a period of already intense change for Kick it Out. In the same period, we have been concluding a Governance Review and a Strategy Review. We have changed half of our trustee team and over half of our executive leadership team. In particular, I want to thank Roisin Wood for her nine years of dedicated service as our CEO. Roisin stepped down in September 2020 and made a huge impact on the organisation. We all wish her well for the future.

We enter a new phase of our story with a refreshed team, and we are excited about the change we want to deliver. We welcome a number of new faces but particularly Tony Burnett who joined us in February 2021 as our new CEO, and we will be working together to deliver our new strategy.

As we look to the future, I wanted to share some of the key outputs from our Governance and Strategy Reviews. As part of these reviews, I conducted a listening tour and personally met over 250 people from across football - from senior leadership to grassroots participants. Even with that volume of meetings, I felt that I was just scratching the surface. Receiving structured input to our strategy and priorities from an array of stakeholders will now become the norm.

As a charity, our duty is to serve our beneficiaries. Our beneficiaries are under-represented or minority communities in football. We will have a relentless focus on creating measurable impacts on their lives, as part of our mission to bring football together, to eliminate discrimination and to make football a game where everyone feels that they belong. We cannot do this on our own. Our vision is therefore to be a galvanising hub for inclusive change in football. To do that, we will need to build more partnerships and deliver programmes that are scalable by design. To create scalability, we will be data driven and technology enabled as we seek to lead the football industry in transparency reporting around discrimination and inclusion issues. To enable that growth, in the range of programmes we deliver, we will seek to attract and retain long term premium funding partners who share our vision. The first of these is Sky whose recent investment effectively doubles our resources.



We offer many programmes. In future, these will be delivered under three pillars:

• Advocacy and reporting

Here, our purpose is to be an advocate for change. We will campaign around key issues such as Online Hate, the setting of diversity targets in coaching and senior leadership (for example, under the Football Leadership Diversity Code) and action-oriented campaigns to turn bystanders into activists (for example, via our Take A Stand campaign). We will also significantly expand our transparency reporting to dig below the surface of discrimination reporting, to the root cause analysis and hold football to account on its promises to increase representation. We also need to improve the low levels of confidence in reporting of discrimination incidents in grassroots football. We aim to do this through creating greater transparency of complaints handling processes and potentially seek to improve evidence gathering processes.

• Guidance and Education

Here, our purpose is to create understanding. We already offer a range of education programmes from training academy members from ages nine upwards and parents; through to supporting clubs on their inclusion best practices; and providing rehabilitative education for fans guilty of discriminatory conduct. We are looking to improve and expand these programmes.

• Talent

Here our purpose is to inspire opportunity. Our Raise Your Game programme focused on entrants to the industry has been running successfully for nearly a decade. The pandemic means that physical events are not currently possible so we have taken advantage of the pause to bring together key football stakeholders to reimagine a set of connected programmes across the entire career lifecycle. Our aim is to support under-represented or minority communities and transform the way that they get in and progress in the football industry, with a range of cross-football programmes from entering the industry all the way to the boardroom.

To enable this strategy, we have also made some governance changes. We have changed our constitutional documents to remove some preferred member rights to better attract third party funders, such as Sky. Conversations with other funders are ongoing. As an extension of the listening tour I went on, we aim to create a number of Advisory Boards to support the evolution of our strategic priorities. In future, we intend to create a Fans Parliament and a Grassroots Forum. This season, our focus is on creating a Players Advisory Board, which is to be chaired by Troy Townsend.

We will also create a series of Working Groups around specific issues. We have already created an Online Hate Working Group which includes key football stakeholders, plus Facebook and Twitter. With our new Ambassador Lord Mann, we will be creating an Antisemitism Working Group. Other Working Groups are in development, in particular a South Asian Action Group to address the massive statistical anomaly of under-representation of South Asians in football, particularly on the pitch.

There is much to be done, but we face the future excited about what we can achieve together with our partners in football. The movements created after the death of George Floyd have created reflection and generated initial momentum for a wave of change across many industries, including football. Our job is to build on that momentum and help create sustainable change over the coming years.

Football has a unique ability to bring people together and create cohesion. In a divided society, we need to capture that spirit and make football a beacon of change. Football belongs to everyone.



