



ANNUAL REPORT

2016/17



Kick It Out
First Floor
Whittington House
19-30 Alfred Place
London WC1E 7EA

Telephone 020 7842 8932
Email info@kickitout.org
Visit www.kickitout.org



@kickitout



facebook.com/kickitoutofficial



@kickitout

CONTENTS

FOREWORD

Page 2

CALL FULL TIME ON HATE

Page 4

REPORTING DISCRIMINATION

Page 7

EDUCATING THE PROFESSIONAL GAME

Page 8

EDUCATION PROGRAMME

Page 9

A.S.P.I.R.E.

Page 10

IN THE PROFESSIONAL GAME

Page 12

PLAYERS AND MANAGERS

Page 14

EMPOWERING SUPPORTERS

Page 15

RAISE YOUR GAME #RYG17

Page 16

FINANCES

Page 19

LOOKING AHEAD WITH THE CEO

Page 20



Lord Herman Ouseley, Chair.

FOREWORD

As Kick It Out will soon mark the 25th year of its existence, it is necessary to recall that it was set up in 1993 to tackle the rampant racism and violence which was an inescapable feature of the football culture in England.

The focal point was the playing fields, where black professional and amateur players were persistently abused and discriminated against and provided with little or no protection whatsoever.

The authorities, the leagues and the clubs were oblivious to the problems and resistant to embarking on any action to deal with the issues identified. They were committed to a belief that racism was something to be ignored and that, over a period of time, it would go away.

Twenty-four years later, racism is still an integral part of British society and, even with determined and purposeful positive actions to minimise its negative effects on its victims, it remains a formidable challenge to be confronted and eliminated.

During this period the football authorities have moved progressively, to accept their responsibilities in meeting the challenges and to free the game from the detrimental effects arising from the persistence of prejudice, bias, intolerance, ignorance and discrimination.

Measurable progress has been made, particularly through education programmes sponsored by The Football Association, the Premier League, the English Football League and the Professional

Footballers' Association aimed at countering ignorance, prejudice and hatred as well as promoting diversity and community cohesion among players, management, officials and fans.

But, institutional discrimination remains evident within the game. Kick It Out receives information consistently about the restricted access to non-playing employment opportunities in football, the effects of which are the denial of talented and qualified Black, Asian and Minority Ethnic (BAME) individuals from being considered for appointment for vacant positions.

Such exclusion runs counter to the expressed commitments given by the powerful people who run the game. They say that they want inclusion, equality and diversity at all levels and in the entirety of the sport. That remains an aspiration and a long way off from being realised.

This report provides an account of the extensive range of excellent work undertaken by Kick It Out's dedicated staff, led most effectively by Roisin Wood, the Chief Executive Officer.

This team is committed to the cause of equality for all and work consensually in partnership and in collaboration with the football authorities, clubs, fans, players, schools, colleges, community organisations and more.



“ More than ever, at a time of massive challenges being faced by diverse communities in England, football must exercise its responsibilities and resources to make the game a national powerhouse for promoting equality, inclusion and cohesion. ”

As a volunteer myself, I am personally grateful for the support that I receive from all our volunteers, who dedicate themselves as Trustees, and in a number of other ways, to selflessly support the cause for equality, fairness and justice in football.

Leading Kick It Out from 1993 to now has been a labour of love, sustained by the many excellent people from all backgrounds who have helped in the past or are contributing to the fundamental changes, which enable football to be seen and regarded as a force for good.

More than ever, at a time of massive challenges being faced by diverse communities in England, football must exercise its responsibilities and resources to make the game a national powerhouse for promoting equality, inclusion and cohesion.

Are the leaders of football in England able and willing to make this happen? Because, if they are not making it happen, it isn't happening and won't happen!

LORD HERMAN OUSELEY
CHAIR

BOARD OF TRUSTEES

LORD HERMAN OUSELEY
Chair - Independent

RIMLA AKHTAR MBE
Replaced Kuljit Randhawa
Independent

GARTH CROOKS OBE
Independent

MONICA GOLDING
The Premier League

ANEEL JAVED
The English Football
League Association

JAMES MACDOUGALL
Replaced Sue Ravenlaw
The Football Association

IFFY ONUORA
The Professional
Footballers'

UDO ONWERE
Independent



CALL FULL TIME ON HATE

Kick It Out focused its attention on challenging prejudice and promoting diversity within the game during the 2016/17 season through the Call Full Time On Hate initiative.

