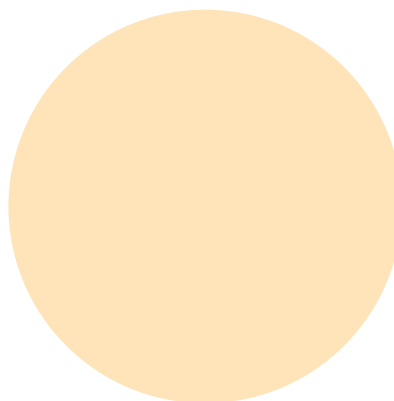




WIDENING THE NET



**A PRACTICAL GUIDE TO HELP ATTRACT, RECRUIT
AND RETAIN REFEREES FROM DIVERSE BACKGROUNDS**



“The Football Association is committed to ensuring the game is for everyone and evidencing this through good practice. We have committed to changing the face of refereeing through our 10% BAME target within English Football’s Inclusion and Anti-Discrimination plan. Through this guide we want to equip stakeholders – especially County Football Associations – to attract, recruit and retain referees that represent the society we live in and hit that target.”

Kelly Simmons

FA Director of the National Game
and Women’s Football



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"I have always wanted to be a referee and have followed my dream from a relatively young age in the game. The local County FA and FA have always been very supportive and I have travelled through the refereeing pathway quite quickly. Whilst many people might see my gender and ethnicity as a barrier, I have found it to be the opposite. Knowing that other girls could be encouraged by my progress spurs me on even more to do a good job."

Lisa Rashid

FIFA and PGMO Assistant referee and FA Level 3 Referee

STATISTICS IN REFEREEING

We begin this guide with a look at why statistics are important to help address under-representation in refereeing.

- The current FA referee workforce is around 28,000 but only 4% of these referees currently self-declare that they are from a Black, Asian or Minority Ethnic background (BAME)*.
- The 2011 Census indicated that the BAME population is 14%. Around 1% of referees have indicated that they have a disability, but in wider society around 18% of the population has a disability or long-term illness.
- Just over half of our population is female but only 3% of the refereeing workforce. Having these figures show the value of statistics in identifying the gaps in representation and in helping to guide our work.

Referees are an essential part of the game; however, whilst parts of the game are growing, BAME communities are still significantly under-represented across all areas. There may be many reasons for this, however, statistics by way of participation and refereeing rates amongst females and ethnic minorities will give a County FA an indication as to what is really happening within its boundaries, and provide objective data to support 'positive action' initiatives that increase participation. Comparing this data with local area population data will give you an even more accurate idea of how well football is engaging diverse communities.

Here are a few useful data sources that will be able to illustrate local and national diversity. These will vary locally and from county to county. The key point is to make these statistics relevant to your locality by cross-referencing them to Local Area Data sheets, locally-based Census information and any other local intelligence you may have about people in your area.

- The Active People Survey (an annual national survey carried out by Sport England charting the sports habits of the nations)
www.sportengland.org/research/who-plays-sport/
- The National Census (the government's main survey of the UK population lifestyle and personal information which happens every 10 years)
www.ons.gov.uk/ons/guide-method/census/2011/index.html
- Local area data sheets (local snippets of information taken from the National Census)
www.ons.gov.uk/ons/index.html
- CAS/Whole Game System data (an information database The FA and County FAs hold on football)

Statistics can be a useful way of identifying under-representation and be the basis of constructing a business case for new football development projects.

* BAME means Black, Asian and Minority Ethnic. This term also means any under-represented diverse community. For example in refereeing terms this could cover Polish, Eastern European, Iraqi or Afghani communities.

** Positive action – By this we mean actions or initiatives taken to address an imbalance or under-representation. For example, as mentioned above, the percentage of the referee workforce that is female is well below that of the wider population. Positive action in this case would mean actions that encourage more females to become referees without giving them any material advantage over men, such as female-only courses.

RECRUITMENT AND RETENTION OF DIVERSE REFEREES

The key to increasing BAME representation in refereeing is to not only make sure that referees are recruited from diverse communities but also retained. We will now look at what good practice looks like in the recruitment and retention of BAME referees.

