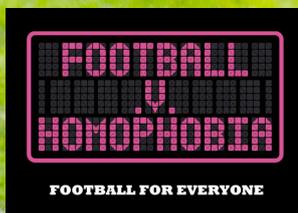
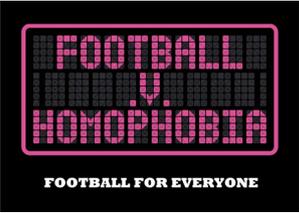




FOOTBALL
V.
HOMOPHOBIA
TOOLKIT

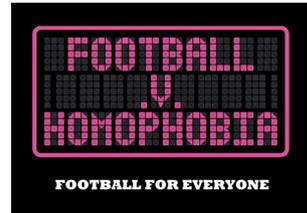
For Professional Clubs





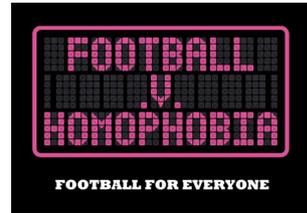
Proud to be working with our partners:





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Let's join forces from February onwards to combat homophobia

As this country's national sport, football has a duty to try and tackle national issues where it can have a positive impact.

The scope of the game – and interest in it – means it reaches into communities in every city, town and village in England. In turn, as the game's governing body, The FA has a key role to play in bringing football together to combat any barriers – whether perceived or real – to enjoying the nation's favourite game.

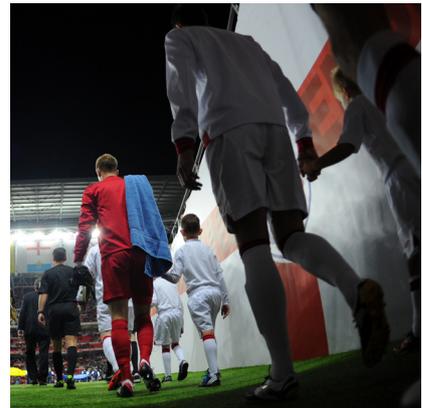
One of these barriers is discrimination – whether on the grounds of race, ability, faith, social status, age, gender, gender reassignment or sexual orientation.

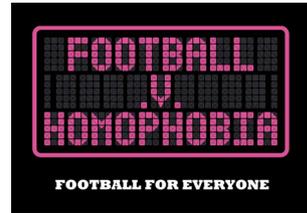
The FA runs and endorses campaigns to challenge all these forms of discrimination. This 'toolkit' is focused on ways we can all tackle homophobia: discrimination based on sexual orientation and transphobia: discrimination based on gender identity.

We've chosen February onwards to promote the '**Football v Homophobia**' campaign, and it would be great to enlist your support and influence.

Why February onwards?

Because that's the month in 1961 when Justin Fashanu was born, to date the only British-based footballer to come out as gay. Tragically, he took his own life in May 1998, but his legacy lives on in the form of The Justin Campaign, with which The FA has partnered to promote the '**footballvhomophobia**' campaign; and as February is LGBT History Month, it's a great opportunity to raise awareness of homophobia and transphobia and to kick start your work for the rest of the year.





Why should you get involved?

1. Because discrimination of any kind is wrong. In fact, it's illegal.
2. On a practical level, welcoming people from the LGB&T (lesbian, gay, bisexual and transgender) community into football can grow your club or league – either in levels of participation or support, or both.
3. Most importantly, because football has a powerful voice. It can directly influence the way people think and behave. The Kick It Out anti-racism campaign is an excellent example of this.

How can you get involved?

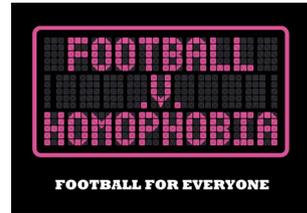
Simply by using some – or all – of the resources in this toolkit. Each of them can be customised to your organisation and will send out a positive CSR message to the community you serve.

Who's already on board?

Organisations across the domestic game are all supporting 'Football v. Homophobia' month:

- » The Football Association
- » The Premier League
- » The Football League
- » PFA (Professional Football Association)
- » LMA (League Managers Association)
- » Kick It Out
- » Show Racism The Red Card
- » County Football Associations
- » The Referees Association
- » The Gay Football Supporters Network

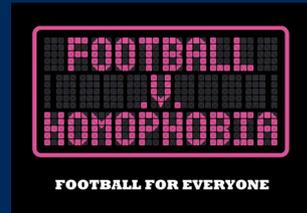




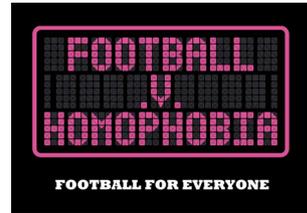
The FA is committed to tackling all forms of discrimination, including homophobia and transphobia. Our LGB&T Action Plan, 'Opening Doors and Joining In' and our progress report, 'Where Are We Now?' have information about our work as part of English Football's Inclusion and Anti-Discrimination Action Plan 2013–17, all guided by our Inclusion Advisory Board.

Reaching out to the LGB&T community is a key component in this work – and one which will be ongoing.

We look forward to your support, and if you have any queries, please refer to the **Contacts** page at the end of this toolkit.



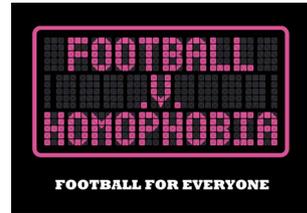
1 HOMOPHOBIA AND TRANSPHOBIA — THE FACTS



These bullet points give some context to the reasons for the FvH campaign:

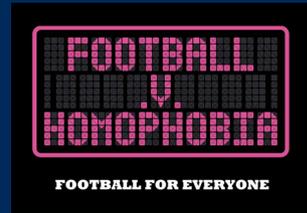
- » Around 6-8% of the population in the UK are thought to be lesbian, gay, bisexual or transgender (LGB or T).
- » LGB&T communities perceive football to be unfriendly and unsafe. 14.3% of LGB&T people surveyed by the National Union of Students in 2012 said that homophobia, biphobia, or transphobia had put them off participating in sports like football.
- » Evidence from the National Centre for Social Research and the Equality and Human Rights Commission suggests that around 24% of gay men have actively avoided sports such as football because they perceive it to be unsafe.
- » 'Leagues Behind-Football's Failure to tackle anti-gay abuse' (Stonewall, 2009) one in four fans think football is 'homophobic'.
- » People experience homophobia in both grassroots and professional football: 64% of LGB&T people feel that homophobia affects their participation in football, while 70% of fans have heard homophobia in football within the last five years.
- » 'Out For Sport' reported in June 2012 that 75% of Trans respondents perceived there to be a problem with transphobia in sport. A staggering 80% of respondents claimed to have experienced both homophobia and transphobia in sport. 79% stated that the perception of the problem of transphobia in sport was enough to dissuade them from participating.
- » The FA's own data shows that in 2009 12% of grassroots stakeholders reported experiencing homophobia.