The initiative aimed to highlight the positive messages of inclusion echoed by football authorities, clubs, players, managers and supporters. Below are some of the key highlights that encapsulated how football said no to hate.

LEADERS UNITE FOR LAUNCH

In September 2016, influential figures from across football joined Kick It Out at a grassroots facility in Stepney Green Park as they gave their backing to Call Full Time On Hate.

A range of figures from The Football Association (FA), the Premier League, the English Football League (EFL), the Professional Footballers' Association (PFA) and the League Managers Association (LMA) showed their support to the initiative which used the collective force of football to encourage inclusion and deter hate at all levels of the game.

The football authorities were joined by local community and grassroots organisations such as London FA and Tower Hamlets Youth Sports Foundation, with local students from Sir John Cass's Foundation and the London Islamic School participating in a football session delivered by community coaches from West Ham United and Leyton Orient.

Greg Clarke, Chairman of The FA, was in attendance at the launch and spoke positively about the need to create an inclusive environment in football. "This is my first engagement since taking over and I feel it is important to be here because I believe passionately that football is a force for social cohesion. We all want to live in a society where we are respected and treated as equals, and football has a strong role to play in that becoming a reality."

“ We all want to live in a society where we are respected and treated as equals, and football has a strong role to play in that becoming a reality. ”

**GREG CLARKE,
CHAIRMAN OF THE FA**

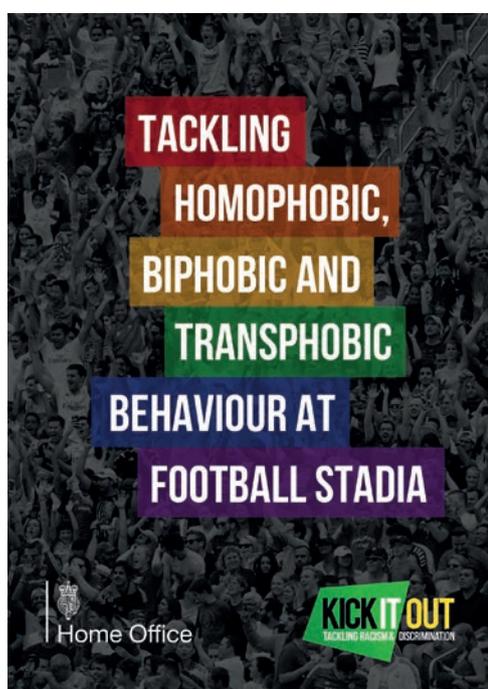


CHALLENGING LGB&T HATE IN FOOTBALL

The initiative saw Kick It Out partner with the Home Office and True Vision to release a series of informative and engaging resources that raised awareness of homophobic, biphobic and transphobic (HBT) discrimination within football stadia.

A short film on Lesbian, Gay, Bisexual and Transgender (LGB&T) inclusion in the sport featured five individuals from the LGB&T community as they reflected on the impact of HBT behaviour on their lives and the importance of reporting discrimination in football.

A comprehensive booklet and small pocket guide were also created to assist stewards and safety officers at football clubs in their understanding of HBT discrimination and how to effectively challenge this behaviour.



“ Football has come a long way and is now more inclusive and welcoming to all fans but more work still needs to be done. This is why I fully support Kick It Out and the excellent work it is doing targeting discrimination and abuse against LGB&T people at football matches. ”

SARAH NEWTON, MINISTER FOR VULNERABILITY, SAFEGUARDING AND COUNTERING EXTREMISM



Andros Townsend of Crystal Palace.

SUPPORT FROM PROFESSIONAL CLUBS

Over the course of the season, professional clubs from across the Premier League, EFL and The FA Women's Super League (WSL) supported the Call Full Time On Hate initiative.

Clubs showed their support by dedicating their fixtures to the work of Kick It Out and reinforcing the messages of Call Full Time On Hate. Clubs including Crystal Palace, Cambridge United and Manchester United all held activities outside of their nominated game to help promote the anti-hate initiative.

COMBATING HATE AT GRASSROOTS LEVEL

The Call Full Time On Hate initiative saw Kick It Out deliver a new structure which interacted with football at the grassroots level like never before.



