



**KICK IT OUT**  
TACKLING RACISM & DISCRIMINATION

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2020-2021  
**ANNUAL REPORT**



FOREWORD FROM  
OUR CEO,TONY  
BURNETT

THE LAST YEAR HAS BEEN A PIVOTAL  
YEAR FOR KICK IT OUT. ALTHOUGH WE  
WORK IN FOOTBALL, WE OPERATE  
WITHIN A BROADER SOCIETAL CONTEXT.

The tragic killing of George Floyd and the subsequent wave of action across the world was a symbolic moment in the history of race relations. People from all backgrounds came together to say we will no longer accept a world where some are treated less favourably due to the colour of their skin. At Kick It Out, we believe that principle applies to all forms of difference and our passion for the fight against all forms of discrimination is stronger and more important than ever.

In March, we launched our new three-year strategy which clearly outlines our vision and mission to help create a game for everyone. We set out three key pillars of activity - Advocacy and Reporting, Education, and Talent - and I am really pleased with the progress we have made in each area over the last year.

In Advocacy and Reporting, we have successfully led the campaign against online hate, advising the Government on the requirements and legal framework needed to enforce change through the Online Safety Bill. We have also supported the Fan-led review with detailed recommendations

about the future of the game. In Education, we have continued to deliver fantastic sessions to young professional players through our Equality Inspires and Life Skills programmes. Finally, in Talent, a review and redesign of our Raise Your Game programme will ensure maximum impact in its efforts to diversify the football industry.

Despite the challenges of another year amid the COVID-19 pandemic, our colleagues have once again been a credit to the organisation and I would like to thank them for their efforts. I would also like to thank our many partners who have offered support and services to our organisation. Sky in particular deserve a special mention - their financial support and their knowledge and expertise have been invaluable to building our brand and driving the change we want to see.

I'd also like to thank my predecessor Roisin Wood for nine years of unwavering commitment, giving me a platform on which to take Kick It Out forward.

As I look ahead, our future appears incredibly bright. Next year will see the launch of our new Grassroots and Community Strategy, which represents a fantastic opportunity to reach more

beneficiaries in local football. This will be bolstered by the launch of a new website and a digital learning platform, allowing us to scale our educational offering to more people than ever before.

One year on, our fight continues. But while discrimination exists within football, we will be at the forefront of the battle.





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## SOCIAL MEDIA BOYCOTT & ONLINE SAFETY BILL

KICK IT OUT LED ENGLISH FOOTBALL AND THE REST OF THE SPORTING WORLD IN BOYCOTTING SOCIAL MEDIA PLATFORMS - A UNITED CALL ON SOCIAL MEDIA COMPANIES TO DO MORE TO STOP ONLINE ABUSE.



A joint approach saw The FA, Premier League, EFL, FA Women’s Super League, FA Women’s Championship, PFA, LMA, PGMOL, the FSA and Women In Football all follow the initial boycott plans. High profile sportspeople including Lionel Messi, Lewis Hamilton, David Beckham, and Gary Lineker all took part, as well as international football organisations FIFA and UEFA, and brands including Barclays, Nationwide, Adidas, Nike, Sky Sports, and BT Sport.

Following the boycott, ongoing lobbying of the Government has continued, imploring the Department for Digital, Culture, Media and Sport to accelerate the legislative proceedings of the Online Safety Bill, a crucial piece of legislation in the fight against online hate.

Representatives from Kick It Out have also appeared on Parliamentary Select Committee, giving evidence and making recommendations for essential changes to the bill.

Press pieces generated as a result

1100+  
WITH REACH OF  
219MILLION

Combined following of  
accounts boycotting totalled

OVER  
1.7BILLION



# TAKE A STAND

LAUNCHED IN OCTOBER 2020, THE TAKE A STAND CAMPAIGN CONTINUED ON THROUGH 20/21. THE CALL TO ACTION INITIATIVE, ENCOURAGED PEOPLE ACROSS THE FOOTBALL COMMUNITY TO TAKE AN ACTION OR MAKE A PLEDGE, TAKING A STAND AGAINST DISCRIMINATION.

