



Annual Report

2015/16



Foreword

THIS ANNUAL REPORT REPRESENTS AN OUTLINE ACCOUNT OF KICK IT OUT'S ACTIVITIES DURING 2015/16. THE REPORT CANNOT DO JUSTICE TO THE VOLUME OF WORK UNDERTAKEN BY STAFF AND VOLUNTEERS, PART OF WHICH IS DONE INFORMALLY OFTEN ON A 24/7 BASIS OVER 365 DAYS A YEAR.

Everything is geared up to help the whole of football to embrace the principles of diversity, inclusion and equality at every level of the game.

While we can assist individuals with their complaints and take direct action through educational activities, our primary work remains, essentially, to expose ongoing discriminatory activities and processes.

Kick It Out provides advice on actions to counter negative and disadvantaging outcomes for some groups of people, promotes good and best practices to achieve equality results and guide leaders, administrators and decision makers in the game to take direct action themselves to make the game free from bias, bigotry, discrimination and intolerance.

As an enabling and facilitating organisation, we deploy rational arguments and proven track record of experienced and expert personnel to persuade the authorities, leaders and decision makers to take their personal and professional responsibilities seriously and dynamically. In doing so, we can report positive developments during the year of unprompted initiatives aimed at bringing about meaningful change for diversity, inclusion and equality.

Inevitably, publicity is focused on what goes on in the professional game but there is considerable concern about continuing disadvantage and discrimination at the grassroots level of the game. Considerable investment is going into improving facilities and

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2015/16 BOARD OF TRUSTEES

Lord Herman Ouseley,
Independent (Chair)

Andrea Brown, EFL (replaced by **Aneel Javed** in June 2016)

Garth Crooks OBE, Independent

Cathy Long, The Premier League (replaced by **Monica Golding** in July 2016)

Iffy Onuora, The PFA

Udo Onwere, Independent

Kuljit Randhawa, Independent

Sue Ravenlaw, The FA



offering opportunities for increased participation in the game at local level. This is particularly vital in the light of the considerable reduction in local youth and community services, which leave some areas vulnerable to increased levels of reported hate crimes and incidents. The links between football and its communities, neighbourhoods and local organisations are a vital part of promoting social and community cohesion and this should receive greater recognition and priority.

As we move forward, the challenge is to go on making progress with the corporate objectives of all partners in football. This is to achieve the targets set for diversity, inclusion and equality as well as prioritising action through the education of the next generation of players

and spectators to be equipped to resist bigotry, prejudice and hate, thereby contributing to football being a powerful and progressive force for good.

The content of this report reflects the core of Kick It Out's activities undertaken. It speaks for itself. Some people will be impressed. Others will go on being cynical about whether the misogyny, racism, homophobia and other forms of discrimination found in football can be effectively eliminated.

It is true that the people who can really make this happen are those with the power and who make the decisions at all levels, not only in football, but across all parts of society. Every individual also needs to question what they are doing to make diversity, inclusion and equality a reality. If all those at the top or near the top of the organisations in football can do their bit, we will get there much quicker.

LORD HERMAN OUSELEY
CHAIR,

Introduction

ROISIN WOOD, DIRECTOR



It is important to reflect upon the achievements of our small but diligent team who cover multiple strands in their work. This report illustrates the organisation's key work, events and activities during 2015/16.

Kick It Out liaises and supports all professional clubs, providing equality and diversity advice to make the game open for all. At grassroots level, the organisation is intensifying its work to further support clubs, managers and officials.

The organisation's education work goes from strength-to-strength, working with young people at schools, colleges and universities, as well as professional clubs. Kick It Out continues to provide opportunities to diversify football's workforce through the Raise Your Game series.

Kick It Out's role as a trusted third-party reporting bureau is more important than ever, offering vital support and guidance to complainants, and trying to ensure

their voice is heard during what can often be a traumatic time. After speaking about social media discrimination over the last few years, it was particularly fulfilling to launch the 'Klick It Out' campaign to help tackle this issue and raise awareness of reporting.

Last, but certainly not least, our work with supporters – the lifeblood of the game – continues to make great strides as we work jointly with the Football Supporters' Federation on the Fans For Diversity campaign with fan-led initiatives.

