

ASIANS IN FOOTBALL

NEWSLETTER ISSUE 1

DEVELOPING ASIAN FOOTBALL.





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As the governing body of football, The FA has a duty to make the game more inclusive. Not only that, we have committed through the Inclusion and Anti-Discrimination Plan to take steps that will make change happen. The under representation of Asian communities across the whole game has been recognised as a priority area for The FA and through this newsletter, alongside a number of other activities and strategies, we hope to affect change.

Clearly, such change will not happen overnight, real change will involve all of the game's stakeholders working collectively to continue to break down barriers and make sure that football truly is accessible for everyone who wishes to get involved.

Alex Horne, General Secretary The Football Association

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THE FA'S ASIANS IN FOOTBALL PLANS AND VISION

As part of English Football's commitment to inclusion and diversity across the whole game, the Inclusion & Anti-Discrimination Plan includes several targets around increasing the representation, participation and progress of Asians across the game:

[Click here to see the plan](#)

Those targets include:

1. Implementing programmes to increase the number of Asian boys and girls playing football.
2. Alongside the County FAs implementing talent development programmes specifically in relation to Asian men and boys, via Development Centres and creating links to their local Asian community football clubs.
3. Promoting Asian male and female role models in the game and seeking to diversify the pool of recruitment officers responsible for talent identification, from the Asian community.
4. Supporting the recruitment and talent development of Asian boys and girls.
5. Seeking to ensure that 10% of the national referee workforce is from Black, Asian, and Minority Ethnic communities, which is reflective of national demographics.

6. Ensuring that the number of coaches from Black, Asian, and Minority Ethnic communities, who are accessing the Level 1 and 2 coaching qualifications, remains reflective of national demographics and does not fall below 10% of the total number of coaches qualified at these levels.

As a result of these targets The FA have widened their Equality team to include two new members of staff working specifically on Inclusion Projects (Kevin Coleman) and Equality Education Projects (Chris Gibbons). Coleman, formerly the Grassroots & Community lead for Kick It Out will be developing The FA's specific plans around Asians in Football over the coming months and had this to say about this area of his work

"The under representation of Asians in English football has been well debated. The reality of visible Asian talent is still markedly different to representation across all areas of the game. Many stereotypes are cited for this lack of representation but the reasons for a lack of progress are probably as diverse as the Asian community itself, now spread over three generations. The Football Association in partnership with stakeholders across the game, including the South Asian community will work more closely together on specific interventions to pro-actively make a positive change. This will involve identifying and supporting existing projects to grow participation, promoting key individuals as role models and looking at talent ID to bridge the gap between grassroots and semi to professional football"



NEW DOCUMENTARY ON THE SOUTH ASIAN FOOTBALL LEGACY FROM BUTCH

A new innovative project has been launched by the Asians in Football Forum's Butch Fazal. Fazal has spent the last three months travelling the length of England to create a documentary highlighting the legacy of the South Asian football community to the beautiful game. Fazal, Chair of The National Asians in Football Forum and an equality campaigner in the area of South Asian participation, said "Our aim was to go up and down the country looking to film the real heroes of the South Asian Football Legacy. The mistake people make is they judge our legacy on the embarrassingly low amount of players playing professionally. However, our legacy runs deeper than that and this documentary will celebrate and acknowledge the south Asian contribution to football".

Historically by 1932 around 7,000 South Asians had settled in the UK, but the number grew considerably after the Second World War when semi-skilled and unskilled men from Pakistan and India came in search of employment, finding work in the factories and foundries of the West Midlands, North of England and London. By 1961, the population had grown to about 100,000 and Urban landscapes had begun to change, particularly in Leicester, Birmingham, Bradford and parts of

London. Some Asians have retained strong links with families and places in South Asia, and think of themselves primarily as Pakistanis, Bangladeshis or Indians living in Britain but most identify themselves as 'British Asian'. In the 2011 census South Asians made up 7.5% of the population, that is 4.2 million people, who increasingly contribute to British culture and public life. Their positive contribution to the game of football is what this project will look to celebrate from grassroots football to the very top of the professional game. Butch has so far created 25 hours of film footage but still wants to hear from anyone who would like to make a contribution to this project.

