



# **RAINBOW LACES 2019: ACTIVATION PACK**

**FOR CLUBS AND LEAGUES**

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This FA activation pack explains how you can support Stonewall's Rainbow Laces 2019 campaign, which is fully endorsed by The FA.



**MAKE FOOTBALL EVERYONE'S GAME.**



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# THE ROLE YOU CAN PLAY



The impact of the Rainbow Laces campaign over the past four years has been incredible and – according to research (see ‘Key statistics’ on **page 14**) – it has inspired over seven million people to feel more positive about LGBT+ inclusion in sport. We have been overwhelmed with the response – but we know more can be done to make football as inclusive as possible.

That’s why we have put together a set of resources for clubs, leagues and anyone else who would like to be a part of raising awareness of LGBT+ inclusion in football.

We hope to have your support for the biggest Rainbow Laces campaign to date. Thank you.

**Bob Cotter**  
Chair, FA National Game Board



We take The FA’s ‘For All’ ethos very seriously. That’s why it appears under our logo, as on the front of this publication. But it’s more than words. We passionately believe everyone should have the opportunity to be involved in football and feel safe and comfortable when they do.

One of the ways we show this is by supporting campaigns which fit with our own beliefs. The Rainbow Laces is just such a campaign. And this year we will be supporting it in a bigger and better way than ever before.

We hope we can count on your support.

**Mark Bullingham**  
FA Chief Executive

# WELCOME TO THE 2019 RAINBOW LACES CAMPAIGN

## We’re delighted you’ll be part of the 2019 Rainbow Laces campaign

The campaign will take place from **Friday 22 November to Sunday 8 December**. The following weekends are prime opportunities to promote inclusive football messages about what you’re doing to promote LGBT+ inclusion in football:

**23 November &  
24 November 2019**

**30 November &  
1 December 2019**

**7 December &  
8 December 2019**

The digital toolkit is to help your club or league to make the most of your involvement in the campaign. You can use the assets to promote the fixtures when you’ll be activating Rainbow Laces, as well as conveying key messages and statistics. There are also some suggestions for showcasing your commitment to LGBT+ inclusion. In addition, you’ll find additional resources on The FA’s website.

The FA champions change and everyone who is an ally of inclusion. The combined efforts of grassroots clubs and leagues continue to generate awareness of homophobia, transphobia and biphobia abuse/concerns, which sadly still takes place. However, while we’ve positively changed people’s attitudes, we need to go further to encourage people to be active allies to LGBT+ people and make football For All.

We hope clubs and leagues will embrace being part of a display of support for LGBT+ people in football. Together, let’s make football For All, whether you’re a fan, player, manager, coach, referee or volunteer.

“ We, as a league, have participated in this event for a number of seasons and were very happy to support it again when asked to do so.

The use of the laces brings teams together and can provide a breaker of tension and barriers between clubs.

Enjoy the participation and embrace the fun of the days when the laces are used. ”

**Kevin Tuner** – Referee & secretary, Sevenoaks & District Football League

## KEY DATES

### Friday 22 November – Sunday 8 December: Activation weeks

The Premier League and the English Football League will be activating over the weekend of 23 – 24 November, however, anyone is free to use any weekend – or weekday – of the campaign to activate.

Think creatively of ways to activate your campaign. From 1 November, you will have access to an incredible range of digital assets through Playing Surface (see page 18) to use on social media to show your support.

How about using rainbow colours in your Twitter profile image and using #RainbowLaces when posting content?

### Saturday 23 – Saturday 30 November: Come Out Active Week

Bring your colleagues and communities together and Come Out Active for LGBT+ inclusion in sport, using Stonewall’s Come Out Active toolkit to bring to life how everyone can play their part in making football everyone’s game.



### Wednesday 27 November: Wear Your #RainbowLacesDay

Teams, leagues, businesses, schools and leading sports people all over the world will be getting together to wear their Rainbow Laces to work, taking pictures and posting them on social media, showing they are Coming Out for LGBT+ people in sport.



### Sunday 1 – Sunday 8 December: Play Your Part – Visible show of Support

Ask your supporters to play their part to prevent LGBT+ hate crimes in sport. Keep an eye on Stonewall’s website for information on how you can make sport more inclusive.



