



CHESHIRE FA

# INCLUSION REPORT 2019

CHANGING LIVES THROUGH FOOTBALL



## INTRODUCTION



## IMPACT STUDIES



## EQUALITY PROFILE



## PROJECTS



## PROGRESSION

## A Foreword by Cheshire FA CEO, Steve Stewart

Cheshire County FA is committed to embracing our mission of fully embedding inclusion - and to removing discrimination whether by reason of age, race, religion and belief, gender, sexual orientation, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity.

At Cheshire CFA, we recognise by promoting equality and tackling discrimination we will provide a positive and harmonious environment where all members of our football communities - can feel welcome and valued.

Our Journey from Vision – to Mission – to Impact - is consolidated by skilful and dedicated work that has truly established our commitment to Changing Lives Through Football.

Cheshire County FA leads the development of the grassroots game by working closely with our amazing volunteers. This is a footballing journey that allows us to create lasting connections and lifelong memories as we continue to increase and support inclusion, diversity and participation in the Beautiful Game.

### **We will ensure that as a County FA we address the following:**

- Greater insight to enable us to use this data and intelligence to improve our work
- Greater training and development for all Staff, Board, Council, Districts, Volunteers, Participants and Partners
- Continually updating our policies and ensuring they are live documents that are imbedded in the culture of the Club
- Develop our networking activities to ensure that under-represented groups are part of our Footballing Family.
- Ensure we are constantly reviewing our marketing and communication processes to improve our accessibility to all.



## Pursuit of Progress

### UNITE THE GAME, INSPIRE THE NATION

This is The FA's vision. Football is for everyone and we're determined to break down barriers which get in the way of progress. Collectively, football has the power to inspire future generations.

### What equality, diversity and inclusion means to The FA

At The FA, equality, diversity and inclusion means valuing and celebrating our differences. Nurturing the right working environment and culture means everyone thrives and can be themselves.

For the game, it means everyone's welcome, ensuring differences between us do not create barriers to getting into football and staying involved.

Differences can be something tangible like gender, race and ethnicity. Less obvious differences include heritage, religion, sexual orientation, unseen disabilities, family or social status and age.

We believe embracing equality, diversity and inclusion makes us stronger, and better equipped to meet the challenges of the modern game.



Despite our individual differences, one thing should never be different – the game is FOR ALL.

Cheshire FA supports the FA's vision of Inclusion and we feel football has the power to change lives. We currently deliver inclusion projects in the female, male and disability player pathways as well as delivering a BAME coach network and offering coach bursaries for underrepresented groups.

We are working closely with community organisations to deliver new and exciting projects in the future.



# Cheshire FA Inclusion & Advisory Board

The purpose of Cheshire FA's Inclusion Advisory Board is to provide advice, guidance and make recommendations to our Board on all equality and diversity matters and enhance our operational delivery plan.

The Inclusion Advisory Board consists of committed and passionate individuals with a variety of backgrounds, experiences and perspective to help guide and shape Cheshire FA's Inclusion agenda forward.



