



FOOTBALL V. HOMOPHOBIA TOOLKIT

Clubs & Leagues





Proud to be working with our partners:



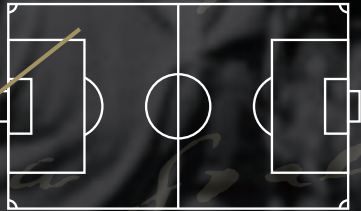
7 MILLION
DIVERSE
PLAYERS
OF ALL
AGES



400,000
VOLUNTEERS



300,000
COACHES



27,000
QUALIFIED
REFEREES
KEEP THE
GAME
RUNNING



SUPPORTING FOOTBALL SINCE 1863



1863 **150 YEARS** 2013

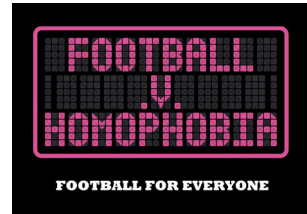
The FA was formed in 1863 in London with the agreement of 13 laws. This year, The FA celebrates 150 years of organised football.

The FA is the not-for-profit, governing body of football in England. It invests over £100m each year to grow participation, promote diversity and regulate the sport for all to enjoy.

The FA runs The FA Cups, 24 England teams across men's, women's, youth and disability football, utilising the world-class Wembley Stadium and St. George's Park.

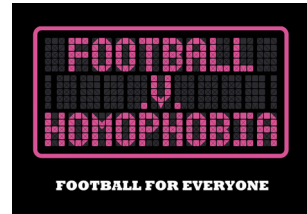
Football is the nation's favourite game. The FA aims to grow it further in 2013.

Get involved in football, and explore FA150 at TheFA.com and [#FA150](https://twitter.com/FA150)



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Let's join forces this 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.

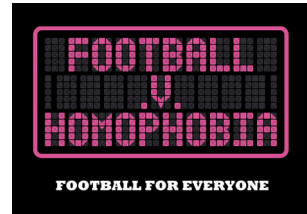
The FA runs and endorses campaigns to challenge all these forms of discrimination. This 'toolkit' is focused on ways we can all tackle homophobia: discrimination based on sexual orientation and transphobia: discrimination based on gender identity.

We've chosen February onwards as the month to promote **'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 **'Football v Homophobia'** campaign.





How can you get involved?

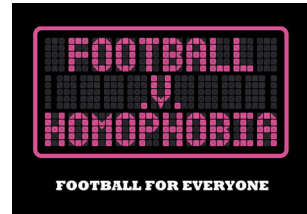
Simply by using some – or all – of the resources in this toolkit. Each of them can be customised to your organisation and will send out a positive message to the community you serve.

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



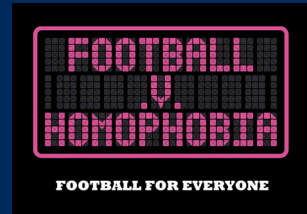


For The FA itself, it's a particularly timely campaign. That's because 2013 is the 150th anniversary of The FA and one of its stated aims during the year is to focus on increasing participation in the game at every level.

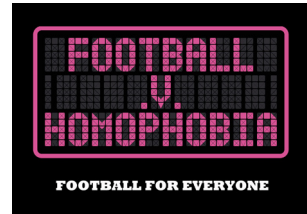
Reaching out to the LGB&T community is a key component in this work – and one which will be ongoing beyond 2013.

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:

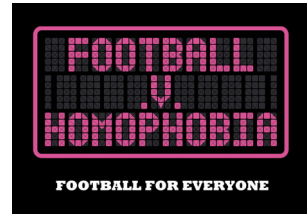
- » Around 6-8% of the population in the UK are thought to be lesbian, gay, bisexual or transgender (LGB& T).
- » LGB&T communities perceive football to be unfriendly and unsafe. 14.3% of LGB&T people surveyed by the National Union of Students in 2012 said that homophobia, biphobia, or transphobia had 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'
- » 'Leagues Behind – Football's Failure to tackle anti-gay abuse' (Stonewall 2009) 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).