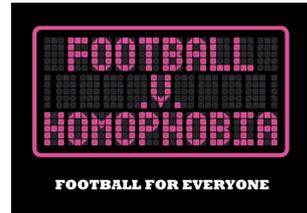


- » Many people still use homophobic terms such as ‘gay’, ‘poof’, ‘faggot’ and ‘you’re playing like a girl’ without thinking that what they are saying has an impact on those around them, and without realising that what they are saying, or in fact, hearing, is homophobic – and in fact illegal (Equality Act 2010).
- » Making football environments welcoming of LGB&T people therefore is not just a matter of doing the right thing. It’s also about increasing supporters, selling more tickets and more merchandise. Consumer research shows exceptional levels of brand loyalty amongst LGB&T consumers; so engaging LGB&T people in your club could prove beneficial in the long term.
- » FvH is not a new campaign. Although in its infancy, It runs throughout the year, but is given a focus in February.
- » In Europe, FvH is backed by FARE (Football Against Racism in Europe) and Kick It Out. Both of these organisations work alongside individuals and clubs across the continent.

Further reading on these facts can be found on pages 40 and 41.



2 SUGGESTED ACTIVITIES



Here are some suggested activities your club could undertake to show its support for the FvH campaign:

Club Managers

FvH is proud to have the endorsement of the LMA this season. Club Managers can make a huge difference, not only in setting the tone for players of zero tolerance of homophobia and transphobia, but also in setting an example for fans and the general public.

Three simple steps Club managers can take are:

1. Wear an FvH lapel badge
2. Endorse the club's press release/match day programme/website article with a quote
3. Make a statement supporting FvH to players

Players

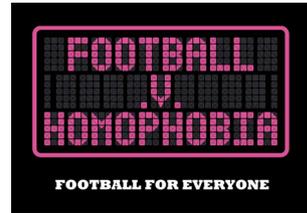
The press is always eager to speak to players about their opinions on homophobia and LGB&T people in sport. To date, there have been very few that have spoken openly about the issue. Those that have spoken on the topic include Matt Jarvis (West Ham), Darren Purse, Clarke Carlisle (former PFA Chairman), Joey Barton (QPR), Graeme Le Saux, John Scales, Aidy Williams and Hope Powell (former England Women's National Manager).

Having your players take a stand on homophobia and transphobia in football will be a great boost for your reputation and will bring positive attention to your club.

To assist you, this toolkit contains a short sample statement to be used or adapted by your players when talking to the press about FvH.

However, we encourage players to cultivate their own understanding and views on the issue, to put out a genuine message of respect for LGB&T people on behalf of your club.

If players want to discuss how they can support this initiative further, contact Kick It Out, info@kickitout.org or if you would like to contact the Football v Homophobia campaign please email lou@footballvhomophobia.com.

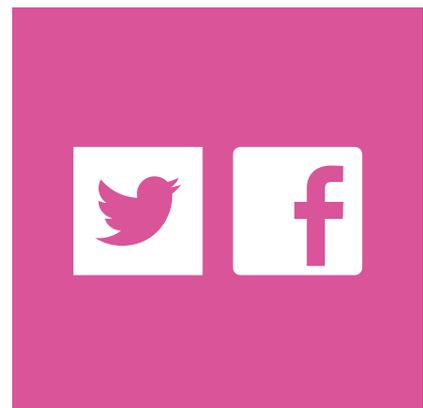


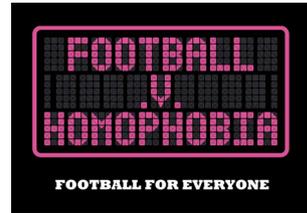
Supporters

Whether you are aware of it or not, your club will have LGB&T supporters, from season ticket holders to armchair fans.

Here are some ideas on action your club can take during February to educate and involve your fans in the FvH campaign:

- » Communicate the club's support for FvH in e-bulletins and mail-outs and emphasise a club policy of zero tolerance towards homophobia and transphobia.
- » Raise issues such as 'LGB&T inclusion', 'tackling homophobia and transphobia in football' in fans' forums and supporters' meetings.
- » Use social media to raise the issues with supporters – perhaps provide a link to FvH social media such as [@FvHtweets](https://twitter.com/FvHtweets) on Twitter and www.bit.ly/fvhpage.
- » Invite local LGB&T football teams to participate in any supporters activities (information on club contact can be found later in this toolkit).
- » Hold a meeting with LGB&T community groups in your locality and ask them how they would like to be involved in the club (see below).





Club Community Foundations

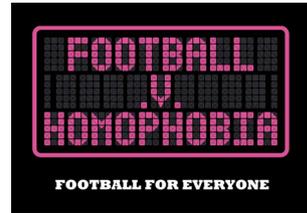
Community Foundations at professional clubs can help support FvH in a number of ways, through the contact they have with schools and community organisations on a weekly basis. It may be worth finding out if schools are undertaking any work for LGB&T History Month (www.lgbthistorymonth.org.uk) during February, as you may be able to tie in any initiatives with work being undertaken in other areas of the curriculum.

In the 'Case studies' section of this toolkit, you'll find details on one project, 'Hearts and Minds', currently underway at Crystal Palace Community Foundation.