**David Snasdell**  
**Independent Chair**



**Steve Smithies**  
**The FA Staff**



**Daniel Landstrom**  
**Cheshire FA Staff**



**Paul Kelsall**  
**Cheshire FA Staff**



**Damon Traverse**  
**Cheshire FA Staff**



**Kath Burgess**  
**Cheshire Girls League**



**Caroline Bishop**  
**St Wilfreds Church**



**Loreen Chikwira**  
**Inclusion Lecturer**



**Paul Cullen**  
**Cheshire FA Board**



**Colin Chaters**  
**The FA DAB**



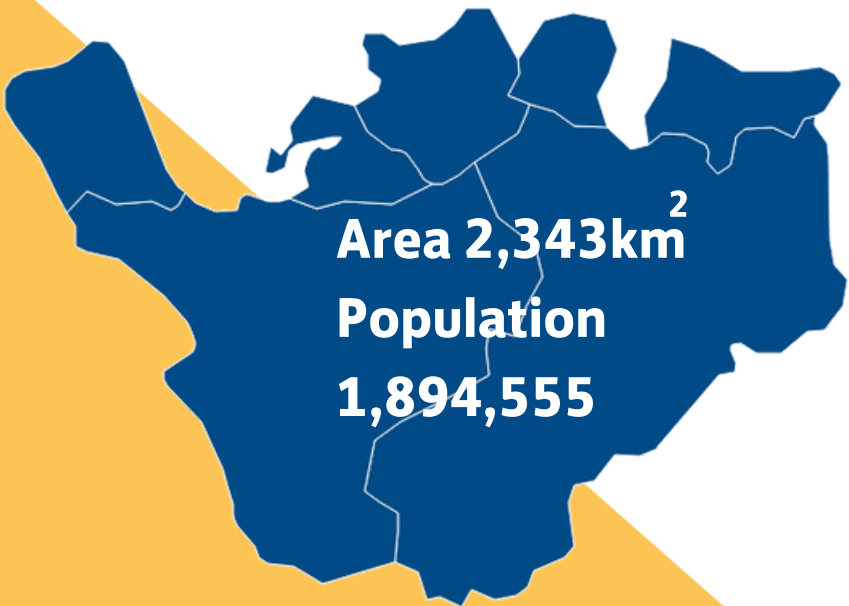
**Kimiyo Rickett**  
**Local Authority Sector**



