

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

www.kickitout.org

**Making an impact
across the game**

Kick It Out Annual Review 2009-10



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Kick It Out helps footballers to connect with fans of all ages, from all areas, and show that football can help people of all backgrounds and abilities achieve their ambitions and contribute to their community.

It is a pleasure for me to be an ambassador for Kick It Out and contribute to the campaign's work. ”

Michael Essien
Chelsea FC and Ghana

Foreword

Lord Herman Ouseley, Chair



THE GLOBAL IMPACT

For the past 16 years, Kick it Out has been in the vanguard of challenging unacceptable behaviour in all aspects of football.

Initially it was in rooting out the worst excesses of rampant racist activity in which black footballers and fans were abused, harassed and attacked. More recently, our all-embracing work with our grassroots stakeholders, and community and education partners has seen our activities evolve to include challenges to unacceptable homophobic, Islamophobic, anti-Semitic and sexist attitudes and behaviour, as well as abuse and discrimination directed at those with a disability.

Under the banner of *One Game, One Community*, the emphasis is to challenge prejudice, bigotry and intolerance and to achieve greater engagement, inclusion and diversity with people from all backgrounds and circumstances. Football has embraced these values as beneficial for the game at all levels, as well as contributing to good community relations locally and nationally. As a consequence, Kick It Out has a global reputation of having strong connections with the progressive developments in 21st century English football and contemporary British society. The organisation receives numerous enquiries from abroad to learn from our approach and experiences in challenging unacceptable attitudes and behaviour and promoting inclusion through the medium of football.

Another indicator of the global impact of the progress being made in English football is reflected in the exceptionally good conduct of England fans attending the recent World Cup held in South Africa. Whilst performances on the field of play were below expectations, this did not lead to fans expressing their disappointment in unacceptable ways, something which in previous years would have been an all too familiar occurrence.

“ The organisation receives numerous enquiries from abroad to learn from our approach and experiences in challenging unacceptable attitudes and behaviour and promoting inclusion through the medium of football. ”



This transformation is a huge tribute to all concerned, not least the fans themselves.

Nowadays, all those playing and spectating in the professional and amateur ranks of football in England expect to do so without the fear of harassment, violence, abuse or hatred. Those expectations demonstrate the determination of football to assist with the tackling of anti-social and hate-related behaviour still prevalent in wider society. It also encourages the acceptance of diversity and inclusion as we see more girls and women and people with disabilities participating in all aspects of the game. It is a tribute to the authorities, fans, clubs, community activists and campaigners that such progress is taking place.

“ This report is an account of the main activities of Kick It Out over the past year. As ever, we are grateful to our staff, the volunteers, stakeholders, advisers, sponsors and supporters who have grown in strength and confidence over the past 16 years... ”

This report is an account of the main activities of Kick It Out over the past year. As ever, we are grateful to our staff, the volunteers, stakeholders, advisers, sponsors and supporters who have grown in strength and confidence over the past 16 years of struggle in responding to the everyday challenges of racism, xenophobia and

exclusion. Similar challenges persist today as new ones appear on the horizon. Along with our partners and supporters, we remain collectively steadfast, progressive and resolute to meet the challenges purposefully for the benefit of football and the wider society.

Finally, I would just like to take this opportunity to pass on my thanks, and the thanks of everyone else associated with Kick It Out to Piara Powar, who left the organisation at the end of June to take up the role of Executive Director at FARE (Football Against Racism in Europe). Piara's unstinting passion, dedication and commitment to the campaign throughout his tenure as Director has helped build the respect of Kick It Out as the country's leading sports equality and inclusion campaign. We wish him every success in his future role.

Lord Herman Ouseley



Community activities

The impact on the streets



One of Kick It Out's main strengths is the unwavering and steadfast support the organisation receives from communities across the country.

Since its inception, Kick It Out has worked hard to build up trust from a diverse range of individuals, groups and organisations that wish to engage with football at a local level as a way of developing strong community cohesion. This engagement has provided Kick It Out with the opportunity to help bridge the gap between the football authorities and individuals and groups that may have historically been excluded from the game.

The aim of our community activities is to not only increase participation in football but also to help facilitate long-term engagement and build sustainable relationships between communities and mainstream football. As part of our commitment to community work, Kick It Out is able to provide a range of support to help capacity build community groups, including advice and guidance on funding applications and help providing links to more established footballing

organisations, including County FAs and professional clubs. During 2009/10 for example, Kick It Out helped over 400 projects make links with their local county, via the *One Game, One Community* grant scheme.

Kick It Out community forums also continue to provide a way to bring communities and the footballing authorities together at a local level. Each forum event is organised in conjunction with the local FA and professional club and highlights an array of community organisations. In 2009/10, six community forums took place at Newcastle United, Crystal Palace, Charlton Athletic, QPR, Gillingham and Bradford City.

One of the main community developments in 2010 was the introduction of a mentoring and leadership programme. This project, led by Earl Barrett, former Everton, Aston Villa and England player, and funded by the Equality and Human Rights Commission, will help address gaps in representation across all aspects of the game including coaching, refereeing and administration.



Clive Efford, MP for Eltham with young players from the South London Special League

Other exciting developments over the 2009/10 period included

Disability football

Kick It Out funded four community disability football projects this year and also worked closely with London, Middlesex, Surrey and Essex County FAs to promote their disability leagues and programmes. For the weeks of action, Kick It Out produced a disability football poster endorsed through The FA by Fabio Capello.