Other examples of simple actions Foundations could undertake include:

- » Provide training for all community coaches on recognising and challenging homophobic and transphobic language (the FvH team can supply this. See website for costs).
- » Ensure all coaching staff challenge homophobic and transphobic language when they hear it in any of their coaching environments.
- » If you are confident your coaches can positively answer questions on the Football v Homophobia campaign, kit them out with FvH t-shirts during February.
- » Hold a coaching session/kick about for the local LGB&T community and their friends.
- » Host an FvH open-age community tournament and invite teams from local organisations alongside local LGB&T teams.





LGB&T football clubs

The UK has one of the largest and best-organised LGB&T football communities in the world. In fact, the UK boasts the only national 11-a-side LGB&T football league, the GFSN (Gay Football Supporters Network) League.

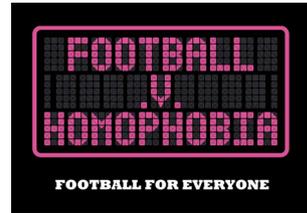
www.gfsnleague.co.uk

Contacts for all the LGB&T clubs and teams who are happy to be contacted about FvH are listed in the 'Contacts' section of this toolkit.

Some examples of actions you could take with local LGB&T football teams include:

- » Provide a masterclass given by one of your coaches or players and invite your local LGB&T team to your training ground or facility. Make sure you communicate the initiative through your communications team.
- » Hold an FvH tournament, inviting LGB&T football teams and other grassroots teams to take part. Again, make sure you message this through your communications team to highlight the good work you are doing to be inclusive.
- » Invite your local LGB&T football team onto the pitch before a match, invite their goalkeeper to take some shots from your academy players on the pitch at half-time or invite them to a game and then message out their experience of the game through your communications team.
- » Designate someone from the club supporters trust as the LGB&T contact or officer, showing public recognition of this fact may change the image of the club and encourage more people to come forward and get involved.





LGB&T community groups

Hundreds of LGB&T community groups exist in the UK, many of which can be found at www.lgbtconsortium.org.uk/directory.

Of course, not all of the organisations listed know about the Football v Homophobia campaign or have any connection with football at all, but many of them would be happy to work in partnership with their local professional club on a campaign to tackle homophobia and transphobia.

The benefits of engaging LGB&T community organisations in Football v Homophobia can be:

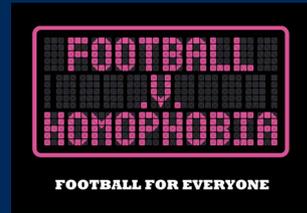
- » harnessing local knowledge and expertise in LGB&T inclusion/tackling homophobia and transphobia;
- » promoting your club as an inclusive organisation - especially if you get the messaging right;
- » reaching new communities and promoting your brand to them.

Working with LGB&T youth groups can be particularly powerful, as more than half of lesbian, gay and bisexual pupils in the UK (55%) continue to experience homophobic bullying in school. Inviting young LGB&T people into your club can give out a really strong message against discrimination.

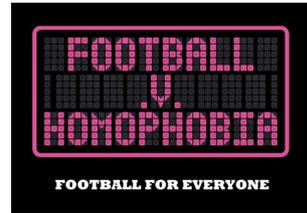
Some examples of working with community groups could include:

- » Inviting a group to take a tour of your ground.
- » Inviting an LGB&T community group to hold an LGB&T History Month event in your conferencing facilities free of charge.
- » Inviting Professionals such as community & youth workers to talk to staff/players/supporters about homophobia and transphobia.
- » Inviting a group to watch a match.
- » Asking your local community group to write a piece for your matchday programme/website.





3 TOOLKIT RESOURCES AND TEMPLATES



Media release

Please modify where appropriate, and don't forget to add a supporting quote from a club spokesperson.

-----name of club----- supports Football v Homophobia

From February onwards, **[INSERT CLUB NAME]** is putting its weight behind an international campaign to combat homophobia.

The campaign, entitled 'Football v Homophobia' (FvH) aims to unite fans, players, communities, grassroots teams, professional clubs and the Football Authorities in opposing homophobia and prejudice against LGB&T (Lesbian, Gay, Bisexual, Trans) people in football.

FvH is endorsed and supported by The FA, PL, FL, PFA, LMA, and Kick It Out. FvH enables people to take action against prejudice and discrimination based on sexuality or gender identity in football, and to celebrate and welcome diversity in the game. This culminates in an international show of support in February to raise awareness of the issue and to showcase new and existing work.

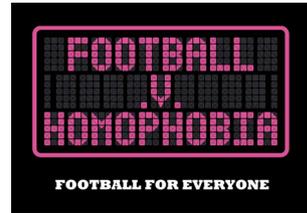
[INSERT CLUB NAME] is proud to offer its support for this initiative. Homophobia, transphobia and discrimination against LGB&T people in football is unacceptable and **[INSERT CLUB NAME]** are committed to creating safe and inclusive football environments for everyone, regardless of sexual orientation or gender identity. Together with FvH we will work to improve football for our LGB&T supporters, players and fans and to protect the right of everyone to participate.

[INSERT CLUB SPOKESPERSON NAME] said: **[INSERT QUOTATION HERE]**

On **[DATE, TIME, LOCATION]**, **[TEAM NAME]** will be holding **[DETAILS OF EVENT]** to celebrate FvH. **[INSERT CLUB NAME]** would encourage our fans and supporters to help us create the game that everyone can be part and proud of by getting involved.

You can find out more about this event by **[HOW TO FIND OUT MORE]** or visiting our website at [website]. To find out more about the Football v Homophobia campaign, please visit www.footballvhomophobia.com

Again, please modify where appropriate, and perhaps add in the supporting quote used in the media release.



Matchday insert

On this page you will find a sample insert for your match day programme.

The FvH team can provide a fully finished digital copy of the artwork for you, which can be included in your publication straight away.

Help us tackle homophobia

Football v Homophobia (FvH) takes place every year in February. It is an international campaign to tackle homophobia and prejudice against LGB&T (Lesbian, Gay, Bisexual & Trans) people in football. The campaign is supported by The FA and endorsed by The Premier League and The Football League.