NEW BEGINNINGS

ROISIN WOOD, WHO STEPPED DOWN AS KICK IT OUT CEO IN OCTOBER 2020, SAYS:

“I spent a fantastic nine years leading Kick It Out but feel that now is the right time for a change and for me to take on new challenges. It has been an honour to lead this organisation. When I first came into the role, Kick It Out was predominantly focused on racism but we expanded our focus to tackle all forms of discrimination and to focus on proactively building a more inclusive environment in football. We have seen an increase in resources and in recognition over this time. We have come a long way and still have many challenges ahead and I am very proud to have been a part of the Kick It Out story.”



TONY BURNETT, WHO JOINED AS THE NEW KICK IT OUT CEO IN FEBRUARY 2021, SAYS:

“As an avid football fan, I have been aware of the work of Kick It Out for a long time now and have always been passionate about the cause they represent. Football should be a game where everyone feels they belong, and we must continue to work hard to make that a reality. I’m really looking forward to helping lead this organisation forward over the coming years.”



MEET THE TRUSTEES

SANJAY BHANDARI

Chair

KATHERINE ALLEN

The Premier League

JOHN NAGLE

English Football League

IFFY ONUORA

Professional Footballers' Association

JAMES MACDOUGALL

The FA

CHRIS PAOUROS

Independent

KEVIN MILES

Independent

CINDY BUTTS

Independent



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THE PROFESSIONAL GAME

THE 2019-20 PROFESSIONAL FOOTBALL SEASON WAS THE FIRST OF ITS KIND, WITH ACTION BEING HALTED IN MARCH DUE TO AN INTERNATIONAL HEALTH PANDEMIC.

Covid-19 meant there wasn't a ball kicked in our stadiums up and down the country from 19 March to 17 June, and when it did return it did so on our TV screens but with 'crowdies' taking the place of the real die-hard football fans who usually create the buzzing atmosphere and encouragement for their teams home and away.

In the midst of the lockdown in May 2020 the death of black American George Floyd led to many anti-racism protests across the world. Sport, and in particular football, used this time to communicate its stance on race equality and demonstrated its support of the thinking behind the Black Lives Matter movement.

Premier League players led a gesture of 'taking a knee' at kick off of each of their fixtures when action returned in mid-June and all Premier League sides donned Black Lives Matter across the back of their shirts, replacing the names of each player.

Manchester United and title favourites Liverpool kindly agreed to donate the profits made from the sale of any Black Lives Matter shirts sold via their channels to the work of Kick It Out in tackling racism and discrimination in the game.



This season did however see the introduction of Kick It Out's Fan Education Manager, Alan Bush, whose role is to lead on the organisation's educational and rehabilitation programme for football fans found guilty of discrimination within the game, and on social media.

In October 2019 Coventry City, then a League One side, unveiled a third kit commemorating 40 years of 2 Tone, a music movement originating in the city. In recognition of the role of 2 Tone had in racial harmony, Kick It Out's logo featured on the inside panel of the shirt and the club agreed a donation would be made from the sale of each shirt sold.

Towards the end of the calendar, Millwall partnered with Kick It Out and a number of other parties to hold 'Our Biggest Match'. The event was the first of its kind to look at best practice around anti-discrimination measures and initiatives across the EFL.

As the new season begins, let's not forget the statements of last season or our support of voices calling for race equality. Show your support and take a stand.

EDUCATION DELIVERY



THE GAME CHANGERS PROGRAMME ENTERED ITS SECOND YEAR WITH FUNDING FROM THE UEFA FOUNDATION AND PARTNERSHIP WITH THE PREMIER LEAGUE.

There were 12 brand new members of the cohort who will receive a programme of seminars designed to prepare them for leadership roles within the football industry.

The Equality and Diversity Awareness in Football Award has been renamed The Inclusive Leadership in Football Award with brand new videos and case studies to reflect the equality and diversity issues in the modern game and ways to tackle them.

Equality Inspires in football academies from the ages of 9-23 plus parents and coaches continues to educate on the specific equality and diversity issues related to players and how their coaches and parents can support them as they try to navigate a career in professional football.

Meanwhile Black History Month education workshops and panel discussions were set up to coincide with the release of our play Getting the Third Degree in commemoration of the death of Laurie Cunningham. Kick It Out Generation LIVE took place this year. It was a student-led panel discussion at Box Park, Wembley where Osei Sankofa, Kick it Out Education Officer, hosted a discussion on the issues

affecting young people as they try to forge careers for themselves within the game in a non-playing capacity.