Kick It Out can never stand still and we have to continue being forward-thinking in our approach to tackling discrimination in a sport we love.

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Partners

Kick It Out is funded by:



Alongside core funders, a number of other organisations support Kick It Out's work across the game.

 **BPP University Limited**, one of Europe's largest providers of professional education, sponsored Kick It Out's inaugural season-long campaign within The FA Women's Super League, enhancing its existing supportive relationship.

 Kick It Out continued its work around social media discrimination and in doing so again collaborated with **Brandwatch**, a world leading social listening and analytics company. Brandwatch monitored social media discrimination during Euro 2016.

 Kick It Out partnered with the Blues as **Chelsea** hosted the organisation's fundraising dinner in February 2016 at Stamford Bridge.

 Kick It Out, alongside the **Community Security Trust** and **Maccabi GB**, produced an online brochure detailing how to report antisemitism in football that was distributed to the Jewish community. Maccabi GB are Britain's leading Anglo-Jewish Sports, Health and Wellbeing Charity.

 Kick It Out once again featured in the award winning **Football Manager** computer game, which is seen by millions around the globe. Football Manager continues to support Kick It Out's Raise Your Game series.

 Working closer than ever, the jointly funded Fans For Diversity campaign is run by Kick It Out and the **FSF**. Managed by former professional footballer Anwar Uddin, who develops initiatives to diversify football's fanbase.

 The **League Managers' Association** is a key partner and supporter of the organisation, leading to the development of Kick It Out's pilot programme of education for managers and coaching staff which was trialled this season.

 The **RPS** continues to play an essential role as part of Kick It Out's events team. Their talented members give up their time to cover a wide-range of events, with many of those photos contained in this report.

 **Passion Digital** assist Kick It Out by managing a Google Grant to enhance the organisation's visual presence online.

 Kick It Out collaborated with **Southampton Solent University** to offer the online Equality and Diversity Awareness In Football Award. It is aimed at developing and educating the future leaders of football.

 Every year Kick It Out deliver an educational workshop to **Street FA's** new cohort. Troy Townsend, Kick It Out's Education and Development Manager, also sits on their advisory group.

 The crowdfunding firm **Wear Your Support** produced Kick It Out's promotional video for the organisation's social media campaign after previously collaborating on producing branded earphones.

Educate, Empower & Engage

KICK IT OUT'S EDUCATION PROGRAMME

EDUCATION IS AT THE CORE OF KICK IT OUT'S WORK IN TACKLING DISCRIMINATION AND PROMOTING EQUALITY.



1,450 PARTICIPANTS
reached in education events



Kick It Out supported
**369 MEMBERS OF UK
YOUTH PARLIAMENT**
for Don't Hate Educate campaign



9 UNIVERSITIES
took part in British Universities and
Colleges Sport's Kick It Out week of
action campaigning events nationwide



58 PEOPLE
participated in the Equality
and Diversity Awareness in
Football Award



**4 NATIONAL
EDUCATION RESOURCES**
created



**44 PRISONS AND YOUNG
OFFENDERS INSTITUTIONS**

took part in national Fair Play Week
in partnership with NOVUS and the
National Football Museum

The education programme entered its second year since its inception, looking to follow on from an impressive first season of spreading the organisation's messages to young people across the country.

Shifting the programme's focus to empowering football's future leaders, the aim was to develop and inspire the next generation to work towards promoting inclusion, and challenge discrimination now and in the future.

As well as delivering educational workshops, resources were produced to provide the tools for individuals to spread Kick It Out's messages in their own communities.

The programme has also supported a number of key educational initiatives and events which have developed and enhanced the understanding of Kick It Out to a new audience.

SOLENT COURSE



Kick It Out collaborated with Southampton Solent University to offer the Equality and Diversity Awareness in Football Award.

This unique six-unit Award is aimed at professionally developing and educating the future leaders of football and increasing awareness of Kick It Out's work within all sectors of the game. It is a well-suited course for anyone who currently works, or aspires to work, within the football industry.

The online course ran twice during the 2015/16 season with all students who took part stating they had developed their skills in applying knowledge and understanding of equality issues.