Both a challenge and an invitation for individuals and organisations to publicly commit to their own pledge. For those making their own personal pledge, we hoped that they would inspire others to do the same.

As an official partner of the WSL and FAWC, the Take A Stand logo appeared on the kits of all the competing clubs during the 20/21 season. We also profiled pledges from footballing and media organisations, as well as successful initiatives built as a result, like the refereeing workshops for local schoolchildren, held by the Manchester United Foundation.



#TAKEASTAND

2000+ USERS

26K

ENGAGEMENTS

25 MILLION IMPRESSIONS





## EQUALITY INSPIRES & LIFE SKILLS

WORKING IN PARTNERSHIP WITH THE PREMIER LEAGUE AND ENGLISH FOOTBALL LEAGUE (EFL), KICK IT OUT DELIVERED THE EQUALITY INSPIRES AND LIFE SKILLS PROGRAMMES ONCE AGAIN THIS YEAR, WHICH PROVIDES ANTI-RACISM AND DISCRIMINATION WORKSHOPS TO ALL PARTICIPANTS OF THE LEAGUES' ACADEMY PROGRAMMES.

The workshops are designed to be interactive and led by contributions from participants. Topics include racism, homophobia, and sexism, with a focus on social media and the impact of negative language in changing room environments. The sessions create a safe environment to discuss issues that have been previously difficult or uncomfortable to unpack in a

football setting, as well as highlighting the different ways to report any incidents of discrimination.

Parents and guardians of academy players have their own bespoke workshops, which focus on parenting players at the Elite level of the game, with guidance on how to support their children on their football journey.



# 78

SESSIONS  
DELIVERED  
TO ACADEMIES  
IN EFL

# 76

SESSIONS  
DELIVERED  
TO ACADEMIES IN  
PREMIER LEAGUE

# 1552

PARTICIPANTS IN EFL  
SESSIONS, INCLUDING  
PLAYERS, STAFF AND PARENTS

# 800

PARTICIPANTS IN PREMIER LEAGUE  
SESSIONS, INCLUDING PLAYERS,  
STAFF AND PARENTS



# FAN EDUCATION

WORKING WITH CLUBS THAT HAVE REPORTED INCIDENTS OF DISCRIMINATION AND THEIR RELEVANT LOCAL AUTHORITIES, WE DELIVERED BESPOKE EDUCATION SESSIONS TO THE FANS RESPONSIBLE FROM ACROSS THE PREMIER LEAGUE AND ENGLISH FOOTBALL LEAGUE.

The work aims to achieve sustainable attitude and behavioural change, providing fans with an awareness and understanding of their actions and the consequences they have, both for victims and wider communities. Where appropriate and where fans have demonstrated remorse, acceptance and appreciation of the issues at play, we work with the clubs to reintegrate them back into stands.

19 FAN EDUCATION SESSIONS DELIVERED ACROSS 20/21:

4 ON DISABILITY 2 RELIGION

11 ON RACE/ETHNICITY 3 SEXUAL ORIENTTION



10 PREMIER LEAGUE CLUBS

# GRASSROOTS

GRASSROOTS FOOTBALL IS THE LIFEBLOOD OF FOOTBALL IN ENGLAND, AND WE CONTINUED TO WORK WITH CLUBS AND LEAGUES TO IMPROVE EQUALITY AND DIVERSITY AT THAT LEVEL.

Our Equality Charter is an opportunity for those clubs and leagues to show their commitment to creating a more inclusive game, and in signing up to it they make a promise to take active steps to tackle discrimination. Our Grassroots team take an active role in encouraging clubs and leagues to sign up, as well as providing guidance on how clubs can make the necessary changes they need.

The team also provides bespoke assistance to key grassroots stakeholders like The FA and County FA's in order to enhance their inclusive practices.

We also produced a downloadable victim support guide for grassroots clubs to help them provide adequate care for those on the receiving end of discrimination.

OVER 400 CLUBS AND 30 LEAGUES HAVE JOINED KICK IT OUT'S GRASSROOTS NETWORK VIA THE EQUALITY CHARTER SCHEME.