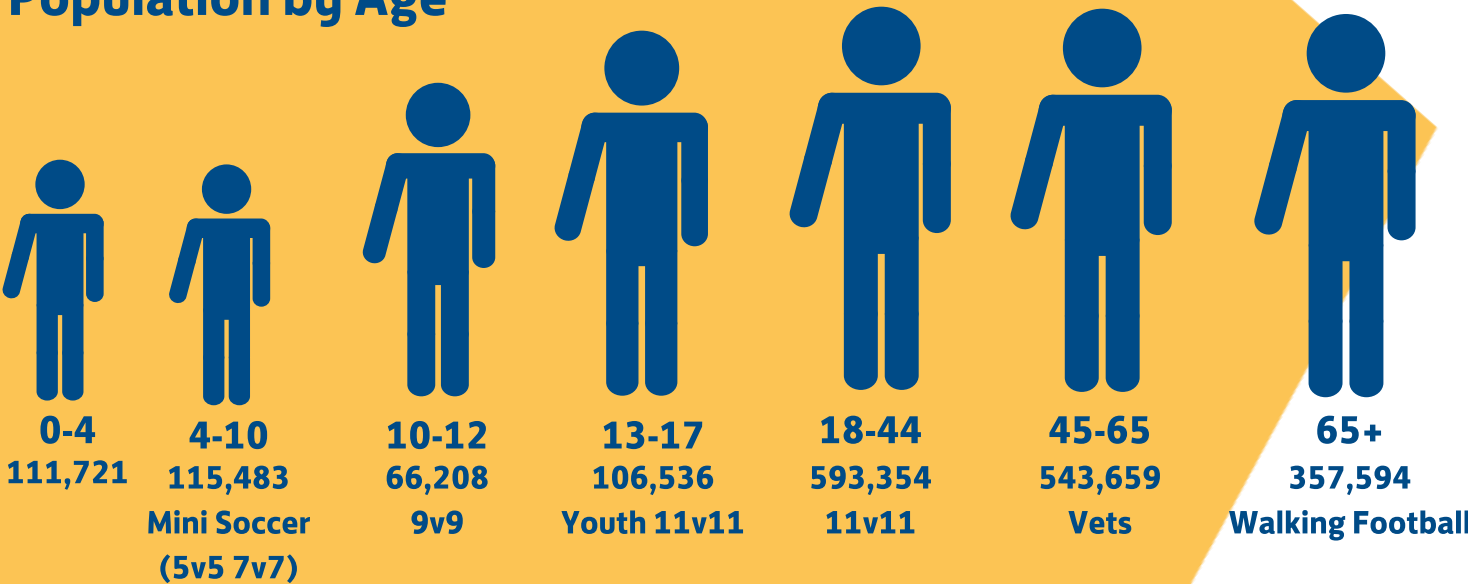
# CHESHIRE EQUALITY PROFILE

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