**Steve Swinyard, Safeguarding
Manager, Newcastle United FC**

The course has proven to be invaluable to me in my role within football. It has certainly highlighted to me that there are numerous issues still prevalent in football both on and off the pitch that need to be addressed. I have enjoyed undertaking the course and would recommend it to anyone wishing to work within the football industry.



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

In February 2016, Kick It Out launched its first ever group for young people, A.S.P.I.R.E. – Ambassadors Supporting and Promoting Inclusion, Respect and Equality.

The new group of eight ambassadors are aged between 16-21 and work to advise Kick It Out on engaging with young people more effectively around equality and diversity issues in football.

Members of the group have provided a youth perspective on the organisation's work. They have played an active role in Kick It Out's work as they aim to progress as future leaders in sport and society.

This has included helping support a number of key initiatives delivered by the organisation such as the Raise Your Game series and Non League Day.

UKYP

In January 2016, the UK Youth Parliament announced a year-long initiative that aims to tackle racism and religious discrimination entitled 'Don't Hate Educate', with Kick It Out's Education Programme assisting the campaign by producing an educational toolkit for schools.

This resource assisted numerous young people in the UK to run a peer-led educational session or event in their respective communities.

In partnership with Kick It Out, the campaign has helped challenge negative attitudes around race and religion in schools, by working with others to educate and tackle ignorance and promote diversity in their communities.



Tyra Ntege, co-Chair of A.S.P.I.R.E.

I was excited to become part of an organisation which aims to ensure discrimination in football is challenged in future generations. Due to my personal experience of racism and bias in football, my biggest hope for the future is to see demonstrations of a 'level playing field' across various age groups and ability levels. It is also to see the banner of equality hung proudly above the game I love.



The 'Don't Hate Educate' resource produced by Kick It Out has been used across the country as shown in the messages posted on social media above.



Grassroots & Community

FROM BRISTOL TO SUNDERLAND AND ALDERSHOT TO SHEFFIELD – KICK IT OUT'S ACTIVITY AT THE GRASSROOTS AND COMMUNITY LEVEL PLAYS AN IMPORTANT ROLE IN DELIVERING THE ORGANISATION'S MESSAGE NATIONWIDE.

Kamareswaradas Ramanathas,
Project Manager at Young Asian
Voices

“ We work with a number of communities in Sunderland to provide opportunities. To see young people from a number of backgrounds participating in a football tournament and other activities has been fantastic and we hope to continue this work along with Kick It Out and the Foundation of Light. ”

Darron Hamilton, Sport and
Funding Officer at Sport4Life

“ The young people were enthused by the activities they took part in. In particular, some of the education work. There were subjects they wouldn't have necessarily thought or talked about, which was good to see as they're important messages. ”

During 2015/16, Kick It Out reached a number of teams, clubs and communities to spread the message of equality and inclusion as well as provide a conduit between people involved at the lowest level all the way up to the higher echelons of the sport.

MAKING AN IMPACT

Kick It Out held two major community-led events in Sunderland and Bristol, as it looked to improve participation levels in football across all communities in the two cities.

The organisation helped develop relationships between the local community and Premier League club Sunderland in February 2016, through an event entitled 'Sunderland Creating Goals'.

Run in partnership by Kick It Out, Fans For Diversity, Young Asian Voices and the Foundation of Light, over 80 local children took part in a number of activities which encouraged teamwork and understanding between different backgrounds of the community.

Two months later, the organisation headed south to work alongside community partners for a football festival in Bristol.

Kick It Out collaborated with Bristol City's Community Trust, Gloucestershire FA and Bristol City Council's Sport4life to stage the event at City Academy Sports Centre, which promoted football as a catalyst for enhanced community relations.

The event saw eight to 18-year-olds take part in a number of activities, including skills sessions, shooting activities, art workshops with Nick Halahan, graffiti artist from olasart.com, and Kick It Out education workshops.



NON LEAGUE DAY

Kick It Out helped break records on Non League Day as Aldershot Town, Boreham Wood, Bromsgrove Sporting and Sheffield FC all dedicated their games to the organisation.