Please contact Butch on email: amf@lutonsfc.ac.uk or Tel: **0772 031 1520**

Click Here to see a trailer www.saflegacy.com

DEVELOPMENT NEWS



Riz Rehman and some coaches from the Sideline-2-Sidelines initiative with The FA's Nick Levett

NEW SIDELINED-2-SIDELINES PROJECT SUPPORTED BY FOOTBALLS AUTHORITIES

Nick Levett, The FA's National Development Manager for Youth Football, recently met coaches from the Zesh Rehman Foundation (ZRF) to show his support towards the ZRF's flagship 'Sideline-2-Sidelines' initiative.

'Sideline-2-Sidelines' funded by the Premier League and Professional Footballers Association, is a coach education and mentoring programme designed to develop British Asian coaches in order to increase the number of people from under-represented communities accessing high-quality football coaching. The idea is that these coaches will act as role models to inspire others to follow in their footsteps. The scheme works to a similar ethos as The FA's COACH scheme, which supports BME coaches as the higher end of coaching qualifications (see <http://www.thefa.com/GetIntoFootball/Coaches/COACH-Bursary-programme>)

Nick, said "The FA recognises that the game needs to be reflective of the communities that play it and if Sideline-2-Sidelines can produce an extra 50 Asian coaches to support the development of players then we are right behind supporting this."

The ZRF was set up by former Fulham and QPR defender Zesh Rehman who represented England at Under 17's, 19's and 20's and became the first British Asian to play in the Premier League. Rehman said: "We are not trying to change the world

but small pockets of differences where we can. For us to have someone like Nick from the FA come in and spend time with our coaches and mentors will have a positive effect on the mindsets and coaching styles which these coaches use in the future."

The Sideline-2-Sidelines programme is already having an impact. Of the 50 participants who started the programme this year, seven have already progressed into professional football club community departments whilst a majority are volunteering regularly within grassroots football.

"The Premier League is fully aware of the under-representation of British Asians at all levels of the game," said Simon Morgan, the Premier League's Head of Community Development. "We have worked closely with the ZRF to develop Sideline-2-Sidelines and are confident this programme will offer viable coaching pathways for young people from minority communities.... With Zesh's notable achievements both on and off the pitch and the high regards he is held amongst all stakeholders of the game, I'm sure Zesh's involvement with the project will certainly inspire the cohort of coaches to develop and enter the world of professional coaching."

To find out more about the work of the Zesh Rehman Foundation please visit www.zeshrehmanfoundation.org

FACES IN FOOTBALL

Here are a selection of some of the prominent Asian names across the game.



Goalkeeper - Neil Etheridge – Fullam



Player Adil Nabi – West Bromwich Albion



Sangi Patel – Queens Park Rangers - Senior Physiotherapist



Player Malvind Benning – Walsall



Player Jhai Singh Dhillon - Stevenage



Dr Zaf Iqbal – Liverpool FC Head of Sports Medicine



Player Danny Batth – Wolverhampton Wanderers



Player Josh Shama – Oxford United



Bal Singh-Khalsa Football Academy



Player Neil Taylor – Swansea City



Nas Bashir – Manager



Rimla Akhtar – Muslim Womens Sports Foundation



DR ZAFAR IQBAL
HEAD OF SPORTS MEDICINE, LIVERPOOL FOOTBALL CLUB (MBBS, BSC, DCH, DRCOG, MSC SEM, FSEM (UK), DIP PCR)

FASTING ADVICE FOR FOOTBALLERS FROM LIVERPOOL FC'S 1ST TEAM DOCTOR (EXCLUSIVE COURTESY OF THE ASSOCIATION OF MUSLIM FOOTBALLERS)

As the month of Ramadan has just passed, having a big impact on Muslim Footballers, we spoke to Dr Zaf Iqbal, Liverpool FC's Head of Sport Medicine and 1st team doctor for an expert opinion on fasting and nutrition.

Normally a footballer would hydrate frequently as even low levels of dehydration during training can have physiological consequences. A loss of 2% bodyweight (just 1.5kg for a 75kg person) may reduce performance by 10-20%. A player can easily lose this amount in a training session and even more in hot weather. A fluid loss greater than 3-5% bodyweight, reduces aerobic exercise performance and impairs concentration and reaction time.

A fasting footballer therefore needs to try and be well hydrated before training, so for the Suhur (pre-dawn meal before start of fast) they should drink plenty of isotonic fluids, those that have similar electrolyte composition to body fluids, instead of just plain water. Ideally 2-4 litres of isotonic fluids should be consumed during the time a fasting person is allowed to eat and drink. This will help the body retain the fluids, as opposed to just being passed out quickly as urine - literally passing water.

