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Kick It Out Annual Report



Football Foundation
Football's biggest supporter

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

ANDY EDWARDS DESIGN

Introduction



Kick It Out is about promoting positive attitudes amongst everyone involved in football to achieve equality and fair treatment for people of all backgrounds.

Already well into a second decade of campaigning as football's equality and inclusion partner, many things have been achieved with the help of many people. So much so that it feels like we live in a different era to the one in which I worked with colleagues at the PFA to launch the organisation in the face of rampant racial abuse on and off the field of play.

These achievements have only been possible with the support of countless individuals and organisations, foremost amongst whom are our funding partners — the Professional Footballers' Association, the Premier League, the Football Foundation and The Football Association. Without their resources, Kick It Out could not deliver the extensive activities undertaken.

The success of our work is evident locally, nationally and internationally as our campaigning brand has become established and well recognized within the game. The activities of our funding partners, players, professional clubs, and others in football have meant that the drive to tackle racism and discrimination, and take on the challenges of diversity has become mainstream.

This is also reflected in the fact that our work involves many organisations at the heart of the game such as the Football League, Supporters Direct, the Football Supporters Federation, the League Managers Association, the Football Safety Officers Association, and the policing and criminal justice authorities.

We are particularly pleased that our work at an educational and community level, through schools and community groups, has been well received and has had a demonstrable impact. We have also welcomed the policy responses that have been developed within the game to support comprehensive approaches to equality, diversity and greater inclusivity.

These activities are having an impact because there remains an appetite to ensure both good corporate governance and that football embraces all people, whatever their race, background or gender, whether they are disabled or not, straight or gay, young or old. Football has a unique appeal and therefore unique opportunities to involve and engage.

As we move on in our agenda to ensure that equality is embedded in the game, we move onto different and more complex questions. One might say we are at a pivotal point.

Questions remain about how football can continue to set an example and ensure that all communities and all types of people can be offered equal access to the many opportunities football offers — on the field of play, in coaching and management, in administration, and on ruling committees and boards.

Such opportunities need to be seen as accessible and available to any individual with the talent, ability and willingness to compete for them on a level playing field.

This is amongst the biggest challenges facing football; with the unflinching support of its partners, Kick It Out is looking forward to working with the game to meet this challenge.

Lord Herman Ouseley

Professional Football

With over 13 million people attending Premier League games alone each season, the appeal and power of club football is rarely matched.

Our work in the professional game straddles many areas of activity. We are first and foremost available as a resource for professional clubs and administrators, for advice and direction on matters relating to racial equality and diversity.

It is a measure of the mainstream nature of club-based activities on diversity that many are delivering coaching and classroom-based activities and policy initiatives to ensure that they can respond to the changing face of Britain.

The challenge for football is to ensure that clubs are legally compliant in all areas of policy and practice, reach out to new live audiences and make accessible coaching and administration opportunities to the available talent pool from communities that are under-represented.

Racial Equality Standard

A key piece of work for us over the past five years has been the Racial Equality Standard for professional clubs (RES), developed with the support of the Premier League.

The Standard sets out a series of measures at three different levels — Preliminary, Intermediate and Advanced — that encourage clubs to deliver a range of objectives to ensure equalities policies are implemented in all areas of their operation.

The outcomes are designed to encourage inclusive practices in areas as different as the recruitment of staff, to the marketing of products and through to the development of young players

Clubs who work with us to achieve the Standard are reporting benefits such as an increased understanding of diversity issues throughout the organisation, better inter-departmental working and support for internal organisational change.

The RES has now been revised to an Equality Standard, launched in March 2009 to ensure all diversity strands are part of the activities clubs submit evidence for.

PFA Coaches Forum

Kick It Out is actively involved in the Professional Footballers' Association Black Coaches Forum which brings together players, aspiring coaches and managers, and football bodies concerned with the under-representation of black coaches.

The PFA believes it crucial to ensure that there is no more "lost generations" of black players breaking into coaching and management.

The group meets quarterly and includes a core of players, coaches and managers such as Bobby Barnes, Brendon Batson, Luther Blissett, Sir Trevor Brooking, Frank Clark, Paul Davis, Ricky Hill, Iffy Onoura, Chris Powell and Cyrille Regis.

