



2022

ANNUAL

KICK
OUT

REPORT

WE ARE FANS

ON THE TERRACES AND FANS IN

THE PARKS.

WE ARE PLAYERS IN

THE BIG LEAGUES AND PLAYERS

WITH BIG DREAMS.

WE ARE COACHES AND MANAGERS AND

PARENTS AND REFS - AT EVERY LEVEL OF

OUR BEAUTIFUL GAME.

**TOGETHER
WE'LL GET
DISCRIMINATION
OUT OF SPORT.**

**WE WON'T
STOP UNTIL
IT STOPS.**

FOREWORD FROM OUR CEO, TONY BURNETT

It gives me great pleasure to share with you our Annual Report for the 2021-2022 season.



This year has ushered in a new era for Kick It Out, as we launched our new brand identity and an updated vision for the charity's future. We will continue to be at the heart of the fight against discrimination in football, but we will also

look to expand our remit to create more inclusive cultures in other sports, provided this is funded independently of football.

With our passion for combating discrimination stronger than ever, we look forward to utilising our expertise in equality, diversity and inclusion (EDI) to address issues outside of football for the first time.

As political rhetoric grows ever more divisive and society becomes increasingly polarised, we know that our role in football, and beyond, is more imperative than ever. With this in mind, our new brand will focus on three key pillars: Voice, Skills and Talent.

To ensure we remain at the forefront of the charge for positive change, we will amplify unheard voices, advocate for change, and lead public dialogue and guide best practice on EDI issues in sport. In this regard, we continue to drive and lead football's response to online abuse and have worked tirelessly to call on the government to deliver on the long overdue Online Safety Bill.

I'm delighted to share that we have already made big strides in the commitment to expanding our educational offering as outlined in our second pillar, Skills. The launch of a new digital learning platform, The Academy, has been well-received by stakeholders across football and enables us to host EDI learning resources to connect sports organisations with training materials and expertise across a host of areas. We will be continuing to expand our educational offering going forward, including developing The Academy's resources and growing our fan education programme.

Furthermore, we remain committed to supporting people from under-represented and minority communities to make a career in football and thrive. We are excited to be relaunching our Raise Your Game in the new year, as we continue our drive to diversify the football industry.

As we look forward, there are several exciting opportunities and milestones on the horizon. Not least, Kick It Out's 30th Anniversary which we will celebrate next summer. This will be a momentous occasion as we reflect on the charity's many achievements over the past three decades and will provide a moment to

contemplate the challenges that still lay ahead.

We know that there is much work left to be done in the fight against hate, abuse and discrimination and we couldn't carry out our vital work without everyone who has supported our organisation this year.

I'd like to give a heartfelt thank you to our colleagues for their hard-work and unrelenting commitment to the fight against discrimination in all its forms over the past 12 months. I also want to give my thanks to Sky, both for their ongoing partnership and invaluable support in executing our new brand identity. A special thank you to Herbert Smith Freehills and Lansons for the invaluable pro bono support provided in policy and public affairs. And finally, thank you to our funders and partners, without whom our work would not be possible.



VOICE. SKILLS. TALENT.

THE HEART OF OUR NEW STRATEGY

GETTING READY TO LEVEL UP

THE FUTURE OF KICK IT OUT

Since 1993, Kick It Out has led the fight against discrimination in football. In 2021/22, to help us keep fighting and keep winning, we sharpened our vision and updated our brand identity.

Discrimination in football – and in sport more widely – has never been talked about more. Every player who’s taken the knee has made sure of that. So has every fan who’s stood up to abuse. But while we’ve made giant steps forward, hate, abuse and inequality persist in sport. And while that’s still the case, we’re not going anywhere.

So in 2022 we clarified exactly why we exist and what we want to achieve. We listened to people from a huge range of communities and backgrounds to understand the challenges we face – and how we can have the biggest impact. Based on what we learned, we published a new vision and strategy that now guide everything we do.