Involved with Non League Day for the fourth consecutive year in October 2015, Kick It Out helped two of the teams dedicating games, Bromsgrove Sporting and Sheffield FC, achieve record attendances.

This was Kick It Out's biggest involvement to date. Ahead of Non League Day, the organisation visited all four clubs dedicating games during the first ever Non League Day roadshow.

Alongside Fans For Diversity and Football Exclusives, the organisation travelled over 500 miles across two days to spread messages of equality and inclusion in the build-up to the dedicated fixtures.



Aldershot Town is a club at the heart of its community and we strive to become the most inclusive football club in the country. We are very proud of our work with the Nepalese and military communities. Football can and should be a force for good, and we wholeheartedly believe in the work of Kick It Out and Fans For Diversity.

Shahid Azeem, Chairman of Aldershot Town

CONSULTATION

People involved with football at the amateur level have suggested leagues could do more to combat discrimination, according to Kick It Out's grassroots consultation.

The consultation, published in May 2016, revealed that 63% of players, parents and coaches believe leagues do not do enough when it comes to eradicating discrimination from their games.

Meanwhile, it showed that 39% of referees felt they did not receive

enough support when submitting discrimination reports to their local grassroots football league.

When it comes to challenging discrimination in the grassroots game, the consultation revealed that 84% of respondents suggested they would be comfortable in challenging discriminatory behaviour.

Other areas of grassroots football that were looked into included witnessing and reporting as well as the impact of Kick It Out at that level.

Professional game

THE SUPPORT OF KICK IT OUT'S KEY MESSAGES BY FOOTBALL CLUBS GIVES A HUGE BOOST TO COVERAGE OF THE ORGANISATION. ALL 92 LEAGUE MEN'S CLUBS DEDICATED A FIXTURE TO KICK IT OUT'S WORK AND RAISED AWARENESS ABOUT EQUALITY AND INCLUSION.

Clubs who go the extra mile and work on activities, campaigns and events with Kick It Out show that the organisation's impact can, and should be, felt over more than just one fixture.

During the season, members of the first-team squads at clubs such as Barnsley, Carlisle United and Scunthorpe United took part in Q&As, workshops and campaigning days as part of the clubs' commitment to promoting message of equality.

These events provide young students with a fantastic opportunity to learn more about Kick It Out's work, as well as giving players a platform to use their status as role models to encourage awareness and understanding of inclusion in football and wider society.

As part of Kick It Out's support to the professional game, the organisation continues to liaise with top flight clubs to achieve a level of the inaugural Premier League Equality Standard. Kick It Out provides guidance, support and useful resources in order to develop and enhance club policies and programmes ensuring inclusive and equal practices.

15 EFL CLUBS ACHIEVED THE CODE OF PRACTICE IN 2015/16. IT WAS INTRODUCED TO ENSURE CLUBS ARE INCLUSIVE IN ALL AREAS.



PLAYERS' SUPPORT

Professional footballers play an integral part in communicating Kick It Out's core messages. Throughout the leagues, the support of players and their commitment and passion for the cause can often make the difference in engaging supporters and a wider audience.

NEXT 20

Kick It Out's 'Next 20' ambassador scheme remains a key part of the organisation's player engagement efforts. The initiative utilises the support of young footballers from across The FA WSL, EFL and the Premier League to help spread Kick It Out's message of equality and inclusion.

During 2015/16, Kick It Out hosted 14 'Next 20' events, with ambassadors such as Everton's Romelu Lukaku, Arsenal Ladies' Jordan Nobbs and Blackburn Rovers' Jason Lowe taking part in a variety of educational and awareness workshops with young people that aim to tackle discrimination.

Romelu is pleased to continue his support: "I've been involved with the 'Next 20' for three years and I am happy to be part of the organisation. It is up to us to keep people educated. We want to get to the stage where one day we do not need to come into schools to raise awareness of these issues."

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Romelu Lukaku



EDUCATIONAL WORKSHOPS

Paul Mortimer, the organisation's Professional Players Engagement Manager, has continued his visits to clubs throughout The FA WSL, EFL and Premier League to deliver educational workshops to their first-team squads.