The aim of FvH is to make football safe and welcoming for everyone. Prejudice and discrimination in football affects us all, not just LGB&T people. Justin Fashanu, the first ever out gay male professional footballer suffered bullying and hostility after his sexual orientation became public, but so too have heterosexual footballers such as Graeme Le Saux and Sol Campbell. Last February Robbie Rogers 'came out' and more recently Thomas Hitzlsperger publicly announced that he was also gay. Both of these players have talked about the challenges of being gay and professional footballers, and the impact that anti-gay jokes and language can have on confidence and self-esteem.

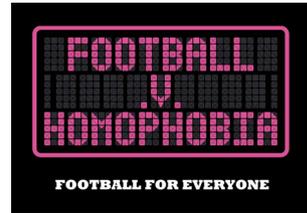
Throughout Football v Homophobia month and beyond, please help your club by standing up to prejudice and discrimination against LGB&T people in the game. Together we can make football a welcoming place for everyone.

If you witness any behaviour during a game, like anti-gay chanting and hateful or prejudiced language, speak to a nearby steward, the police, a club official or contact Kick It Out via the reporting line – **0800 169 9414** – or the **Kick It Out app**. Remember, doing nothing only allows discrimination to get worse!

To further support the campaign, here are some other simple things you can do:

1. Show your support by following us on social media. Twitter: **@FvHtweets**
Facebook: **bit.ly/fvhpage**
2. Join the Football Fans v Homophobia network (& receive our quarterly fanzine) to keep up to date with all our events
3. Encourage your club, amateur team or friends to get involved (view case studies of good projects at **footballvhomophobia.com**)

www.footballvhomophobia.com



Tannoy announcements

On this page you will find a short announcement that can be made over the tannoy at half-time. Depending on the amount of time available, we have included three versions .

Under 20 seconds:

This month is the annual Football v Homophobia month of action. Football v Homophobia is a global campaign challenging homophobia and discrimination against Lesbian, Gay, Bisexual and Transgender people across football. Join us and help **[ENTER CLUB NAME]** make football a great place for everyone. Thank you.

Under 50 seconds:

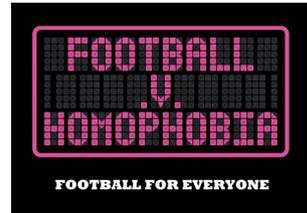
This month is the annual Football v Homophobia month of action. Football v Homophobia is a global campaign challenging homophobia and discrimination against Lesbian, Gay, Bisexual and Transgender people across football, in the grassroots and professional game. **[ENTER CLUB NAME]** supports Football v Homophobia and is committed to making football safe and inclusive of everybody. **[ENTER CLUB NAME]** hopes that our fans will help us to support Football v Homophobia by reporting any offensive behaviour, such as homophobic chanting and verbal abuse to club staff. To find out more about the initiative and how you can get involved please visit www.footballvhomophobia.com. Thank you.

Just under one minute thirty:

This month is the annual Football v Homophobia month of action. Football v Homophobia is a campaign challenging homophobia and discrimination against Lesbian, Gay, Bisexual and Transgender people across football, in both the grassroots and professional game. **[ENTER CLUB NAME]** supports Football v Homophobia and is committed to making football safe and inclusive of everybody.

[ENTER CLUB NAME] would like to encourage supporters to stand up to prejudice and discrimination against LGBT people in the game and help make football a welcoming place for everyone. If you witness any behaviour, such as inappropriate chanting and hateful or prejudiced language, speak to a nearby steward, the police, a club official , or contact Kick It Out on 0800 169 9414 or via their reporting app.

If you would like to find out more about the initiative and how you can get involved please visit www.footballvhomophobia.com. Thank you.



Sample website article

-----name of club----- supports Football v Homophobia

This month is the international month of 'Football v Homophobia' (FvH) and **[INSERT CLUB NAME]** is supporting the initiative.

FvH is a campaign uniting fans, players, communities, grassroots teams, professional clubs and the Football Authorities in opposing homophobia and prejudice against lesbian, gay, bisexual and transgender (LGB&T) people in football. The FA, The Premier League and The Football League back the initiative. (...don't particularly like the word initiative but will let it go as it comes across as a short term thing...)

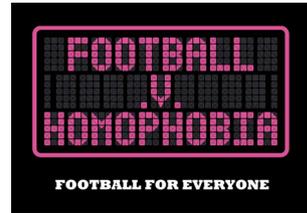
Year round, FvH enables people to take action against prejudice and discrimination based on sexuality or gender identity in football, and to celebrate and welcome diversity in the game. This culminates in an international show of support in February to raise awareness of the issue and to showcase new and existing work.

The campaign has been around since 2010 and manages to generate global attention. Fans and teams around the world, from Croatia to Mexico have taken part and across the UK there has been a massive show of support. **[INSERT CLUB NAME]** are incredibly proud to announce that this year we are backing the initiative too.

[INSERT CLUB SPOKESPERSON NAME] said: **[INSERT QUOTATION HERE]**

Homophobia and LGB&T discrimination has long been an issue in football. In 1990 the first professional football player in the UK to come out as gay, Justin Fashanu, had an intense struggle with his sexuality and how it was received in the game. More recently we have seen Robbie Rogers come out. Robbie retired briefly when he made the announcement about his sexuality. But now, following massive support from players and fans alike, he plays in the US for LA Galaxy. Only last month, former Premier League player Thomas Hitzlsperger also came out as gay. Both of these players have talked about the challenge of being gay and professional footballers, and the impact that anti-gay jokes and language can have on confidence and self-esteem.

More than twenty years after our first professional player came out, football is showing the promise of progress on the issue of homophobia in the game. However we still have some way to go. Even heterosexual players and supporters can suffer homophobic abuse, when fans and teammates think its ok to call someone 'gay' as a term of abuse or make jokes about someone's sexuality because they don't fit in with the team or simply because they're not having a very good game. (continued...)