Sporting Equals, a diversity research consultancy for sport, carried out research in 2013 for The FA and established that the following factors were important when looking at diversifying sport, particularly football:

- An extensive and growing BAME sports sector exists;
- Potential interest from people not involved in sport is 2% higher among BAME groups (3.3%) than the white population (1.3%);
- Participation in playing sport is evenly spread among different ethnic groups, all of which have greater participation rates than the white population;
- It is recommended to use familiar cultural settings such as community or faith centres for recruitment and as venues for activities;
- Recruiting local 'activists' (male and female) such as business leaders, faith leaders or youth workers is helpful to promote your message;

- Word of mouth generates a significant response and ethnic/faith specific radio stations can also be effective.

More specifically to football Sporting Equals found that:

- Football is the number one sport amongst BAME males and the number five sport amongst BAME females. (Source: Sport England 'Active People Survey 7' 2013)

This research tells us three key things:

- Football is the most popular sport for everyone, regardless of background;
- No one community is more committed than any other to get involved in sport;
- Refereeing and all aspects of sport need to be brought to communities on their own terms and in their own communities.

We can take from this data that sport and in particular football is the favoured sport of all communities and that there is more untapped interest from BAME communities. This presents us with an opportunity to increase refereeing numbers from communities that have been not previously been engaged.



"I have refereed from grassroots to the Premier League and have never lost the passion to be involved. Having a disability has never been an issue for me in 30 years of officiating, 21 of them in the professional game. My disability doesn't present any barriers for me and neither should it."

Keith Hill

FA National List Football League Referee and an FA Level 4 Referee Tutor, who has also helped develop both the refereeing structures of The FA in England and the Japan FA & J-League in Japan.

DESIGNING A PROJECT

This section gives suggestions on how to design your project to make sure it is fit for purpose and can support the recruitment and retention of diverse referees. We will identify case studies at all levels of the game to guide you. Many people feel comfortable playing football within their own community or in a small-sided environment before venturing into the structured 11-a-side game. Therefore community projects can create an opportunity for CFAs to engage with communities on their own terms. Here are some suggested activities CFAs could use to recruit and retain diverse communities:

Recruitment

One-day condensed 'Introduction workshop to refereeing'

Many community members don't have the time or resources to attend a full referee course. For those people, a shorter introductory course might suit their personal and footballing needs and inspire them to get involved further. (For an example of this see the Muslim Women's Sports Foundation case study on page 12). First of all, speak to the community about where and when is most convenient for them. By using a community centre for example you may save on venue hire.

Retention

An open Q&A session with a role-model referee

A well-known referee of any background will be a hook to get people's attention. Attracting potential diverse referees together in one place enables you to build relationships and in turn referees.

Retention

The FA Referee Development Programme for young referees

Having a specific project for diverse young referees not only frees up resources to make other things happen but will also help you be more proactive to their needs, which can be just as important. (The FA already runs a Referee Development Programme – for more details on this, please contact Roger.Vaughan@TheFA.com)

Recruitment

Focus groups with local diverse FA Charter Standard clubs or leagues

Large diverse FA Charter Standard clubs are often the football hubs within diverse communities. Sitting down with these clubs to talk about their refereeing needs can help you understand how to practically move things forward in a sustainable way.

Recruitment

Visit community events

Events such as Melas* or public religious celebratory events are a great way to engage with communities who may not have been part of organised football before. It also shows a commitment by the CFA to engage more with and understand a particular community. The FA Equality team can help you identify these events too. (Sporting Equals can give you more details of some of the largest Melas and community events, contact them on info@sportingequals.org.uk)

Retention

Community mentoring session

Large community groups and teams often have several referees within them with similar needs. Bringing them together and talking about their needs not only helps to retain their enthusiasm but also allows you to mentor them up the referee pathway.

* 'Mela' is Hindi (the main Indian language) for a festival/fair. Large Melas happen every year in many large cities such as Birmingham (www.birminghammela.com), Leicester (www.leicester-mela.co.uk), London (www.londonmela.org) and Manchester (www.manchestermela.co.uk).