LGBT football

Kick It Out worked closely with Stonewall and the Gay Football Supporters' Network (GFSN) national league to run several awareness-raising events and currently sit on The FA anti-homophobia in football group. Kick It Out worked in partnership with The FA to release a 'Kick Homophobia Out of Football' film which received national media coverage. Two grassroots LGBT football projects received a Kick It Out grant. The lack of gay players and LGBT role models remains a major issue for football and we hope to move the debate further forward in 2010/11.

Kick It Out organised a well-attended forum at Brighton & Hove Albion around homophobia in football.

Faith and football

Kick It Out jointly chair The FA's working group on Asian and Muslim women and girls' football and sit on the parliamentary working group on anti-Semitism and Islamophobia in football. During the last year, Kick It Out has funded six faith-based or inter-faith football development projects.



Kick It Out continues to sit on the Asians in Football Forum and is a partner of the Black and Asian Coaches Association (BACA). In early 2010, Kick It Out was also partners in the successful Barnet Asian Football Tournament, in which 36 teams participated with 13 players being selected to train and play against Barnet FC's first XI.

Gypsy, Roma and Traveller football

Kick It Out has set up a specific steering group to address the issues faced by this group involving traveller community members and Essex, Middlesex and London FAs. We have funded six traveller projects over the year, work closely with the groundbreaking Queens Park Rangers/Ealing Travellers' project and are supporting football activities within Gypsy, Roma and Traveller History Month in June. Kick It Out has received funding from the Stand Up, Speak Up fund to deliver local football inclusion projects in six regions over the next 12 months, the first national Gypsy, Roma and Traveller football project of its kind.

Refugee football

Kick It Out continued to support refugee football groups through regional Unity Cup events which evolved from the previous national Unity Cup Festival. In 2009/2010 Kick It Out worked in partnership with the Refugee Council to deliver the Alternative World Cup, a one day World Cup-style tournament, and we deliver community football event workshops at the annual Refugee Council conference. This event, won by an Afghani refugee youth team from London, was attended by 20 teams from the refugee and voluntary sector and helped raise vital funds for refugee support work in the UK.

Asians in football Forum

Kick It Out continues to sit on the **Asians in Football Forum** and is a partner of the **Black and Asian Coaches Association (BACA)**. In early 2010, Kick It Out was also partners in the successful Barnet Asian Football Tournament, in which 36 teams participated with 13 players being selected to train and play against Barnet FC's first XI with the prospect of players being awarded scholarships with the club. This links with our work with Chelsea's search for an Asian Star scheme where young Asian grassroots players are guided into affiliated football through Middlesex FA.

Human Libraries

In partnership with the Department for Families and Communities, the charity Crisis and Surrey County FA, we became part of a global network of Human Libraries. This initiative brings diverse people together to talk about their experiences (go to www.humanlibrary.org for details of how it works) within the backdrop of football. We have facilitated three libraries this year involving diverse communities, professional players and homeless people.



Abdal Ahmad at Crisis Living Library



Jason McCarthy receiving his community award from QPR player, Mikele Leigertwood



Kadra Ege with David Beckham at FIFA reception

The impact of our community work

Abdal Ahmad, Osmani Trust

“I was born and brought up in Brick Lane and dreamed of being a professional player but it was tough being an Asian in that environment. Now I work for the Osmani Trust, which caters for the large Bangladeshi community in east London. We provide sports and educational opportunities where there was nothing before, so kids who were like me have that chance. Kick It Out could see we were tackling this issue head on and supported us all the way. We have worked together on a lot of projects and we like to think we have been forerunners for other projects locally.”

Jason McCarthy, Ealing Travellers

Jason McCarthy is from Southall’s Irish Traveller community and has become the first Irish Traveller to gain an FA coaching certificate – an achievement that might one day enable him to gain a full UEFA licence. Jason works with QPR’s Moving the Goalposts scheme; a project aimed directly at the traveller community, and is currently coaching a team of travellers in Southall.

“Football has given me some great opportunities. Being from a traveller heritage I face almost daily discrimination but through football I’ve been able to express myself freely and talk to people on a level playing field. Kick It Out has supported us and told others about what we have achieved and what is possible, together we have broken down a lot of barriers.”

Kadra Ege, ‘From Brent to Beckham’

“I moved from Somalia to England at the age of eight and within my community in Brent, football really was the passion among young people. I set up Brent Ladies to give girls an opportunity to play and they snapped it up. Since then we have received funding, increased our teams and I work with Middlesex FA, The FA and Kick It Out to give the Somali community a presence in football. Kick It Out is often a community voice and the work they do has had a real impact. This year The FA asked me to be part of their 2018 bid legacy team and I delivered the bid document to FIFA with David Beckham! David was a cool guy, but sadly for him Brent Ladies is women only.”

Education

The impact in the classroom

It has long since been recognised that the draw of football goes much further than simply playing or watching the game, and Kick It Out has been successful in using the appeal of football in a variety of educational settings for many years.

Teachers are often looking for innovative and inspirational ways to introduce themes of racism and inclusion into the classroom, and Kick It Out has helped support this work through ongoing support, ideas, resources, schools packs and an annual schools' competition. Our annually updated educational CD has also proved a popular resource with teachers.