“ I see Kick It Out as a platform where people from across all levels of the game can come to share good and bad experiences from the community, and it’s important that we learn from them. ”

IMRUL GAZI



GRASSROOTS ADVISORS

A new programme to appoint a number grassroots advisors at a regional level to help spread the organisation’s key messages began during 2016/17.

Increasing grassroots and community engagement with Kick It Out is a key focus for the role, as well as providing guidance on the reporting of discrimination throughout their respective local area.

In January 2017, the organisation appointed Imrul Gazi as Kick It Out’s first Grassroots Advisor - with his focus on London and the surrounding areas.

GRASSROOTS ACTIVITY FUND

During the initiative, the organisation set up a Grassroots Activity Fund aimed at encouraging and helping with the facilitation of grassroots activities which celebrate equality and diversity in football.

The fund was established to facilitate small-to-medium sized events, which give clubs and organisations across the amateur level the opportunity to highlight the importance of creating a fully-inclusive environment for all.

The fund helped support events including a disability sports festival and a community cup tournament involving teams from diverse backgrounds and cultures.

Another major development was the announcement of Sophie Cook as the organisation’s first transgender ambassador.

Sophie, who was a club photographer at Premier League club AFC Bournemouth, has supported the key messages of equality and inclusion through her ambassadorial role.

Sophie is a transgender woman who speaks publicly about her transition to inspire other people in her situation.

“ I hope in my role I can get the message across that we are all people and there is no difference between us regardless of race, religion, sexual orientation, gender identity and other characteristics. ”

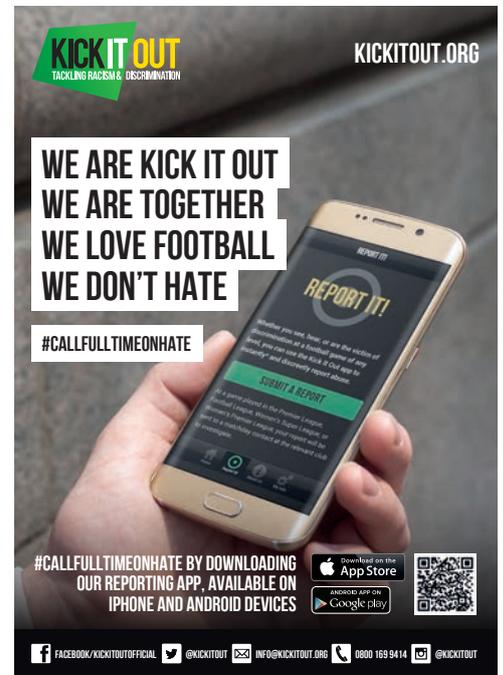
SOPHIE COOK

REPORTING DISCRIMINATION

Kick It Out saw a rise in its reporting statistics for the 2016/17 season, with an overall increase of 16.7% from the previous campaign.

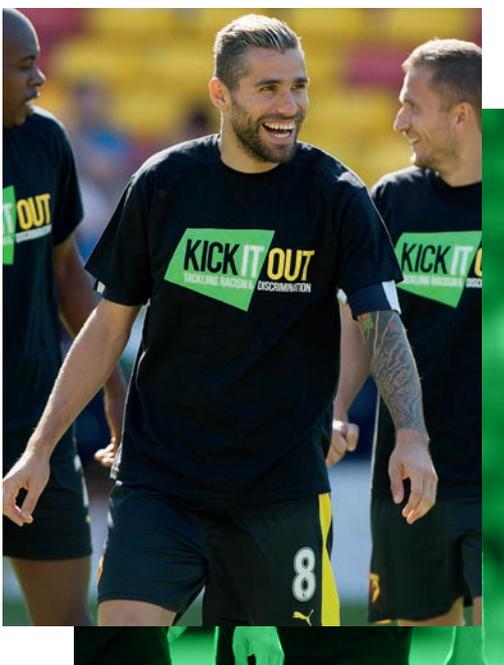
The reports were received from fixtures in the Premier League, EFL, non-league football, grassroots as well as discrimination which took place on social media.

The most notable rise came in the professional game, where reports rose by 59% from the previous season. Nearly half of reports related to race (48%), with 21% relating to HBT (Homophobic, Biphobic and Transphobic) discrimination with 17% faith related. The organisation also received several reports relating to gender and disability discrimination.