6-8%

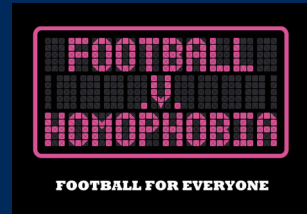
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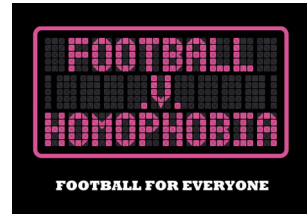


- » Making football environments welcoming of LGB&T people therefore is not just a matter of doing the right thing. It's also about increasing supporters, selling more tickets and more merchandise. Consumer research shows exceptional levels of brand loyalty amongst LGB&T consumers; so engaging LGB&T 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 works alongside individuals and clubs across the continent.

Further reading on these facts can be found on pages 30 and 31.



2 SUGGESTED ACTIVITIES



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

Leagues

As the organiser and administrator of a significant number of teams, you can use your influence to raise awareness of homophobia and transphobia and support your clubs with ways that they can get involved. For example, your league could:

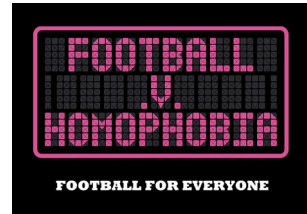
- » Endorse and promote the campaign via your website.
- » Endorse and promote the campaign to club secretaries and other administrators. e.g. send a copy of the information for players and teams, below, and a copy of the posters.
- » Endorse and promote the campaign at your AGM.
- » Create a template anti-homophobia and transphobia policy for clubs and make it available for clubs to use.
- » Educate all administrators and officials connected with your league by sending simple information about the issue.
- » Encourage all referees to pay attention to anti-LGB&T language at matches.

Players, teams and captains

We want everyone in football to enjoy their experience. The best place to start is to have a think about your own behaviour. Make sure you are not using language that might be offensive to LGB&T people – both on your own team and on others. Here are some simple things you can do to get involved:

- » Make sure your club has a clear 'zero tolerance' policy around this issue:
- » Communicate the club policy of zero tolerance towards homophobia and transphobia in a handbook or other information that goes out to all club members when they join.
- » Hand out a copy of this policy to supports at matches and advise them on how to report any incidences of homophobia and transphobia that they witness.
- » Make sure that players report any incidences of homophobic or transphobic abuse.





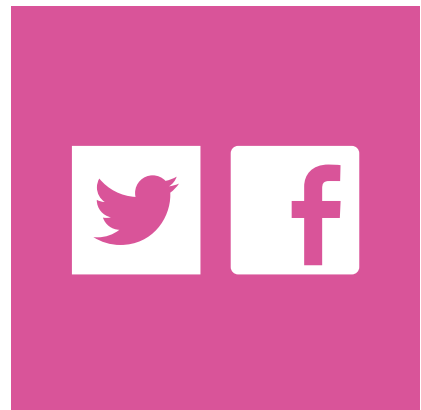
- » Make sure that any players who disclose being LGB or T are fully supported by the club.

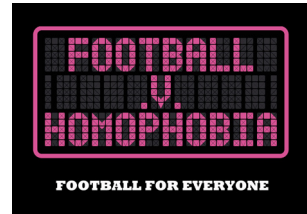
Educate your team and your supporters:

- » Make sure that everyone at the club understands the issues involved.
- » Organise friendly games against local LGB&T teams.
- » Use social media to promote issues with supporters – perhaps provide a link to FvH social media such as [@FvHtweets](#) on Twitter and www.bit.ly/fvhpage

Raise awareness as a team:

- » Use the FvH twibbon for your team Facebook photo.
- » Dedicate one match to FvH in February.
- » Get the opposing team taking part in the campaign as part of your dedicated match.
- » Play a match in the FvH t-shirts.
- » Take a picture of the team holding the FvH banner and add it to our gallery on facebook.
- » Organise a social event such as a pub quiz or a table football competition for FvH and fundraise for the campaign.
- » Organise a tournament to raise awareness and fundraise.





Officials

- » Read up about FA guidelines re anti-LGB&T language and conduct on the pitch at <http://www.thefa.com/Leagues/Respect/CodesofConduct/CodeofConductMatchOfficials>
- » Be vigilant about sanctioning anti-LGB&T language and conduct on the pitch.
- » Show your support for the campaign online by getting involved with the campaign's social media streams [@FvHtweets](#) on Twitter and www.bit.ly/fvhpage

Supporters

As a supporter you can play a role in encouraging your team to get involved. Here's some ideas of things you can do:

Encourage your club to have a clear 'zero tolerance' policy around this issue

- » Ask your team to send you their policy.
- » Check out the great work of AFC Rushden & Diamonds who have created a clear 'Football for All' manifesto and encourage your team to copy their lead if they do not have a policy of their own.