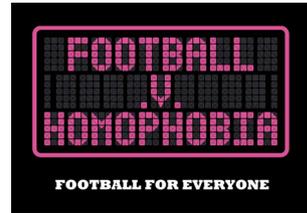


Sample website article (continued)

Change always starts with education and **[INSERT CLUB NAME]** recognises its duty to lead the way on raising awareness about homophobia and LGB&T discrimination within the club and its community.

[INSERT CLUB NAME] believes in a game where LGB&T people can be seen and heard, and appreciated for their contribution to the football family. Therefore **[INSERT CLUB NAME]** will work to create a safe and inclusive football environment for everyone, regardless of sexual orientation or gender identity. We want our supporters to help us achieve this

[INSERT CLUB NAME] will be designating a game in support of the Football v Homophobia campaign this February **[DETAILS OF GAME]**. This is an opportunity for our supporters to also get behind the campaign and show everyone that **[INSERT TEAM NAME]** is no place for hate or bigotry. Supporters can find out more about the Football v Homophobia campaign by visiting the website: www.footballvhomophobia.com and can keep up to date with all the news by following the campaign on Twitter: [@FvHTweets](https://twitter.com/FvHTweets) or liking the Facebook page: www.bit.ly/fvhpage



Player quotes and media tips

Encouraging players to speak out is a golden opportunity to educate widely on LGB&T issues and to set a terrific example for young people and adults.

SAMPLE STATEMENT:

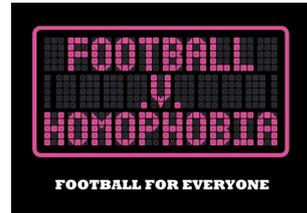
“Here at **[INSERT CLUB NAME]** we want to ensure our supporters and their families get the best they can out of football, whether watching it or playing it. That’s why we’re supporting Football v Homophobia, The FA PL, FL, PFA, LMA and Kick It Out-backed campaign challenging homophobia and transphobia prejudice against lesbian, gay, bisexual and transgender people in football.

“No kind of discrimination has a place in football and that includes homophobia or transphobia abuse. It doesn’t just make people who are LGB&T feel uncomfortable, it isn’t pleasant for other fans either. If fans hear any kind of abuse, they should report it. We wouldn’t put up with it on the pitch, so why should our fans?”

“No one wants to be on the receiving end of homophobia, whether gay or straight, transgender or not. The bottom line is that whether you’re a player, club official or supporter (anyone), you are welcome at our club if you’re LGB&T or not.

“We want everyone to feel included at our club and enjoy their football. I think the Football v Homophobia campaign is a great message and a way to communicate that we don’t care who or what you are at our club, if you like football, then you’re welcome here.”

Ends

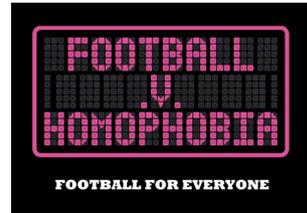


Player quotes and media tips

To really equip your players with the knowledge and confidence to field press interviews and questions, there are a few simple things you can do:

- » Encourage your players to stay abreast of information on LGB&T issues in football. They can find information on the FvH website (www.footballvhomophobia.com).
- » Advise your players of the club's responsibilities, and therefore their own, to LGB&T people, whether they be other members of staff, supporters or even teammates.
- » Encourage your players to discuss the issue with their teammates.
- » Advise your players on actions and work being undertaken currently by the club in relation to FvH and LGB&T issues in general.
- » Ensure that information and resources relating to FvH and other football-related equality and inclusion campaigns is easily accessible.

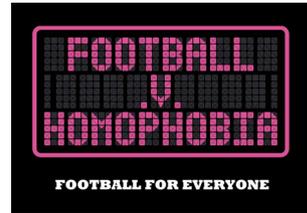
The FvH team can provide bespoke training/briefing sessions to clubs and players for February. Find information about content and cost on the FvH website www.footballvhomophobia.com.



FvH Stadium posters

These posters can be used to spread the Football v Homophobia message at your club and in your stadium.





Online/social media messaging

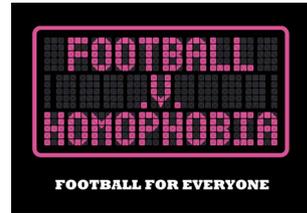
On this page are a few quick ways you can promote Football v Homophobia (FvH) online – using your current social media and website. It doesn't have to take long, just a tweet, post, link or article can make a huge difference in getting FvH out there.

Your website/e-newsletter

- » Got a links page? Add a link to the FvH website www.footballvhomophobia.com.
- » Have space for banner advertising? Get in touch and we can provide an FvH banner to the exact size you need jen@footballvhomophobia.com.
- » Write a post/news article about FvH (see template no i for all the text you need – just copy and paste).
- » Send out an e-newsletter to your supporters? Add a link to the FvH website or an article. Or pop our logo on there to show your support.

Twitter

- » Follow FvHtweets on Twitter (our official feed) and Retweet (RT) our tweets when you see them.
- » Tweet your followers to follow FvH.
- » Got something you think we'd like to know? Tweet us [@FvHTweets](https://twitter.com/FvHTweets).
- » Having that Friday feeling? Give us a **#FF** (Follow Friday) and we'll return the favour.
- » Use our Twibbon (little FvH graphic) on your Twitter profile picture to show your followers you are supporting FvH. This will be released in January so watch out for it.



Online/social media messaging

Facebook

- » Join our Facebook page at www.bit.ly/fvhpage.
- » Put a link to our page on your page.
- » Supporting FvH in some way, maybe holding an event or getting players to wear FvH t-shirts? Tell us and our supporters about it on our page. Just post some info, a link and photo if you have one (don't forget to tweet us about it too).

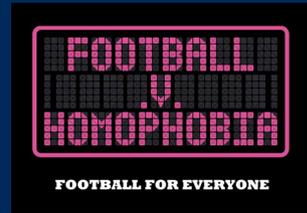
YouTube

- » There's no doubt about the power of video and now with smartphones, it's even easier to film a soundbite or part of an event. Passionate about FvH? Get a player, manager, coach, fan to say a few words about why it's so important. Film it. Upload it to your own YouTube channel and tell us about it. If you aren't on YouTube, send us the video and we'll add it to our site at <http://www.youtube.com/footballvhomophobia>.