469
(16.7%)

**REPORTS OF DISCRIMINATION RECEIVED
BY KICK IT OUT FOR THE 2016/17 SEASON
INCREASE ON THE 2015/16 SEASON**



PROMOTING REPORTING

The organisation has continued to go beyond its remit as a third-party reporting bureau to ensure there is greater education and understanding around reporting discrimination in football.

In October 2016, Samantha McLeod joined the organisation as Reporting Officer. In her position she has continued to support individuals with reports of football-related discrimination as well as deliver education and awareness sessions.

This has included presenting at the Westminster Briefing on Tackling Hate Crime in Football and attending the Football Safety Officers Association's national conference on reporting.

EDUCATING THE PROFESSIONAL GAME



Kick It Out continues to educate future generations of professional footballers with its work in the Premier League and EFL.

Through the Equality Inspires programme, run in partnership with the Premier League, and the support given to League Football Education (LFE) Life Skills initiative supported by the EFL, Kick It Out is ensuring the Academy players of today have a greater understanding of equality and inclusion.

Equality Inspires sees Kick It Out visit Premier League Academies to deliver equality and inclusion training for clubs' players from the Under-9s to Under-23s age groups, staff and parents or guardians.

The organisation also works closely with LFE to deliver equality and diversity training for scholars – Under-16s to Under-18s – at a proportion of EFL clubs each season.

These initiatives aim to raise awareness on current issues, including discrimination, underrepresentation and stereotypes within the game. Discussions are also held with the players during the sessions about appropriate and inappropriate language and terminology.

ACADEMY AWARENESS WEEKEND

Kick It Out, in partnership with the Premier League, hosted the second Academy Awareness Weekend in October 2016, raising awareness of the Equality Inspires education programme.

Over the course of the weekend, more than 60 games were played in Premier League Academies across the country in recognition of the importance of equality and inclusion.

Players and officials from clubs including Hull City, Tottenham Hotspur, Swansea City, West Bromwich Albion and West Ham United among others, showed their support for Equality Inspires.

EQUALITY INSPIRES AWARD

The Equality Inspires Award is a new initiative to help encourage clubs and their Academies to educate staff, players and their guardians about equality.

The award will be presented to clubs who successfully meet the required criteria, which will see them having to complete Equality Inspires workshops throughout the relevant age categories.

Clubs have a two-year timeframe to complete these workshops and gain the accolade, with Liverpool and Watford receiving the award during 2016/17.



EDUCATION PROGRAMME

Education is at the core of Kick It Out's work to promote equality and inclusion across the game and beyond. During 2016/17, the organisation's efforts to encourage debate and learning on these subjects reached new heights.

DEVELOPING FOOTBALL'S FUTURE LEADERS

The Equality and Diversity Awareness in Football Award, run in partnership with Southampton Solent University, is one of the leading pathways for individuals in the football industry to develop a greater understanding of inclusion.

The course provides an introduction into equality within the football environment and how this may affect individuals from different cultures and backgrounds from feeling included in the sport.

Over 70 professionals from the football industry completed the course during the season.



EDUCATE, EMPOWER, ENGAGE

Kick It Out's Education Programme moved into its third season of sharing tools to challenge inequality and discrimination within the game now and in the future.

The programme has evolved in the two years since its inception and has become more focused on its aims to educate, empower and engage young people and communities involved in football.

Kick It Out worked with over 100 young women from Quwwat-ul-Islam, Forest Gate, in February 2017, to address barriers preventing Muslim women from taking part in football as well as addressing stereotypes.

The organisation's education work has also supported initiatives alongside other equality campaigns. 'Stand Up! Education Against Discrimination' is a Department for Communities and Local Government-funded programme, led by Streetwise (a partnership between CST and Maccabi GB) and supported by Kick It Out, Tell MAMA, and Galop.

Stand Up! aims to empower young people in mainstream schools to learn and act against, racism, antisemitism and anti-Muslim hatred, whilst developing their social responsibility in the community.

Another highlight saw two students from the Sir Frank Whittle Studio School in Lutterworth raise over £500 for Kick It Out after they hosted a Call Full Time On Hate tournament in April 2017.

Thomas Coupland and George Finn, students at Sir Frank Whittle, contacted Kick It Out to find out how they could support the organisation and promote messages of equality and inclusion in their local area.

The tournament saw seven Under-13s teams take part in a thrilling competition at North Kilworth FC, with over 150 people in attendance.





A.S.P.I.R.E.