For the Suhur the main focus should be on carbohydrates, food that will release energy slowly over the day. This should be combined with a small amount of food that will release energy in the short to medium term.

Examples of slow release carbohydrates are non-starchy fruits and vegetables including spinach, kale, tomatoes, broccoli, cauliflower, cucumber, onions and asparagus. Sweet potato,

pasta, nuts, fresh fruit and oats also release carbohydrates slowly.

Quick release carbohydrate examples are white rice, white potato, sugary drinks, and dates. A whey protein should be consumed in preparation for the training and muscle repair. With the fluids you may want to take some extra electrolytes in a soluble tablet form which can help with absorption of water.

For breaking the fast (Iftar), a small amount of quick release carbohydrates is good and will make a person feel better quickly. A whey protein drink should also be consumed to help with the muscle regeneration and recovery. Try and not to eat a large meal immediately at Iftar, as the body will be in 'storage mode' and will try to store any excess food as fat. Have a small meal and then after a couple of hours have another meal focusing more on protein and slow release carbohydrate foods.

Some managers allow their players to train in the morning only if there has been a double training scheduled, and then do some other gym work (which is less strenuous) in the afternoon. However this means that it's a long time before nutrition can be consumed to help with recovery. Alternatively, some suggest training just before Iftar to gain the maximum from recovery nutrition. Training late however means you don't optimise the benefits of Suhur nutrition. This illustrates the importance of discussions with a club's medical team to agree the best options for both the individual player and the team.



KICK IT OUT LAUNCHES FREE MOBILE APP TO REPORT DISCRIMINATION

Kick It Out has developed a new App to enable players and supporters to report discrimination faster and more effectively than ever before. Backed by the Premier League and Football League, The Football Association (FA), and the Professional Footballers' Association (PFA), the app also provides news updates on the campaign's latest projects, but its most prominent feature is the 'Report It!' function which empowers people at all levels of the game to report incidents of discrimination.

The concept of the app came in response to findings from Kick It Out's 'Tackling Discrimination' fans' consultation, the largest ever survey of football supporters on their views of abuse and discrimination in the modern game. The survey of 5,000 people found that 53% don't know how to report abusive or discriminatory behaviour. Whether you are a fan or coach, player or administrator or referee, if you see, hear or are the victim of abuse, the app's reporting facility allows you to file complaints confidentially and anonymously.

There is more information on the Kick It Out website at www.kickitout.org or you can download the app via the Apple Store and Google Play.



EVENT



UK MUSLIM YOUTH ASSOCIATIONS' FOOTBALL TOURNAMENT BRINGS TOGETHER OVER 1000 PEOPLE

The Ahmadiyya Muslim Youth Association (AMYA) held its 17th Annual Football Tournament on June 8th & 9th at Aston University in Birmingham. This consisted of 36 Teams split between two age groups, 11-15 and 16 and above.

Teams came from all over the UK including Scotland, London, Midlands, Yorkshire and Lancashire. The two day event did not fail to deliver but It is worth noting that besides the love of football the primary aim for AMYA was to bring the community together through sports.

The event was run entirely by volunteers and funded internally by its members. This year the event had the added prestige of being backed by the FA under the 150 years anniversary. Coincidentally it was also the 75th anniversary of the AMYA which gave this event a real sense of celebration. FA representatives were their to support the event and mingled amongst the players and built a healthy relationship with the organisers.

The first day saw the group stages played. From an early stage the favourites with their inspirational captain Abdullah Dibba lead them to easy victories. Tahir Region, East, last years winners Midlands and a free flowing Muqami team were also in the mix. On day 2, the teams that didn't make the knockout stages went into a plate competition, the aim being to ensure they got sufficient game time for their travels down and encouragement to still compete. In the end, inevitably it was the mighty Islamabad that came through to clinch the title for their 2nd ever time ever.

The Under 15's also enjoyed a competitive tournament with the Muqami under 15s clinching the title.

Through AMYAs partnership with Birmingham FA and The FA, they are now working towards a more structured football development programme including coaching and referee qualifications for their members.