Finally lectures, interactive workshops and presentations continued at schools, colleges and universities highlighting issues of racism and discrimination and how they relate to both football and society.





ACADEMY EDUCATION

EQUALITY INSPIRES
102 SESSIONS COMPLETED

OVER
3,000 PLAYERS, STAFF, PARENTS, HOUSE PARENTS AND GUARDIANS TOOK PART

LIFE LIFE SKILLS
47 SESSIONS COMPLETED

GRASSROOTS

ALTHOUGH CUT SHORT IN MARCH 2020, THE 2019/20 SEASON SAW KICK IT OUT ENGAGE IN A GREATER WAY WITH THE GRASSROOTS COMMUNITY, FROM COUNTY FOOTBALL ASSOCIATIONS TO FACILITATORS AND PARTICIPANTS.

Our Grassroots Activity Fund supported 11 focused projects up and down the country to benefit and enhance equality and inclusion at a grassroots level, with a total expenditure of £8,290. The projects varied from supporting coaches through an FA Level 1 course to enhancing female participation through community workshops for women and female only football sessions.

The fund helped us to develop a new partnership with the Kent FA. We created a bursary for individuals from minority groups, to become qualified coaches.

The season also saw the roll out of Kick It Out's Equality Chartered Club scheme, to assist clubs in promoting equality and inclusion in their community. The scheme provides grassroots clubs

and County FAs with access to digital assets, discount on Kick It Out merchandise and grassroots activity fund support. 64 clubs and two County FAs signed up to the charter in its infancy.



In this ever-changing world of sport that we live in, it's never been more important to provide the relevant education for learning within the academy environment. Our Equality Inspires and Life Skills programmes do just that.

The focus on discrimination in football saw a continued need to hear and develop the mind of the player, whilst also supporting club staff to appreciate their roles in education and allowing for their own personal development.

Racism due to the colour of a person's skin was the constant theme of delivery, as incidents in England and abroad were becoming far too common. With the season split into two because of Covid-19, sessions were adapted to be delivered online. Incidents in the US and football's show of support allowed for education around Black Lives Matter and the solidarity the game has shown.



RAISE YOUR GAME

WE CELEBRATED 10 YEARS OF RAISE YOUR GAME, WHICH PROVIDES ONE-TO-ONE MENTORING, WORK PLACEMENTS AND VOLUNTEERING OPPORTUNITIES.

Three events were delivered before Covid-19 struck but sadly the pandemic led to the cancellation of the Annual RYG Conference at the Emirates Stadium and the newly proposed Northern Conference that was due to take place at the Etihad Stadium.

Nevertheless, RYG Intermediary, Women's and media events all took place as RYG continued its drive to improve representation within the football industry, providing that invaluable insight into areas that many of our delegates have not had before.

The events have seen RYG collaborate with established organisations and none come bigger than Sky Sports. Our media event saw our hosts for the day Bela Shah and Dave Jones, joined by a wealth of Sky talent including Dharmesh Sheth, Kate Mason and Jaydee Dyer.

Sky senior executives were also in attendance, as the day provided personal pathway insight, a behind the scenes look at Sky, the breadth of jobs and their online platform content.

Unique Sports Management (USM), once again hosted our Intermediary event, providing 20 lucky RYG delegates with a delve into the business of a football agency.

USM client and Crystal Palace forward Andros Townsend was the subject of a mock transfer, which enabled conversations with Andros as to his expectations of USM in facilitating a transfer. Chelsea legend Gianfranco Zola added value from a managerial view and Tottenham Hotspur striker Troy Parrott was also on hand to answer any questions.



The women's event was the last live public event of the year. Chelsea FC hosted a strong line-up of female panellists, working within football, alongside career, coaching and media workshops. The events provided a unique comfort space where women could share experiences and empower the next generation to see football as a place of work, where they can grow and be supported along the way.

Janie Frampton, director at Sports Officials Consultancy, inspired attendees with a passionate keynote speech. Chelsea FC Women's ambassador Katie Chapman (pictured), Carina White from Tongue Tied Management and Alex Eckhout of the Premier League - the first of our delegates to gain employment within the industry - were amongst an array of impressive panellists.