Launched in February 2016, Ambassadors Supporting and Promoting Inclusion, Respect and Equality (A.S.P.I.R.E.) have provided a youth perspective on Kick It Out's work and have acted as advisors and ambassadors for the organisation. Below are some of the activities the ambassadors have undertaken for Kick It Out across the 2016/17 season.



A.S.P.I.R.E. ARE:

TYRA ALI NTEGE Co-Chair

LOUIE SILVANI Co-Chair

SOPHIE COWELL

PETER HARDING

MAHDI KHOSHKOO

AHSAN MAJID

AMMARAH PANDOR

KD SINGH RAI

A group of young people involved with the Jewish Lads' and Girls' Brigade (JLGB) joined Kick It Out and A.S.P.I.R.E. in August 2016 at Leyton Orient, to learn more about football's equality and inclusion organisation.

Hayley Bennett, Education Officer at Kick It Out, was joined by Tyra Ali Ntege and Ahsan Majid to help deliver the workshop. The trio were also joined by Howard Gould, Community Liaison Officer at Leyton Orient.

In February 2017, the organisation gathered influential figureheads from across the game to share their views and experiences of the challenges of racism in football for a panel discussion at the University of Chester.

The event was hosted by A.S.P.I.R.E. member Sophie Cowell and the Forum for Research into Equality and Diversity (FRED), with the aim of encouraging debate about how football currently deals with issues of racism between the panellists and audience.



Other activities A.S.P.I.R.E. supported included Non League Day 2016, with Peter Harding and Mahdi Khoshkoo attending Margate and Bath respectively. Ammarah Pandor supported the organisation during the sessions run at Quwwat-Ul-Islam school.

“ I think it's important that the work Kick It Out and A.S.P.I.R.E. collectively do gets recognised to inspire and motivate other young people to do something productive for themselves and their communities too. ”

AMMARAH PANDOR

CHALLENGING STAKEHOLDERS

Members of A.S.P.I.R.E. were invited to Wembley Stadium in February 2017 to speak with Greg Clarke, Chairman of The FA.

KD Singh Rai, Louie Silvani and Sophie Cowell were given the opportunity to raise a number of issues with Clarke as part of the group's plans to discuss the future of equality in football with a series of key stakeholders.

The meeting began by the trio introducing themselves to Clarke and their role within A.S.P.I.R.E. before they asked a series of questions on how football can become more inclusive.




OVER
3,000

PARTICIPANTS
BENEFITED FROM THE
EDUCATION PROGRAMME
THIS SEASON


70

PARTICIPANTS ENROLLED
IN THE EQUALITY AND
DIVERSITY AWARENESS
IN FOOTBALL AWARD


7

EDUCATIONAL EVENTS
DELIVERED WITH PARTNERS
ACROSS THE COUNTRY


10

ORGANISATIONS
SUPPORTED IN RUNNING
THEIR OWN KICK IT OUT
EVENTS AND INITIATIVES


30

EDUCATIONAL WORKSHOPS
DELIVERED TO YOUTH
GROUPS, UNIVERSITIES
AND CLUB-AFFILIATED
COMMUNITY GROUPS

IN THE PROFESSIONAL GAME



Kick It Out receives support from clubs across the professional leagues of English football including the Premier League, EFL and WSL.

SUPPORTING THE WOMEN'S GAME

In April 2017, The WSL held its first dedicated weekend to Kick It Out's work, as the clubs from both divisions recognised football's equality and inclusion organisation during the Spring Series through a number of activities held prior to their fixtures.