DESIGNING YOUR PROJECT CONTINUED

Some important tips about your project:

Research is key

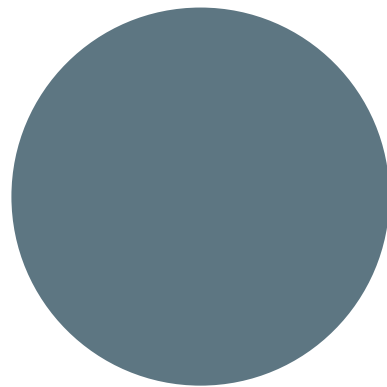
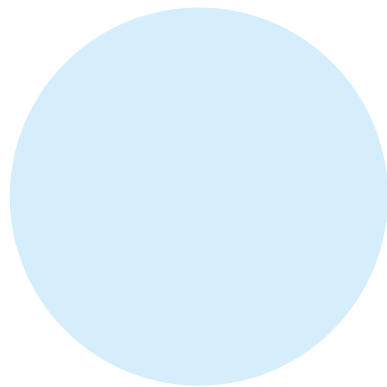
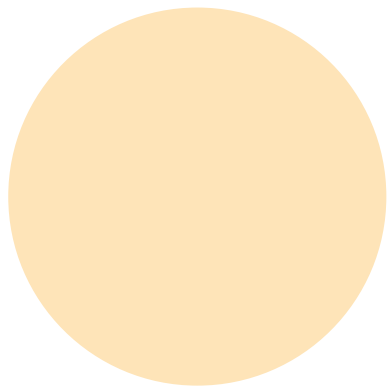
When dealing with any community, do your research. The best-laid plans can fall foul of a range of barriers. Always consult with community contacts at every stage and never be afraid to ask.

Know your market and your limitations

Make your project specific to the community and within the resources you have available. You will not be able to deliver the volume of participants of other football development projects, but lower numbers does not signify a failure.

Link into local and national partners

There are a range of organisations out there whose life blood is community engagement – make sure you use their expertise to help get your message across. See section 7 ('Useful contacts & resources') of this guide for details of some of these groups.



CASE STUDIES

CASE STUDY 1 - KICK IT OUT'S 'RAISE YOUR GAME' CONFERENCE

The concept of 'Raise Your Game' is a very simple one, a little bit like speed-dating. You bring together people who wish to work in football with those who have already made that journey.

HOW CAN WE RUN OUR OWN REFEREEING VERSION OF 'RAISE YOUR GAME'?

Here are a few tips to help you make your event a success:

- Speak to key community contacts about where and when to run the event and who the key people to invite are, use your CFA Inclusion Advisory Group to help;
- Use a hook to draw people to the event like inviting an ex-professional referee or player or hold it at a professional club;
- Ask Kick It Out for their advice in planning and marketing the event or ask them to be a partner; getting the right people there is key.
- Analyse the diversity data available to you through the Whole Game System to identify where the gaps in provision are and target those groups;
- Contact local schools, colleges, community centres or diverse clubs for eager participants;

- Once the event is set up, plan your communications carefully, as many groups are deemed 'hard to reach' because you need to adapt your communication to engage with them.

BENEFITS OF 'RAISE YOUR GAME'

This is an example of good practice because:

- It is free of charge and open to all;
- It encourages people from all backgrounds to explore all areas of the industry;
- It is supported by a longer-term mentoring programme, funded by The FA, which enables attendees to access further opportunities;
- it builds a network of contacts locally and across the game.

REGIONAL MENTORING DAYS

Kick It Out also runs regional 'Raise Your Game' mentoring days as part of the programme to support people who are unable to attend the main conference.