# HOW CAN YOU SUPPORT RAINBOW LACES?

This year, high-profile players, personalities and people in a variety of different sport settings will lace-up as a show of support; but **Rainbow Laces** is about more than laces. There are so many ways to go that step further and demonstrate you are active allies to LGBT+ people in your community.

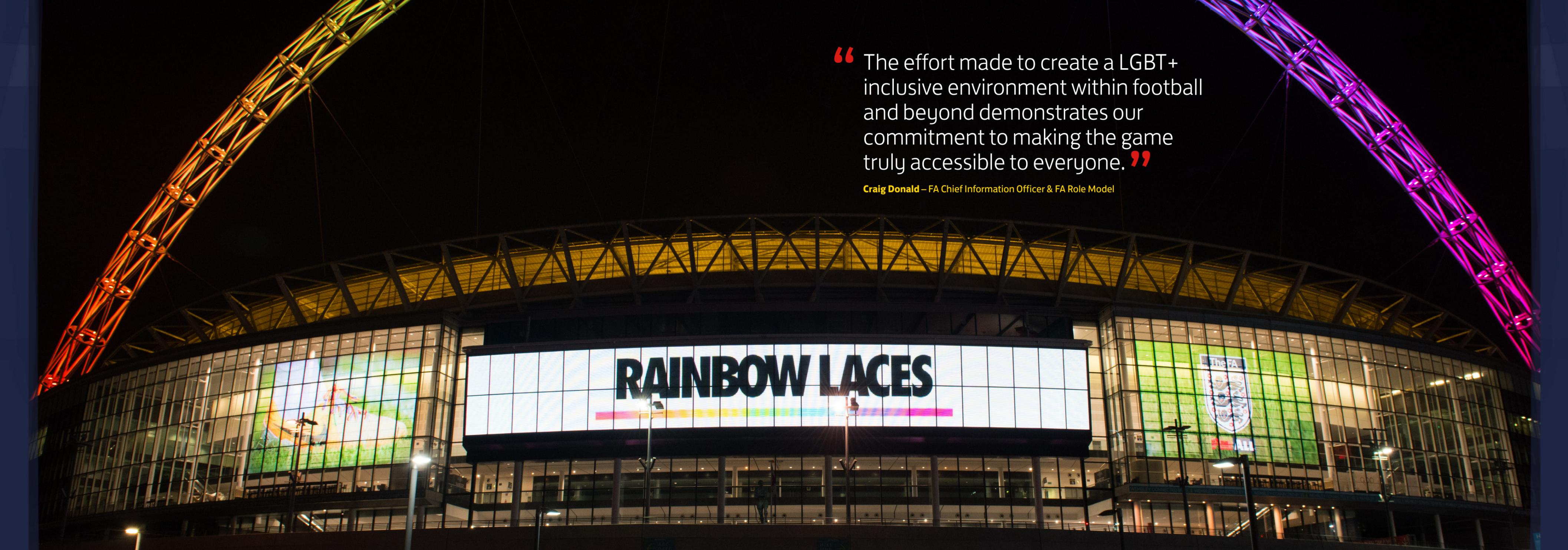
Beyond wearing Rainbow Laces, there are lots of ways everyone can make a **big impact**. Print off this **checklist**: the more you can **tick off**, the more you've done to help make football as inclusive an environment as possible.

# CAMPAIGN CHECKLIST

- **Show your support:** Be part of our largest Rainbow Laces campaign and help Make Football Everyone's Game.
- **Choose an ambassador:** Could it be a club secretary, a team captain, or could it be you?
- **Choose an activation date:** Decide on a date in which you would like to activate your campaign and choose key fixtures to dedicate to the cause. Share these with your County FA (CFA).
- **Reach out:** Speak to your CFA for details of their IAG (Inclusion Advisory Group) to speak to great local community partners. Request laces and armbands from your CFA and use them as a resource.
- **Engage your community:** Speak to your teams, staff, volunteers, local community groups, etc. about how you will activate your campaign and make the most of it.
- **Engage young people:** Speak to your local youth teams, schools, colleges, youth groups, etc. about how they can interact with the campaign.
- **Wear your laces:** Lace up and wear rainbow laces.
- **Identify LGBT+ allies:** Speak to players, managers, coaches, officials and others who can talk authentically about why action to support LGBT+ inclusion matters to them. Reach out to high profile players and personalities from a variety of sporting settings; there will be great allies and role models within your community who can support.
- **Share your support:** Edit and personalise the range of new digital assets from Playing Surface (available from 1 November) to activate your campaign through social media and use #RainbowLaces.
- **Be creative:** You can wear your laces in any kind of laced shoe, so from your boots to your brogues, there's always a way to wear your laces. Use the internet for how-to-guides on turning laces into hairbands, braids, bracelets and hoodie drawstrings and use rainbow face paint.
- **Be a showcase:** Host a dedicated Rainbow Laces match, a mid-winter futsal competition, a Mixed Gender Festival or come up with your own way of engaging people in football.
- **Use the resources:** There are many tools available on your CFA's website and your CFA is there to support you with any questions you have about the campaign. Stonewall will also have resources and top tips available on their **website** for further information, which can be circulated.
- **Come together:** Bring colleagues together for Wear Your Rainbow Laces Day on Wednesday 27 November 2019. You could: take and share photos wearing your laces together, organise an internal 5-a-side game or have a group discussion about LGBT+ issues. Use #RainbowLacesDay.

