

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

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Ambassadors for Change

Annual Review 2010-11



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Foreword



It has been another busy year for everyone associated with Kick It Out in pursuing the goal of making all aspects of football an enjoyable experience, without the fear of discrimination, harassment, abuse, vilification and exclusion.

Our contribution is an important one, reflected in the high demand for our services from football clubs, fans groups, community organisations, schools and colleges, prisons and young offenders institutes, youth clubs and players themselves. We work proactively with the football authorities and agencies in seeking meaningful ways to make that experience a reality.

Although our original focus was to tackle racism, which is still a fundamental concern, we are dedicated to addressing all forms of discrimination, exclusion and inequalities as they affect people, whatever their background and circumstances. In particular, during the last year, attention has been focused around concerns with homophobia, anti-Semitism, Islamophobia, sexism and abuse of disabled people.

It can be easier to respond to overt hostile, hateful and abusive behaviour than the institutional discrimination which is more covert, subtle and sophisticated. However, this form of exclusion can often be more damaging to people by making them vulnerable and susceptible to

victimisation and fearful of challenging their shameful discriminatory treatment meted out by bosses, colleagues, decision-makers and those with organisational power. Institutionalised discrimination is also reflected in the make up of boardrooms, senior management teams, coaching staff and on the administrative side of the game.

Football is no worse than other sectors of society and many of those who seek to criticise the game for its failures in achieving equality for people of all backgrounds should take a look at their own working environments, management teams, boardrooms and individual prejudices and how those are applied in everyday situations with people from different backgrounds.

“I am delighted that there are so many people committed to achieving inclusion and diversity within football.”

Personally, I am delighted that there are so many people committed to achieving inclusion and diversity within football. However, in spite of the progress being made, there is much more to do and there can be no complacency in tackling the evils associated with bigotry, ignorance, intolerance, hatred and discrimination in our society at large.

Football can be rightly proud of its contribution to community and social cohesion in Britain, especially in these difficult economic times in which many people are experiencing hardships and extremist organisations seek to exploit the vulnerable and apportion blame on minority groups for their plight. More than ever, we are under pressure at Kick It Out to be doing more with our partners in football to maintain our activities for the benefit of the game and wider society.

We are grateful for the support of all the stakeholders involved in the campaign. However, I must express my appreciation specifically to our excellent Trustees, hard-working staff and volunteers and our funders the Premier League, the Professional Footballers' Association and The Football Association. We look forward to continuing in partnership with each of these organisations over the next 12 months.

Lord Herman Ouseley
Chair, Kick It Out

Grassroots football

Whether it's in playing, coaching, refereeing or running a team at a local level, one of Kick It Out's core priorities is to develop opportunities for minority groups and individuals to participate and progress in all areas and at all levels of the game.

The campaign also plays its part in supporting the governing bodies to widen out opportunities to all communities across the country.

The Football Association (The FA) and County Football Associations (CFAs) represent some of Kick It Out's key partners in this area as the governing body of the national game and the driving force behind the development of grassroots football.

Supporting FA initiatives

Kick It Out is able to support The FA in a variety of ways, providing ongoing advice and expertise to a number of advisory groups as well as offering extensive support to key initiatives.

These include the national Race Equality Advisory Group, which reports directly to The FA's board, the Asian Muslim Women and Girls group, the Tackling Homophobia working group and The FA's Referee Diversity Action Group, a group charged with ensuring that referees of the future are attracted from a wide range of currently under-represented communities. This group has had considerable success over the last 12 months including the development of a ground-breaking Asian and Muslim female Futsal refereeing course in association with the Muslim Women's Sports Foundation (MWSF) and The FA.

Kick It Out also contributes to the Mental Health Advisory group, which in partnership with Time to Change, the mental health discrimination campaign, rolled out mental health training during 2010/11 to mainstream football clubs and other individuals working in the game.

Get Into Football and Tesco Skills programme



Kick It Out works closely with The FA to help them deliver a number of initiatives and programmes, especially in diverse communities that may previously not have had the chance to be included in these types of schemes.

During 2010/11, Kick It Out's Grassroots Development Officer linked up with seven of The FA's new Get Into Football (GIF) Officers across the country. These officers bring people closer to affiliated football through first experiencing the game at a community level. In Croydon, the Surrey County FA GIF Officer worked with Kick It Out to set up an Asian Community Tournament with over 70 participants involved and in Peterborough, the GIF Officer for Huntingdonshire and Northamptonshire County FA developed an International League and a football tournament aimed at the local refugee community.

In early 2011 Kick It Out partnered with Middlesex County FA, the Metropolitan Police, Harrow School and Watford FC Community Trust to deliver a schools' competition to a mixed group of 150 children from 14 schools. The friendly tournament enabled children to play in a non-competitive environment. Those that didn't want to play in matches were able to utilise Tesco Skills Coaches from Middlesex County FA to improve their basic football skills.





My role as a Get Into Football officer is to almost bridge the gap between those wanting to play football regularly but are not quite ready for an affiliated 11 v 11 league. Kick It Out has provided me with an invaluable network of community contacts to link my ideas and events up to but also as a way of publicising community events I am delivering to the local and third sector media, something that is crucial if events are to be a success.”

Cassie Bridger, Get Into Football Officer, Surrey County FA

Race Equality and Equality Advisory groups

Under the guidance of The FA, 10 local CFAs have set up their own Race Equality Advisory Groups (REAGS) or Equality Advisory Groups (EAGS) to help provide them with expertise at a local level to advance their equality and diversity programme of activities.

Kick It Out works with all 10 CFA REAG and EAG groups; these include London, Middlesex, Surrey, Kent, Essex, Birmingham, West Riding, Leicestershire & Rutland, Bedfordshire and Berks & Bucks. Surrey County FA has taken the commitment to its own EAG a step further by establishing additional sub groups looking at issues around race, gender and disability delivering faith, disability, age and gender action plans as well as a strategic partnership programme with Kick It Out and the Black and Asian Coaches Association (BACA) to address issues of under-representation in coaching.