Weeks of Action

The One Game, One Community weeks of action is the most visible way in which we showcase activities taking place at professional clubs. The activities that clubs hold during this period in October include players wearing T-shirts during the match warm up, on-pitch activities that involve minority communities, and managers sporting badges on the touchline.

Many clubs have taken the opportunity over the years to organise fan choreographies, involving thousands of supporters, and outside of a match day to organise forums and question and answer sessions for young people with first team players.

In 2008 these types of events took place at Chelsea, Coventry City, Millwall, Oldham Athletic, Birmingham City and Everton.

Education at clubs

As part of the Premier League's work with Academies, all young scholars now receive a race awareness training programme, written as a partnership between the Premier League, Kick It Out and the Professional Footballers' Association.

Kick It Out has written resources for the very successful Playing For Success (PFS) programme at sporting clubs, in particular a pack called 'Respect' that has been distributed to all centres. Many centre managers at professional clubs use additional resources from us to develop their messages on race and diversity.



Summary

- > 31 clubs have achieved the Preliminary Level of the Racial Equality Standard — 17 are Premier League clubs and 15 Football League.
- > 8 clubs have achieved the Intermediate Level of the Standard. All 8 are Premier League clubs.
- > All 92 Premier League and Football League clubs took part in the One Game, One Community Weeks of Action.
- > Over the year 38 clubs took up Kick It Out's offer of a pitch-side board with their own or a standard message against racism.
- > All scholars at Premier League Academies receive race awareness training.

Clubs who have achieved the Racial Equality Standard:

Intermediate Level

Manchester City FC/Everton FC/
Blackburn Rovers FC/Bolton Wanderers FC/
Aston Villa FC/Manchester United FC/
Chelsea FC/Fulham FC/Arsenal FC/
Millwall FC

Preliminary Level

Blackburn Rovers FC/Everton FC/
Manchester City FC/Birmingham City FC/
Fulham FC/Notts County FC/Arsenal FC/
Charlton Athletic FC/Leicester City FC/
Liverpool FC/Aston Villa FC/
Bolton Wanderers FC/Manchester United FC/
Port Vale FC/Newcastle United FC/
Queens Park Rangers FC/
Tottenham Hotspur FC/Wigan Athletic FC/
Chelsea FC/Watford FC/Millwall FC/
Blackpool FC/Portsmouth FC/
Middlesbrough FC/Sheffield United FC/
West Ham United FC/Coventry City FC/
Reading FC/Derby County FC/
Oldham Athletic FC/Milton Keynes Dons FC/
Sunderland FC

Education

Much of Kick It Out's work is about education, whether in formal or informal settings. Our message of inclusivity is one that everyone can understand.

For a number of years, Kick It Out has been drawing on the appeal of football to help educate young people about the effects of racism on individuals and our society.

Teachers are constantly looking for innovative ways to get messages across to young people, and the introduction of Citizenship education into the National Curriculum has opened up a space to assist them in bringing football into the classroom.

Kick It Out has worked closely with schools, youth clubs and other formal educators to help deliver some of these initiatives and support classroom activities through ideas and resources.

A 12-panel Pioneers exhibition which charts the history of players from ethnic minority communities in British football is widely used in learning environments and libraries and public places.

We have also organised an annual schools' competition to support the demand for materials during the weeks of action period in October. These competitions are often supported by an education pack and set tasks which can be taken on within the classroom and then sent in as a competition entry.

The competitions are popular with teachers and young people and offer educational institutions a direct way of getting involved in the weeks of action.

Previous competitions have asked pupils to imagine themselves as a historical figure and write diary entries during the Muslim festival of Ramadan, or write about the lives of a famous black or Asian role model. In 2008 we asked schools and football clubs to design a mascot for Kick It Out.

Moving On Up

As part of our educational activities we offer panel discussions for young people in inner city areas featuring role models from various fields, including football, with the purpose of raising educational and life aspirations.

The sessions can take place in community centres, schools and a number have been offered to prisons.

The high-security Whitemoor Prison in East Anglia and Brixton Prison in London have both benefited from this approach in recent years.

The prison activities have been planned with the help of the prison service Racial Equality Advisory Group.