Delegates who registered for the event were allocated 45-minute mentoring slots in the following five areas: writing, podcasting, presenting and broadcasting, match commentary and social media influencers.

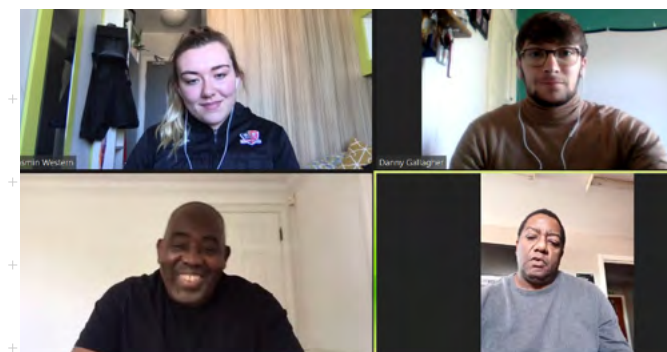
Many familiar mentors agreed once again to support and it was really great to get many first-time mentors through the power of Zoom: Dan Walker (BBC), Carrie Brown (BEIn Sports), Vicki Sparks (BBC) and Flex (United Stand podcast).

The final RYG event was the virtual coaching mentoring day, which instantly became the most prestigious of all. The talent pool of coaches who agreed to mentor was already impressive for any budding coach to want to take part, then grew in stature as Liverpool FC manager Jürgen Klopp, England Men's Manager Gareth Southgate and finally Chelsea FC Women's manager Emma Hayes added to the growing list. A great way of adding to a great series of RYG events to recognise our 10th anniversary.

Alongside the events, the programme also agreed a partnership with Eurosport to provide placement opportunities, as six of our media creatives joined the company for two-week placements.

EVENTS MOVED ONLINE DURING LOCKDOWN AND RYG MANAGED TO DELIVER MOST OF ITS HIGH-PROFILE EVENTS, IN RESPONSE TO THE CANCELLATION OF THE ANNUAL CONFERENCE.

The media has always been a very strong area at the annual conference, so a day of virtual interactive mentoring with high profile figures from across the spectrum of the industry was the perfect replacement.



DISCRIMINATION REPORTS

446

OVERALL NUMBER OF REPORTS RECEIVED BY KICK IT OUT IN THE PROFESSIONAL GAME IN THE 2019/20 SEASON

282

NUMBER OF REPORTS OF RACIAL ABUSE IN THE PROFESSIONAL GAME IN THE 2019/20 SEASON

53%

PERCENTAGE INCREASE IN THE NUMBER OF REPORTS OF RACIAL ABUSE IN THE SEASON 2019/20 RECEIVED BY KICK IT OUT OVER THE PREVIOUS SEASON

95%

PERCENTAGE INCREASE IN CASES OF ABUSE BASED ON SEXUAL ORIENTATION RECEIVED BY KICK IT OUT IN 2019/20 SEASON

229%

PERCENTAGE INCREASE IN REPORTED INCIDENTS OF DISCRIMINATION TO KICK IT OUT VIA SOCIAL MEDIA



YOUNGOV POLL

WE ALSO LAUNCHED A YOUNGOV POLL WITH OVER 1,000 FOOTBALL FANS, TO GAIN A BETTER UNDERSTANDING OF DISCRIMINATION INCIDENTS ACROSS THE GAME.

Looking at the football season between January 2019 – December 2019, 30% said they'd witnessed racist comments or chants at a football match and a staggering 71% of those questioned also said they had witnessed racist comments on social media directed at a footballer. A further 51% of fans had also witnessed racism directed at a fan of a different team to theirs on social media.



A FULL BREAKDOWN OF OUR YOUNGOV POLL CAN BE VIEWED ON OUR WEBSITE.



FANS FOR DIVERSITY

THE MAIN STORY IN RELATION TO THE CAMPAIGN FROM THE PAST YEAR HAS TO BE THE SUCCESS OF OUR FIRST FANS FOR DIVERSITY CONFERENCE. THIS YEAR WE HELD OUR VERY FIRST FANS FOR DIVERSITY CONFERENCE. OVER 250 PEOPLE JOINED US FOR A DAY OF CELEBRATION AND AWARDS.