National Standard for Equality for CFAs

Kick It Out assists all CFAs with practical solutions in how to engage communities in grassroots football.

This helps provide evidence towards the ‘Equality Standard: A Framework for Sport’, which is verified by UK Sport. During the 2010/11 season, a further six CFAs; Bedfordshire, Dorset, Lancashire, Leicestershire, Somerset and Staffordshire, reached the Foundation level of the Standard. In total, 17 CFAs have reached this level of the award.

Equality training

Kick It Out staff also assisted The FA in delivering seven Football For All training courses. Three members of staff are trained FA tutors and one member of staff acts as a regional Equality Tutor Mentor. Courses delivered include The FA’s Equality Workshop, the Race Equality Workshop and the Handling Discrimination Cases Workshop, and the Kick It Out team has also provided expertise and assistance with the development of The FA’s new Equality Workshop for Professional Clubs.

Grass Roots Football Show

Kick It Out had a significant presence at the Grass Roots Football Show held at The NEC in Birmingham in June 2011. The campaign hosted a panel seminar around representation and discrimination in football

which included contributions from Robbie Savage and Dion Dublin, as well as having staff answering queries via a large exhibition stand and running a grassroots competition to win former England international Earl Barrett as a ‘Dream Manager’ for the day, which brought in over 300 entries.



Equality and inclusion are values which run throughout all the work we do at Manchester FA. Our links with Kick It Out are key in driving this forward. The profile of the organisation helps our work at grassroots level and with schools and, in some cases, can be a deciding factor in groups getting involved. Discipline is always a constant issue and we feel education, as opposed to fines, can act as a more effective long-term measure. This is another area where I feel our links with the campaign can pay dividends.”

John Hurst, Social Inclusion Officer, Manchester County FA



As one of the biggest CFAs, located in one of the most diverse cities, working with local diverse communities is key to us hitting our targets. Kick It Out is a key partner in helping us bridge that gap. For example, Kick It Out has been involved in our REAG group for a number of years now and having that support has been a real help. In 2010 Kick It Out was involved in our Communities League, worked with us at the Grass Roots Football Show, hosted Mentoring sessions within the County and held a National Asians in Football Forum meeting here. We are able to then link these events to our initiatives such as Just Play, the Tesco Skills Programme and Get Into Football, providing communities with more sustainable opportunities to play. It’s this continual support over the year that helps us really connect with communities and hopefully bring them closer to organised football.”

Mohammed Juned, National Game Strategy Officer, Birmingham County FA

Community



“A particular initiative is the Start Again project, which works with disadvantaged young females from across the Midlands, many of whom are homeless, living in supported accommodation and have mental health problems.”

Kick It Out continues to work hard to build up trust and goodwill with communities, individuals, groups and organisations wishing to engage with football at a local level as a way of developing strong community cohesion.

The campaign provides opportunities to help bridge the gap between football organisations, affiliated football and people who historically may have felt excluded or overlooked.

Kick It Out provides a range of support to help capacity build community groups, including advice and guidance on funding applications and providing links to established footballing organisations, including CFAs and professional clubs.

A particular initiative is the Start Again project, which works with disadvantaged young females from across the Midlands, many of whom are homeless, living in supported accommodation and have mental health problems. The project was initially a recipient of a Kick It Out Development Grant of £873 and has since gone from strength to strength, accessing both local and national support including that of Birmingham County FA.

To help develop Kick It Out's community work during 2010/11, the campaign was involved in a number of ground-breaking initiatives, including:

Asian Muslim Women and Girls in Football group

The Asian Muslim Women and Girls group, chaired by Kick It Out, in conjunction with the MWSF, developed a 12-month action plan, and set up a national female only Futsal festival.

Established due to a recognised lack of sporting opportunities for predominantly, but not exclusively, Muslim and Asian females, the group has grown into a national support organisation for females looking to participate in sport in appropriate surroundings.

The Black and Asian Coaches Association (BACA)

Formed in January 2010, this group was established to help address the under representation of minority communities in coaching, especially at performance level.

“ Here in Newham we have a Roma population of over 20,000 and football is a very important way for our young people to not only stay fit but also to socialise with Roma and non-Roma communities. Football is an international language that can often help people communicate where language is a barrier and other means fail or there are issues. Football can also give some young people an income stream and help to unite different generations of the same community. Through this project we now have a young Roma FA qualified coach to help continue weekly training sessions.”

**Sylvia Ingmire, Chief Executive,
The Roma Support Group**

In 2011 Kick It Out supported BACA's inaugural 'Developing Coaches of the Future' scheme, a session where coaches received two free FA accredited coaching modules, enabling them to achieve The FA's new Coach Licence. The day was held at the London Soccerdome and supported by The FA, local CFAs, professional clubs and respected and experienced professionals such as Chelsea's Technical Director Michael Emenalo, England Under 19 manager Noel Blake, Brentford FC's Ose Aibangee, Sir Trevor Brooking and Brendon Batson MBE.

National Asians in Football Forum

The increased representation and visibility of British Asians in football is a key area of Kick It Out's work, and the organisation provides logistical and operational support to the National Asians in Football Forum. In 2011 the group held community consultation meetings in London and Birmingham. This has resulted in a three-year development plan and joint projects in partnership with BACA and The FA.

Kick It Out also sits on The FA's Asians in Football participation group and is currently working with The

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FA and the National Asians in Football Forum around an Asian participation project with Liverpool FC.

National Gypsy, Roma and Traveller (GRT) football project

Kick It Out has further developed its National Gypsy, Roma and Traveller (GRT) football project in 2010/11. This aims to develop grassroots football opportunities and participation for GRT communities within six locations; Liverpool, Bolton, Leeds, Norwich, Essex and London. A key objective is to provide coaching and refereeing qualifications and then linking participants into affiliated football opportunities locally. The project will culminate in a national conference, bringing all project locations together for a day showcasing achievements within the community, and to look at ways that mainstream footballing organisations can get involved and play a bigger part with this community.