To learn more of about us and what we represent as a community please go to

<http://www.khuddam.org/sports/about/>

COMMUNITY



UK'S FIRST EVER ORIENTAL TOURNAMENT A SUCCESS

In June, Manchester played host to the inaugural UK Oriental Football Sevens tournament. Twelve East Asian teams from across the nation congregated in Salford to compete for the title. The final was contested between the highly experienced UK Chinese Sports Federation (UKCSF) and the lively students, Nottingham ChiSoc. En route to the final, UKCSF had defeated an underachieving Nemesis side on penalties. Nottingham also rose to the challenge of beating pre-tournament favourites Deptford FC. With the two teams inseparable after full time and the score even at 0-0, UKCSF seized victory after a thrilling penalty shoot-out to be crowned UK Oriental Champions.

Apart from being a football tournament, the event was also an opportunity to encourage players from the East Asian community to participate in the local leagues. John Hurst, working for the Manchester County FA, had the chance to talk with the competing teams and promote social integration in grassroots football. The tournament was organised by, then students, Mark Yiu and Henry Chung. "There was an enormous amount of effort that went into the planning and delivering of this tournament. But it is something I am very proud of and the weeks of hard work was well worth it," said Yiu. The pair gained support from FA Inclusion Projects Co-ordinator, Kevin Coleman who supported the tournament to be included as one of the Football Association's 150 events to celebrate its 150th anniversary.

Amidst the success of the competition, Chung highlighted the reasons behind hosting the event. "There is a real issue, here in Britain, an issue hidden from public view. Millions of British people from the East Asian community encounter racism on a regular basis. However, coverage of such social injustice in the media is almost non-existent. Although East Asians are viewed as part of British society, there aren't enough people in this country that identify them as British people. This perception of the fourth-largest ethnic minority group in the UK as being "foreign" has an incredibly damaging and alienating effect on the whole community. I believe events such as this, will help recognise the importance of the East Asian community which is part of a modern, multi-cultural Britain."

CAREER OPPORTUNITIES



Job details	URL link	Deadline
Head Grounds person, Barnet Football Club	http://www.uk sport.gov.uk/jobs/Barnet-Football-Club-Head-Grounds-Person-280813	12/9/13
Head of Sports Science, The Premier League	http://www.uk sport.gov.uk/jobs/Sports-Recruitment-International-Head-of-Sport-Science-280813	13/9/13
Technical Football Coach, Coerver Coaching West London	http://www.uk sport.gov.uk/jobs/Coerver-Coaching-West-London-Technical-Football-Coach-280813	13/9/13
Non-League Player/Community Coach, Football for Life Premier Academy	http://www.uk sport.gov.uk/jobs/Football-For-Life-Premier-Academy-Non-League-Player-Community-Coach-190813	15/9/13
Community Football Coach, Essex County FA	http://www.uk sport.gov.uk/jobs/Essex-County-Football-Association-Community-Football-Coach-030913	16/9/13
Football Development Officer (Maternity Cover), Essex County FA	http://www.uk sport.gov.uk/jobs/Essex-County-Football-Association-Football-Development-Officer-Maternity-Cover-030913	16/9/2013
Part-Time Academy Therapists, Bury FC	http://www.uk sport.gov.uk/jobs/Bury-FC-Part-Time-Academy-Therapists-050913	16/9/2013
Assistant Sports Scientist Elite Development Squad, Charlton Athletic Football Club	http://www.uk sport.gov.uk/jobs/Charlton-Athletic-Football-Club-Assistant-Sports-Scientist-Elite-Development-Squad-030913	20/9/13
Kickz Participation Manager, Stoke City FC	http://www.uk sport.gov.uk/jobs/Stoke-City-Football-Club-Kicks-Participation-Manager-300813	20/9/13
School Sports Participation Manager	http://www.uk sport.gov.uk/jobs/Stoke-City-Football-Club-School-Sports-Participation-Manager-300813	20/9/13
Marketing & Communications Officer, Kent CFA	http://www.uk sport.gov.uk/jobs/Kent-FA-Marketing-Communications-Officer-270813	26/9/13
Operations Manager, Hertfordshire CFA	http://www.uk sport.gov.uk/jobs/Hertfordshire-Football-Association-Limited-Operations-Manager-050913	27/9/13
Part-time Football Coach, Borehamwood FC	http://www.uk sport.gov.uk/jobs/Boreham-Wood-Football-Club-part-time-football-coach-050913	N/A

FUNDING



MANISHA TAILOR

GRANTS OF UP TO £25,000 AVAILABLE FOR POOREST NEIGHBOURHOODS IN BRITAIN

The proof that 'girl power' does exist was transparent on the evening of Tuesday 2nd July 2013 as it saw the launch of the Women's Sport Trust (WST) supported by Accenture. The WST is a grassroots movement supporting women in sport. It is a grant giving body committed to raising the profile and changing the perception of women's sport within the UK.