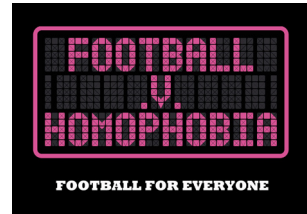
Educate your team and other supporters

- » Encourage your team to make links with local LGB&T teams.
- » Encourage the team to promote issues with supporters – perhaps provide a link to FvH social media such as [@FvHtweets](#) on Twitter and www.bit.ly/fvhpage

Raise awareness with your team and other supporters

- » Use the FvH twibbon for your facebook photo.
- » Support your team wearing an FvH t-shirt and encourage other supporters to do the same.





Managers and coaches

As leaders and role models of teams, your role in promoting FvH is pivotal.

Make sure your club has a clear 'zero tolerance' policy around this issue

- » Check out the great work of AFC Rushden & Diamonds who have created a clear 'Football for All' manifesto.
- » Encourage your club to communicate the policy of zero tolerance towards homophobia and transphobia in a handbook or other information that goes out to all club members when they join.
- » Encourage your players to report any incidences of homophobic or transphobic abuse.
- » Enforce the zero tolerance policy with your players.
- » Create an environment in the club where any players who disclose being LGB&T feel fully supported by you and the club.
- » Set an example with your own language and conduct – ensuring that it is inclusive and non-discriminatory.

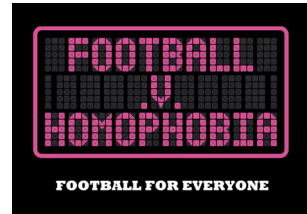
Educate your team and your supporters

- » Make sure that everyone at the club understands the issues involved.
- » Organise friendly games against local LGB&T teams.
- » Use social media to promote 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

Raise awareness as a team

- » Use the FvH twibbon for your team facebook photo.
- » Dedicate one match to FvH during February.
- » Suggest that your team play a match in the FvH t-shirts.
- » Purchase and wear the FvH pin badge for your dedicated game or for the whole of February.





Youth football

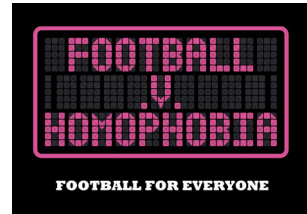
Youth football is an area where FvH can play an important role. Firstly, the average age of coming out in the UK for under 18s has now dropped to 15 years of age.

Evidence suggests that young people who are trans may know this at an even earlier age. Accordingly, it is likely that some young people involved in youth football may be questioning their sexuality or gender identity, or already know that they are lesbian, gay, bisexual or transgender. This can be a very stressful time for those young people undergoing this process. Creating an environment that is safe and welcoming for LGB&T or questioning young people is therefore very important, and a great service that youth football can play in these young people's lives.

Secondly, football environments can often be particularly difficult for LGB&T youth. Homophobic language is often used incidentally by young people; 'that's so gay' being a frequent term of disparagement. Likewise, bullying based on gender identity or sexual orientation is not unusual amongst young people who can be very aware of their own and/or others' differences. Young people who use homophobic language may of course themselves be struggling with their sexuality and can sometimes be aggressive as a means of hiding their own identity.

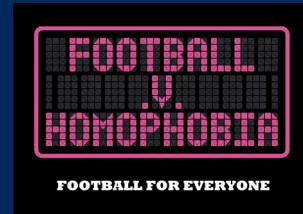
Sadly, statistics show that young LGB people are three to six times more likely to self-harm than heterosexual young people, and that an estimated 40% of all young LGB people self-harm or attempt suicide at least once. The evidence for trans adults suggests that these rates may be even higher for trans young people.