Kick It Out's Raise Your Game conference

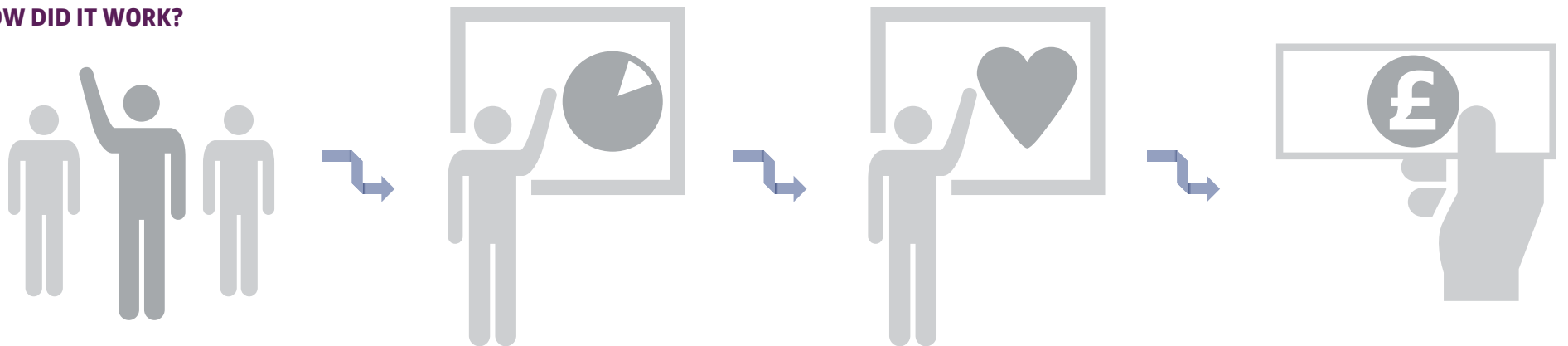


CASE STUDY 2 - 'BEST IN THE FIELD' PROJECT NORTHUMBERLAND AND LIVERPOOL CFA'S AND INGEUS

Ingeus is an organisation that specialises in welfare-to-work projects. Ingeus worked in partnership with Northumberland and Liverpool County FAs to deliver 'Best in the Field', a project which used football to help long-term jobseekers back into employment. The three partner organisations developed a training programme that brought local people off state benefits and into paid work through grassroots refereeing.

The whole course was delivered on a full-time basis over two weeks: In line with the objective of increasing the diversity of the refereeing workforce, the project focused on:
BAME groups People with a disability Females

HOW DID IT WORK?



Individuals who volunteered for the programme were referred to the Liverpool FA or Northumberland FA;

To support the individual's wider employability Ingeus offered workshops on budgeting and managing expenses; paying tax; finding child care amongst others;

Alongside the referee training, Ingeus staff delivered health and wellbeing workshops to participants to give them a more complete and holistic service, increasing the chances of retention;

For any new referee who sustains refereeing for six months, Ingeus reimbursed the County FA the course cost.

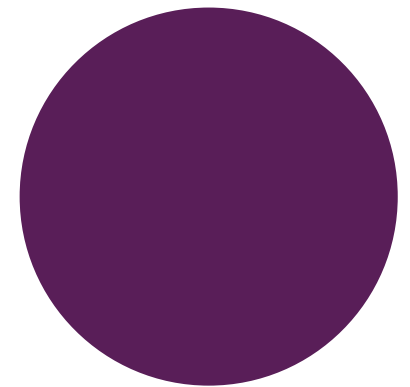
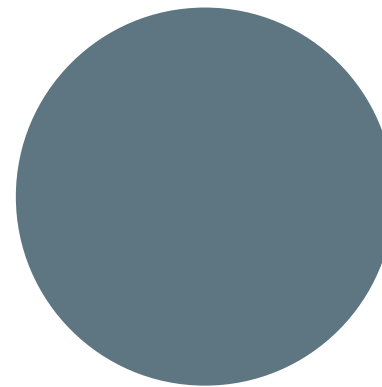
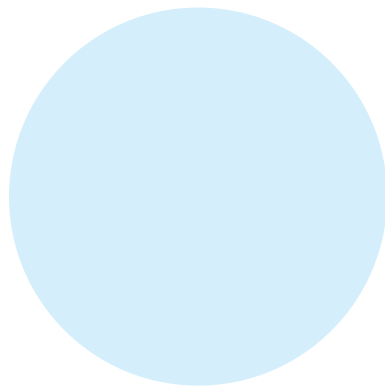
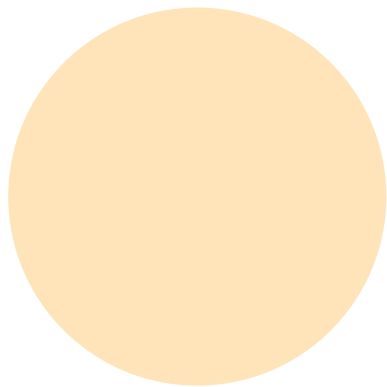
CASE STUDY 2 CONTINUED

TIPS:

- Do the leg work first – identify key communities you want to target and key areas where referees are in shortage before you start your project;
- Market widely – if you think this project is feasible, use your wider network to market the project well, Job Centres, local colleges and local leagues could all be good source of new referees;
- Speak to candidates – in person, as this is a new initiative there may be confusion as to what is expected of the County FA and the candidates – being clear about their pathway will increase your chances of success;
- Network with other CFAs – if another County has delivered something similar, speak to them first to help you identify any potential barriers or opportunities.