OUR NEW VISION

- We will support words with action, providing long-term solutions and tangible acts
- We will challenge ignorance and inequality, providing a voice for any individual or organisation
- We will educate, inform and direct our audience, giving them the tools for change
- We will mobilise and empower our allies, so that our message becomes theirs
- We will confront all issues, from the dressing room to the boardroom.

Voice: We’ll amplify unheard voices, lead debates on fighting discrimination and advocate for change

Through our working groups we’ll drive progress on issues like antisemitism and homophobia. We’ll guide best practice on equality, diversity and inclusion in sport. And we’ll work with partners to lead football’s response to online abuse, lobbying MPs to make sure the Online Safety Bill lives up to its name.

Skills: We’ll create understanding and build knowledge

Through our digital learning platform (see page 8), we’ll make it easier for elite clubs, grassroots teams and everyone in between to learn how to fight discrimination. And we’ll scale up our fan education programme (see page 14), to help more people found guilty of abuse to kick it out for good.

Talent: We’ll inspire opportunity and connect it with unseen talent

Battling inequality means creating more chances for people from every background. So we’ll foster talent through initiatives like Raise Your Game (see page 10), which helps people at every stage of their sporting careers develop new skills and confidence.



A NEW IDENTITY TO GET FANS ON OUR SIDE

Our determination to get abuse out of sport shines through the new brand identity we launched in 2022. It’s a bold new look and tone – with a football-shaped logo to make fans feel prouder than ever to see Kick It Out on their shirts. We owe a big thanks to the Sky Creative Agency for bringing our creative vision to life.



FOOTBALL IS ONLY THE BEGINNING

In January 2022, we announced a new partnership with the England and Wales Cricket Board. Together, we’re looking at how to put equality, diversity and inclusion at the heart of cricket.

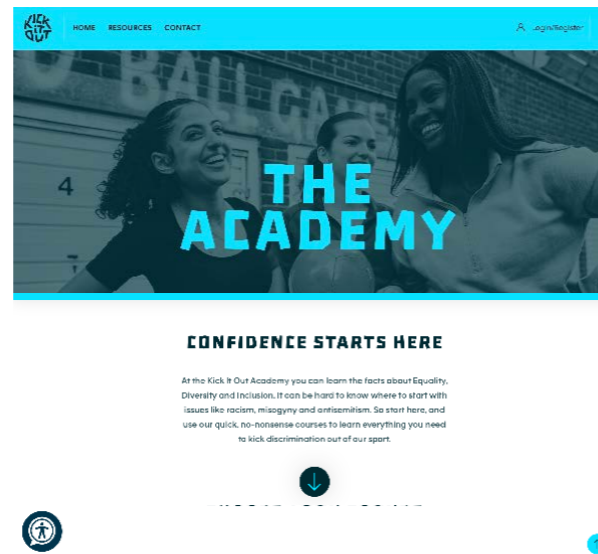
DIGITAL LEARNING

TACKLING HATE MORE WIDELY THAN EVER

In 2022 we launched The Academy, our new digital learning platform. It's a game-changer for sharing the facts about equality, diversity and inclusion.

Logging on to The Academy puts the latest anti-discrimination information into people's hands, wherever they are. Short courses and guides help people understand different types of abuse and how to take action against them.

Close to 200 people signed up as soon as The Academy launched, and we're planning on adding additional courses throughout 2022/23. Modules are already being created on disability discrimination and online hate.



COURSES AT THE ACADEMY

The list is growing all the time. Here's what's already covered.

Race and religion – including courses on supporting Gypsy, Roma and Traveller communities and getting antisemitism out of football.

LGBTQ+ awareness – a guide to the discrimination faced by the LGBTQ+ community and how we can Kick It Out.

Misogyny and sexism – where we look at identifying sex discrimination and taking effective action to stop it.

Safeguarding – a course designed for club and league admins, created by child protection experts.

Allyship – looking at what it means to be an ally and how this can stop bullying and harassment.