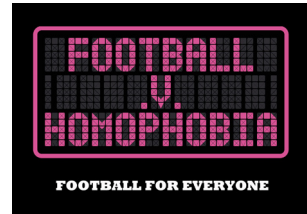


It is crucial, therefore, that football environments can send positive messages about LGB&T people. Here are some things you can do with your youth team:

- » Introduce the idea to your young people and get them to lead and shape a project for FvH.
- » Run some education sessions for coaches and administrators at your club and other local clubs. The FvH team can help with this.
- » Hold an education session for parents of children in the youth team.
- » Give your young people information about the key issues and tell them about where they can find support if they need it. A list of LGB&T youth organisations is listed at www.lgbtconsortium.org.uk/directory.
- » Where possible, ensure there is a known welfare officer for the club to whom the young people can go if they have issues they want to talk through.
- » Dedicate a match to FvH. Inform your opposition about the campaign and get them on board.
- » Get the team wearing the FvH kit for their match.
- » Hold a social event and fundraise for the campaign.
- » Contact your local professional club and ask them if they are doing anything for FvH with which your team can get involved.



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.

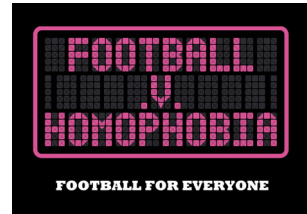
FvH is endorsed and supported by The FA, PL, FL, PFA, LMA, and Kick It Out. FvH enables people to take action against prejudice and discrimination based on sexuality or gender identity in football, and to celebrate and welcome diversity in the game. This culminates in an international show of support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



Online/social media messaging

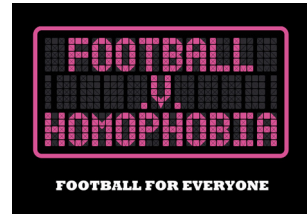
On this page are a few quick ways you can promote Football v Homophobia (FvH) online – using your current social media and website. It doesn't have to take long, just a tweet, post, link or article can make a huge difference in getting FvH out there.

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).

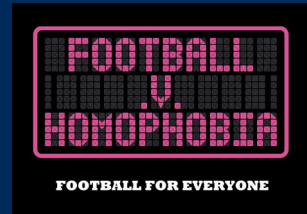
YouTube

- » 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

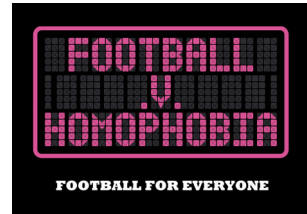
- » Holding an event to support FvH? Add it to the events calendar on our website so we can help you promote it. Visit www.footballvhomophobia.com/events and fill in the online form.

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



4 CASE STUDIES

Here's an excellent example of some great work undertaken by one amateur club to tackle homophobia and LGB&T discrimination in the game.



Faversham Town Elizabethans Football Club

What happened:

Faversham Town Elizabethans FC (a girls' and women's club) dedicated one of their Under 14's league matches in Kent to raising awareness of FvH and celebrating social inclusion in football.

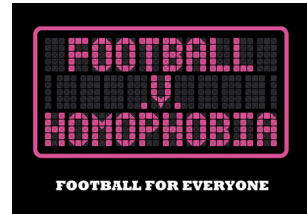
How they did it:

Team members became aware of the FvH campaign through the National Children's Football Alliance website. The objectives of the campaign were felt to be particularly pertinent given that the players themselves had experienced homophobic stereotyping by other children, who consider football to be a man's game and that only lesbians play football.

The team sought approval and commitment from the opposing team by gathering information about the FvH initiative and supplying them with the literature.

The team contacted the FvH team for resources with which to promote the event; they were provided with stickers and posters, which they gave out to participants and spectators, and put up around the venue. The FvH team also featured the event on their website amongst other events ongoing throughout the country.

The team sent out a press release to the local press, whom featured it in the sports pages.



Impact:

The young people involved in this event showed that homophobia and LGB&T discrimination is an important issue at youth level in football.

Working through the FvH messaging, Faversham Town girls raised the profile of the issue faced in children's football. In the process, they educated their peers, family members, staff and wider public on how homophobia and LGB&T discrimination can manifest in football (in this case as negative stereotyping and associated name calling) and how to prevent it.

Team members reported back on a positive change in attitude and behaviour among their peers around homophobia and LGB&T discrimination in football.

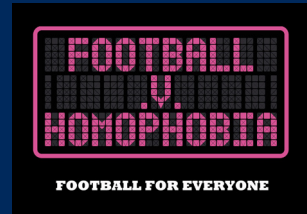
The event instigated wider debate in schools around LGB&T issues, facilitating further learning and positive change.