“ The effort made to create a LGBT+ inclusive environment within football and beyond demonstrates our commitment to making the game truly accessible to everyone. ”

Craig Donald – FA Chief Information Officer & FA Role Model

A wide-angle photograph of a large stadium at night. The stadium's facade is illuminated with a large advertisement for the 'Rainbow Laces' campaign. The text 'RAINBOW LACES' is prominently displayed in the center in large, bold, black letters. Below the text is a horizontal rainbow-colored bar. To the left of the text is a graphic of a soccer ball with rainbow-colored laces. To the right is the FA crest. The stadium's roof structure is visible, with two large, curved, illuminated beams in orange and purple. The stadium's glass facade reflects the lights, and the interior is visible through the windows.

**RAINBOW LACES**

# KEY MESSAGES

**These should be personalised and included in any of your social media content.** It's always much better when it sounds like something you would say yourself.

**Make Football Everyone's Game: It's down to you to be an active ally.**

**Most fans want football to be everyone's game. Wear Rainbow Laces to show your support for LGBT+ people.**

**LGBT+ people are part of our club community. Let's celebrate them, share their stories, and show our support.**

**Abuse isn't banter. Be an active ally to LGBT+ people: challenge slurs and report homophobia, transphobia and biphobia when you see it.**

**Wear Rainbow Laces and show your support on social media by using the official hashtags #RainbowLaces and #RainbowLacesDay.**

**Remember: Wearing Rainbow Laces means you support LGBT+ inclusion, not that you necessarily identify as LGBT+.**



“ Each player was issued with a pair of laces including the management and coaching staff. Photos of the boots were taken before being worn and then team photos were taken before the game. We always have music in the changing room prior to a game and the lads had even painted the speaker in rainbow colours.

It highlighted to all the players of my team and also players of the younger element of the club that we, as senior players, acknowledged that this game of ours is all inclusive and colour, creed, religion or sexual persuasion plays no part in our choice of teammate.”

**Andy Rutter** – Team Manager & Club Football Secretary, Broomfield FC

# KEY STATISTICS



More than two in five LGBT+ people (43 per cent) think public sporting events are not a welcoming space for LGBT+ people (LGBT in Britain: Hate crime and discrimination, YouGov and Stonewall 2017).



One in eight LGBT people (12 per cent) avoid going to the gym or participating in sports groups because of fear of discrimination and harassment. Two in five trans people (38 per cent) avoid these places compared to seven per cent of LGB people who aren't trans (LGBT in Britain: Hate crime and discrimination, YouGov and Stonewall 2017).



Cambridge University research for Stonewall found that one in seven LGBT pupils (14 per cent), including three in ten trans pupils (29 per cent) are bullied during sports lessons (Stonewall, School Report 2017).

# KEY STATISTICS (continued)

## ACTIVE ALLIES IN SPORT

The Rainbow Laces campaign inspired around **7 million** people feel more positive about LGBT inclusion in sport after having seen the campaign (ICM/Stonewall Research, 2017).



As a result of seeing the campaign, around **4.8 million** people say they would be more likely to challenge anti-LGBT language in sport (ICM/Stonewall Research, 2017).

Some **58%** of sport fans who saw the campaign feel like they have responsibility to stick up for LGBT fans of the teams and sports they follow (ICM/Stonewall Research, 2017).