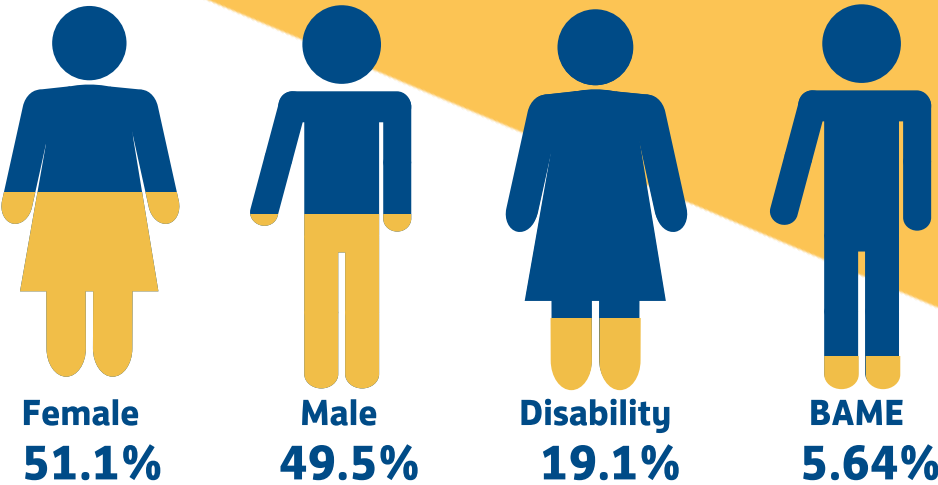
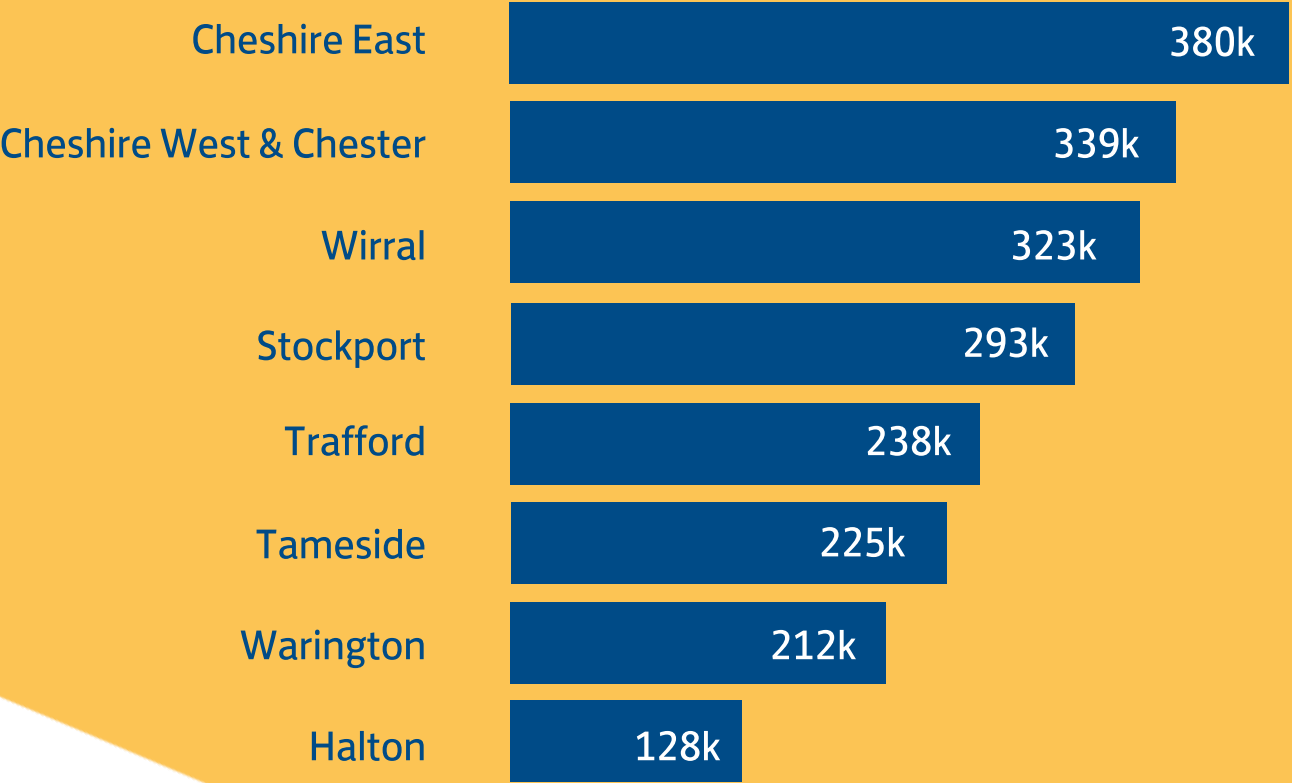
# Cheshire Demographics