We had representation from all the governing bodies, club owners, CEOs and fans from across the country covering the whole of the football pyramid.

The campaign has continued to support many new groups in starting up and producing resources. We have produced thousands of Fans for Diversity t-shirts, banners and pin badges so new and existing groups can be visible and promote diversity.

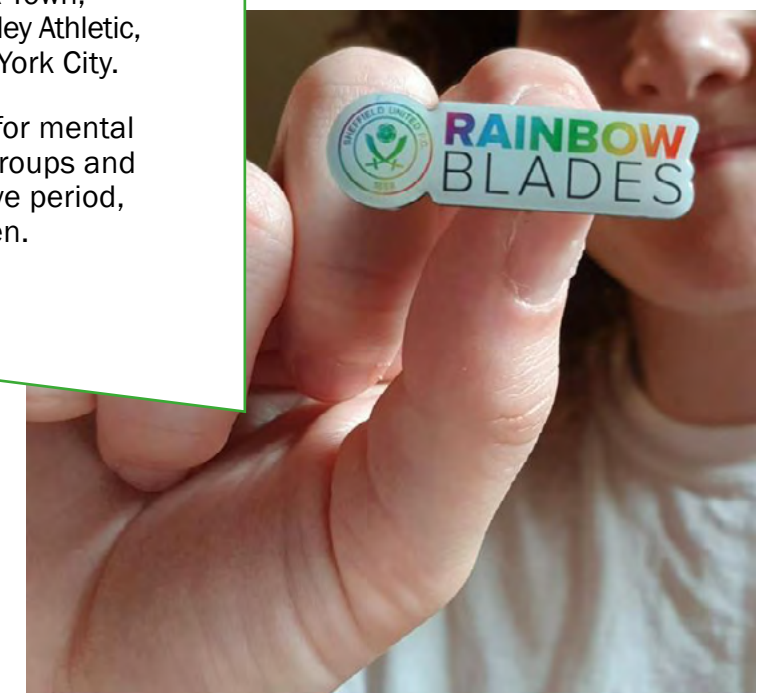
There are now many permanent banners in stadiums across the country, from Premier League to non-league grounds, promoting the campaign and the supporters' groups of the clubs.



During lockdown, the campaign provided a support network for fans who no longer had football in their lives. We also adapted to no physical football being played by hosting a FIFA tournament, giving fans the opportunity to watch digital football with all games streamed live online.

We have also worked with a range of supporters and clubs in the lower leagues, including Dagenham and Redbridge, Leek Town, Leyton Orient, Notts County, Frickley Athletic, Newcastle Town, Wrexham and York City.

We delivered football sessions for mental wellbeing, supported minority groups and homeless people over the festive period, and painted murals with children.



MEDIA

SOCIAL MEDIA

2018/19 SEASON ● V ● 2019/20 SEASON

Twitter followers



Facebook followers



Instagram followers



Total followers



WEBSITE

2018/19 SEASON ● V ● 2019/20 SEASON

PAGE VIEWS:



UNIQUE USERS:



OF WEBSITE VISITORS WERE NEW

FINANCIAL REPORT

INCOME ANALYSIS 2019/20

	2020		2019	
Total Income				
Income relating to voluntary income	£750,198	60%	£783,334	68%
Income from charitable activities	£499,284	40%	£363,639	32%
TOTAL	£1,249,482		£1,146,973	

EXPENDITURE ANALYSIS

	2020		2019	
Professional Game	£238,555	20%	£269,186	23%
Confidential Reporting	£172,995	15%	£169,957	15%
Grassroots Football	£161,305	14%	£202,502	17%
Raise Your Game	£143,149	12%	£117,064	10%
Fans Programme	£138,521	12%	£65,470	6%
P.L. Equality Inspires	£116,332	10%	£85,000	7%
Education	£109,540	9%	£104,663	9%
Seasons of Action	£43,134	4%	£71,701	6%
F.L. Life Skills	£29,524	2%	£46,310	4%
Trading cost	£19,208	2%	£12,874	1%
Windrush project	£15,000	1%		0%
Charitable activities		0%		0%
Academy Awareness Weekends		0%	£25,000	2%
TOTAL	£1,187,263		£1,169,727	





KICK IT OUT

25 YEARS OF CAMPAIGNING FOR EQUALITY IN FOOTBALL

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

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