Summary

- >Over 250 copies of the Pioneers, Past Masters and Future Challenges exhibition are in circulation.
- >800 entries received for the Kick It Out mascot competition in 2008.
- >Over 200 schools packs distributed in 2008 and 2009.
- >Prisons service REAG has recommended the 'Moving On Up Inside' sessions to all institutions.



One Game, One Community



Each October Kick It Out, organises the One Game, One Community weeks of action. The weeks bring together activities at professional clubs with events in community centres, schools and within grassroots football.

The Ten day period has become one of the most prominent equality and community engagement initiatives in the country, the celebration of diversity and inclusion a key to its success.

During each of the past two years, the numbers of activities that have taken place during the weeks have reached 1,000. This is a testimony to the scope and level of interest in the period.

The full range of organisations involved in the weeks alongside professional clubs and their players, includes schools, youth groups, amateur clubs, community and religious groups, companies and parliamentarians.

One Game, One Community Grants

To help support community groups to organize activities during the period, a series of grants of around £1000 each are offered in partnership with the Football Foundation. Successful applicants are asked to meet key criteria as to the issues they will address and the audiences they will address them with.

Applications to the grants are oversubscribed by as much as 10 times the cash available, demonstrating the huge appetite that exists to use football as a means of making social interventions by community groups. Where applicants are unsuccessful, they are signposted to other available sources of financial support and where the project is football development focused to County FAs who may be able to offer additional contacts.

Successful applicants are guided through their project and extensive advice offered on developing programmes and seeking mainstream funding.

Examples of the projects funded in 2008 include:

The Southwark Travellers Action Group (STAG)

in South London, whose work with the Peckham Settlement which houses a large Irish Travellers community led to activities that encouraged young people from the area to meet and play football with other traveller communities. The project addresses safety issues within the settlement lays the foundation for activities with local communities within the local area.

Rochdale Rhinos Deaf Football Club is a community football club set up to challenge exclusion and promote social cohesion for local deaf and hearing impaired communities. The club used a grant to set up a 7-a-side tournament that brought together the hearing impaired with members of other communities in Oldham. The club hopes to develop a team from this project to enter the National Deaf Cup.

The Merseyside Yemeni Community Association

represents a new and emerging Yemeni community in Merseyside which has organised physical activity sessions within the community, as a result of health concerns. The project engaged young people from the community by providing regular football coaching sessions and linked to other groups such as the Al-Ghazali Centre and The Arabic Club.

The Coalfields Regeneration Project

in St Helens used a small grant to help provide activity for children from an ethnic minority background, especially refugees and asylum seekers. Through the Rafiki Matsoko Youth Group, the 20-week project provided organized coaching sessions in an area that ranks highly in the indices of social deprivation.

Events

A range of activities take place during the weeks in addition to those on match days at football clubs.

Two key events worthy of mention this year are the Homophobia in Football event at the FA Headquarters in Soho Square and a Disability and Football event at Goodison Park.

Both tackled crucial issues, at Everton with former Manchester United forward Danny Wallace and an audience of young people, and at Soho Square through a panel discussion with campaigners against homophobia.

Media coverage

The week is profiled extensively through media activities on TV, radio and through print. Activities are profiled strongly in regional media through local newspapers, regional websites and emailings by partners such as .

During the 2008 weeks of action 615 articles were recorded as having been written across national and regional print outlets.

Sky and Setanta commentators drew attention to activities at clubs during their match coverage and on the BBC Gary Lineker routinely mentions the weeks on the flagship Match of the Day programme. Other specific mentions came via other broadcasters that offer football coverage such as ITV, Radio 5 Live and TalkSport etc.

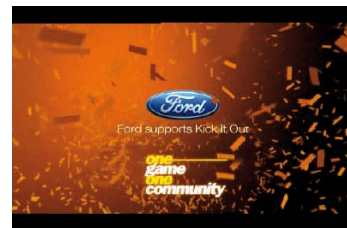
Commercial support

Media coverage is helped through the support that Ford offer as sponsors of Sky TV's Premiership coverage, and programmes such as Football First, Goals on Sunday and Sky Sports News.

During the two weeks of action weekends, all Sky advertisement breaks that feature Ford included a weeks of action 'ident' raising awareness of the period. Ford also hold an annual event at their East London Centre for Training and Manufacturing Excellence (CEME) facility with over 120 young people in attendance in a day-long event of diversity tasks, panel discussions and other sport and equality related activities.