Football and Freedom pack

In June 2010, the country became gripped by World Cup fever. To help harness this excitement, Kick It Out worked closely with the National Union of Teachers and Action for Southern Africa to produce a set of teaching materials. The pack, Football and Freedom, was launched by South Africa's Minister for Higher Education, Dr Blade Nzimande during the trip the President of South Africa, Jacob Zuma made to the UK.

The pack contained activities aimed at 9-14 year olds which addressed many elements of the

National Curriculum. Football fan culture, the carbon footprint of a big sporting event and issues of equality of opportunity, discrimination and human rights were covered. Football and Freedom also encourages schools to develop a long-term interest in South Africa through twinning.

During the World Cup and in the run up to the tournament, over 2,000 copies of the pack were downloaded from the Kick It Out website.



Sport has the power to change the world, it has the power to unite all nations, it has the power to reach out and change lives forever. Young or old, black or white, rich or poor, there are no excuses. Male or female, able bodied or not, there are no excuses – everyone has the right to take part.

Think about this; for every ball you kick, you find a new friend. For every length you swim, you meet somebody new. For every lap you run, you make a connection and for every tackle you complete, you forge an alliance which could last a lifetime. Whether you're on the same team or a member of the opposition, you can build lifelong friendships based on trust and a mutual respect.

Jessica Keating, aged 14, Tile Hill Wood School, Coventry. Excerpt from winning speech

Education and the weeks of action

The *One Game, One Community* weeks of action provides the ideal platform to engage schools in the campaign. For October's weeks of action a new schools competition was launched, based on the Nelson Mandela speech, 'Sport has the power to change the world'. Pupils were asked to write their own inspirational speech, which was judged by a panel of experts including John Amaechi, former NBA star and motivational speaker who had previously been a judge on BBC television show 'The Speaker'.

Five regional winners were chosen, all of whom were presented with a framed copy of their speech at their local professional club. The overall competition was won by Jessica Keating from Tile Hill Wood School in Coventry.

A new educational pack for schools was also launched during the 2009 weeks of action, which contained a range of activities linked to the National Curriculum and celebrated the 10th anniversary of the UN Convention on the Rights of the Child.

Movin' On Up prison forums

In addition to the work in schools, Kick It Out also ran a number of its successful Movin' On Up forums in prisons. The aim of these sessions is to utilise the experience and life skills of former players who have experience of being in prison. This helps to contribute to the rehabilitation process of prisoners, by encouraging respect for diversity and challenging prejudice. The sessions, which also take place in young offender institutes, form a key part of the organisation's education work and explore how to help shape the future prospects of prisoners by using football as a tool for self-development.

This year, Kick It Out has held two sessions in HMP Onley and HMP Peterborough, featuring ex-players such as Jamie Lawrence, former Charlton striker Carl Leaburn and ex-Chelsea player Paul Canoville.

"It was a very 'real' experience. As someone who had undergone life within the criminal justice system during my time in borstal, I was only too aware of the challenges some of these people faced. By using football as the medium, and how my life as a professional gave me the skillset to bounce back from all manner of problems, we shared stories, some funny, some serious. It was a thoroughly worthwhile day. A handful of the prisoners had played at semi-pro level before going inside. If these initiatives inspire them to pick it back up when they leave prison, then it's well worth it."

Paul Canoville, Chelsea's first black player, made his debut with the Movin' On Up panel in 2010

Finally

Finally, 2009 saw the introduction of Kio, Kick It Out's official mascot. Kio was designed by 12-year-old Katie Wyatt, who won Kick It Out's 2008 schools' competition. Kio was unveiled at the 2009 Grass Roots Football Live exhibition at Birmingham's NEC and made his debut during last year's *One Game, One Community* weeks of action campaign. Although not before taking a trip to Thornton School, Bradford, to surprise Katie and her classmates, none of whom knew she had won the competition.

Kio was present at six live games during the weeks of action, came 8th in the 2009 Mascot Grand National and was in high demand to attend numerous community and grassroots initiatives throughout the season.



One Game, One Community

Weeks of action

The *One Game, One Community* weeks of action has become one of football's largest and most recognisable community initiatives.

The aim of the fortnight-long series of activities which take place each October is to highlight and celebrate the contribution made to football by all our communities whilst raising awareness of some of the issues that football is still working to address.

The strength of the weeks of action comes from its ability to engage a huge section of society including fans, community groups, schools libraries and the professional game, all in support of the *One Game, One Community* message. In all, around 1,000 events take place during this period, including a day of action at all 92 professional clubs, where both the home and away teams warm up in *One Game, One Community* t-shirts.

The event is backed by all of the footballing authorities, and each organisation works hard to illustrate its support for the initiative. For example, the League Managers' Association (LMA) offer support by writing to all managers to ask them to wear the *One Game, One Community* badge, and the national organisation



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which oversees match officials (PGMOL) arranges for each referee and assistant referee to wear the official *One Game, One Community* t-shirts to warm up during the period.