WE'RE GROWING FAST ONLINE

2021 vs 2022

TWITTER FOLLOWERS: (up 1163)

93,201

94,364

FACEBOOK LIKES: (up 203)

16,521

16,724

INSTAGRAM FOLLOWERS: (up 1745)

16,127

17,872

LINKEDIN FOLLOWERS: (up 995)

3,437

4,432

ACADEMY EDUCATION

REACHING THE NEXT GENERATION NOW

Thanks to our Equality Inspires and Life Skills programmes, in 2021/22 hundreds of the best young footballers found out how they can kick discrimination out of sport.

Through Equality Inspires – our programme for Premier League academy players – and Life Skills – our programme for EFL academies – almost 2,500 young footballers spent time learning about discrimination in 2021/22.

Ranging from under-9s to under-23s, players learned and talked about:

- The history of discrimination in sport
- The Equality Act and how it protects people from discrimination
- Types of abuse on and off the pitch
- Discrimination on social media
- Dealing with abuse during matches
- The impact music and popular culture can have on negative stereotypes.

Parents and staff come to the sessions too, because everyone connected to a club can help make it a more inclusive place. What really stood out in 2021/22 was players' willingness to engage in discussions. Their openness and honesty suggested the growing focus on fighting inequality is already paying off.

Now we need to expand our academy education even further – as we keep fighting to make sure the future has no place for abuse.



2021/22 IN NUMBERS

We reached

700

Premier League academy players

1800

EFL academy players

11

age groups, from under-9 to under-23

"I've learned that discrimination is an issue that can really have huge impacts on people and about resources we have as players to use."

EFL/Premier League academy player

"You know what you are doing and your delivery really inspires trust and honesty, hence we were all so open."

Parent feedback



RAISE YOUR GAME

We're bringing back our Raise Your Game programme to support people from every background to thrive in non-playing roles. We're soon to launch an online Raise Your Game hub to help people from underrepresented groups find events, placements and the latest vacancies. And keep an eye out for RYG events returning in a big way in 2022/23.

PLAYER ADVISORY BOARD

PUTTING VOICES OF EXPERIENCE UPFRONT

2021/22 was the first year of our Player Advisory Board, which gave us a unique insight into the impact of discrimination at the top of the game.

The 12 current and former players on our new Advisory Board were an inspiration throughout the year. Despite juggling multiple commitments – and in some cases serious injuries – they shaped our thinking on how to support senior players more effectively and influence the wider football community.



- **Anita Asante** spoke to our team throughout 2021/22 about the impact of her retirement and how she hopes her legacy will inspire future players.
- **Rhian Brewster** reiterated his eagerness to play a central role on the Board, but then needed to focus on injury rehab. Recover well, Rhian!
- **Holly Morgan** shared her ideas on how to get more black and mixed heritage women involved and included in football.
- **Yan Dhanda** was largely focused on his move to the Scottish Premier League and actually sought support from Kick It Out. We're always here – for everyone who needs us.
- **Gilly Flaherty** shared a wide range of great ideas on increasing LGBTQ+ inclusion and promoting mental health.
- **Joe Jacobson** was in touch throughout the season and spoke passionately during the Henry Jackson Society's virtual debate on antisemitism in football.
- **Renee Hector** met with Kick It Out but then needed to focus on recovering from a serious injury. We're all thinking of you, Renee.
- **Mal Benning** shared his determination to fight racism and push for South Asian inclusion with us.
- **Danny Mills and Anwar Uddin** met with us to help produce an anti-racism brochure in partnership with the Football Supporters' Association. Danny also included a page on Kick It Out in the player welcome pack at his club, Dulwich Hamlet.
- **Marcus Gayle** began working as a club ambassador at Brentford and now leads all of the club's equality, diversion and inclusion sessions for players.

We'd like to thank all of our player advisory board members. We're looking forward to achieving even more together in 2022/23.

FAN EDUCATION

CHALLENGING ATTITUDES. CHANGING BEHAVIOURS.