HOW CAN THIS PROJECT WORK FOR MY ORGANISATION?

Refereeing is a relatively well-paid form of part-time work, but isn't immediately identified by the general public. Working with a local Job Centre might be one of your first ports of call.



CASE STUDY 3 - RECRUITMENT AND RETENTION OF A DIVERSE REFEREE WORKFORCE

The Muslim Women's Sports Foundation (MWSF), a charity which provides female-only sporting activity worked in partnership with The FA and Birmingham FA to co-ordinate a bespoke level one Futsal refereeing course. In 2013, 18 women of various backgrounds participated in the course held in London. The course was constructed to cater for religious and cultural sensitivities.

Recruitment

The course, held on one day instead of the usual two, was delivered by Lorraine Deschamps, one of only two female Level 4 qualified referee tutors in the UK. By holding the bespoke course over one day, it was shown that being flexible around some of the details of football development can make what the game has to offer more attractive to people from diverse backgrounds – without compromising quality.



"Being an official in the professional game is tough for anyone, male or female, but your gender shouldn't be a barrier to getting involved."

Sian Massey-Ellis

Professional game and FIFA assistant referee

Chair of the MWSF and member of The FA Inclusion Advisory Board Rimla Akhtar, added:

"Getting 18 female referees together is unheard of and having most of them originate from the Muslim community was a delight to see. Every woman on this course will now make a difference to football and to their community; they hopefully will become role models and encourage others"

Retention

Later in the year, the new referees officiated in the MWSF Futsal Championships held at St George's Park.

The MWSF then utilised these referees throughout their national female-only Futsal sessions where previously there was a shortage of referees.



CASE STUDY 4 - ESSEX FA AND THE AFRICAN CUP OF NATIONS UK

RESEARCH

Essex County FA Identified that the referee workforce of Essex was not representative of the County's wider population. The BAME population of Essex (from the 2011 census) is 6.8% (14% nationally). The FA Whole Game System data indicated that the referee workforce of Essex was only 2.3%, falling well short of the 10% target all CFAs are working towards as part of English Football's Inclusion & Anti-discrimination Plan.

RECRUITMENT

The Essex County FA Inclusion Officer and Referee Development Officer (RDO) liaised with a key local community football organisation, the African Cup of Nations UK (ACNUK) to ascertain the interest and need for refereeing. Essex CFA identified that some of Essex's 'fringe boroughs' (such as Barking, Redbridge and Havering on the fringe of London) as key recruiting areas to diversify their workforce and ACNUK was present within those areas. The African Cup of Nations UK is an English version of the famous African football tournament. Teams representing eachw of the African nations are made up from African nationals now living in the UK.

The annual event played in East London and Essex attracts close to 4,000 people each year. The Essex CFA and ANCUK founder Dennis Mahadha arranged course times, dates and a venue that was convenient for all participants and a diverse referee tutor who could deliver the course.

The County FA then distributed course application forms through the ACNUK network and places were confirmed on a first-come, first-served basis. The Essex FA RDO managed the administration and delivery of the course which saw 17 individuals complete the course and go on to become qualified referees.

RETENTION

To retain these new referees, Essex County FA built into the programme a specific mentoring provision. Each new referee was observed and mentored by the course tutor at several games over the following months and asked for a 'legacy' agreement that the new referees would officiate in the 2015 tournament.

For more information on Essex County FA go to www.essexfa.com

For more information on the African Cup of Nations UK go to www.africannationscupuk.com



5

THE LAWS OF THE GAME AND HOW THEY RELATE TO DIVERSITY

The Law of the Game which comes into play in relation to diversity is FIFA Law 4 – The Players' Equipment. It states:

Players are required to wear the following separate items:

- A jersey or shirt – if undergarments are worn, the colour of the sleeve should be the same main colour as the sleeve of the jersey or shirt;
- Shorts – If undershorts are worn, they are of the same main colour as the shorts; stockings; shinguards; footwear.