What they learned:

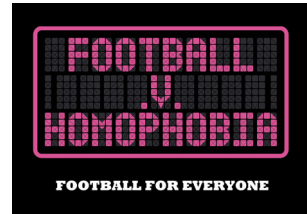
The effectiveness of the campaign re-affirmed the views of the team's coach and other associated staff that there is no better vehicle in community sport than football to educate people about inclusion, homophobia and LGB&T discrimination.

Fundamentally, the passion and drive of the children involved in the event made it have a far-reaching success. Children understand, empathise and engage well around issues like LGB&T inclusion and equality, and should not be underestimated in their ability to bring about change.

The success of the event has inspired the team to lobby the Kent Girls & Ladies' Football League to roll out the campaign message across the whole league.



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@gmail.com

Kick It Out

Kevin Coleman

Grassroots Development Officer

info@kickitout.org

Show Racism The Red Card

Ged Grebby

Chief Executive

ged@theredcard.org

footballv
homophobia
.com

Football Authorities

The Football Association

c/o of The Equality Team

FootballForAll@thefa.com

The Premier League

info@premierleague.com

The Football League

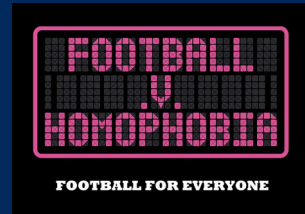
enquiries@football-league.co.uk

Professional Football Association

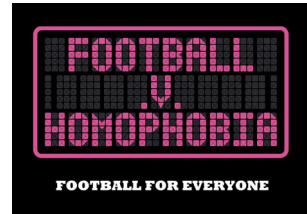
info@thepfa.co.uk

The League Managers Association

lma@lmasecure.com



6 GLOSSARY OF TERMS



To clear up any ambiguity:

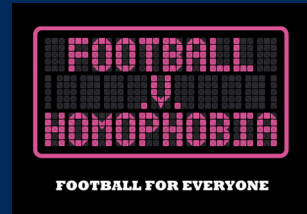
- » Lesbian: a woman who is attracted to other women.
- » Gay: a man or a woman who is attracted to people of the same gender.
- » Bisexual: someone who is attracted to people of the same and opposite genders.
- » Trans is an umbrella term used to describe people whose gender identity and/or expression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

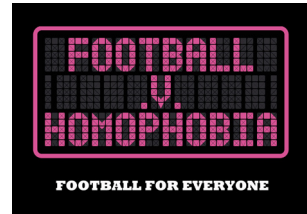
LGB&T is an acronym commonly used to capture the community of Lesbian, Gay, Bisexual and Trans people.

- » 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)

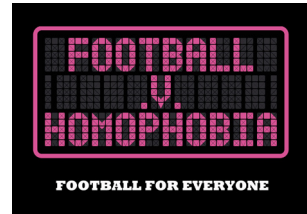
<http://www.nus.org.uk/en/campaigns/lgbt/outinsport/>

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

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

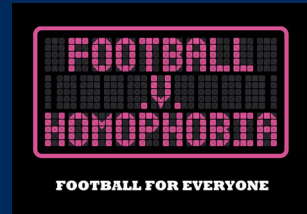
<http://www.pinknews.co.uk/2008/03/10/hidden-lives-self-harm-and-the-lgbt-community>

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

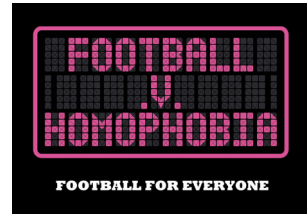
<http://www.lgf.org.uk/policy-research/SOM/>

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

chairman@stonewallfc.com
secretary@stonewallfc.com
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
www.phoenixfootball.co.uk

London Lesbian Kickabouts

llka.football@gmail.com

The Midlands

Nottingham Ballbois

Scott Lawley

Chair

chair@nottinghamballbois.com
07961 842672

info@nottinghamballbois.com (Club)
07828 014952 (Club)
www.nottinghamballbois.com

Birmingham Blaze

Joe Green

blazefc@gmail.com
0777 5647869
www.birmingham-blaze.co.uk

Wolverhampton Harts GFC

hartsgfc@gmail.com
wolverhamptonharts.co.uk