But **17%** of sport fans think anti-LGBT language is harmless if it's just meant as banter (ICM/Stonewall Research, 2017).

“ We got involved to show mine and my teams support for the campaign. We are a team that welcomes all individuals.

We wore the laces to league games, training and promoted the campaign through our Facebook and Instagram accounts.

We all enjoyed wearing the laces, showing support and promoting inclusion. ”

Catherine Patterson – Coach & Player, Wirral Valkyries



# PLAYING SURFACE: THE HOME OF ALL YOUR #RAINBOWLACES CONTENT CREATION

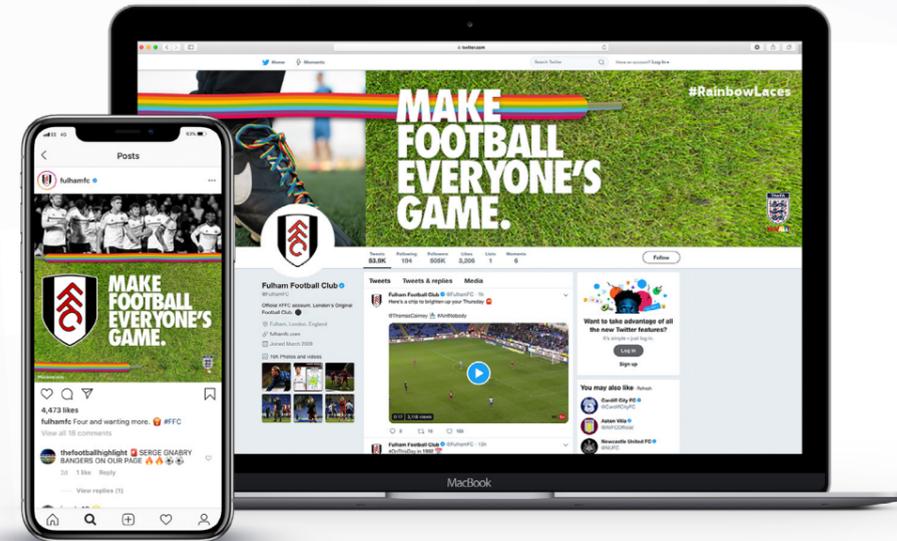
## You don't need laces to join in

Help us make 2019's activation of Stonewall's Rainbow Laces campaign the biggest and most visual to date by sharing your stories and support of LGBT+ inclusion in football.

The FA has worked with its partners at Playing Surface to create a range of editable digital assets for you to use in the lead-up and throughout the campaign window – **free of charge!**

Playing Surface is simply a website that you log in to, create your digital assets, save them and post them to social media or use them across your website.

Playing Surface can be accessed from 1 November 2019 from the Rainbow Laces page on your CFA's website for you to use and share. Simply click the link and register for an account to access the dashboard. Create everything from a fixture list, matchday line-ups, GOAL! GIFs, half and full-time scores, plus post-match quotes and pledges of support. You can edit every asset to make it truly yours whilst being part of a national campaign and supporting LGBT+ inclusion across the sport of football.



# PLAYING SURFACE: HOW DOES IT WORK?

## 1 Select a template

- If you have access to only one project you can do this directly from the dashboard.
- If you have more than one project you can click into the project to see the available templates within it.



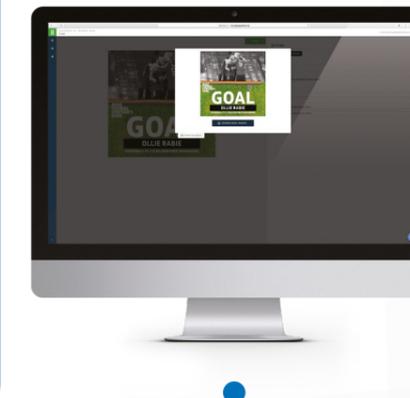
## 2 Customise the graphic on the create page

- Add match text
  - Upload a photo
- TIP:** You can use the blue edit button to zoom in and position your photograph.



## 3 Download your final image

- The downloaded image can be used in social media or on your website.
- TIP:** A history of the graphics you've created is available via the left menu.



## 4 Save your canvas

- When you save the graphic you will see a pop up of the final image.
- TIP:** You can close the popup to make adjustments and then save again.





**FOR ALL**

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