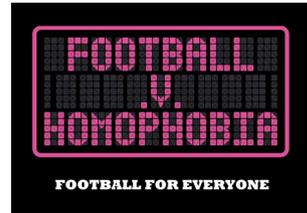
FvH website

- » Holding an event to support FvH? Add it to the events calendar on our website so we can help you promote it. Visit www.footballvhomophobia.com/events and fill in the online form.

If you're supporting FvH in any way, big or small, tell us and the world via social media.



4 CASE STUDIES



AFC Rushden & Diamonds

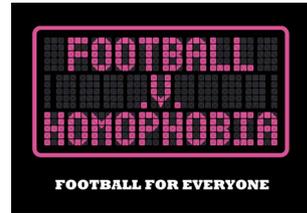
What they did:

AFC Rushden & Diamonds launched a campaign aimed at highlighting the issue of discriminatory behaviour of all kinds in football and its effect on fans and others within the game. As part of the launch of this campaign, the club worked closely with LBG&T football campaigning group Just A Ball Game? to make sure that the issues surrounding homophobia and LBG&T discrimination would be correctly addressed. The club produced new signage for the ground reading “Think Before You Chant!” and containing information dealing with homophobia and all forms of discrimination in football; who it affects, why it affects them and why it’s unacceptable.

The club also worked together with Just A Ball Game? to review their “Football For All” policy to ensure it was LGB&T inclusive.

How they did it:

The club sought further endorsement for the “Think Before You Chant!” campaign from Kick It Out and secured a sponsor in local company, Creation Signs to get high-profile backing and funding to host a launch event for the initiative. The club chose their United Counties League Cup Match against Wellingborough Whitworth to host their launch event, which Just A Ball Game? attended as well as sponsoring the match ball.



The club installed Kick It Out and Just A Ball Game? pitch side advertising boards with anti-discrimination messages and the “Think Before You Chant!” signage at the turnstiles of the club entrance and at the back of the stands. The club also used the opportunity to engage the small portion of fans at the match, who had often been seen as trouble-makers in the past and, on the thinking behind the campaign and the launch event. The problems caused by discrimination, including homophobia and LGB&T discrimination, in football were explained to them.

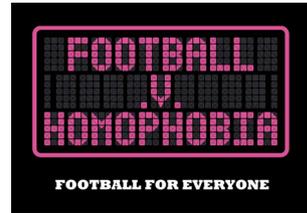
Two of the fans were encouraged to don the Just A Ball Game? & AFC Rushden & Diamonds mascot costumes, which they did. They took part in a penalty shoot out at half time and helped distribute Just A Ball Game? leaflets, which discussed LGB&T discrimination in football. The club promoted the launch event and the campaign widely through their own social media platforms, website and local press. Further work with Just A Ball Game? after the event has seen the production of a pitch side hoarding with the strap-line “Think Before You Chant!”, plus the question “Why Cross The Line?” to maintain the visibility and effectiveness of the campaign.

Impact:

“We have seen almost a total absence of homophobic chanting since the launch of ‘Think Before You Chant!’ and a significant reduction overall in behaviour and chanting that may cause offence. It has not been completely eradicated, but I feel that if we continue to promote our message and to keep engaging with those supporters, then attitudes will continue to change over time”

Ralph Burditt, Chairman, AFC Rushden & Diamonds.

Through securing sponsorship for the event and promoting the event widely through social media, local press and the club's own website, the campaign engaged local businesses on the issue as well as the general public, AFC R&D fans and supporters and staff.

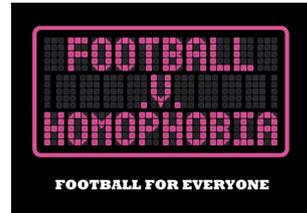


What they learned:

As a result of the campaign and work with Just A Ball Game? the club learned that through:

- » Engaging with supporters.
- » Presenting information to them in a variety of ways.
- » Explaining the reasons for rules enforced at the ground.
- » Treating fans with respect and like intelligent people.
- » Making fans feel part of what is happening.

It was possible to make a real and lasting difference to homophobia and LGB&T discrimination in the game. Overall, it became clear that the education of fans about homophobia and LGB&T discrimination in football takes precedence over other sanctions, like banning or stricter stewarding.



Liverpool FC

What they did:

Working alongside Liverpool Pride and Mersey Marauders, the city's 'gay' football team, Liverpool FC hosted a football tournament at the Club's Academy in Kirkby; a venue which has seen the likes of Steven Gerrard, Robbie Fowler, Jamie Carragher and Michael Owen progress into football legends. The aim of the tournament was to raise awareness of the Football v Homophobia campaign (FvH) and raise funds for a local LGB&T group, Liverpool Pride.

Liverpool FC committed their own resources to facilitate and promote the tournament across the city, including using their own coaches to organise and referee on the day.

Two 5-A-Side tournaments took place in total; one comprising of 12 teams played at Liverpool's Academy, and the other at Wavertree Sports Park.

How they did it:

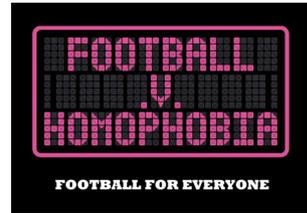
Liverpool FC, Liverpool Pride and Merseyside Marauders FC worked in partnership, ensuring a successful tournament for all parties involved.

Social media outlets like Twitter and Facebook were used to engage and encourage teams to take part in the event.

The tournament was promoted widely through the local press and through Liverpool FC's own weekly magazine and match day programme. A short documentary of the day was also produced and promoted through the Club's own TV channel, website and YouTube channel.

Each participant was provided with a gift bag which included FvH and Stop Hate UK merchandise.

Participants were also encouraged to make a donation to Liverpool Pride, further strengthening the message of support towards the city's local LGB&T community group.



Impact:

The massive success of the event was a result of an open and strong relationship between Liverpool FC, their local LGB&T community group and the grassroots teams taking part where each partner brought their own resource and expertise to the project.