These meetings help players increase their understanding of Kick It Out and issues of discrimination, as well as improving their self-awareness regarding their own behaviours and practices in their working environments.

Paul delivered over 25 workshops during 2015/16. He said: "Most players I meet have heard of us but there can be misconceptions around our organisation. It's vital we educate the players about what we're trying to achieve and help them understand we are far more than just a t-shirt campaign."

NEW COLLABORATIONS



For the first time ever, Kick It Out worked closely with The FA Women's Super League, supported by BPP University Limited, one of Europe's largest providers of professional education.

The collaboration with all FA WSL 1 and 2 clubs promotes opportunities for women to work at all levels of football, both on and off the pitch, as well as enabling the game, as a whole, to be as accessible as possible.

Thanks to BPP's assistance, clubs were provided with complimentary resources to supplement their activities around promoting accessibility and inclusion across all areas of the game, in addition to promotional materials to highlight key equality messages.

In time, the collaboration hopes to enhance diversity amongst the supporter base, and increase the profile and popularity of the women's game.



EQUALITY INSPIRES

Kick It Out and the Premier League devised and launched Equality Inspires, an educational programme that delivers equality, diversity and inclusion awareness workshops to the Premier League Academy Programme from Under-11s to Development Squads.

The aim is to create a positive environment for players, both on and off the pitch, which is free from discrimination and exclusion. A specially-designed programme is also available to Academy staff

as well as parents, carers and guardians of Academy players, to enable a joined-up approach towards player support.

To celebrate the launch of programme, in October 2015, the organisation and the Premier League hosted the Academy Awareness Weekend. Over 20 fixtures were dedicated to raising awareness of Equality Inspires and to support Kick It Out's messages of equality and inclusion.

**72 WORKSHOPS
DELIVERED DURING
2015/16**

**1,029 ACADEMY
PLAYERS RECEIVED
EQUALITY INSPIRES
TRAINING**

**17 OF THE 20
PREMIER LEAGUE
CLUBS RECEIVED
AT LEAST ONE
EQUALITY INSPIRES
WORKSHOP**



FANS

FANS FOR DIVERSITY SUPPORTED 28 FAN-LED EVENTS

in 2015/16 and offered countless support on smaller, more informal activities. These events included initiatives with LGBT groups, legends games, inter-faith tournaments, disabled supporters events as well as community days.

ENGAGING WITH SUPPORTERS PLAYS A CENTRAL ROLE IN HELPING KICK IT OUT TACKLE DISCRIMINATION AND CREATE AN INCLUSIVE ENVIRONMENT.

The Fans For Diversity campaign, run in partnership with the Football Supporters' Federation, has built on the success of its first full season in 2014/15 by supporting more than 25 fan-led events or initiatives during 2015/16.

Former footballer Anwar Uddin, who leads on the campaign, has worked tirelessly to support fans across the country through the use of the Fans For Diversity Fund, which eases the financial burden for those hoping to run events around diversity.

FESTIVE CHEER AT EVERTON

In December 2015, Fans For Diversity supported a Christmas carol initiative at Premier League club Everton.

The campaign provided funding to The Choir With No Name, a national choir consisting of homeless people, to perform at the Toffees' clash against Leicester City.



LGBT HISTORY MONTH AT ARSENAL COMMUNITY HUB

Over 100 people attended a 5-a-side tournament, hosted by Fans For Diversity, in celebration of LGBT History Month at the Arsenal Hub in February 2016.

Organisations and supporters' groups such as Proud Lilywhites, Gay Gooners, The Street FA, the Clapton Ultras and many others all entered teams on a fantastic afternoon in which supporters came together to promote an inclusive environment within football for the LGBT community.

BANGLA BANTAMS AND SHAPLA FC GATHER TO MARK REMARKABLE PROGRESS

It was a night of celebration in Bradford in March 2016 as over 200 people attended the Bangla Bantams and Shapla Football Club's one-year anniversary awards ceremony, to acknowledge the individuals and teams who have played a part in their success to date. The Bangla Bantams and Shapla FC were formed with the help of Fans For Diversity to help the local South Asian community promote and increase sports participation - for both boys and girls - in the Bradford area. The awards ceremony served as a wonderful reminder of what has been achieved in such a short space of time.