Other highlights of activities involving the professional game include,

- Crowd mosaics at Everton and Liverpool, which spelt out 'Everton 4 All' and 'Kick It Out' respectively. The two clubs also worked collaboratively on an event at the Liverpool Slavery Museum with a number of local schools.
- Children in the family stand at Old Trafford held and waved hand-held flags at Manchester United's fixture against Bolton.
- Oldham Athletic held a day-long education session for young people at Boundary Park, with a carousel of different activities concluding with a player question and answer session.
- West Ham and Blackburn invited Kick It Out's mascot, Kio, to their weeks of action matches.
- Tottenham Hotspur worked with London FA to hold an event promoting women in sport, which was hosted by BBC commentator Jacqui Oatley and attended by a number of representatives from the women's game including Bristol Academy and England player Siobhan Chamberlain.
- Brighton & Hove Albion worked with Kick It Out and the Justin Campaign to host a forum at the club looking at the issue of homophobia in football.



“It was a great experience and a real honour to be involved in the Dream Manager session. The session was straight from the George Graham textbook, though I’m not sure if we were quite up there with Adams, Rocastle and Dixon. Paul (Davis) was more than happy to give us his time. It’s superb that Kick It Out and legends like Paul are doing so much for football and the community, it was a great evening.”

Tony Perry, Southgate Warrior FC



The 2009 weeks of action in figures

- ➔ Over 1,000 events took place across the country.
- ➔ 34 projects received funding from the *One Game, One Community* grants.
- ➔ All 92 professional clubs took part.
- ➔ 42 County FAs were involved.
- ➔ Over £1.5million worth of media coverage received.
- ➔ 4,000 *One Game, One Community* t-shirts were distributed along with 50,000 weeks of action magazines, 10,000 stickers and 4,000 badges.

The weeks of action is also an important period in the grassroots calendar. Whilst Kick It Out continued to grow its existing partnerships with BUCS, which manage sporting activities at British universities, and the GOALS centres, which led to the dedication of over 1,000 matches to the campaign, new partnerships with the English Schools FA and several county FA disability leagues enhanced the *One Game, One Community* message’s reach. With the support of The FA, posters featuring Fabio Capello adorned changing rooms around the country to reinforce the message.

During 2009, 42 County Football Associations organised a weeks of action activity, and 38 counties dedicated the front page of their website to the event, by hosting a *One Game, One Community* splash page. One of the most innovative County FA events was the Pioneers Day organised by London FA, involving four diverse inner-city schools who received refereeing and coaching workshops, media in football workshops with the BBC and a special appearance from Jermaine Jenas.

One of the new initiatives introduced for the 2009 weeks of action was the Dream Manager competition. This was a joint activity with the Power League soccer centres, which brought together legends of the professional game to act as a manager for the day to a grassroots club. Clubs had to submit a statement as to why they deserved to have a dream manager and the six winning clubs had their own dream manager for a training session and a match. Dream managers included Paul Elliott, Andy Cole, Paul Davis and Brian Deane.

The weeks of action continued to attract excellent attention from the media, with features on Sky Sports and mentions on the BBC. All Sky advertisement breaks that feature Ford once again included a weeks of action ‘ident’ raising awareness of the period. Ford also held their annual event at their east London Centre for Training and Manufacturing Excellence (CEME) facility, which was attended by over 100 local children alongside pop icon, Lemar.

One Game, One Community

Weeks of action in pictures





Grassroots football

Impact at the heart of the game

Over six million people participate in grassroots football each year in some form, whether it be playing, coaching, refereeing or running a team at the local level.

One of Kick It Out's core priorities is to open up opportunities across all areas of the game and support The FA's aim to widen representation, so that football at a local level reflects Britain's diverse communities.

Working with The FA and County Football Associations

The Football Association (The FA) continues to be one of the main funders and supporters of Kick It Out. Working with The FA and County Football Associations (CFAs), Kick It Out has been involved in delivering practical actions to support The FA to achieve its strategic objectives in equality. This has included: delivering Equality and Handling Discrimination Cases workshops and being integral to the start up of local County FA Equality and Race Equality Advisory Groups across the country. The FA and CFA's intention for these local advisory groups is to be the bridge between the County FA and the local community, to provide two-way dialogue, advice to the CFA on its policies and the potential for widening diversity on CFA committees and council through co-options. There are currently nine advisory groups in operation with many more in the planning process.

Kick It Out has a close working relationship with The FA's On-Field and Off-Field Regulation teams and there is a direct line in to these teams to report any concerns that are raised about alleged discrimination on and off the pitch.

Kick It Out has also assisted a number of County Football Associations with practical solutions to engage communities in football as part of their accreditation towards the Equality Standard: A Framework for Sport with nine County Football Associations already achieving this nationally recognised standard.

Kick It Out has also assisted The FA in promoting some of its own campaigns, such as Respect and Get Into Football, which are aimed at increasing participation, respect and representation across the game. The campaign also worked on the Inclusivity Advisory Group, with the legacy team of the England 2018 World Cup bid, to ensure that the bid submitted to FIFA had diversity and equality as one of its core priorities. In addition, Kick It Out also sits on The FA's Referee Equality Working Group, Mental Health Advisory Group, the anti-Semitism and Islamophobia Working Group, the Asian Muslim Women and Girls group and the Advisory Group for Tackling Homophobia.



Kick It Out grants

During 2009/10, Kick It Out was able to offer two sets of grants in conjunction with the Football Foundation totalling £50K, to help increase participation in grassroots football from under-represented communities. In October 2009, 34 grants were distributed as part of the *One Game, One Community* weeks of action, totalling approximately £30K, and in April 2010, 12 development grants were awarded, totalling £20K. In total, since the grants were first introduced, Kick It Out has overseen investment through the project of nearly £400K back into the grassroots of the game, much of it to projects that had no previous experience of applying for a grant from any organisation.