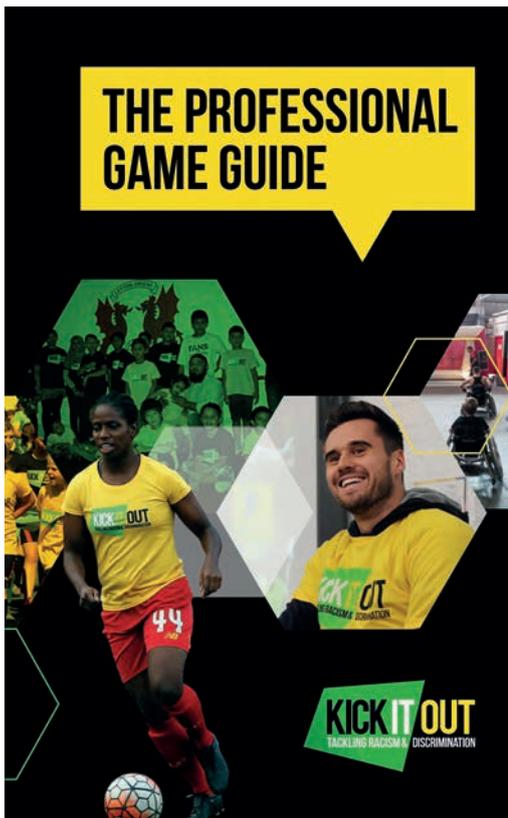
CLUBS BACKING CALL FULL TIME ON HATE

Throughout the 2016/17 season, clubs from across the Premier League, EFL and the WSL, showed their support to the season-long initiative by hosting a number of bespoke activities.

One highlight was an educational event held in partnership with Manchester United Foundation at Old Trafford in October 2016.

Held inside the Manchester Suite, Kick It Out delivered an interactive educational workshop to over 75 pupils from the local area, with former United midfielder Quinton Fortune taking part alongside club and Foundation staff.





HELPING CLUBS WITH EQUALITY AND INCLUSION

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, Alex Kohnert and Lyndon Roberts, both assist Premier League and EFL clubs to deliver inclusive practices through the Premier League Equality Standard and EFL Code of Practice respectively.

The organisation has also supported further education among club staff by providing equality workshops through the 'Playing For Inclusion' programme. During 2016/17, over 400 club employees were involved with Kick It Out and the messages of equality and inclusion thanks to the programme.

To demonstrate the work of Kick It Out across all departments within a professional club, the organisation produced its 'Professional Game Guide' which provided greater understanding of Kick It Out's work and how it can support equality across the professional game.

If you would like to obtain a copy of the Professional Game Guide, email info@kickitout.org





PLAYERS AND MANAGERS

Maintaining a close relationship with players and managers continues to make up a crucial part of Kick It Out's work.

During 2016/17, the organisation delivered 23 educational workshops to first-team squads across England's professional leagues. These meetings focus on explaining what Kick It Out does and increasing players' awareness of equality, as well as encouraging them both to reflect on their own behaviour at work and to challenge discrimination if they witness it.



Ambassadors Ben Davies and Jack Butland supporting Kick It Out.

AMBASSADORS

Kick It Out's 'Next 20' ambassador scheme utilises the support of young footballers from across the Premier League, EFL and WSL to help spread Kick It Out's message of equality and inclusion.

Kick It Out hosted events with ambassadors such as Romelu Lukaku (then with Everton), Stoke City's Jack Butland and Brentford's Romaine Sawyers taking part in a range of equality workshops with school and community groups that aim to educate young people about challenging discrimination and encouraging inclusion.

The ambassadors also gave their support to Kick It Out through supportive messages posted across their own social media platforms.

WORKING WITH MANAGERS

Following a successful pilot of an educational programme in which five clubs and their management teams participated in equality workshops during 2015/16, Kick It Out continued to deliver sessions to LMA members in the Premier League and EFL.

The sessions covered topics such as behavioural self-awareness, appropriate vocabulary and terminology.

“ We've worked hard to make sure that players know we are here to support them if they suffer discrimination or feel uncomfortable about practices in their work environment. ”

PAUL MORTIMER



EMPOWERING SUPPORTERS



Engaging with supporters remains a vital part of Kick It Out's efforts to tackle discrimination and create an inclusive environment for everyone in football.

Thanks to the Fans For Diversity campaign, which Kick It Out runs in partnership with the Football Supporters' Federation, the organisation continues to work closely with supporters to promote equality.

Anwar Uddin, who leads on the campaign, provides guidance and financial support to fans who want to run events around diversity and inclusion. This season, the Fans For Diversity Fund has helped put on more than 30 supporter-led events or initiatives.

FANS FOR DIVERSITY HUB LAUNCHED AT LEYTON ORIENT

Fans For Diversity partnered with Leyton Orient to launch a unique matchday hub to encourage people from the local community to support the O's.

The Hub was supported by the Fans For Diversity fund and offered football enthusiasts from the local community the opportunity to learn more about the east London club, as well as Kick It Out's key messages of equality and inclusion.

Situated in the East Stand of the Matchroom Stadium, the hub hosted more than 20 different community groups throughout 2016/17, with supporters from all backgrounds able to enjoy a comfortable and enjoyable environment at their local club.