Last year we worked one-to-one with dozens of people found guilty of abuse, helping them see the damage they cause and why it has to end.

Football can't ban its way out of discrimination. We need to constantly call out and challenge the mindsets that lead to abuse – and our fan education sessions are a vital way of doing it.

Fans are referred to us by clubs, police and the courts. They have usually been given a warning or ban or prosecuted for discrimination, either in stadiums, on the way to games or online. In 2021/22, we ran 42 one-to-one education sessions – more than double the number in 2020/21. The fans involved had discriminated based on people's race and ethnicity, sexual orientation or religion and beliefs – or a combination of these.

Each education session is bespoke but we always help abusers see why their

behaviour is so damaging to individuals and communities. Often we'll look at subjects like impulse control, anger management and hate crime legislation.

Our sessions are increasingly being used as part of conditional cautions, when offenders are required to meet certain conditions instead of being prosecuted. And in 2021/22 we built new links with Counter Terrorism Police, the Home Office Prevent Team and the National Probation Service.

They are all now planning to refer fans to us, as we keep working to bring about the attitude change that will change sport forever.

"I've definitely learnt my lesson and I'm still hugely sorry for my comments. I'm doing my absolute best to spread awareness about racism and that it's wrong."

Email from a fan who racially abused a Black footballer on social media and completed our education session after a referral from the police.

"The support you have offered the club has not gone unnoticed and we really appreciate this."

Comment from a high-profile Premier League club that has sent several fans to our education sessions for using discriminatory language.

2021/22 IN NUMBERS

42

one-to-one fan education sessions

Links built with

14

new clubs, including

6

in the Premier League

2

victim support sessions to fans who experienced abuse

FANS FOR DIVERSITY

BACKING BIG IDEAS

As pandemic restrictions lifted, we supported inspirational initiatives from fans who are determined to put inclusion first.

Launched in 2014 in partnership with the Football Supporters' Association, the Fans for Diversity campaign is all about creating matchday experiences that everyone can enjoy. It's a powerful way of encouraging clubs and fans to make sure everyone feels welcome, including people who might think football isn't for them.

Supporting fan- and community-led initiatives is a big part of it. Fans can apply for funding for their ideas, and we loved being able to get behind more projects last year as coronavirus restrictions eased.

Working with Nujum Sports, we supported projects to ensure football clubs and organisations are inclusive for Muslim players – including during the Ramadan fasting period. We supported the South Asians in Football Network and a Fans United project at Millwall that runs free football sessions to bring the local community together. And we worked with AFC Autism, a new initiative to help clubs provide the right support for neurodivergent fans.

Step by step, through practical, ambitious projects like these, we will make football a place that always embraces the power of diversity.



**WE WILL MAKE FOOTBALL
A PLACE THAT ALWAYS
EMBRACES THE POWER OF
DIVERSITY.**



"It's been great to get back out there and meet all the fan groups involved in our Fans for Diversity campaign once again. It's been another exceptional year for the campaign – we've been funding projects across all the major strands of equality, diversity and inclusion."

Anwar Uddin, Fans for Diversity

GRASSROOTS

PUTTING EQUALITY ON PITCHES EVERYWHERE

In 2021/22, we helped hundreds of grassroots clubs and leagues make sure everyone who turns up to play or watch knows they'll be welcomed with open arms.