These projects have included activities with a focus on disability, travellers, refugees, faith and homeless groups, and Asian Muslim women and



Star 66, recipients of a *One Game, One Community* grant

girls, as well as other equality areas including work with LGBT and disability groups.

To help capacity build projects that apply for a grant, all applicants, whether successful or not, are now signposted to their local County FA and are offered additional support from key Kick It Out staff with club development and sourcing further funding. Several groups have also been given free strategic consultancy assistance to capacity build a sustainable future in football.

Some of the successful projects that received funding in 2009/10 included:

Invicta Valiants FC

This disability club from Kent ran an after school football project in partnership with a special needs school in Wyevever. Using volunteers and the Kent FA, the programme involved training and a celebration event involving parents and community leaders.

Gay Football Supporters Network

The GFSN worked with Wigan Athletic Disabled Supporters scheme to provide buddies for matches during the weeks of action. They involved other LGBT groups to build long-term partnerships, distribute leaflets to supporters and host an evening forum after a game for disabled supporters, LGBT organisations and local community groups to talk about barriers for these groups in football.

Star 66

Through the medium of futsal and in partnership with Gloucestershire FA, Star 66 involved Czech Roma, Gujarati Indian and Bangladeshi groups principally but also Portuguese, Kurdish, Eastern European, Iraqi and Afghani communities in Gloucester in training sessions leading to a flexible communities' league.

Pump Lane Mosque

This joint project between Hayes Mosque and the Rob Burton Soccer School is raising awareness and de-stigmatising disability issues within the Muslim community and running parallel coaching sessions for these two groups leading to mixed sessions. Children with behavioural problems and mild physical disabilities are marginalised within this community and they will be given specific coaching as will young Muslim people, through match funding by GOALS centres. Towards the end of this project some of the sessions will be mixed between the two groups and players have been signposted to local Charter Standard clubs as exit routes into affiliated football.

Impact of grassroots activities

My story – Lincoln Moses MBE, Continental Star FC

“I was born in St Kitts and moved to the West Midlands as a young man. When my playing days were over I started to manage Continental Star FC. Continental has since developed into a male and female club with teams from under 7 to over 35, now offering after school homework clubs and is a registered charity. Kick It Out has been a long-term supporter of Continental Star, helping with funding, capacity building and opening doors for me with football’s more established bodies. It’s been a long and rewarding journey for us. Last year I was awarded an MBE by Her Majesty, which wasn’t my original aim but it was a great day out, she was a very nice lady too.”



My story – Oliver Selfe, Surrey County FA

A former professional player with Oldham Athletic and now a Senior Football Development Officer working on equality at Surrey County FA:

“Kick It Out was very active in my playing days but I didn’t realise the reach and respect they also have at grassroots level. As a county we needed to connect more with our local communities and working in partnership with Kick It Out has certainly opened some doors. This year we have run a community forum at Crystal Palace and a Living Library at the county headquarters, which have contributed to us being awarded the National Standard for Equality.”

“ This year we have run a community forum at Crystal Palace and a Living Library at the county headquarters, which have contributed to us being awarded the National Standard for Equality. ”

Oliver Selfe, Surrey County FA

My story – Rimla Akhtar, Muslim Women’s Sports Foundation

“I was a Liverpool season ticket holder for years and really wanted to get involved in the game. There were no opportunities for Muslim women to play in an environment that was comfortable for us though, so my sister and I got together with friends to do something about it. Kick It Out supported us, awarded us some kick-start funding and guided us through the development pathway which included applying for funding and working with our County FA. Three years on we are funded to provide a number of sports to Muslim women, run participation and competitive sessions and work with The FA at policy level. We feel it’s been a groundbreaking if tiring journey!”



The professional game

An impact on the terraces and in the clubs

The professional game in England continues to attract record attendances both in terms of fans attending matches and the millions more that watch at home each week.

The English Premier League and Football League can rightly be proud of the diversity of the players on the pitch; and Kick It Out will continue to work with the professional clubs and the football authorities to strive to ensure that this diversity is reflected throughout the game, in management and coaching, in the boardroom, amongst club staff and on the terraces.

The Equality Standard for professional clubs, launched in 2009 as a development of the previous Racial Equality Standard, is now recognised as the main focus of the equality and diversity work of our professional clubs. The Equality Standard incorporates all areas of equality, including race, religion, disability, age, gender and sexual orientation.

The work of the Standard assists clubs in recognising under-represented communities and individuals in their local area, helps clubs to develop robust employment policies and practices and provides a platform for clubs to achieve recognition for their ongoing inclusion projects and initiatives.



Perhaps the real benefit to us has been the focus on equality and diversity that the Equality Standard brings to a club.

To have a set of clear objectives across a wide range of areas gives you a real sense of direction and purpose. The Standard is a great motivator for staff to achieve, and helps energise your colleagues to the same cause within the club. ”

Lee Preece, Football Operations Manager, Aston Villa FC

Clubs that have achieved success in gaining the Equality Standard have reported positive outcomes and recognised the benefits of the process. Clubs such as Aston Villa FC are able to show a real progress in this area, with increased engagement from their local minority communities which has also resulted in increased attendances at games.