## Population by Age



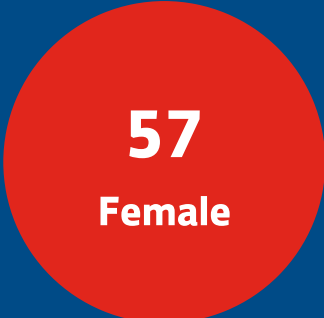
## Population by Local Authority Area



## Population equality profile

\*Office for National Statistics: Population Estimates for UK, England and Wales, Scotland and Northern Ireland: Mid-2016

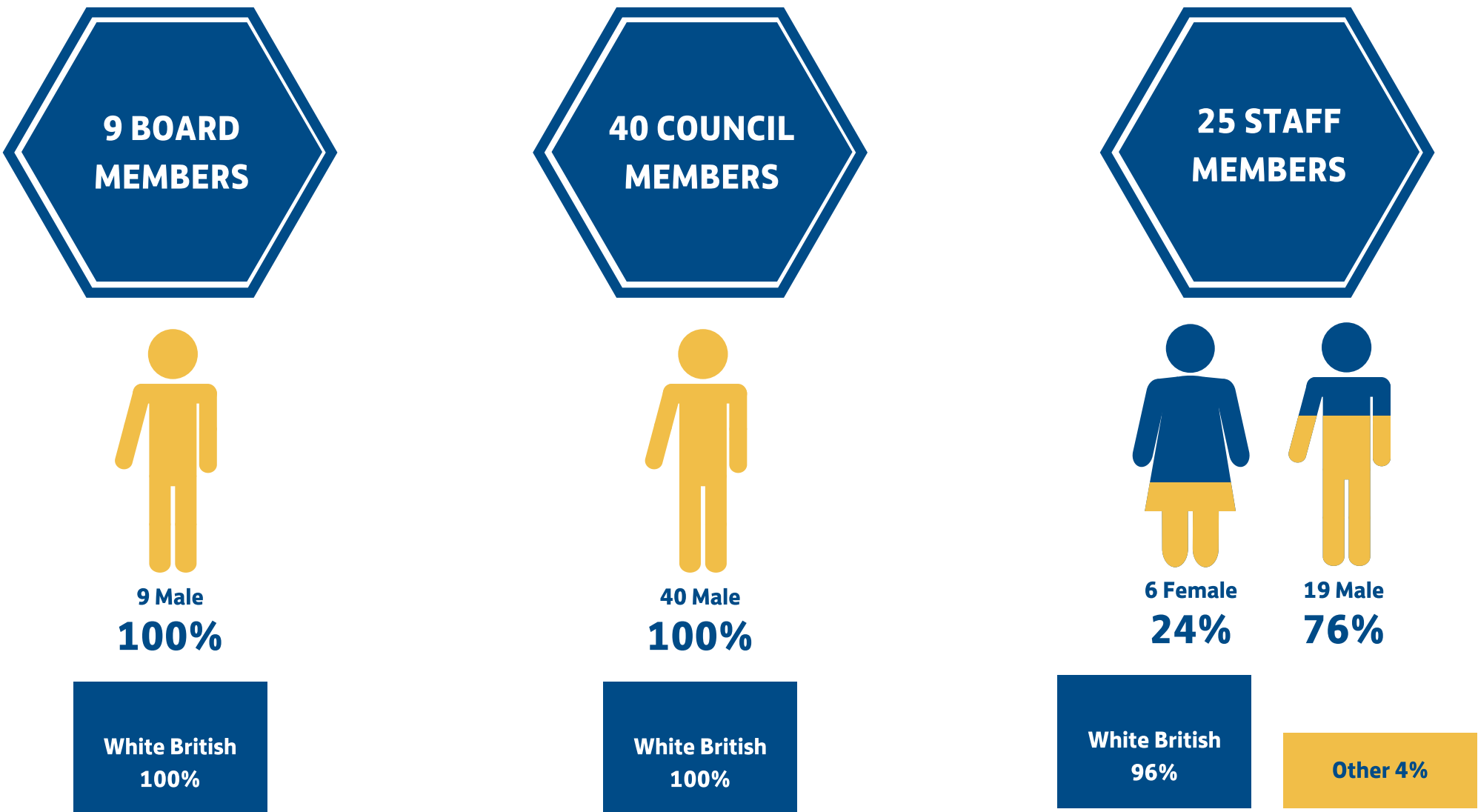
# Football participation in Cheshire



# Our Staff, Board & Council

Cheshire County FA has a Corporate Governance structure that sees the Board taking responsibility for the ‘business and finance’ aspect of County FA work – whilst the Council takes responsibility for the general operational ‘football development’ side of the County FA’s role.

The paid workforce staff provide expertise and guidance as a human resource to meet the need and deliver against the NGS and business objectives





# PROJECTS

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## Women & Girls

The female game continues to grow and Cheshire FA has supported a number of leagues and programmes to increase opportunities for women and girls to access football.



43 Wildcats centres across Cheshire. Working with external partners to set up a safe and fun environment for beginner girls aged 5 - 11 years old to attend turn up and play sessions.



The Inspire league is an inclusive league and now consists of three divisions with 18 teams from across the County.

210 Women are currently registered to take part in the fixtures programme from various different backgrounds and ages ranging from 18 – 68 years old.



We want every girl across the county to be playing within a league structure that has the same rules, formats and have access to the same standard of quality pitches.

New local central venue leagues have been formed and strategically placed, not only to help girls' football but also to encourage & develop female referees & coaches in a quality environment.



# Disability

Disability football in Cheshire continues to thrive and there are now more opportunities than ever to play football if you have a disability.

## School & College Festivals

Four football festivals have been delivered at Cheshire FA for colleges with SEN students. Two football competitions have been delivered in partnership with the English Schools FA engaging over 80 disabled pupils from 10 special schools.

## Ability Counts League

The League provides opportunities for disabled people aged from 8 years to adults to play football. The league has over 25 disability football teams playing in monthly fixtures.

## Cheshire Disability Social League

The League continues to be delivered once a month in Sandbach and Chester. It attracts players from 27 day care centres across Cheshire and continues to expand with a new division being launched in Stockport at the Seashell Trust.

## Powerchair Football

The Hive Wirral Youth Zone have secured 8 Power chairs to start a Power chair Football session on the Wirral. A Wheelchair FA level 1 course was also delivered to up-skill coaches across Cheshire.



# Inclusion

Cheshire FA are committed to providing Football For All and we feel football has the power to change lives. We have worked closely with grassroots clubs and community organisations to deliver Inclusion projects.

## Mens Health

A men's health football session has been established by Cheshire FA in Rudheath providing recreational football. The inclusive session is promoting football 'ForAll' and is engaging people living with mental health issues, disabilities, homelessness and other health issues.

