



MAY 2019

BRINGING OPPORTUNITIES TO COMMUNITIES – PHASE 2

A STEP CHANGE IN ASIAN INCLUSION



The FA is the governing body of football in England. Our role is not just to govern the game, but also to be its guardians and make it open For All.

Asian communities are the largest ethnically diverse community in England, making up 8% of the population or over 4 million people. However there remains a lack of representation from these communities across all levels of football. It is our role to help address and change this, which is what the next phase of our strategy 'Bringing Opportunities to Communities' aims to do.

This work began back in 2015 and focused on participation, development, role models and Talent ID. In late 2018 we delivered eight community forums across the country's eight most diverse counties engaging with over 500 people from Asian communities. The feedback from those communities and wider partners has informed much of the work outlined in this document.

This plan, which is part of The FA's wider diversity and inclusion plan, In Pursuit of Progress, is structured across five key pillars of work, spanning all aspects of football. This next phase of work will:

1. Embed Asian inclusion across The FA and its people
2. Raise awareness of pathways into football for Asian communities
3. Embed Asian inclusion across grassroots football
4. Develop opportunities to increase Asian female participation
5. Create more engagement and communication between The FA and Asian communities

We hope that focusing on these priority areas will address some of the barriers to entry into football, increase participation across different pathways and facilitate the game's workforce to better engage and support Asian communities. The FA will also work with key partners across the game to make this happen such as the Professional Footballers Association (PFA), the English Football League (ELF) and the Football Supporters Federation (FSF).

For more detailed information, updates on our work and to download this summary, please visit www.thefa.com/asianinclusion or email us at Equality@TheFA.com

Key Priority	Focus areas	2019-20	2020-21*	2021-22
The FA and our culture Our people, what we do and how we do it	1. Our people and accountabilities 2. Our culture 3. Data and governance	<ul style="list-style-type: none"> Appoint an FA Board Champion to raise awareness of Asian inclusion at the top of the organisation Ensure Asian inclusion is an agenda item at The FA Inclusion Advisory Board (IAB) meetings (where appropriate) Create and facilitate a strategic Asian inclusion guidance group Where BAME data is available, provide Asian specific data as an indicator Continue to use the 'Rooney Rule' to embed diversity in the England coaching division 	<ul style="list-style-type: none"> Embed Asian inclusion indicators into key divisions of The FA Embed Asian inclusion into all The FA programmes such as Elite Coaching, National Specialist Coach Programmes, and Elite Mentees etc. The Asian inclusion guidance group oversees and guides this work 	Embed Asian inclusion work into National Game Strategy and Women's National Strategy
Pathways Helping talent meet opportunity	1. Participant pathways 2. Working pathways 3. Financial	<ul style="list-style-type: none"> Visualise and share talent pathways directly with Asian communities Ensure that all levels of FA Talent Identification education recognise Asian communities Mentoring of Asian players currently in the system with the Professional Footballers' Association (the PFA) Create a protocol whereby all new The FA and County FAs roles are advertised directly to Asian communities Analyse data on Asian coach bursary applications Market FA coach bursaries directly to Asian communities 	<ul style="list-style-type: none"> Analyse pathways data to measure Asian inclusion Promote BAME specific programmes to increase Asian participation such as bursaries and mentee programmes Review Talent ID Education Asian inclusion data Measure Asian workforce data across The FA and County FAs 	
Grassroots football Embedding Asian inclusion across the game	1. County FA engagement 2. Training and guidance 3. Community engagement	<ul style="list-style-type: none"> Deliver a 'You said, We did' tour during 2019-20 Ensure Asian inclusion becomes a priority for County FAs Inclusion Advisory Groups (IAGs) Embed Asian inclusion into key FA divisions Design and deliver Asian specific training to FA staff Deliver eight regional pilot training days to County FAs and professional clubs with key partners such as the EFL 	<ul style="list-style-type: none"> Deliver an update tour to deliver key progress updates of this plan Monitor and influence Asian inclusion across County FA operational plans Measure success of pilot training days to County FAs and professional clubs and deliver an extended programme Create an online Asian inclusion guide for football 	
Female football Develop opportunities to increase Asian female participation	1. Insight 2. Role models	<ul style="list-style-type: none"> Set up an Asian female national guidance group – gauge what this group wants and set priorities Deliver pilot projects from this group in targeted County FAs and in Euro 2021 UEFA Women's Championship host cities using the FA Women's Football Inclusion Innovation Fund Influence the next FA Women's Strategy 2020-24 to ensure area of importance Ensure FA future leaders, ambassadors and role models include Asian females 	<ul style="list-style-type: none"> Align group priorities and pilots with the next FA Women's Strategy 2020-24 Support and mentor Asian female role models to progress in football 	
Engagement & experience Improved awareness	1. Targeted engagement, networking and sharing 2. Matchday experiences and fan engagement 3. Role models programme 4. Annual Asian and insight update	<ul style="list-style-type: none"> Use The FA Asian inclusion webpage as key platform for messaging and communication Deliver eight networking events in pilot season Support Asian fan groups with key partners such as the Football Supporters Federation (FSF) Deliver Asian fan events with The Football Supporters Federation and England Supporters Travel Club Deliver an Asian role model programme to feature four role models (M/F) in pilot season Publish an annual update on our progress 	<ul style="list-style-type: none"> Develop a longer term online perception survey Develop opportunities to identify and assist with targeted interventions Deliver extended version of Asian role model programme Publish annual update <p>* Activities in seasons 2020-21 and 2021-22 are subject to change based on outcomes of pilot season</p>	

FOR over 150 years, we've said we're for the success of football irrespective of class or creed. And we'd like to update that by adding: regardless of gender, sexuality, ethnicity, ability or disability too. Football is a game for all. No matter how good you are. Or aren't. The FA has created leagues for the blind, deaf, amputees, wheelchair users and for those of us with cerebral palsy. We've made all the latest coaching ideas available online. We've introduced FA Girls' Football Week and created a competition open to everyone in the country. It's called The FA People's Cup because it's for the people. All of the people. We are building 100s of 3G pitches around the country. And on our website you can find the nearest team or pitch to you. So, if you want to take part, The FA can help you. Because, how can we be guardians of the national game if we exclude anyone? The FA. Not just for the few. We are for

ALL

CONTACT DETAILS:

The Football Association
Wembley Stadium
London HA9 0WS
Equality@TheFA.com



FOR ALL