Disability football

Kick It Out continues its involvement in disability football forming a partnership with the Special Olympics in 2010. The organisation has also provided funding of £1050 to a disability football project in partnership with Hayes Mosque to address the stigma attached to disability in the local Muslim community.

Community Forums

Kick It Out Community Forums provide a way to bring communities and the footballing authorities together at a local level. Each forum is organised in conjunction with the local CFA and professional club, and highlights an array of community organisations. In 2010/11, Kick It Out organised five of these at Sheffield Wednesday, Watford, Fulham, Gillingham and Leicester City, in which a total of 250 people attended.



Education

For progress to be made in eradicating racism and discrimination, education must remain a central focus of the campaign's activities.

Kick It Out has had considerable success in recent years developing educational resources and training packages. These can be used in the classroom and for people working within the professional game.

'We All Have a Part to Play' – Equality and Diversity training

In partnership with the Premier League and the Professional Footballers' Association, Kick It Out has developed a bespoke training package for 16-19 year-old players at professional clubs. During the 2010/11 season, this training was delivered to young players at all 20 Premier League clubs. The aim of the training, called 'We All Have a Part to Play' is to highlight to players the importance of being a good role model for the game and reiterating the message that everyone involved in football has a role to play in ensuring equality and diversity is taken seriously.

The training and its accompanying materials were commended by Ofsted as 'outstanding' during its 2010 inspection of the Premier League.

This year Kick It Out also worked with League Football Education (LFE) as part of a pilot project to roll the

“In partnership with the Premier League and the Professional Footballers' Association, Kick It Out has developed a bespoke training package for 16-19 year-old players at professional clubs.”

training out to Football League clubs. This successful pilot saw sessions delivered to over 100 scholars at Southampton, Derby County, Bury, Peterborough United, Huddersfield Town and Sheffield United.

Crossing the Line – Anti-bullying DVD

Kick It Out has worked with the Premier League, the PFA and the Kids Taskforce, to produce a short film, aimed at 14-16 year olds at professional clubs, which addresses the issue of bullying. The film looks at the issue from the point of view of players, parents and coaches, and reiterates the importance of all those involved in the game acting as a '24-hour professional'.

The film was first showcased at the Premier League's Youth Development Conference held at Bolton Wanderers in April 2011. Kick It Out will now be working with all the partners involved in the project to develop a series of workshops, complete with training materials, aimed at players, coaches and parents at all 20 Premier League clubs.

“The scholars' training delivered to our 16-19 year olds provided an open forum that got the boys talking, and produced some key outcomes that got them thinking, too.”

“Using a mix of educational DVDs and language sessions, they discovered that their choice of words and how they address one another, whilst seemingly OK within the confines of a dressing room, can sometimes cause offence and isn't always something that would be tolerated outside of it.

“Banter, joking and teasing can be a central part of any football changing room. But the scholars' training demonstrated that the line of what's acceptable and what's not, although often very thin, is something that can be grasped at an early age. We're confident it's something they'll take away with them into their everyday lives.”

**Sue Beeley, Community Manager,
Sheffield United FC**



“Kick It Out’s Movin’ On Up session provides crucial and ‘real’ insight into the lives of individuals who have experienced the prison system but have been able to find redemption through sport. It demonstrates to our prisoners that an alternative does exist through positive interaction.”

Mike Hirst, HMP Rye Hill

Movin’ On Up prison forums

Movin’ On Up forums provide prisoners with an opportunity to hear from and meet a number of role models, drawn from football as well as other sports, music and the media, in a session designed to help raise motivation and achievement.

The events also look at the effects of discrimination both within football, sport generally and the wider

community. Panel members are invited to recite and share life experiences, with attendees urged to do likewise.

In 2010/11 Kick It Out ran sessions at HMP Rye Hill, HMP Peterborough as well as Feltham Young Offenders Institute, where the organisation lent its support to the ‘Football Changes Lives’ project.

Educational resources

Kick It Out produces and provides resources that can be used in schools and other educational organisations.

As a follow up to the 2010 World Cup, held in South Africa, the Football and Freedom Education Resources, which were produced by the National Union of Teachers (NUT) and Action for Southern Africa (ACTSA) were revised and updated. The pack which provides a wealth of material for teachers and students on the history, context, achievements and challenges of South Africa was first developed in time for the 2010 World Cup and has since been downloaded over 15,000 times.

Kick It Out also published a set of information notes to accompany the short film it made with The FA aimed at raising awareness of and tackling homophobic abuse in football. The notes address some of the issues raised in the film and look at ways that people can report homophobic abuse in the work place or in a school environment.

“We were lucky enough to work with Kick It Out as part of our series of summer projects. The event was probably the most popular we have held here and was hugely oversubscribed. It was the first time I have seen a room full of staff and prisoners totally absorbed in an event. It was fantastic and thought-provoking, and has proved to be the spring board from which we have made big leaps forward in engaging prisoners in our diversity agenda.”

Paul Rylance, HMP Peterborough

One Game, One Community weeks of action

With around 1,000 events taking place across a 12-day period in October, Kick It Out's *One Game, One Community* weeks of action remains the largest and most prominent community engagement initiative in football.

The message; football for all regardless of colour, faith, gender, age, disability or sexual orientation, is embraced by the grassroots and professional game alike.

The 2010 weeks of action activities at professional clubs were witnessed by nearly two million football fans at stadia across the country, and the initiative generated the equivalent of £1.7 million in media coverage.

As part of their commitment to Kick It Out all 92 professional football clubs nominated a 'Day of Action' to support the campaign, including on-pitch balloon releases at Stoke City and Aston Villa, whilst guards of honour waved large *One Game, One Community* pole flags at clubs including Reading and Derby County.