Tranmere Rovers became the first club in 2009 to receive the new Equality Standard, and it is hoped that many clubs will move their work forward in this area over the next 12 months.



Premier League Chief Executive, Richard Scudamore at the launch of the Equality Standard in March 2009



Under 12s winner of Chelsea's Asian Soccer Star Search, Aameer Kstantin Murphy

The Equality Standard has always had the full support of the Premier League. This year Kick It Out entered into a partnership with the Football League Trust and League Football Education to help encourage Football League clubs to develop their work on the Standard. The aim of the pilot project, which involves six clubs, is to encourage clubs to take a whole club approach to their equality and diversity work.

Aside from the Equality Standard, Kick It Out has also entered into a partnership with the Premier League and the Professional Footballers' Association to deliver equality training to all scholars at Premier League clubs. The training is focused around the title 'We all have a part to play' and includes a DVD featuring prominent players and role models talking about the importance of diversity and inclusion.

A number of ex-players, such as Paul Allen, John Francis, Oshor Williams and Paul Canoville also attended training sessions to talk about their own experiences in the game. After each session, scholars receive a certificate and sign up

“ In football, brand awareness is crucial. This figure illustrates the high level of recognition Kick It Out has with fans everywhere as a key fixture in the modern game. ”

Cathy Long, Head of Supporter Relations and Policy Development, Premier League

to a poster, reiterating the core objectives of the training, which is then framed and put up in either the academy or other club building.

Kick It Out is also keen to support other initiatives developed by the clubs themselves. Last year this included Chelsea FC's inaugural Asian Soccer Star Search project, a scheme developed to identify talented players from Indian, Pakistani, Bangladeshi and Sri Lankan backgrounds. The event involved 350 players undergoing a series of tests and practise matches in the U11s, 12s and 13s age groups. The three winners were offered a week-long training camp with Chelsea's academy with two of the players going on to sign for professional clubs.

Aside from the clubs, Kick It Out also works closely with other groups and organisations in the professional game, particularly other equality campaign groups. These include the National Association of Disabled Supporters (NADS), The Justin Campaign and the Gay Football Supporters Network (GFSN).



Whilst everyone attending matches will recognise that the racist abuse directed at players in the 60s, 70s and 80s is a distant memory, Kick It Out continues to work hard to encourage fans to report any incidents of abuse and discrimination that they may witness, particularly through its freephone reporting number (0800 16 99 414). Last year an online report form on the Kick It Out website was introduced to provide alternative reporting options for supporters.

Kick It Out was also consulted by The FA in updating its training package for stewards to ensure they are aware of the need to act swiftly and appropriately whenever an incident of discrimination or abuse occurs. More recently Kick It Out has worked closely with The FA and the Football League to develop a Professional Game Equality Workshop aimed at professional clubs, to raise awareness of equality and diversity within football, that addresses issues such as homophobia and anti-Semitism.

Finally, it is rewarding to know that the hard work of the campaign amongst the professional game is recognised by the fans. In the 2009/10 Premier League fans survey, Kick It Out was the second most-recognised campaign by supporters of Premier League clubs, especially by those attending games – second only to BBC’s Sport Relief.

Scholars at Arsenal FC signing up to the ‘We all have a part to play’ poster and statement



“To watch English football in the 21st century means celebrating – and berating – players from all over the world. That multi-culturalism, I’m pleased to say, isn’t just obvious out on the pitch these days either. Over the course of the last decade, crowds at games here have started to look more and more like the England I know. And I’m proud of that. Kick It Out should be, too, because the organisation has played a key role in making it happen.”

Tom Watt, actor, author and broadcaster

Player impact

The support of professional players across the game is crucial to the success of Kick It Out.

Iconic players such as John Barnes, Cyrille Regis and Thierry Henry have historically given their backing to the campaign, and this has been



continued by their current counterparts, particularly through the support of the Professional Footballers' Association (PFA).

Last year saw the introduction of season-long *One Game, One Community* ambassadors who not only support our efforts during the weeks of action but represent the campaign throughout the season. Over 60 clubs nominated a player or manager ambassador for the campaign, players such as **Michael Essien, Glen Johnson, John O'Shea, Clarke Carlisle, Jason Roberts** and **Jack Collison** lent their support.

Many of these ambassadors attended Kick It Out events both during the weeks of action and throughout the season. One example of this was in Birmingham where two rival clubs worked together to support Kick It Out through a joint event organised by Aston Villa and Birmingham City, attended by Aston Villa's ambassador, **Ashley Young** and Birmingham City's ambassador, **Maik Taylor**.

Support was also forthcoming from the England team, who displayed their backing for the campaign by wearing *One Game, One Community* t-shirts during a training session prior to departing for the World Cup.

In addition, Kick It Out linked up with players including Zesh Rehman, Jason Roberts and Jermaine Jenas to lend support to their own foundations and charitable activities, particularly by publicising them on the Kick It Out website.

As well as support for players, Kick It Out worked closely with a number of managers and played a key role in organising a celebratory event in honour of former Newcastle United manager **Chris Hughton** in May. The event was held to recognise the achievements of the ex-Tottenham Hotspur defender in his first year of management and was attended by many key figures from the game including Sol Campbell, David Pleat, Ian Wright and Ricky Villa. Whilst the event helped highlight Chris' achievements, it also served to raise awareness of the current lack of black managers in the professional game.