The event built on relations between the local LGB&T community and Liverpool, raising the likelihood of working together in the future and helping to raise some high profile awareness of the issues surrounding LGB&T people in sport and homophobia.

The teams consisted of mainstream grassroots football and LGB&T players, which helped to promote cohesion between different communities; demonstrating that football was available to all, regardless of their sexual orientation.

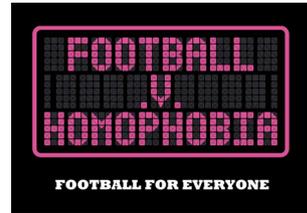
It also gave the Club a way to widely promote its stance against homophobia and discrimination through the press and its own media resources, helping to raise the profile of the Football v Homophobia initiative greatly and showing LFC's commitment to the principles of equality and LGB&T inclusion both on and off the football pitch.

As the tournament was also used as a fundraiser to Liverpool Pride, it helped support a very important LGB&T organisation and event in the city at a time when funding a resources for these community groups is scarce.

'Liverpool FC's Supporters' Committee', which is an 18 person group representing all of the major stakeholder groups amongst the Club's supporters, also includes a LGB&T representative, and it was through this that the Club was able to set up the Football v Homophobia tournament.

Following the event Liverpool FC signed up to the Government's Sports Charter Against Homophobia and Transphobia in Sport.

Liverpool FC further supported the anti-discrimination work off the pitch with the redevelopment of signage in and around Anfield, which specifically focuses on zero tolerance of violence, abusive language, racism and homophobia.



The Reds became the first Premier League club to be involved in a Pride event in August 2012, which included officials from the Club, Liverpool Ladies players and fans joining together to walk under a joint Liverpool FC and Liverpool Pride banner; which was made specifically for the event.

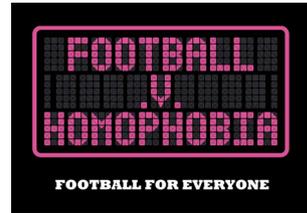
What they learned:

Rishi Jain, Liverpool Football Club's former Social Inclusion Officer, now working for Kick It Out, was responsible for organising the Football v Homophobia tournament at the Club's Academy and recognises the positives of being involved in this event.

"This is such a simple way for the Club to demonstrate our support towards equality and inclusion in football. We know how important it is to send these messages out and work with key partners such as the Mersey Marauders and other LGBT-friendly football teams.

"To host this tournament at our own LFC Academy was key as it's such a great venue for all Liverpool and football fans on the whole, and really allowed us to show our support for the Football v Homophobia campaign and Liverpool Pride."

"The manner in which we've been able to tie the tournament in with other pieces of work including the signing of the Sports Charter, 'Liverpool FC's Supporters' Committee' and being the first Premier League club to be involved in a UK Pride event has been brilliant for us. We're really looking forward to continuing and developing our work in the LGBT area in the future".



Crystal Palace Community Foundation

What they did:

After contacting the FvH team, the Crystal Palace Community Foundation (CPCF) put in place an initiative called 'Hearts & Minds' as part of its existing Kickz community football programme.

This was after CPCF staff discovered, through their work with the local YMCA, that many young LGB&T people self-harm and commit suicide as a result of homophobic bullying (e.g. Stonewall's 2012 School report Over half of gay young people are homophobically bullied, 56 per cent have deliberately harmed themselves, and nearly a quarter have attempted to take their own lives).

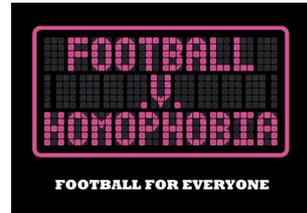
How they did it:

'How they are going to do it' as Hearts & Minds is a new programme for 2013.

Led by Foundation staff, Donald Forde, Partnerships and Business Development Manager and Danielle Towner, Community Programme Coordinator, the programme was launched in January and consisted of three phases launched in January and will consist of three phases.

Phase 1:

Education for all Foundation staff: FvH provided two half-day training sessions for Foundation staff to introduce the project and provide a context for subsequent phases. The aim of the training was to give Foundation staff the tools to deal with any questions or issues arising from the programme of work with young people.



Phase 2:

Education for young people: FvH provided three bespoke workshops for young people during the February campaign month at Kickz hubs in Croydon, Bromley and Sutton. These took place during regular Kickz sessions.

Phase 3:

Anti-homophobia activities led by young people: Following the FvH workshops, young people were invited to become 'Hearts & Minds' Community Champions and to develop an anti-homophobia football tournament for young people during the summer months. FvH provided information materials and other support at the event, CPCF will provide the infrastructure for the tournament.

Impact:

"Crystal Palace FC Foundation are really leading the way here. Homophobic bullying is ruining the lives of many of our young people and by focusing on the issue, their volunteers have really demonstrated genuine leadership."

Lou Englefield, Pride Sports

"We are extremely proud of our project and the plan is to take it right across the country. We have had really positive discussions with a number of other clubs such as Arsenal and Everton. I wanted to get involved and take a lead on this project because the issue of young people even contemplating suicide because of being gay is simply unacceptable. We engage with high numbers and we can do something about this."

Qudus Poopla, CPFC Foundation youth worker and sessional coach

What they learned:

- » The project has been conceived and is being led by the Community Foundation and CPCF feel a strong sense of ownership of the initiative.
- » The project makes use of existing CPCF resources, making the best use of what the Foundation is 'good at' and what FvH is 'good at'.
- » It includes a strong education component for staff and young people.
- » It encourages young people to be leaders and take their own initiative on homophobia in football.

For more information about the 'Hearts & Minds' project, please contact:

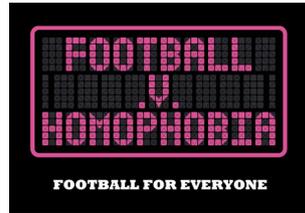
Donald Forde

DonaldForde@cpfcfoundation.org

Danielle Towner

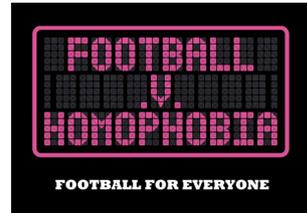
DanielleTowner@cpfcfoundation.org

footballv
homophobia
.com





5 CONTACTS



Campaign Organisations

The FvH campaign

Megan Worthing-Davies

Co-Director

megan@footballvhomophobia.com

Lou Englefield

Co-Director

lou@footballvhomophobia.com

General enquiries

info@footballvhomophobia.com

Gay Football Supporters Network (GFSN)

Allan Simpson

secretary@gfsn.org.uk

Just a Ball Game?