Over 30 clubs organised additional activities for their local community. Aston Villa ran a musical workshop for local school children to produce a song or rap based on the *One Game, One Community* message. MK Dons held a disability awareness event in conjunction with Level Playing Field, a disability awareness campaign, the National Children's Deaf Society and Guide Dogs for the Blind. Kick It Out also assisted Arsenal Ladies FC in organising a female football event, highlighting the success of the women's game. The day included a skills session with some of the Arsenal Ladies team, including club and England national team captain Faye White.

Equally important as part of the weeks of action is the community, grassroots and educational events and projects

“The view from the gantry gives football a whole new perspective. I can see from here what I can only have dreamt of seeing as a player.

“One of the most impressive sights in a season comes in October when Kick It Out's *One Game, One Community* weeks of action adorns stadiums everywhere.

“Not only is the range of activity, from fan choreographies to flag parades and players in t-shirts, visually impressive but the unified statement this sends out has significant power and weight.”

Andy Hinchcliffe, Commentator, Sky Sports

that take place during this time. In the 2010 *One Game, One Community* weeks of action, 43 CFAs were involved in various different activities, through organising football tournaments to having a dedicated Kick It Out 'splash' page on their websites. A Pioneers Day was organised by London County FA which saw a series of workshops delivered to around 120 young people, including disability coaching, refereeing and radio and TV interview technique.

At community level, Kick It Out increased its educational involvement co-ordinating three University 'Question Time' style forums at Leicester, Northampton and





Spotlight event – Liverpool FC

Liverpool Football Club's 'Equality 4 All' programme, which is part of the Community Department, held a schools event for pupils that attend a number of local schools. The event involved a song lyric writing workshop with a local MC and rapper, a stadium tour and an equality and diversity quiz. The day ended with a Q&A session, where the young people quizzed a panel made up from people who were involved on the day alongside former players Brian Hall and Michael Thomas.

Spotlight event – Footballing Question Time Video Conference

Yorkshire and Humberside Grid for Learning (YHGFL), in conjunction with Kick It Out and Football Unites, Racism Divides (FURD), hosted a video conference session for schools which aimed to increase inclusion and the building of partnerships centered on football. The video conference was made up of a panel of ex-professional footballers, football historian Phil Vasili and FURD's Howard Holmes, with five schools participating via video link up from Sheffield, Doncaster and Hull. The event, which was the first of its kind, received excellent feedback from the schools involved.

Westminster Universities. To audiences of up to 150 students, the campaign assembled panels including Kick It Out staff and representatives of local professional clubs, CFAs and grassroots and ex-professional footballers.

Here is a sample of some of the events that took place as part of the 2010 *One Game, One Community* weeks of action:

Spotlight event – Derbyshire Youth Service

The Derbyshire Youth Service hosted a *One Game, One Community* tournament run by Chesterfield Youth Service. Over 100 young men and women from across the whole of Derbyshire attended a *One Game, One Community* tournament at Hasland Youth Club. Alongside the tournament, there were displays and workshops on race, religion, gender, disability and sexuality, and a graffiti project. The focus of the event was on fair play, and the trophies were presented by Fern Whelan, an Everton and England Under 23 player.



Spotlight event – Weeks of action launch, in conjunction with Ford Motors

The *One Game, One Community* weeks of action in 2010 was launched by Ford at the Centre for Engineering and Manufacturing Excellence (CEME) complex in Rainham, Essex. The event was attended by over 100 young people.

Ford's Managing Director, Nigel Sharp, said: "The relationship between Ford and Kick It Out is hugely successful in mobilising the involvement of local schools during the fortnight of action."

Major stars at the event from the world of entertainment, were X-Factor success-story Olly Murs, actor Winston Ellis (*Pirates of the Caribbean*) and Gurinder Chadha (*Director, Bend It Like Beckham*). Helping the youngsters hone their football skills were Kieron Dyer and players from Dagenham and Redbridge FC. England physiotherapist Gary Lewin also attended as well as ex-England and Watford player Luther Blissett and Bobby Barnes, Paul Allen and Paul Davis, and Sports Editor of *The Voice*, Rodney Hinds.

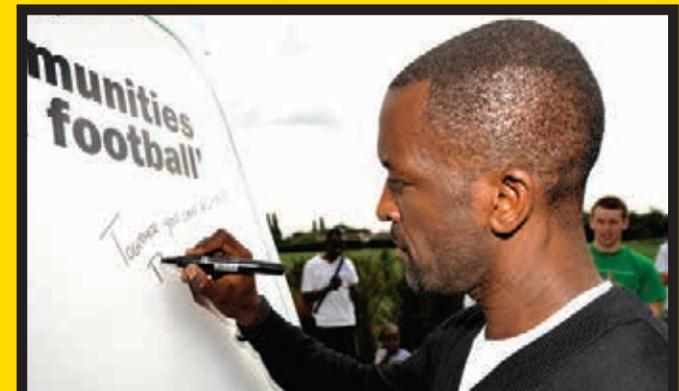
The year in pictures



Danny Wallace with the England Partially Sighted team



Best of Africa awards



'Inspire' event at Charlton Athletic FC



West Bromwich Albion show their support to striker Peter Odemwingie who was racially abused by fans of former club, Lokomotiv Moscow



Kick It Out sponsored the Keith Alexander Award at the LMA's Managers Cup



Hugh Robertson, Minister for Sport and the Olympics, at the One Game, One Community weeks of action reception

The professional game

Professional clubs play a pivotal role in the work of Kick It Out and the organisation works with all 92 clubs across all four divisions to help them develop and enhance their equality and diversity practices and procedures.

Equality Standard for professional clubs

The Equality Standard for professional clubs continues as the main focus of the equality and diversity work undertaken by Kick It Out in support of the professional clubs. The aim of the Equality Standard is to provide a framework for clubs to assist and enhance their

equality policies and activities across all areas of the business, including commercial ventures, recruitment, fan services and stadia safety.