EURO 2016 PHOTOGRAPHY EXHIBITION

Fans For Diversity hosted a photography exhibition and launch event at Oxford House in Bethnal Green, London, in October 2016.

'Fans For Diversity: L'Internationale' showcased the work of Liam Aylott, freelance photographer, who spent the duration of Euro 2016 following London-based supporters of all 24 countries taking part in the tournament.

Shot from a fan's perspective, the exhibition captured football supporters watching games from many of the capital's best pubs and bars and was a celebration not only of their passion for football, but also of diversity in one of the world's most multicultural cities.



SOUTHAMPTON DISABLED SUPPORTERS' ASSOCIATION OPEN DAY

The Fans For Diversity campaign provided financial support to the Saints Disabled Supporters' Association (SDSA), who hosted their fifth annual open day at St Mary's Stadium.

The free event, where Fans For Diversity also ran an educational stall, offered Southampton fans the opportunity to learn more about the SDSA, as well as several other important causes and initiatives.

RAISE YOUR GAME #RYG17



Kick It Out's successful mentoring series has continued its momentum with three smaller specific events in 2016/17 alongside the flagship national conference, which was again held at The Emirates, home of Arsenal.

Raise Your Game offers mentoring, and subsequent advice and guidance, for people wishing to work in the football industry or for those who are after a change of direction from their current role within football.

Kick It Out has continued its efforts to diversify football's workforce and ensure the game is reflective of society, including the vast amount of positions and roles behind the scenes within the sport.

For the first time ever, Raise Your Game was supported by the Premier League for the events, alongside working with the BBC, West Bromwich Albion and Manchester City.

COACHING #RYG17

Thirty coaches – the majority of whom were BAME or female – spent a day with West Bromwich Albion's Academy, learning about the inner workings of a Premier League club's efforts with young players.

The coaches, predominately from grassroots clubs and voluntary organisations, heard about the ethos of the club from Academy Manager Mark Harrison, before hearing from Academy analysts as well as watching development squad training, under the supervision of Darren Moore, the club's Development Phase Coach, and Jamie Smith, Under-18s Coach.

“ It completely changed my outlook on academy clubs. It was really inspirational; I got to meet people I would probably never come across. It's been really eye opening and I've really enjoyed myself. ”

AMIRAH RAHMAN

NATIONAL CONFERENCE #RYG17

The largest Raise Your Game event saw 350 mentees seeking career guidance from 90 mentors dedicating their time to the next generation of industry professionals.

Hosts Reshmin Chowdhury and Max Rushden introduced Lord Herman Ouseley, Chair of Kick It Out, Bill Bush, Executive Director of the Premier League, Greg Clarke, Chariman of The FA and Rimla Akhtar MBE, Chair of the Muslim Women's Sports Foundation, for a panel debate on underrepresentation, before former Charlton Athletic boss Chris Powell took to the stage for a Q&A.

One:one mentoring sessions took place throughout the day, as well as workshops focusing on media, coaching, preparing CVs and personal development. The Premier League trophy was also on display, providing a photo opportunity for guests.

The day was brought to a close with Kick It Out ambassador Sophie Cook telling her powerful story as the first trans woman to work in the Premier League as a club photographer for AFC Bournemouth.



WOMEN'S #RYG17

This intimate event, hosted at Manchester City, was aimed at women, providing a safe space for them to discuss roles and opportunities. Hosted by BBC journalist Jess Creighton, a wide selection of women from across all levels of football participated in panels and hosted workshops to tell their experiences of working in the sport.

Guests had plenty of opportunities to spend time with the mentors in a relaxed, informal setting to network and gain important advice.

Manchester City provided an array of guests to speak about their careers covering physiotherapy, sports science and media and communications, including Vicki Kloss, Chief Communications Officer, and Victoria Haydn, Club Photographer.

“Football is slowly coming round to the idea that it should be more representative of its audience, it's not quite there yet so that's why it's important for Kick It Out to be here.”

JESS CREIGHTON, WOMEN'S #RYG17
HOST AND BBC JOURNALIST

“This event is absolutely huge. For Kick It Out, and great credit to the Premier League and wonderful Arsenal for providing a fantastic venue, I think it's brilliant. When I was starting out I was walking up and down Fleet Street. Whereas now kids starting out in life can come through here because of Kick It Out and have an opportunity.”