Creating pathways

KICK IT OUT PROVIDES OPPORTUNITIES AND INSPIRATION TO PEOPLE WHO WISH TO WORK IN FOOTBALL, WHATEVER THEIR PASSION OR AREA OF EXPERTISE MAY BE. THE RAISE YOUR GAME (RYG) PROGRAMME AIMS TO USE THE EXPERIENCES OF THOSE ALREADY IN THE INDUSTRY TO MENTOR AND ADVISE FUTURE EMPLOYEES.

Since its inception in 2012, Raise Your Game has strived to diversify football's workforce and has offered pathways and breakthroughs to a range of people now working within football.



ANNUAL CONFERENCE

Hosted once more at Arsenal's Emirates Stadium, this ever-popular event attracted over 300 people, including 85 mentors who gave up their time. BBC Sport presenter Manish Bhasin hosted and was joined on stage by one of the many success stories in Rebecca James, who after attending two previous events, landed a position in the Gunners' communications team. Tony Carr MBE, a coach responsible for developing countless young players at West Ham United, also spoke passionately about his long career in the game.

Alongside individual mentoring sessions, attendees had the opportunity to take part in important workshops focusing on working in the media, careers in football advice and coaching.



MENTEES

"I know that I'm in a difficult position with football being very male-dominated. Events like Raise Your Game are really important to break down stereotypes."

Ammarah Pandor

"It's been phenomenal, I've found it so helpful. Getting to know different coaches and networking with different people from around the game - that's why I've come here."

Dilan Mistry

WOMEN'S RAISE YOUR GAME

Hosted at St Andrew's, this intimate, informal event saw guests hear from the likes of Marianne Spacey (England Women's Assistant Manager), Gemma Davies (Co-Producer Sky Sports News HQ), Kirsty Hulland (then General Manager Birmingham City Ladies), Vivienne Aiyela (Chair of Anti-Discrimination Panel at The FA) and Honor Cantrell (grassroots official).

Guests were able to talk to the speakers throughout the day and gain invaluable guidance from those working in the industry, while attendees were also given expert advice as part of a workshop delivered by Careers In Football.



MEDIA RAISE YOUR GAME

The popularity of working in the media industry inspired the creation of the media-specific event, held at the BBC Sport HQ at MediaCityUK in Manchester. Shelley Alexander, the BBC's Editorial Lead on Women's Sport, helped recruit a variety of speakers from the BBC who spoke about their experiences of progressing in a fiercely competitive industry.

COACHING RAISE YOUR GAME

Crystal Palace boss Alan Pardew opened the doors of the Eagles' training ground to invite a small group of aspiring coaches in for an exclusive view of training before he and first-team coach John Salako hosted a Q&A session.



MENTORS

"It was a very mixed group of people and it was really interesting. A lot of them were asking about my experience and my opinion which was great, but I was quite interested to find out a bit about them."

"It was brilliant speaking to people, I really enjoyed it. I'm genuinely interested in other people and it's nice to hear their stories and try and give a bit of advice where I could."

Kit Symons - Ex-Fulham Manager and current Wales Coach

"This event shows Kick It Out is able to leverage the influence it has across football and media. There are not many organisations that could bring people from coaching, the media, sports science, admin and others into one room. These events are essential."

Amar Singh - Squawka Chief Content Officer

Troy Townsend, Education and Development Manager, Kick It Out

"The RYG series has impacted on many people and seen them take their first steps into working in football. The mentors, who continue to give up their time not only at the events but in follow-up phone calls and emails, have experience from right across the game and that knowledge has proved to be invaluable."

Discrimination reports

The reporting of discriminatory incidents in football continues to be a key focus for Kick It Out. During 2015/16 there was a 2.5% increase in reports submitted to the organisation, with a significant rise in social media related reports. The organisation is still concerned about under-reporting, especially at grassroots level, and it is therefore an area of continued focus for Kick It Out.