The 2010/2011 season was a milestone for the initiative, which saw Watford become the first professional club to achieve the Intermediate level of the revised Equality Standard. Watford excelled with a whole club approach to equality, employing specific initiatives around recruitment, training and community engagement.

Kick It Out has been working with six Football League clubs as part of a pilot project with the Football League Trust and League Football Education to help clubs develop their equality and diversity practices. Wycombe Wanderers became the first to achieve the Preliminary level of the Standard in June 2011 after providing evidence to the panel which included details of robust reporting methods, together with evidence of their regular anti-racism days held at Adams Park, the club's home ground.



I assist Premier League clubs with their Equality Standard submissions. As the most watched and vibrant league in the world, it is vital that clubs have equality intertwined through all of their practices and policies. Therefore, implementing the Standard is high on the agenda of all clubs.

“The Standard provides vital support and assistance in areas such as employer and supporter engagement, or strengthening HR policies.

“As a core funder of the campaign, the Premier League encourages its clubs to work towards the Standard. Clubs are particularly keen to explore how it improves communication and engage more effectively with the local community. I spend time with clubs to help make this a reality.

“For me, the most satisfying aspect of the job is to see a whole-club approach taken to equality work, in which input and support is given from the board all the way through to the community department.”

Keeley Temple, Professional Club's Development Officer, Kick It Out

Rotherham United and Preston North End also submitted preliminary evidence for the Standard, and it is hoped that the remaining three clubs taking part in the project, Bristol City, Barnet and Nottingham Forest will be submitting evidence in 2012.

Decisions on whether clubs are successful in being awarded a level of the Equality Standard are made by a specific accreditation committee, chaired by Lord Herman Ouseley. This year the existing panel was joined by a new member, Colin Chaytors, former Chief Executive of the English Federation of Disability Sports, who was able to offer specific insight and guidance to the panel about issues relating to disability.

Three other clubs were also successful in 2010/11 in achieving the Preliminary level of the Equality Standard, Stoke City in September 2010, Liverpool in January 2011 and Birmingham City in June 2011.

Supporting club activities

As well as encouraging clubs to support Kick It Out initiatives, the campaign also works with individual clubs to support their own programme of activities.

League Two side Barnet's 2010 National Asian Soccer Festival, aimed at unearthing talent from the area's Asian community, gave players the opportunity to showcase their skills in front of Football League scouts, with the winning team receiving a full day's training with the club's first-team coaching staff.

'Report It!' hotline

Kick It Out works with The FA and other leading organisations in the game to ensure a zero-tolerance approach is taken to any form of discriminatory language within football stadiums.

To help provide fans with the opportunity to make complaints of any incident they have witnessed, Kick It Out continues to operate a reporting hotline service

“ We take great pride in our reputation of being a club which embraces supporters of all ages and ethnicities and are pleased to have been recognised for our work in tackling discrimination within the stadium. The next step for us is to reach Intermediate status and we will work closely with the Kick It Out campaign to improve our standards even further.

Aqeel Akram, Diversity Officer, Wycombe Wanderers FC

“ Watford Football Club has always prided itself on being an integral part of the local community. It is not something we just like to do; it is something essential to what makes this club special. To be a true community partner is one of our stated aims.

“Ensuring the club bears the mark of the Equality Standard award shows those outside of our community that embracing diversity and difference is something we actively seek to do. It just makes sense to do this.

“Engaging with, and recruiting from, the areas we are involved with each and every week demonstrates in very real terms that we are prepared to back up our pledges with action. Kick It Out has campaigned tirelessly to highlight the fact that diversity and difference should be embraced and not shunned – and this is a message I hope Watford Football Club has played its true part in delivering within our community.”

Graham Taylor, Chairman, Watford FC

and an online reporting facility on its website. Reports can also be made using these services to report similar incidents that occur in the grassroots and amateur game.

All complaints received are investigated fully.



“ We are committed to engaging and working with our fans, local communities and others to play our part in tackling discrimination and equality challenges. Our team understands the issues faced by under-represented individuals and groups, the principles of equality and our role in meaningfully delivering a programme of activity that creates cohesion and helps shape the future of the club. The work around Kick It Out's Equality Standard allows us an opportunity to further improve our infrastructure and demonstrate our commitment both on and off the pitch.”

**Rishi Jain, Social Inclusion Officer,
Liverpool FC**

Player support

With the help of the PFA and individual clubs, Kick It Out boasts an 83 player strong ambassador list many of whom offer their support to the campaign throughout the year.

Players do this in a range of ways, from attending community events and education days, to visiting prisons and carrying out media interviews. Emile Heskey, Jobi McAnuff, Reuben Hazell and Zesh Rehman were just a handful of players who got involved as representatives of their respective clubs.

In the lead up to the weeks of action, each club is asked to nominate a first-team player to act as a *One Game, One Community* ambassador.

With an extremely important role to play in raising awareness, the contribution received from every player is key.

“Players have the power to really elevate key issues with their involvement, from school visits to media fulfillments.

“The range of work and opportunities available through Kick It Out, and the importance of this work, is long since recognised by the PFA, and something that is strongly encouraged in our day to day dealings with players.”

John Hudson, Director of Community, the PFA

Best of Africa Awards

Kick It Out was the proud recipients of the ‘Outstanding Contribution to Football’ award at the inaugural Best of Africa (BoA) Awards. The awards, established to celebrate the ‘cultural relationship between African footballers and the English game’ were attended by a host of Premier League stars, including West Bromwich Albion striker Peter Odemwingie, who won the Premier League’s African Player of the Season, Chelsea’s Salomon Kalou, and Arsenal defenders Bacary Sagna and Johann Djourou.

The women’s game

Kick It Out continues to support the women’s game. The 2010/11 season was a pivotal one with the beginning of The Women’s Super League (WSL), an elite summer league for women’s football.