Lindsay England

Founder

info@justaballgame.co.uk

Kick It Out

Roisin Wood

Director

roisin@kickitout.org

Show Racism The Red Card

Ged Grebby

Chief Executive

ged@theredcard.org

footballv
homophobia
.com

Football Authorities

The Football Association

c/o The Equality Team

equality@thefa.com

The Premier League

info@premierleague.com

The Football League

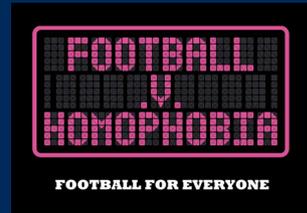
enquiries@football-league.co.uk

Professional Football Association

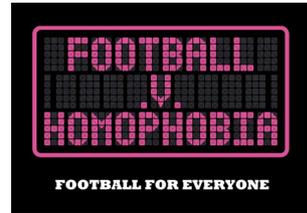
info@thepfa.co.uk

The League Managers Association

lma@lmasecure.com



6 GLOSSARY OF TERMS



To clear up any ambiguity:

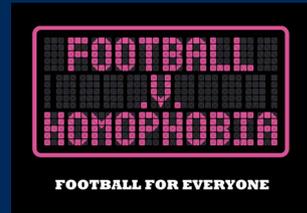
- » Lesbian: a woman who is attracted to other women.
- » Gay: a man or a woman who is attracted to people of the same gender.
- » Bisexual: someone who is attracted to people of the same and opposite genders.
- » Trans is an umbrella term used to describe people whose gender identity and/or expression differs from that they were assigned at birth.

Sexual orientation is different from gender identity. Sexual orientation refers to whom someone is attracted to. Gender identity refers to whether an individual feels comfortable in the gender they were assigned at birth.

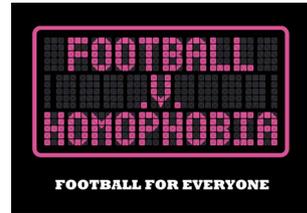
LGB&T is an acronym commonly used to capture the community of Lesbian, Gay, Bisexual and Trans people.

- » Homophobia can be characterised as a range of negative attitudes and feelings towards homosexuality and people who are identified as or perceived as being homosexual.
- » Biphobia can be characterised as a range of negative attitudes and feelings towards bisexuality and people who are identified as or perceived as being bisexual.
- » Transphobia can be characterised as a range of negative attitudes and feelings towards transpeople or people whose gender identity and/or expression differs from the identity they were assigned at birth.





7 FURTHER READING



Sport

Child Protection and Sport Unit, Briefing Paper on Homophobic Bullying in Youth Sport

http://www.nspcc.org.uk/inform/cpsu/resources/briefings/homophobic_bullying_in_youth_sport_wdf81288.pdf -

Stonewall research into LGB people's experience of football

http://www.stonewall.org.uk/documents/leagues_behind.pdf

National Union of Student survey into experiences of students and sport (2012)

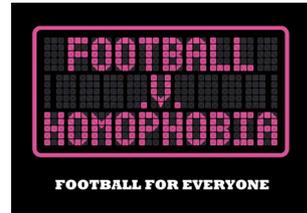
<http://www.nus.org.uk/en/campaigns/lgbt/outinsport/>

Interesting survey from Scotland on the experiences of LGB&T people in sport

www.outforsport.org.uk

Kick It Out anti-discrimination homophobia film. Contact Kick It Out to use this free resource

<http://www.kickitout.org/1057.php> General



General

Stonewall research into the experience of young LGB pupils in school (2012)

http://www.stonewall.org.uk/at_school/education_for_all/quick_links/education_resources/7956.asp

Stonewall's statistics on the estimated number of LGB people in the UK

http://www.stonewall.org.uk/at_home/sexual_orientation_faqs/2694.asp

Information from Stonewall about the average age of young LGB people 'coming out'

http://www.stonewall.org.uk/media/current_releases/4867.asp

Article from the LGBT press on self-harm

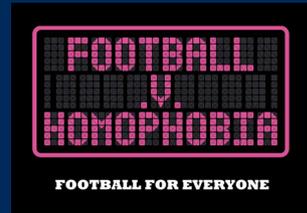
<http://www.pinknews.co.uk/2008/03/10/hidden-lives-self-harm-and-the-lgbt-community/>

The Lesbian and Gay Foundation's Guide into Sexual Orientation Monitoring

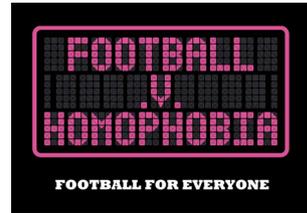
<http://www.lgf.org.uk/policy-research/SOM/>

EHRC paper on sexual orientation in the public domain

www.equalityhumanrights.com/uploaded_files/research/research40_so_moving_forward.pdf



POTENTIAL PARTNER ORGANISATIONS



National:

Gay Football Supporters Network (GFSN)

Allan Simpson

secretary@gfsn.org.uk
07855 20890571
www.gfsn.org.uk

North West England:

Village Manchester FC

enquiries@vmfc.co.uk
www.vmfc.co.uk

London & South East England:

Stonewall Football Club

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treasurer@stonewallfc.com
Jamie@stonewallfc.com
www.stonewallfc.com

Titans Football Club

Ed Connell

Manager

manager@londontitans.com
07956 158218
www.londontitans.com

Leftfooters FC

nfo@leftfooters.org.uk
www.leftfooters.org.uk

Phoenix FC (East London)

Phoenixfc1@gmail.com
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London Lesbian Kickabouts

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The Midlands

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