In relation to religious jewellery, safety and common sense are the priorities.
The wording which covers this states:

- (1) Safety Referees should ensure that players do not wear articles which may constitute a danger to other players or to themselves. Referees should set a good example by removing their own rings and jewellery. Referees, however, should make allowances for religious symbols (e.g. a player of the Sikh religion wearing a Kara in a match), and provided that they are not dangerous and that adequate covering be applied as protection
(Source: The FA – The Laws of the game)

Whilst the directive of the above FIFA Law 4 is clear, a referee's over-riding objective is to allow football to be played and is open to all. Any religious items, other than jewellery must be 'rendered safe' and cannot pose any danger to the player or other players.

Q. Can I wear a hijab (Muslim headscarf) when I play football?

- A. Yes you can, as long as it is deemed safe by the referee. In a recent case brought to FIFA by The Football Association, it was proved that it was appropriate for women to be able to observe their faith whilst playing football wearing a hijab or headscarf and that hijabs made specifically for sport were not a health and safety issue. This has been the policy of The Football Association for several years.

Q. Can I wear a kippah or yarmulke (Jewish skull cap) whilst playing football?

- A. Yes, like the wearing of the hijab for women, in February 2014 all religious head coverings were officially approved on the field of play by FIFA. This is subject to a referee deeming them safe.

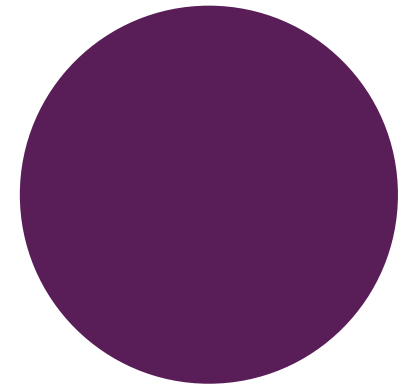
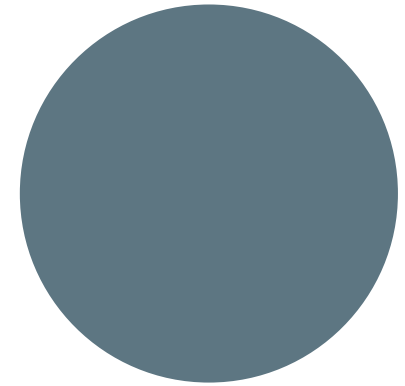
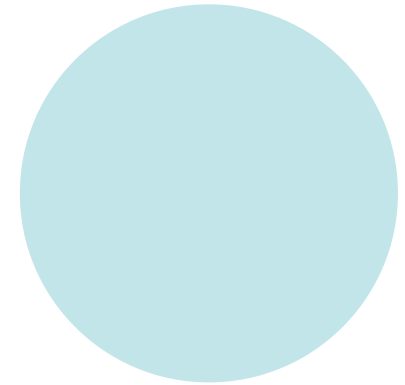
Q. Is a female allowed to wear a hijab, leggings and a long-sleeved shirt under her football kit for reasons of modesty?

- A. Yes, as long as the leggings, shirt and hijab are deemed safe and are the same main colour as the player's shorts and shirt.

GETTING YOUR MESSAGE ACROSS

Make sure your communications are relevant to the group you are targeting.
Some alternative ways to communicate and why they might be useful are through:

- Posters – good for community centres and sports clubs;
- Community notice boards – good for communities you haven't connected with yet;
- Word of mouth – often a good way to reach the 'hard to reach';
- Local faith centres – often community hubs, these centres increases your the chances of gaining trust;
- Faith leaders – key contacts who can be the difference between a projects success or failure;
- Youth clubs – youth clubs offer large numbers of young people and a venue for a project;
- Email – the most convenient way to communicate but not the best first contact.
Face-to-face is the ideal first contact;
- E-flyer – good for events as it can easily be passed on or tweeted;
- Twitter – quick, easy and accessible;
- Council media staff – often overlooked, council staff can often offer unique local pathways.