7 EDI EDUCATION WORKSHOPS DELIVERED TO COUNTY FAs.



KICK IT OUT





# PLAYERS ADVISORY BOARD

IN JUNE, WE LAUNCHED **THE PLAYERS ADVISORY BOARD**. MADE UP OF CURRENT AND FORMER PLAYERS FROM BOTH THE MEN’S AND WOMEN’S GAMES, THE BOARD WILL BE ESSENTIAL IN **DRIVING POSITIVE AND INCLUSIVE CHANGE AT ALL LEVELS OF THE GAME.**

With a collective experience that spans all levels of football, their unique experiences have and will continue to help shape Kick It Out’s ongoing strategy to tackle racism and discrimination.

## Members of the board

- **Anita Asante** – Aston Villa Women
- **Rhian Brewster** – Sheffield United
- **Holly Morgan** – Leicester City Women
- **Yan Dhanda** – Swansea City
- **Gilly Flaherty** – West Ham United Women
- **Joe Jacobson** – Wycombe Wanderers
- **Renee Hector** – Watford Women
- **Mal Benning** – Professional Player
- **Danny Mills** – Dulwich Hamlet
- **Anwar Uddin** – Football Supporters Association
- **Marcus Gayle** – Brentford Ambassador



# FANS FOR DIVERSITY

FANS FOR DIVERSITY, A JOINT PROJECT BY THE FOOTBALL SUPPORTERS' ASSOCIATION AND KICK IT OUT CONTINUED THROUGHOUT THE YEAR, CELEBRATING DIVERSITY ACROSS FOOTBALL, AND WORKING TO ENSURE ALL FANS FEEL SAFE AND WELCOME AT GAMES.

The My City, My Shirt campaign launched in January with an exhibition of photographer Yusuf Ismail's beautiful portraits of Cardiff City fans in their home kit. The idea being to normalise seeing diverse people wearing the shirt, as well as highlighting the different groups represented within the club's fanbase and championing the multi-cultural nature of the city.

The campaign has since extended to AFC Wimbledon and Bristol Rovers, who have held similar exhibitions with local photographers. Fans for Diversity have been useful allies in making recommendations to the Government's fan-led review of football governance, and they continue to help supporters groups with funds to run diversity-themed activities or create useful resources at clubs in the professional game and at non-league.

THE IDEA BEING TO NORMALISE SEEING DIVERSE PEOPLE WEARING THE SHIRT





# REPORTING STATISTICS

IN A YEAR WHICH SAW VERY FEW FANS IN STADIUMS OR ON THE SIDELINES OF GRASSROOTS GAMES DUE TO COVID-19, REPORTS OF INCIDENTS ARE UNDERSTANDABLY DOWN ON THE PREVIOUS YEAR.

However, even a small number of incidents is unacceptable, and last year we still saw over 100 reported directly to us.