## Black History Month

We hosted a Black History Month event organised by FA Regional Coach Mentor Officer, Steve Smithies. The evening was a celebration of football and the achievements of players and coaches and looked at how we can work in partnership to support further opportunities for players and coaches from the BAME Community.

## Coaching Networks

The Cheshire FA BAME Coaches Network and the Cheshire FA Female Coaches Network have been developed to support aspiring and existing football coaches within Cheshire through The FA Coaching Pathway.



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## LGBT Awareness

Altrincham FC played in a rainbow coloured kit in a competitive fixture against Bradford Park Avenue in support of football's fight against homophobia. After the match the rainbow-coloured kits were sold at auction to raise money for Pride Trust, an LGBT youth charity.

## Female Referee Development Group

With a focus on developing match officials for the female game, the group helps referees highlight best practice and allow members to share their experiences of the game.

## Walking Football

Walking Football has exploded across Cheshire with more and more people playing the game. Tranmere Rovers Community Trust established a weekly women's walking football session. Northwich 1874's Walking Football team went on tour to Portugal to take part in the Euro Copa Football tournament and returned victorious.



**KICK IT OUT**  
TACKLING RACISM & DISCRIMINATION



# **PARTNERSHIPS**

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## Kick it Out

Kick It Out is English football's equality and inclusion organisation.

Working throughout the football, educational and community sectors to challenge discrimination, encourage inclusive practices and campaign for positive change, Kick It Out is at the heart of the fight against discrimination for everyone who plays, watches or works in football.

Throughout the 2018/19 season, Kick it Out have worked in partnership with Cheshire FA. Key events include...

- Tajean Hutton, Kick it Out's National Grassroots Manager delivered an Equality Workshop to all Cheshire FA staff.
- Cheshire FA were awarded £550 from Kick it Outs Grassroots Activity Fund to deliver an inclusive football project in Crewe.
- Arran Williams, Kick it Out's Northern Grassroots Officer, presented at Cheshire FA's Black History Month Event in October, 2018.
- Cheshire FA's Disability and Inclusion Officer Daniel Landstrom attended Kick it Out live to celebrate their 25th anniversary. Other special guests included Paul Elliot, Head of the FA's Inclusion Advisory Board, and Lord Herman Ouseley, Founder and Chairperson of Kick it Out.





# IMPACT STUDIES

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## Impact Study: Steve Harrison

**"Thanks to the Cheshire FA Men's Health football session, I have been able to play in an environment which is friendly, competitive, inclusive and considerate of people's fitness and health issues"**

After securing local funding we have been delivering a recreational football session for adult men in Northwich whose health and physical activity levels are affected by a range of conditions.

Men's health sessions in other parts of Cheshire, specifically Stockport and Chester, are well attended and have seen significant social outcomes as a result of the provision.

We have worked closely with local organisations including ForViva's Community Connect Workers, Victoria House, Workzone, GP's and Social Prescriber Mental Health Workers to promote the session.

The session is currently delivered at Rudheath Leisure Centre and we have successfully delivered 16 weeks of the programme and now have an average of 16 players attending each week.

Steve Harrison (pictured) has been attending the session from its inception and is now being supported through his FA Level 1 qualification by Cheshire FA.

Steve was diagnosed with kidney failure in 1992 and received a transplant in May 2016.

Since then Steve has gone on to be a part of the Transplant Sport National Football Tournament winning team as well as winning a bronze medal for football at the British Transplant Games in 2018.

From this he has been selected to represent Great Britain in football and volleyball at this year's World Transplant Games.

Steve said 'It's a great honour to be chosen to represent GB but with this comes expectations of peak performance! Thanks to the Cheshire FA Men's Health football session, I have been able to play in an environment which is friendly, competitive, inclusive and considerate of people's fitness and health issues; it is a valuable aspect of my training programme. Also through the programme I have been able to register to take my Level 1 football coaching so I can support others in the game.'