SEASON-BY-SEASON COMPARISON

2012/13 **77**

2013/14 **284**

2014/15 **393**

2015/16 **402**

TYPE OF INCIDENT

TYPE OF INCIDENT	NUMBER
Race	220 (54%)
Faith	83 (20.5%)
Sexual orientation	68 (17%)
Gender	27 (7%)
Disability	3 (1%)
Age	1 (0.5%)

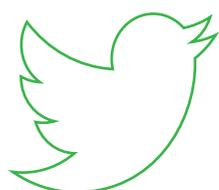
AREA OF THE GAME

48% Social media

31% Professional game

18% Grassroots game

3% Participants pro game



SOCIAL MEDIA REPORTS INCREASED BY 18%



THERE WAS AN 11% INCREASE IN USAGE OF THE KICK IT OUT APP TO REPORT DISCRIMINATION AT GRASSROOTS LEVEL

In February 2016, Kick It Out, in partnership with the Community Support Trust (CST) and Maccabi GB, produced a brochure providing further information on how the Jewish community can report antisemitism in football.

IN 2015/16, THE ORGANISATION RECEIVED 79 ANTISEMITIC FOOTBALL-RELATED REPORTS





In May 2016, the organisation launched the 'Klick It Out' campaign, focusing on tackling football-related social media discrimination.

Since 2014, Kick It Out has spoken about online discrimination. As the majority of incidents occurring on social media do not fall under football regulation, unless it can be proved that the individual involved is a participant under English football jurisdiction, the organisation can't use its normal route of reporting.

Kick It Out realised that much of the abuse happening online was left unchallenged, and has taken steps towards implementing a structure to deal with complaints.

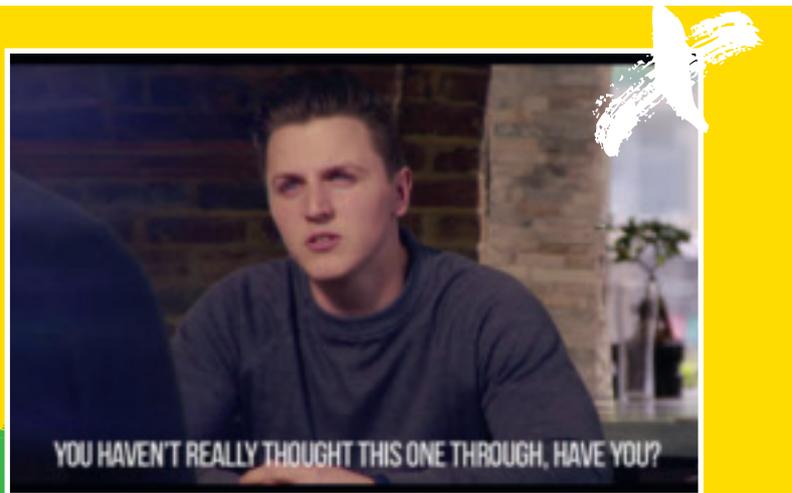
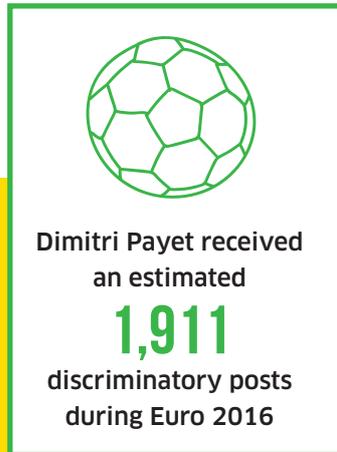
The formation of a Social Media Expert Group, featuring representatives from the football authorities, as well as Twitter, Facebook and other leading bodies, led to the Klick It Out campaign.

Klick It Out encouraged supporters to kick social media abuse out of football and promote equality and inclusion. A launch event was held at Portcullis House in Westminster and featured an introduction from Shadow Chancellor of the Exchequer, John McDonnell MP.

The panel, which included ex-footballer Clarke Carlisle,

Kevin Hylton, a Professor of Equality and Diversity in Sport, Leisure and Education at Leeds Beckett University and Anna Jönsson, then Reporting Officer at Kick It Out, discussed the challenges posed by social media discrimination.