Comprising of eight clubs and played out during the summer months, the league showcases England’s best players with games regularly televised live alongside a weekly highlights package through broadcast partner ESPN. Its competitiveness and professionalism unearthed an army of new fans and showcased women’s football as a viable alternative to the men’s game.

Kick It Out serialised events and scores using kickitout.org, extending the reach of the league to the campaign’s audience.

Rachel Yankey, one of the women’s game’s most recognisable faces, appeared in ‘The Y-Word’, a Kick It Out film aimed at tackling anti-Semitism and anti-Jewish abuse in football.



“I was honoured when asked to be an ambassador. As footballers, we must grasp the chance of promoting harmony in all that we say and do, to help try and achieve a better future for all.”

Leon Legge, Brentford FC and Kick It Out ambassador

“I believe in the Best Of Africa Awards and what it represents for the people of Africa. I know it will grow into a very big movement. It’s good because some people just watch us as players, but this can open people’s eyes to Africa’s story.”

Alex Song, Arsenal FC and Cameroon

Mentoring and Leadership project

The football industry, from its governing bodies to fan groups, has collectively made great strides over the past decade to eradicate discrimination from the game.



However, imbalances in the game still remain. There are only two black managers across the four professional divisions and less

than five current professional players from British Asian descent, from a total of around 3,000. There are no openly gay players and a dearth of women at boardroom level.

To help redress this balance, Kick It Out, through working in partnership with the Equality and Human Rights Commission (EHRC), launched a project aimed at supporting individuals, particularly those from minority communities, to work within the football industry at all levels of the game.

The project was targeted across six different areas of the country; Newcastle, Bristol, Sheffield, Birmingham, London and Manchester.

The project began with a series of consultation sessions in each area. These sessions offered groups and individuals the opportunity to learn about the project and also gave participants a platform to discuss issues and barriers they were facing in the progression



I'm absolutely thrilled. I'm so grateful to Kick It Out for inviting me to the mentoring conference; I never would have got my foot in the door at the Premier League otherwise. I can't believe just a few months later and I've got a dream job."

Alex Eckhout, conference attendee, current Premier League employee

of their careers. A diverse range of people attended each of the meetings with interests in the game ranging from coaching, management, refereeing, physiotherapy, the media and football administration.

A highlight of the project was the one day 'Leading the Way' conference organised by Kick It Out in March 2011. As well as a number of keynote sessions, and a motivational workshop from ex-NBA star Jamie Edwards, participants were also provided with an opportunity to have a one-to-one meeting with a wide range of people working in the game at all areas and all levels. Mentors included Chris Hughton, Tottenham Hotspur youth coach Chris Ramsey, the Daily Mirror sports writer Darren Lewis, and Joyce Cook from the Level Playing Field campaign, plus referees, community leaders and experienced administrators.

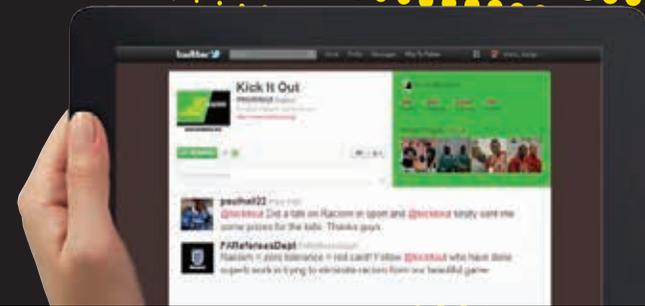


Through taking part in the 'Leading the Way' project, Kick It Out has helped me develop a good network of people within the game from various ethnic groups. This has been instrumental for my future within football. I found the mentoring sessions to be very helpful, as they provide coaches with an opportunity to understand the various directions for a pathway into the game. This can be hard for coaches from ethnic minorities to grasp, but it is made simpler when you have figures such as Earl Barrett providing information about opportunities within the game."

Rehan Mirza, Youth Coach, Notts County FC



Media and campaigning



Communication is key to Kick It Out's ongoing success. Whether it's via social media or hard copy marketing literature, letters to editors or the monthly 'News from Kick It Out' online bulletin, the organisation engages with all marketing and communication opportunities to ensure all campaign audiences, from professional clubs to local authorities, individual players to grassroots campaigning groups, are kept aware of the initiative's work.

Of equal importance are the strong and ongoing relationships that Kick It Out has established with media outlets locally, regionally, nationally and internationally.

Kick It Out works on a proactive and reactive basis, issuing press releases and statements in order to generate publicity around the organisation's initiatives whilst also fielding enquiries from the media when news stories break.

Platforms such as Twitter and Facebook, as with all public facing organisations, act as a vital resource and are used and updated daily, alongside kickitout.org, which receives on average 1300 hits a day, to communicate directly with players, journalists and fellow campaigners.

Over the past year, the campaign has accumulated an average of 14 followers per day on Twitter and on average, receives one broadcast media mention every five days.

Key initiatives in 2010/11

'The Y-Word'



'The Y-Word', a minute-long film aimed at tackling anti-Semitism and anti-Jewish abuse in football, has been watched over 100,000 times on YouTube since its launch in April 2011.

Written and produced by Ivor and David Baddiel, the film features Arsenal defender Kieran Gibbs, Chelsea star Frank Lampard, Tottenham Hotspur captain Ledley King, and England women's winger Rachel Yankey.

The film has attracted interest from a broad range of national and international media. The Y-Word was viewed seven times every

minute in the first week it was made available online and continues to inform and raise debate around use of the word 'Yid' in football grounds. Kick It Out's role was to generate and lead

significant discussion both in the media, and with football supporters about the historical context of the word, and the potential for it to cause offence. The campaign also facilitated the film to be shown at two Premier League grounds, Stamford Bridge and Craven Cottage, and before England's Euro 2012 qualifier with Switzerland at Wembley.

'Let's Kick Sexism Out of Football'

Following high-profile incidents around sexism in football, Kick It Out worked with PR firm Mcann Erickson to produce a film entitled 'Let's Kick Sexism Out of Football' in January 2011.