Daniel Landstrom, Disability Football Development Officer, said 'It's been a pleasure working with Steve and all the players at the Rudheath Men's Health session. It's been great to see so many different abilities playing together without any issues and another example of Football For All.'



## Impact Study: Andrew Grainger

**"I have really enjoyed refereeing at the disability football events and I'm now looking forward to progressing as a Cheshire FA referee."**

Andrew is a Chester FC and Liverpool fan who has the ambition of becoming a professional referee and to referee the Merseyside derby.

Initially, Andrew was referred to us through the Bren Project which is a charitable organisation based in Chester offering people with learning disabilities and autism the opportunity to experience supportive work placements throughout Cheshire.

Working collaboratively we have been able to ensure Andrew has registered as a Cheshire FA referee and is being supported to referee at an appropriate level of football. He has been provided the opportunity to referee within the Cheshire Disability Social League and Cheshire FA College and School Festivals.

He will now look to referee locally in the Chester District Junior League and continue to develop his refereeing with the support of Cheshire FA.

Daniel Landstrom, Cheshire FA Disability Football Development Officer, said "This is a great example of how working with different organisations across Cheshire such as the Bren Project can benefit the people of Cheshire.

"Andrew has been through a challenging time in his personal life but he is passionate about refereeing and has been really keen to get involved in football locally.

"He is a great role model for other young people in a similar situation and is a fantastic example of how football is for all".

Referee Andrew Grainger said "I have really enjoyed refereeing at the disability football events and I'm now looking forward to progressing as a Cheshire FA referee.

"Thank you to Ed and Dan at Cheshire FA who have been a massive help supporting me".



## Impact Study: Sandbach United Wildcats

**"The difference this is making to Niamh is massive and as her confidence grows, she'll show you how determined and hardworking she is."**

Niamh has autism and has previously struggled to engage in other sports but Sandbach United Football Club has welcomed her with open arms.

Niamh has been attending training sessions at the club's FA Wildcats session on a Wednesday evening and played in some of the games for the team.

SSE Wildcats football centres offer girls aged 5-11 a chance to try football for the first time and provide regular opportunities to play. Sessions take place on a weekly basis, either after school or at weekends, at over 1,250 SSE Wildcats centres across the country and are focused on helping girls make friends, have fun and be active through football.

Cheshire FA are committed to providing football 'For All' and it's fantastic that Sandbach United FC have created embraced inclusivity and created a playing environment for everyone to thrive.

Liz Clark, Football Development Officer at the club, said: "All the girls who attend the session have welcomed Niamh into the

group and it was their decision to give Niamh her medal as star trainer of the week and I think it's amazing how they help her and show such maturity!!"

Niamh's Dad said: 'She is so excited about being in a team and has told everyone who will listen about her football and how good it is. She absolutely loves it and unusually has slept all the way through, (Something she never does!) after football training both weeks!

"The difference this is making to Niamh is massive and as her confidence grows, makes friends and gets used to everyone I'm sure she'll show you how determined and hardworking she is and be a good little player - especially when she starts to get stuck in. She's not the timid dainty little flower she looks!"

Cheshire FA Female Football Development Officer Steph Knott added: "Sandbach United is a true community club providing football For All in their local area. They have built up a fantastic female section at the club and where appropriate ensured that sessions are fully inclusive."



## Progression

As part of our continued commitment to inclusion we will aim to develop the following areas of Cheshire FA

**1. Achieve the Equality Standard for Sport – Preliminary Award by the end of the 2019/20 season.**

As part of this we will;

- Collate an equality profile of football in Cheshire and use this insight to develop an Equality Action Plan.
  - To increase engagement with the Cheshire FA Board by inviting the Independent Chair of the IAB to be present at all board meetings.
- 2. Increase engagement with the BAME community in Cheshire through the BAME Coach network, coach bursaries and inclusion projects.**
- 3. Diversify income, partnerships and community engagement through the establishment of a Cheshire FA Inclusion Panel.**
- 4. Continue to develop how Cheshire FA market and communicate Inclusion messages across Cheshire.**





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