Finally, Kick It Out is proud of the strong support it receives from the women's game. A number of high-profile female players have attended events during the last 12 months to support the campaign, including Lianne Sanderson and Siobhan Chamberlain. Kick It Out also organised a joint event with Everton FC on the eve of the Women's FA Cup Final promoting female inclusion in football, which was supported by Rachel Brown, the Everton and England women's goalkeeper.



“Kick It Out is a fantastic organisation and a fantastic campaign, and I believe that the development of the campaign into areas such as homophobia can only be better for the game, because it promotes mass inclusion, and mass inclusion promotes mass enjoyment.”

Clarke Carlisle, Burnley FC defender and captain (above)

“Football is the perfect vehicle to bring people and communities together. It is all about integration.”

Zesh Rehman (right), Bradford City FC and Pakistan



“We can act as role models to younger girls, and give them something to aspire to.”

Rachel Brown, Everton Ladies FC and England goalkeeper



International activities

An impact in Europe and across the world



“Everybody, English, French, Croatians and Spanish, needs to ask themselves what their view on racism is and what role they play in racism in society. Silence is dangerous. We must keep talking about it.”

Lilian Thuram

Kick It Out has been working on international activities with key partners for some time. Our activities are focused in areas where we can contribute with expertise and support acquired through our work in the UK.

Our role in Europe

Role in FARE network

We continue to play an active role in the FARE network through working with European NGO partners. The network continues to develop and look at new areas of development both through spreading the scope of its work geographically and the range of issues that are being addressed.

Currently FARE is active in 42 countries across Europe and into Asia with activities such as the Mondiali Anti-Razzisti in northern Italy, the annual European Action Weeks and a range of networking events form part of the extensive activities that are driving the work of the network forward.

FARE/ FIFPro/ UEFA roundtable consultation

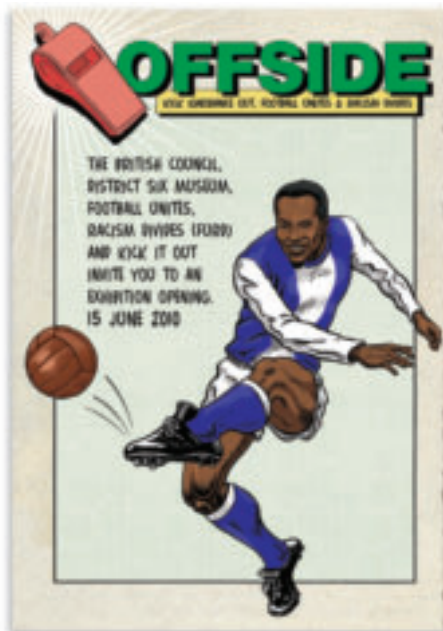
As part of the relationship with FARE and the core partnership it has with UEFA, Kick It Out has been involved in a dialogue between UEFA, FIFPro and FARE on issues of racism.

The dialogue has meant co-operation on a number of matters such as the third UEFA-funded Unite Against Racism conference in March 2009 in Warsaw, Poland.

The conference led to the planning and funding of a major project in Poland and Ukraine in the run-up to the European Championships in 2012 which will provide significant challenges, Kick It Out will continue to maintain our involvement and support activities by NGOs in the region.



The first World Cup to be held in Africa was a momentous occasion for the continent and for world football. Given the history and political struggle of South Africa, supporting work at the World Cup was important for Kick It Out. ”



NGO partner UEFA institutional discrimination seminar and research

During the year Kick It Out began a project with UEFA, The FA and the Dutch FA – the KNVB – on institutional discrimination.

The project, which is focusing on the absence of women and ethnic minorities in coaching, administrative and leadership positions, was kicked off through the commissioning of a research review of data in the area. This will be followed by a seminar of national associations from Western and Southern Europe to look at action on the issue in January 2011 in the Netherlands.

Kick It Out’s role is to work with the partners in the project to both initiate European wide action and to see what contribution we can make in Britain through adopting good practice.

World Cup in South Africa 2010

The first World Cup to be held in Africa was a momentous occasion for the continent and for world football. Given the history and political struggle of South Africa, supporting work at the World Cup was important for Kick It Out.

Our key project involved a partnership with the British Council, the acclaimed District 6 Museum in Cape Town and the Football Unites, Racism Divides (FURD) project to plan, produce and launch the Offside exhibition in the important area of District Six in Cape Town.

The exhibition is a history of South African footballers who have played in Britain from early players such as Wilfred Waller, who came to Bolton in the 1890’s to modern day Bafana Bafana stars such as Steven Pienaar. The project is a means of telling the story of close links between the UK and South African football and exploring the way in which apartheid impacted on sport and social relations in South Africa.

Kick It Out also advised FIFA on elements of the content of the anti-Discrimination Days at the Quarter Finals in South Africa. The activities involved speeches by team captains reading out anti-discrimination statements, a tannoy announcement just before the matches and the teams standing behind a banner.

The initiative received a rapturous reception by South Africans inside stadiums and reached an audience of hundreds of millions of live television viewers.

Media

Communicating the message

Approaching its second full decade of campaigning, Kick It Out is seen, domestically and internationally, as the authority on matters concerning race and discrimination in the game.

Underpinning all of Kick It Out's work is effective communication, ensuring everyone is kept aware of the various projects and initiatives being undertaken.