The film aimed to challenge perceptions held about female involvement in the game, and shows a diverse range of women explaining the offside rule to the camera. To date, the film has been viewed over 25,000 times on YouTube.

LGBT History Month

Kick It Out took part in a number of initiatives as part of LGBT History Month in February.

This included hosting a homophobia in football debate in Manchester in conjunction with Trafford Council, Pride Sports and The FA. Speakers from the PFA, Manchester County FA and local LGBT activists were also present, alongside ex-England and Manchester City defender Andy Hinchcliffe, Jason McCauley from local LGBT football team, Village Manchester, and Lou Englefield from Pride



Sports. Chaired by ITV's Andrew Lindsay it discussed the scope, scale and history of homophobic abuse in the game. A PR campaign was carried out around the event which resulted in hits on BBC 5 Live, The Independent, BBC Manchester, Manchester Evening News and talkSPORT Radio.

In addition, Kick It Out ran a dedicated online blog during the whole of February with contributions from former players, journalists and campaigners from both the UK and internationally, and individuals from the LGBT community. The organisation also supported The Justin Campaign's Football v Homophobia Day on February 19, joining The FA in its endorsement of the initiative.

“The objective of ‘The Y-Word’ was to raise awareness of the issue around the use of the word ‘Yid’ and to get people talking and thinking about it. To that end I think it was very successful. There was a very big press response to the initial launch and a similarly large and wide ranging reaction on the internet. Since then both myself and David have been asked to show the film and speak about it at a number of events, and with the forthcoming educational package that is soon to be available to schools, I think we have created a solid platform on which we can take the debate forward.”

Ivor Baddiel, Scriptwriter and Producer, *The Y-Word*

Sport Minister's reception

To celebrate the success of the 2010 *One Game, One Community* weeks of action, the Minister for Sport and the Olympics, Hugh Robertson MP, held a reception at the House of Lords, in conjunction with Kick It Out's Chair, Lord Herman Ouseley.

Held in December it was attended by around 100 supporters of the campaign including Trustees, community groups, representatives from the professional clubs and CFAs as well as other partners and stakeholders. Premier League players including Fulham defender Brede Hangeland and Tottenham Hotspur players Benoit Assou-Ekotto and Sebastien Bassong also joined the celebration.

The event was widely covered by the media including pieces on the BBC, Sky Sports and Sky News and pieces in the Daily Telegraph, the Guardian, and through the Department for Culture Media and Sport (DCMS) networks including its blog.

“If there is a major issue or talking point about discrimination in football, whether it is in the UK or beyond, Kick It Out is always the first organisation that I talk to. The team is intelligent, informative and articulate, which is just what broadcasters and media outlets are looking for when tackling important issues in the game.

“Kick It Out has worked hard to establish their anti-racism message in society and make it part of the public agenda, but what has impressed me recently is the diversity of their operation. In the last year, I discussed at length with Kick It Out representatives stories on Homophobia, anti-Semitism and Xenophobia, which they helped turn into top quality topics broadcast on the World Football radio programme.

“This is even more impressive when you consider they were working with a global radio station, but through their links with FARE and their knowledge of international issues, the team always managed to have their finger on the pulse and provide good contacts and excellent contributors.”

Ian Morris, World Football Producer,
BBC World Service

International activities

Kick It Out continues to play a role in European and worldwide anti-discrimination activities.

As a UK partner for the Football Against Racism in Europe (FARE) network, Kick It Out works with around 40 other organisations across the continent which represents fan groups, players, migrant and ethnic minority organisations.

UEFA Seminar on Institutional Discrimination

Kick It Out joined a seminar hosted by UEFA and FARE, in partnership with the Dutch and English FAs, which set out to address the issue of institutional discrimination in football and to look at possible solutions. A key issue raised was the low level of women coaches in the professional and amateur game in Europe, and

an equally low number in senior administrative positions at clubs and in football governance.

Dr. Steven Bradbury from Loughborough University, had highlighted this in his research project, commissioned by UEFA, which was a key component of the seminar. UEFA subsequently announced that Karen Espelund, Chair of UEFA's women's committee, would be the first woman appointed onto UEFA's executive committee.

FARE Action Week grants

Running alongside Kick It Out's *One Game, One Community* weeks of action in October, FARE's Action Week takes place across the whole of Europe. During the 2010/11 weeks of action, Kick It Out once again worked with FARE to distribute up to 3000 Euros in funding to projects in the UK. FARE funds projects across 38 European countries during this important

“A key issue raised was the low level of women coaches in the professional and amateur game in Europe, and an equally low number in senior administrative positions at clubs and in football governance.”





period, distributing around 55,000 Euros to community football projects that demonstrate diversity and inclusion under its 'Call to Action' banner.

Kick It Out worked with FARE to select eight projects in the UK, including a project in Leeds which ran a series of workshops about religious and cultural diversity, a London-based project which worked with the Women's Interfaith Network to host a 22 nation World Cup style 5-a-side tournament, and London Titans FC, part of the national Gay Football Supporters Network (GFSN) League.

Open Society Conference

Kick It Out supported the Open Society, by speaking at its annual conference in December 2010. Focusing on right-wing extremism and hate crime issues, the two-day event brought together speakers from across the world.

Visit to Auschwitz-Birkenau

One of the most memorable and thought-provoking ventures of the year came when Kevin Coleman, Kick It Out's Grassroots Development Officer, was invited to visit the Auschwitz-Birkenau camps in Poland with the Holocaust Education Trust as part of their Lessons from Auschwitz (LFA) programme.

Since 1999, over 14,000 students and teachers have taken part in the Holocaust Educational Trust's ground-breaking project, which is based on the premise that 'hearing is not like seeing'. The Lessons from Auschwitz programme aims to increase knowledge and understanding of the Holocaust for young people and to clearly highlight what can happen if prejudice and racism become acceptable.