The campaign, which was supported by both Twitter and Facebook, included a short promotional film, a microsite, featuring regular editorial and a range of social media content. During Euro 2016, Kick It Out, alongside Brandwatch, a world leading social listening and analytics company, monitored social media discrimination aimed at selected players competing in the tournament, to further analyse the problem.



OVER 900,000 PEOPLE VIEWED THE PROMOTIONAL VIDEO

Spreading the news

KICK IT OUT UTILISES ITS OWN PLATFORMS TO COMMUNICATE NEWS OF THE ORGANISATION'S WORK AND COMMENTS.

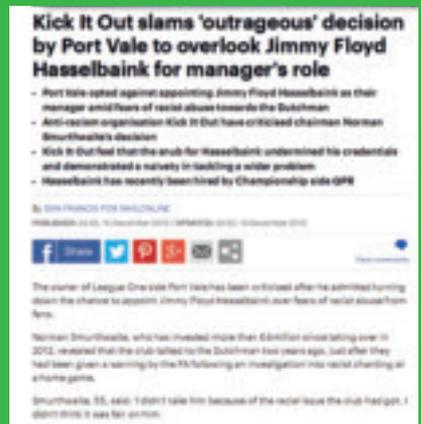
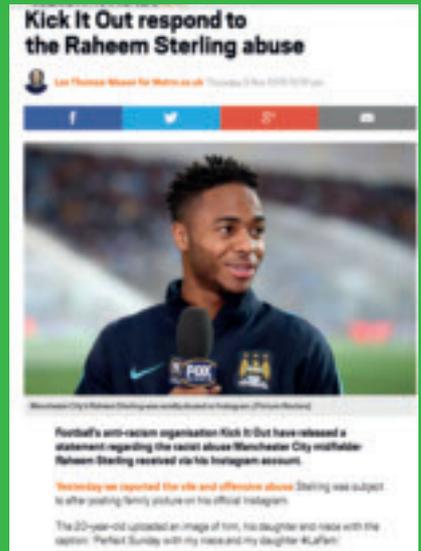


For the first time, a video was produced to tell the story of Kick It Out and the Football Supporters' Federation's partnership work on Fans For Diversity and the ongoing support for Non League Day.



Highlights were also produced of the annual Raise Your Game conference at Arsenal FC, featuring interviews with the likes of Gunners' Chief Executive Ivan Gazidis and former Sheffield United manager Nigel Adkins.

IN THE PRESS



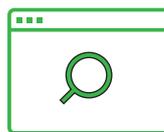
Kick It Out's social media followers increased by 20% across three platforms.

TWITTER	51,672
FACEBOOK	8,709
INSTAGRAM	1,603

The organisation's website kickitout.org remained the place to visit for further details that can't necessarily be delivered by social media.



THERE WERE
574,866 VISITS
TO THE WEBSITE



1.1 MILLION PAGE
VIEWS WERE FROM
NEW USERS



422,469 VISITS
TO KICKITOUT.ORG
WERE FROM
NEW USERS



65% OF VISITORS
WERE FROM
OUTSIDE THE UK,
HIGHLIGHTING KICK IT OUT'S
WORLDWIDE REPUTATION IN
TACKLING DISCRIMINATION

Finances

INCOME ANALYSIS 2015/16



Core funding	£601,800	74%
Fans Fund programme	£29,950	4%
Investment income and other income	£179,994	22%
TOTAL INCOME		
Income relating to voluntary income	£631,750	78%
Income from charitable activities	£179,994	22%
Total income	£811,744	100%

EXPENDITURE ANALYSIS 2015/16



Professional football	£195,399	26%
Grassroots football	£35,951	5%
Community	£103,548	13%
Dedicated fixtures	£37,524	5%
EFL Life Skills	£34,367	4%
Premier League Equality Inspires	£97,813	13%
Fans programme	£32,703	4%
Education	£67,650	9%
Confidential reporting	£68,791	9%
Professional players	£80,051	10%
Fundraising cost	£17,223	2%
TOTAL EXPENDITURE	£771,020	100%



Kick It Out

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Number to change in early 2017, see kickitout.org for new phone number

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Kick It Out is supported and funded by the football authorities.



Premier
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TACKLING RACISM & DISCRIMINATION