GETTING YOUR MESSAGE ACROSS CONTINUED

MARKETING TO BAME COMMUNITIES

Communicating our offer of refereeing to BAME communities will require a different focus to mainstream football projects. This is because people's different cultures and experiences will dictate how they communicate and 'consume' communications. Some things to consider are:

- What is considered to be mainstream mass market media will not always resonate or achieve significant penetration within BAME communities. Why not look into some community or ethnic media channels?
- Key community contacts are often of far greater importance within BAME communities, key gatekeepers need to be persuaded of the benefits of sport and your project. Why not take some time out to meet one of two of these people in person?
- Language is a considerable barrier for first and possibly second generation members, but not third. Find out who your market is. If your market is first or second generation people, will translation will help them get involved?



"I worked my way from grassroots to the Premier League. It was a long but worthwhile journey. Being one of the first black referees wasn't important at the time but now I realise the message that it sends out to others, it tells them they can achieve whatever they work for in the game."

Uriah Rennie

Role model – ex-Premier League referee

BAME MEDIA CHANNELS

Diverse community groups often access media that is specific to them, either in different languages, or with an emphasis on certain cultural issues and themes or countries. There are some established BAME media channels that might help convey your message, such as:

- BBC Asian Network – the BBC's Asian media magazine – www.bbc.co.uk/asiannetwork
- 'The Voice' – the UK's most established Black community paper – www.thevoice-online.co.uk
- 'The Eastern Eye' – an established Asian newspaper – www.easterneye.eu
- Channel S – a Bengali community TV channel – www.chsuk.tv
- The Asian Football Awards – www.theasianfootballawards.co.uk
- Sunrise radio – the most popular Asian Radio Station – www.sunriseradio.com
- Kiss FM – popular radio station associated with diverse music and people – www.kissfmuk.com
- 'Sports Sister' magazine – a magazine focusing on female sport – www.sportsister.com

USEFUL CONTACTS & RESOURCES

The organisations and individuals below may help or support your 'Widening the net' work:



www.TheFA.com



www.footballfoundation.org.uk



www.kickitout.org



www.srtrc.org



www.womeninsport.org



www.mwsf.org.uk



www.sportingequals.org.uk



www.sportengland.org



www.wsnet.co.uk

The resources may be helpful when engaging with diverse audiences:

SPORTS COACH

UK fact sheets:

www.sportscoachuk.org/resource/sporting-equals-religion-factsheets

THE FA

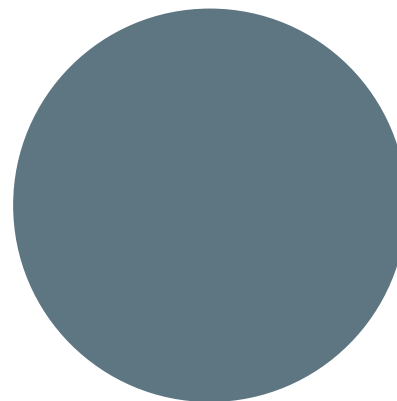
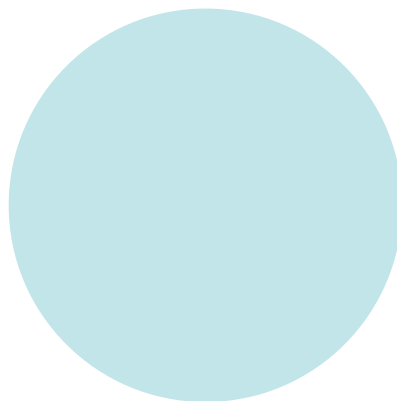
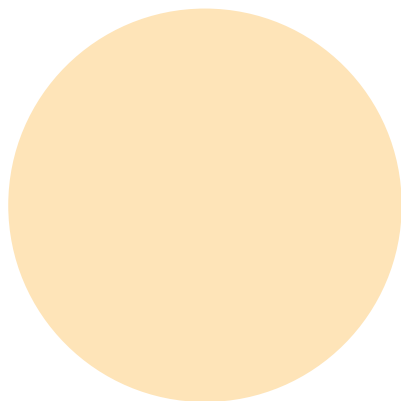
Faith calendars:

www.TheFA.com/football-rules-governance/equality/faith-in-football

THE FA EQUALITY PAGES

including information on Faith, Ethnicity, disability, mental health and women's & girl's football:

www.TheFA.com/football-rules-governance/equality



The Football Association

W: TheFA.com

E: equality@TheFa.com

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