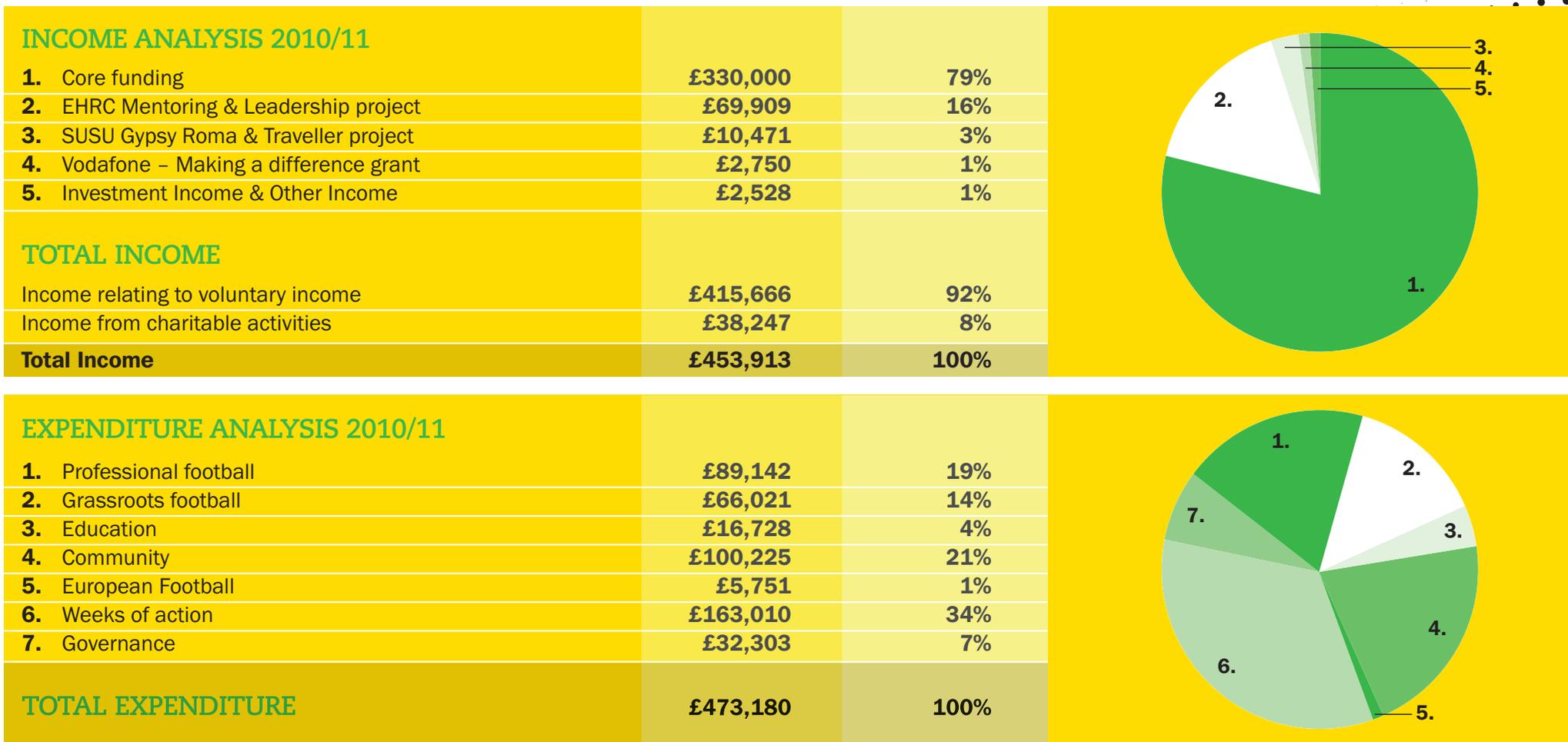
“It was something that I knew would probably be disturbing but at the same time a wonderful opportunity. Auschwitz-Birkenau is somewhere you cannot explain, the enormity of what happened there has to be taken in at a personal level, and affects people in different ways. My visit is something that will stay with me for ever and I am grateful to the Holocaust Education Trust for inviting me to be part of its important programme.”

Kevin Coleman,
Grassroots Development Officer,
Kick It Out

“We must find a way to break the glass ceiling preventing women from reaching positions of responsibility within our organisations. This is a first but symbolic step towards a better representation in decision-making bodies but symbols are sometimes key to changing the way we think. I am committed to moving in this direction and overcoming institutional discrimination.”

Michel Platini, President, UEFA

Accounts



Supporters

Premier League

Professional Footballers' Association (PFA)

The Football Association (The FA)

Equality and Human Rights Commission (EHRC)

Football League

League Football Education (LFE)

Football League Trust

Football Foundation

League Managers Association (LMA)

Professional Game Match Officials Ltd (PGMO)

Supporters Direct

Football Supporters' Federation (FSF)

Level Playing Field

Pride Sports

Gay Footballers Supporters Network (GFSN)

The Justin Campaign

Show Racism the Red Card (SRtRC)

Football Safety Officers' Association

UK Football Policing Unit

Ford Motors

Muslim Women's Sports Foundation (MWSF)

Football Unites, Racism Divides (FURD)

Continental Stars

Osmani Trust

Black and Asian Coaches Association (BACA)

Football-jobs.com

Government Equalities Office (GEO)

Department of Culture Media and Sport (DCMS)

Maccabi GB

The Community Security Trust (CST)

Shoresh Charitable Trust

Haringey Council

Trafford Council

District Six Museum

South African High Commission

Leicester De Montfort University

HMP Rye Hill

Feltham Young Offenders Institute

Sports Structures

Broadcasting, Entertainment, Cinematograph
and Theatre Union (BECTU)

Trades Union Congress (TUC)

Horizon

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



Sherry is proud to have designed the Kick It Out Annual Review 2010-11
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**LET'S
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OUT OF
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