HENRY WINTER, CHIEF FOOTBALL WRITER AT THE TIMES

MEDIA #RYG17

Kick It Out partnered with BBC Sport to host a media conference at BBC New Broadcasting House, with advice and guidance shared between different generations of the sports media workforce.

The event gave over 50 aspiring individuals the opportunity to network with key figureheads within BBC Sport.

The likes of Dan Roan, Sports Editor at BBC News, and Natalie Pirks, Sports Correspondent at the BBC, were in attendance to offer their thoughts on the sports media industry to the audience of budding journalists, broadcasters and beyond.





PARTNERS

Kick It Out is core funded by The FA, Premier League, EFL and the PFA.

A number of organisations have supported Kick It Out's work. The organisation would like to thank the following partners for their continued support:

BPP University, CST, Everycolour, FARE, Football Beyond Borders, Just A Ball Game?, Hampshire FA, Home Office, Inside Inclusion, League Football Education, League Managers Association, Maccabi GB, Non League Day, Passion Digital, Royal Photographic Society, Southampton Solent University, Sports Interactive, Team Grassroots, University of the Arts London, The Voice Newspaper and Wear Your Support.

ACCOLADES

It was an award-winning season for Kick It Out, picking up a number of prizes for the work done to promote equality and challenge discrimination in English football.

In November 2016, Kick It Out won Best/ Most Innovative Use of Technology at the 2016 Football Business Awards for the reporting app. This was followed in May 2017 with another success, as the organisation was chosen as Best Charity or Community Initiative at the British LGBT Awards.

Kick It Out also received a number of nominations during the season including shortlisting for the first-ever FIFA Diversity Award and the 2017 Sports Business Awards.

SOCIAL MEDIA FOLLOWERS

(as of 30 June 2017)

TWITTER	58,726
FACEBOOK	10,208
INSTAGRAM	2,853
TOTAL	71,787

WEBSITE



1.3 MILLION PAGE VIEWS WERE FROM NEW USERS



OVER 350,000 USERS OF THE WEBSITE



73% OF WEBSITE VISITORS ARE NEW USERS



641 MEDIA MENTIONS

Published, Broadcast or Online

FINANCES



INCOME ANALYSIS 2016/17

Core funding	£654,884	(73%)
Restricted funding	£55,350	(6%)
Trading & Other Income	£181,003	(21%)
TOTAL INCOME	£891,237	(100%)

EXPENDITURE ANALYSIS 2016/17

Professional football	£203,080	(26%)
Grassroots football	£16,091	(2%)
Mentoring programme	£41,170	(5%)
Dedicated fixtures	£43,079	(5%)
EFL Life Skills	£23,731	(3%)
Premier League Equality Inspires	£115,304	(15%)
Fans programme	£38,937	(5%)
Education programme	£141,755	(18%)
Confidential reporting	£56,883	(7%)
Professional players	£84,351	(11%)
Merchandise cost	£25,644	(3%)

TOTAL COST	£790,025	(100%)
-------------------	-----------------	---------------

LOOKING AHEAD WITH THE CEO



As we reflect on 2016/17, we also look towards the future with determination to redouble our efforts to eliminate discrimination from the game.

Alongside our usual activities on and off the field of play, which help to tackle discrimination and promote inclusion, we will be acknowledging Kick It Out's 25th anniversary from August 2018.

English football has changed dramatically since our inception in 1993 – much of it for the better – but there is still work to do, and our committed staff, partners and most importantly participants across the game, will help us push forward. This gives us renewed motivation to challenge the prejudices still in the sport whilst promoting inclusion for all.

The importance of giving all participants the confidence to report discrimination cannot be underestimated, and that's why our role as a third-party reporting bureau is so crucial.

Seeing the passion and commitment of young people in and around the football industry, such as our young ambassadors group A.S.P.I.R.E., and from talking to mentees and mentors at our Raise Your Game series, has been inspiring and gives me renewed hope for the future.

Our commitment to promoting equality and diversity across the whole of football is ongoing and we will be here to support everyone along that process.

We want football to be inclusive and have integrity, by celebrating difference and educating the greater world on equality with the support of the whole of the game. We're determined to keep striving towards that goal.

Thanks for your ongoing support.

**ROISIN WOOD
CEO – KICK IT OUT**