**34** REPORTS OF DISCRIMINATION IN THE PRO GAME

**87** REPORTS OF DISCRIMINATION IN THE GRASSROOTS GAME

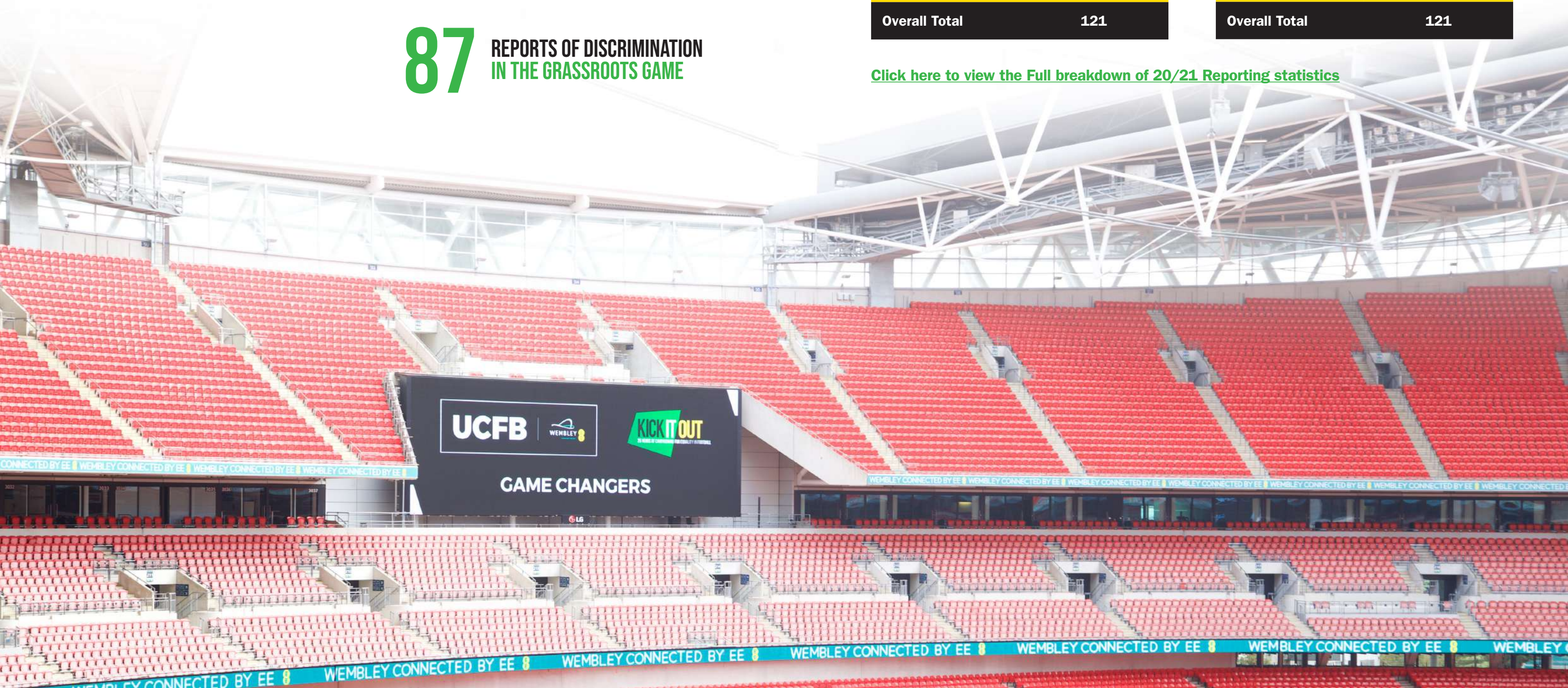
## TYPE OF DISCRIMINATION

Disability	5
Gender	4
Race	97
Religion	0
Sexual Orientation	15
Overall Total	121

## METHOD OF REPORTING

App	16
Email	24
Phone	1
Social Media	2
Website	78
Overall Total	121

[Click here to view the Full breakdown of 20/21 Reporting statistics](#)





# SOCIAL MEDIA COMMUNITY GROWTH

Twitter Followers

93,021

Twitter Followers Gained:

6,017 (+7%)

Facebook Page Likes

16,521

Facebook Page Likes Gained:

4,756 (+34%)

LinkedIn Followers

3,437

LinkedIn Followers Gained:

1,010 (+115%)

Instagram Followers

16,127

Instagram Followers Gained:

5,825 (+28%)



# INCOME ANALYSIS 2020/21

INCOME RELATING TO VOLUNTARY INCOME **£1,621,094**  
INCOME RELATING TO CHARITABLE ACTIVITIES **£279,147**  
**TOTAL £1,900,241**

# EXPENDITURE ANALYSIS

Advocacy & Public Policy	£111,888
Brand Campaign	£89,556
Campaigning - Take A Stand	£126,908
CFA Grassroots Change	£122,333
Education Strategy Review	£28,061
Equality Inspires	£37,082
Fan Education	£81,318
Grassroots Activity Fund	£41,080
Incl. Leadership in Football	£11,200
Life Skills	£35,703
Paid Pro Club Support	£50,753
Player Engagement	£87,414
PLES & EFL Compliance	£55,203
RYG	£88,683
Reporting	£223,468
Total, all programmes	£1,190,651







Kick It Out is a registered charity (number 1104056).

The organisation undertakes a wide range of work throughout the football, educational and community sectors as it looks to tackle all forms of discrimination.

If you would like to make a financial contribution to help support Kick It Out with this activity, please do so by going to **[www.kickitout.org](http://www.kickitout.org)**

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### **Kick It Out**

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