Kick It Out has a range of different audiences and ongoing dialogue with each is crucial. These include fans, football authorities, other equality and campaigning groups, trade press and the local, regional and national media.

Kick It Out also remains a key provider of information to the media, regularly facilitating journalists with public relations and campaigning material. The organisation acts as a news source and continues to break exclusive stories that are then taken up by the mainstream media, leading to increased awareness of the organisation's brand and helping to influence policy makers and governing bodies.

The relationships Kick It Out has cultivated with the media is one of the main factors for the continued coverage the campaign receives. For example, during the 2009 weeks of action the campaign secured 639 articles in print, including features in non-football titles such as Society Guardian, New Start and the Times Educational Supplement. Outside of the weeks of action, Kick It Out secures, on average, one mention in the broadcast media every week.

“ Kick It Out invariably features heavily in newspapers because it is such an important cause and also because its work is very well organised. Newspapers are offered individual players to interview with the understanding that the campaign is discussed. The key message is transmitted through the article because of the respect journalists have for the Kick It Out team. ”

Henry Winter, Daily Telegraph



Key media initiatives in 2009/10



Kick It Out anti-homophobia film

Let's Kick Homophobia Out of Football

January saw the release of a groundbreaking film tackling the issue of homophobia in football. Produced in conjunction with The FA, it created a huge amount of interest. During a three-week period, the film generated around £300,000 worth of publicity. The film has had over 30,000 views on YouTube since its release and, at one stage, over 5,000 people were viewing the clip every day on kickitout.org.

World Cup South Africa 2010

To mark the tournament, a blog was launched featuring contributions from a wide range of individuals, including Bradford City captain, Zesh Rehman, former players and Kick It Out ambassadors, Chris Powell and Earl Barrett, comedy writer Ivor Baddiel and Head of Legacy Development for England's 2018 World Cup bid, Beth Nicholls.

Kick It Out also joined forces with BBC Radio Five Live to launch the station's World Cup coverage with an event in Liverpool. Ex-Everton defender Earl Barrett teamed up with Liverpool's first ever black player Howard Gayle for a two hour live show on the opening day of the tournament.

Black List Awards

Kick It Out has supported The Voice newspaper's Black List, since its inauguration three years ago, which chronicles the 30 most influential black people in football.

Kick It Out assisted The FA with the coordination, planning and execution of the PR strategy underpinning the initiative. Regional coverage is sought for each of the 30 individuals, whilst the list in its entirety is pitched to a leading national broadsheet.

The announcement of the list is accompanied with an awards ceremony. Hosted at the House of Lords in its first year, the Black List Awards has subsequently been supported by The FA and takes place at Wembley Stadium. The event brings all 30 winners under one roof, celebrating the achievements whilst recognising the work that needs to be done to achieve greater representation. The media team ensures this is fully maximised by working with The FA communications team to secure interview opportunities on the night with media outlets, print and broadcast. In addition, The FA's in-house multi-media team captures the key moments of the evening, for online platforms such as thefa.com, kickitout.org and social media sites such as Facebook and Twitter.

www.kickitout.org

The website, www.kickitout.org, provides the first point of reference for anyone seeking to find out about the organisation. Kickitout.org is updated daily, with a rolling news section featuring stories relating to equality and diversity, particularly within a sporting context.

This is supplemented with in-depth feature stories and background information on all areas of the campaign's work. In 2009/10, the website received an average of 12,000 hits per week, with this figure increasing to over 15,000 during October's weeks of action.

Directing traffic back to the website is also one of the main aims of the monthly campaign newsletter, which is sent out to over 15,000 subscribers. 'News from Kick It Out' gives people a monthly snapshot of work being undertaken, upcoming events and initiatives.



The Kick It Out campaign's site is a worthy and worthwhile read reflecting that changing attitudes don't just come about through some organic process of enlightenment, but are the result of the slow but sure work necessary to alter bigotry's mindset.”

Ian Plenderleith, When Saturday Comes



While the issue of equality and inclusion within football is clearly still very much on the agenda, it's not always easy keeping such longstanding campaigns fresh and interesting. Kick It Out's success is testament to strong stakeholder relationships, an effective ambassador programme and good old-fashioned hard work. They have done a superb job in keeping the momentum strong and focused.”

Kate Bosomworth, PR Week

Social media

The power of social media has also been recognised, with thousands following the organisation on Twitter and Facebook. Social media sites allow direct interaction with a different type of audience.

There are also times when the use of such sites becomes an integral part of awareness-raising, such as when Kick It Out launched a blog for the World Cup in South Africa. Through Twitter and Facebook, the organisation was able to notify thousands of people each time a new blog was posted.



Our partners and supporters include:

Premier League

Professional Footballers' Association

The FA

League Football Education

Football League Trust

Football Foundation

League Managers Association

Professional Game Match Officials Ltd

Supporters Direct

Football Supporters' Federation

National Association of

Disabled Supporters

Pride Sports

Gay Footballers Supporters' Network

The Justin Campaign

Show Racism the Red Card

Football Safety Officers' Association

UK Football Policing Unit

Ford

Muslim Women Sports Foundation

Brent Ladies

Football Unites, Racism Divides

Continental Stars

Osmani Trust

Deloitte

Rolls Royce



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

Sherry is proud to have developed the design for the Kick It Out Annual Review 2009-10
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**LET'S
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