Summary

- >The 2008 Weeks of Action took place between the 16th and 28th October.
- >In both 2007 and 2008 more than 2000 events took place during the weeks of action.
- >Media coverage for the weeks of action was equivalent to over £1 million in advertising value.
- >The link with Ford advertising on Sky TV was valued by advertising agencies at £250,000.



Grassroots football

Grassroots football is the heartbeat of the sport. It is where over a million players play each season, it is where referees, coaches and administrators are trained and educated and it is where the state of the health of football can be observed most closely.

Kick It Out's initiatives in grassroots football are focused on opening up opportunities to play for groups where there have been barriers to participation for one reason or another. Our key activities in the grassroots are focused on working with County FAs and black and ethnic minority community groups.

The FA has a range of training initiatives with County FAs to which Kick It Out has contributed. These include Handling Disciplinary Cases training for County FA councillors and staff and both the Football For All and Race Equality workshops.

A number of County FAs have set up Race Equality Advisory Groups with football, community and local authority representatives to help guide them through initiatives with minority ethnic communities and ensure requests for special provision can be met.

So far Kick It Out has been involved with six County FAs who have set up Racial Equality Advisory groups. Kick It Out is also working directly with key communities that remain marginalised from the game. This includes projects with Asian and Muslim women, Gypsy, Roma and Traveller groups and refugees and asylum seekers.

Moving On Up

In April 2008 the Football Foundation partnered Kick It Out on a series of grants to aid community groups who wished to apply for cash to develop footballing activities to help participation amongst excluded groups.

Although the total sum on offer was only £20k the funding was used well by a number of groups who fulfilled the criteria of:

- > Increasing participation of BME communities, especially women and girls
- > Working with members of new communities especially Eastern European or involving refugees and asylum seekers
- > Gypsy, Roma or Traveller communities

- > Groups working to address issues of racial tension and territorial conflict
- > Faith-based organisations which use sporting activities to engage participants
- > Over the period we worked with 7 County FAs to support Racial Equality Advisory Groups

Weeks of Action

The involvement of grassroots football is crucial to the success of the period. The number of County FAs involved in the weeks is growing. In 2008, 35 County FAs were involved in activities ranging from publicising the period on their websites through splash pages to branding tournaments to organizing coach education courses for minority ethnic groups.

Our grassroots activities were boosted by two key partnerships, BUCS (British University and College Sports association) and the commercial facility provider, GOALS.

Every league and cup match played within BUCS during the weeks of action was symbolically dedicated to anti-discrimination, with players drawing on the professional clubs model by wearing a Kick It Out t-shirt as part of the statement.

At the GOALS centres all fixtures — around 1000 nationwide — were dedicated to the One Game, One Community message. Posters featuring supporting quotes from Fabio Capello in England and George Burley in Scotland were produced alongside pledge cards for players to sign. During the weeks of action over 5000 players signed the cards offering their support to the initiative.

Summary

- > 35 County FAs took part in the 2008 weeks of action.
- > 600 matches in the BUCS leagues at 150 universities and colleges involved in the activities.
- > 5000 pledges signed by individual players participating in the GOALS scheme.



Our Communities

Kick It Out works with amateur teams, youth clubs and community groups of all backgrounds who want to contribute to the goal of societal inclusion through football.

We are able to offer advice and support to groups who have a viable idea and signpost and assist them in applications to funding bodies such as the Football Foundation. Our overall purpose is to offer advice that can build capacity, direct activities and extend partnerships for groups who want to use football to support excluded communities.

Many groups' first contact with Kick It Out is through the small grants that we offer. Many maintain their work with us through our support in helping them to make further applications for funding, either from within football or externally through local authority or national government sources.

Three examples of our community involvement work are:

Brent Ladies is a Somali-led women's project in North West London that began life as a football club. They offer coaching, mentoring, and through links with the local authority, act as a gateway to training and employment opportunities. Most of the young people involved are Somali youngsters. Brent Ladies have been successful in finding funding through the local authority, the Football Foundation and the Youth Opportunities Fund.