The WST aims are to increase:

- Spectatorship
- Media Coverage
- Participation
- Visibility of role models

Patron Kelly Smith (Arsenal Ladies and England Womens) said:

"I am really excited to be involved and support Women's Sport Trust. They are a fantastic organisation supporting women in all sports. Since the success of the Olympics many female athletes are now household names and young girls can have female role models and strive to be just like them. There has been a massive shift to see more of women's sport on TV and a big push to gain more coverage in the press and radio and rightly so. I hope we can continue to get more women/girls into sport and enjoy more sporting success in the future."

I wish Kelly and the England Women's football team all the very best for the Euros.

Trustees of the trust will be supported by a Grants Board consisting of leaders of prominent women's sport organisations, female athletes and other influential individuals. The Grants Board is responsible for short-listing grant applications. This shortlist is then circulated to the trust donors so they can vote on where they want their money to go.

To get involved or find out more about the Women's Sport Trust please visit: <http://www.womenssporttrust.com/>
Also follow the WST on twitter: [@WomenSportTrust](https://twitter.com/WomenSportTrust)



FUNDING



FARE FUNDING

FARE Action Weeks 2013 grants available.

FA RE, Football Against Racism Europe, is an umbrella organisation representing anti-discrimination campaigns in over 20 European countries. Every year FA RE holds its Action Weeks to allow people within the game itself to demonstrate on or around the field their commitment to inclusion through football.

Small Grants and Events Grants to help activities.

- For the first time Fare is offering two different types of grants to support activities:
- To help organise local level activities the small grants scheme of up to €400 is available
- There is also now an opportunity to apply for grants of up to €3000 to facilitate larger-scale national events. (There are only six grants of this type available)

Activities that can be covered by the Events Grants are:

- National or international level conferences
- Production of national level education materials – such as exhibitions or teaching packs.
- Lobbying events (at parliamentary or regional assembly level)
- Contributions to academic research
- Education through film or theatre

Both the Small Grant and the Event Grant schemes are open for applications from the 1st August. The deadline for applications is 9 September 2013. You don't have to apply for a grant to take part in the Action Weeks.

To read more about these grants and to apply go to www.farenet.org or email info@farenet.org



Graham Le Saux at the 2012 Asian Football Awards

THE SECOND ASIAN FOOTBALL AWARDS COME TO WEMBLEY

On the 8th October the Asian Football Awards come to Wembley for the second year. The awards, created to recognise Asians in football in the UK, provide a platform to showcase that coaches, volunteers, administrators, players and fans are simply Asians that love the game, like any other community. Presented by Sky Sports Dharmesh Sheth and BBC Asian Networks Noreen Khan and with representation from The FA, PFA, Kick It Out, Show Racism The Red Card and Sporting Equals and sponsored by GOALS Soccer Centres, around 500 guests are anticipated to attend this event at the home of football, Wembley Stadium.

"Our aim is to see a steady stream of Asian footballers making their debuts at league clubs across the UK.....it's only a matter of time before this is a reality as there are so many talented players on the peripherals of making it", explains founder of the AFA Baljit Rihal.

The awards themselves will include awards for coaching, Asian women in football, investors in football, behind the scenes, media, grassroots, young players, community, football development and lifetime achievement.

The judging panel is just as impressive with key decision makers in football such including:

Manish Bhasin – BBC Sports Presenter

Willie Walsh – CEO International Airlines Group

Gurinder Chadha – Film Director (Bend it Like Beckham)

Kelly Simmons – Head of National Game and Women's Football, The FA

Raj Athwal – Commercial Director – Rangers Football Club

Zohaib Rashid - Sports Journalist and Founder of DesiBallers.com

Simone Pound – Head of Equalities – The Professional Footballers Association

Sree Varma – Founder and CEO – iSportConnect

Brendon Batson – Brendon Batson Consultancy / FA Consultant

Danny Lynch – Head of Media and Communications – Kick It Out

Amit Bhatia – Co-owner and Vice Chairman – Queens Park Rangers FC

For more information on the event, visit the AFA website at www.asianfootballawards.co.uk

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We have made reasonable efforts to ensure that all information in the newsletter is accurate at the time of publication, however, there may be errors in such information for which we apologise but shall have no liability.

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