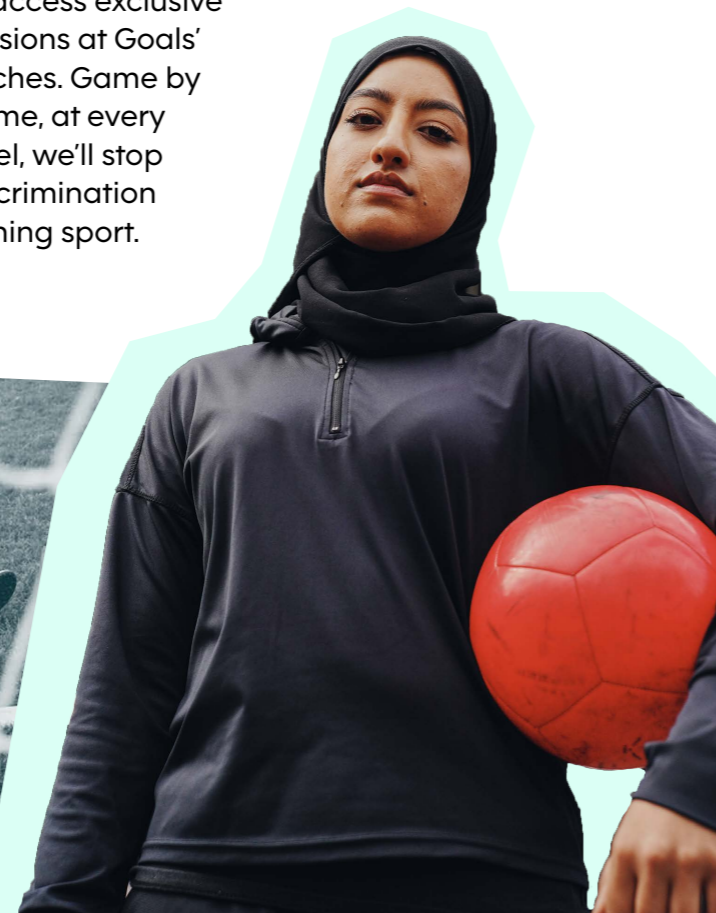
Lifelong memories are made on grassroots pitches every weekend. At Kick It Out, we help clubs and leagues get everyone involved – whatever their ethnicity, sexuality, gender and age.

Our Equality Charter is at the heart of this work. Signing up to it shows clubs and leagues are committed to kicking out discrimination. In 2021/22, we delivered 118 workshops to grassroots organisations that have signed up, helping them develop equality policies and set up clear processes to report abuse. Over 200 clubs have now signed up to the Equality Charter.

We also supported 20 county FAs to audit their needs around equality, diversity and inclusion and produce action plans to fill in any gaps. And we delivered six workshops to county FAs looking to take the next steps in tackling discrimination.

To understand more about serious incidents of abuse at grassroots level, we worked with the FA and research agency 2CV to survey 3,000 people connected to grassroots clubs. Our findings will guide our work to make sure the right policies and regulations are in place to stop abuse and tackle abuse.

And in September 2022 we announced a powerful new partnership with Goals, the 5-a-side specialist. We're providing inclusion training to their staff, and grassroots clubs that have signed up to our Equality Charter will be able to access exclusive sessions at Goals' pitches. Game by game, at every level, we'll stop discrimination ruining sport.



FINANCIAL FIGURES

INCOME RELATING TO VOLUNTARY INCOME: £2,211,756
INCOME RELATING TO CHARITABLE ACTIVITIES: £458,633

TOTAL: £2,670,389

EXPENDITURE ANALYSIS

Advocacy & Public Policy	£311,927
Campaigning	£1,270,835
Grassroots Football	£148,013
Equality Inspires	£48,457
Fan Education	£92,910
Life Skills	£49,524
Player Engagement	£75,004
Leadership in football	£20,642
Raise Your Game	£175,071
Reporting	£228,124
Digital Learning Platform	£76,839
Cricket	£36,489
Raising funds	£17,168
Total, all programmes	£2,551,003

"With you, we'll continue to campaign to make sure football is welcoming to everyone. We'll support people from under-represented and minority communities to make a career in football and thrive. We'll continue to call out discrimination wherever it happens – from your local park to the Premier League to your social feed. Together, we'll kick discrimination out forever."

SANJAY BHANDARI, CHAIR OF KICK IT OUT



THANK YOU.

WITH YOU ON OUR TEAM, WE'LL DO THIS.

Kick It Out is a
registered charity
(number 1104056)



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