Preston United is a youth inclusion project based at Gateway Housing Association in Preston. Their aim is to use football as a means of positively influencing youth behaviour and youth conflict, whilst also working as bridge between communities in the city.

Elite Youth are based in Brick Lane, in Tower Hamlets, London, with a stated aim 'To bring out the best in young people'. Their football activities are focused on resolving youth conflicts and increasing physical activity. Their work is nationally recognised through funding they have received from the Football Foundation and Comic Relief. They are now known as the Osmani Trust.

All three groups are involved in cutting edge work, and although they have had developmental highs and lows, all are delivering activities that are an example of the way in which community led sporting enterprises can have a life changing impact on people within their communities.



Targeted activities

Every June during Refugee Week, Kick It Out offers resources for events that involve refugees or Asylum seekers in football participation. The Unity Cup Festivals are organised regionally, often by refugee groups themselves with the aim of contributing to the support networks for individuals from these backgrounds.

Although many teams are formed in an adhoc manner they often go on to meet and play regularly. Over the past couple of years County FAs have become increasingly involved with us in this work and many have now formed close partnerships with refugee teams.

Over the past year KIO has started developing relationships with one of the most excluded ethnic and racial groups in the UK — members of the Gypsy, Roma and Traveller communities. Our work has focussed on bringing together a group of practitioners from within the communities to gauge the level of interest in football, see if barriers to participation exist and how they can be broken down, and more importantly to identify how football can be used to overcome prejudice and abuse.

Activities are planned in Gypsy Roma and Traveller Week and work with those groups already active in the area will be stepped up.



Asians in Football

The numbers of young Asians playing football has always been high and it is now growing at an even faster rate, in line with the demographics of the community. Yet there remains a very distinct underrepresentation of the south Asian community as professional footballers.

Kick It Out works closely with the community and, together with the Professional Footballers Association, British Asian players who are playing professionally, to support moves to ensure that the next generation of British Asians have doors opened to them.

Trailblazers such as Zesh Rehman, the first British Asian to play in the Premier League, and Michael Chopra, the first player of Asian descent to represent England at any level, are important role models.

In other areas of the game Jarnail Singh and Mo Matadar have taken their place as top level match officials in the Premier League, UEFA competitions and the Football Championship.

Kick It Out is also working to support the National Asians in Football Forum to look at a range of issues that may play a part such as talent identification systems, club and coaching development within the community, and parental expectations.

The number of clubs that have expressed an interest in developing schemes to ensure that their scouting and talent outreach policies are inclusive is growing.

This in turn has had an impact on the numbers of young Asian players at Academies and Centres of Excellence.

Player Support

Kick It Out has always had the backing of professional footballers and their managers through its work with the Professional Footballers' Association.

Players such as Thierry Henry, Steven Gerrard, Cristiano Ronaldo, and many others have all spoken out in support of our work. As the icons of the game this support plays a vital part in ensuring our messages are heard.

When issues affecting players are raised, such as the Islamophobic abuse suffered by then Middlesbrough striker Mido, Kick It Out plays a role in ensuring the issue is reported and dealt with in the right way.

Key issues that are a part of our work include campaigning to raise awareness of the lack of former black players in coaching and management.



“Racism has no place in any sport or society in general. We must speak out against it wherever it occurs which is why Kick It Out’s work is vital in raising awareness of such things.”

Fernando Torres



Kick It Out is a leading member of the Football Against Racism in Europe (FARE) network which dedicates itself to tackling racism and xenophobia across the continent.

Through co-ordinated action and common effort, at a national and international level, the network brings together all those interested in combating discrimination in football. FARE has developed a good relationship with UEFA and is also recognised by the European Commission, the Council of Europe and FIFA.

In many parts of Europe the challenges facing us are significant with players, fans and ethnic minority communities regularly abused, neo-Nazi and far right political activity rife and many national associations in denial of the problem.

Our relationship with UEFA has meant that Kick It Out has been able to work with the European governing body directly to raise problems, advise on longer-term solutions and contribute to training and educational programmes.

Looking forward, the European Championships in 2012 in Poland and Ukraine will provide significant challenges, Kick It Out will continue to maintain our involvement and support activities with NGO's working in the region.

“This issue means a great deal to me. It is an ongoing struggle, and we must keep fighting it every single day.”

Samuel Eto'o

