

**BRINGING OPPORTUNITIES TO  
COMMUNITIES (PHASE 2):  
THE FA ASIAN INCLUSION PLAN**

# **PROGRESS REPORT**

Published: May 2021



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## The FA's definition of Asian:

Under The FA's For All ethos, we adopt a fully inclusive definition of Asian. In line with the international football definition of Asian, we define Asian as anyone with a background or identity aligned to any of the 44 nations within the Asian Football Confederation, which is Asian football's governing body and one of the six confederations which makes up FIFA.

**Front cover pic:** England Women's Deaf Futsal international Lucindha Lawson, one of the ambassadors for our Asian inclusion work.

# Now is the time for football and Asian communities to work together

Football is For All, and as the governing body of football in England, this principle runs through all that we do. We recognise that the Asian communities make-up the biggest ethnic minority community in England<sup>1</sup> but are not represented throughout the football pyramid.

Over the past six years, The FA has done much work in this space, incrementally embedding the focus on Asian inclusion across our organisation and our partnerships. During this time we have developed this work – creating the five pillars of our strategy focused on The FA, pathways into the game, the grassroots game, engaging Asian women and girls and developing how we engage with the broadest Asian communities to promote and maximise inclusivity across the footballing environment.

With this wider approach, we hope to see more people from Asian communities playing a bigger part in the national sport. We want a clear pipeline of talent being developed through talent pathways and members of the Asian community being represented through to the elite levels of the game, where at the moment we know we have too few role models.

We are proud to champion this work across the organisation and the wider football landscape and we know that we are not alone. We have Asian representation in our workforce and committees across The FA, FA Board, FA Council, Professional Game Board, National Game Board, Women's Football Board and in local County Football Associations. All of these bodies recognise the importance of this agenda.

Finally, we would like to make a call to action to all those from Asian communities with an interest in the game. The sum of all of our efforts will be much more powerful than that of us individually. With this in mind, now is the time for football stakeholders and Asian communities to work together and make the game truly For All.



**Mark Bullingham**  
FA Chief Executive



**Rupinder Bains**  
FA Main Board Director and  
FA Women's Football Board Director

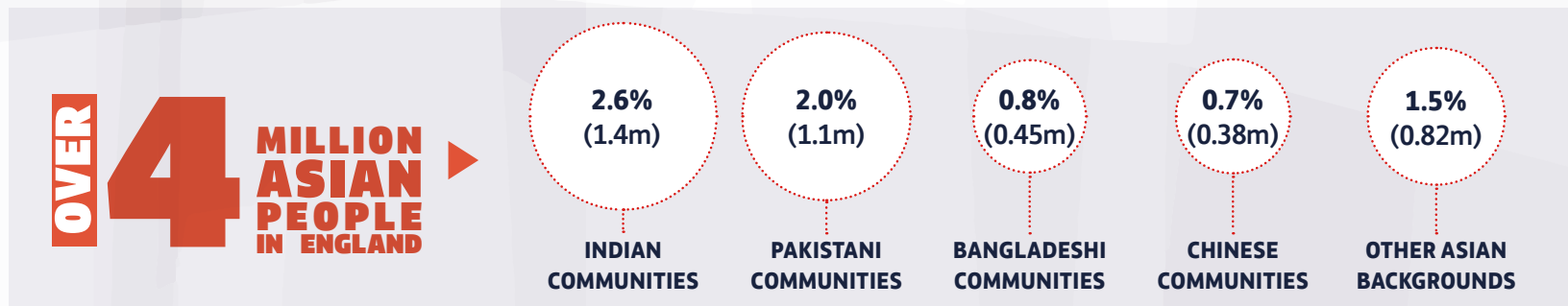
<sup>1</sup> 2011 census – also see page 4.



# ASIAN COMMUNITIES AND FOOTBALL

## WHAT'S THE CHALLENGE AND WHAT'S THE OPPORTUNITY?

Asian communities comprise the largest ethnic minority group in the country. The 2011 census told us that this is around four million people, or **7.8% of the population of England**. This breaks down as in the chart alongside:



Note: All numbers are derived from the 2011 census data

As a percentage of the total FA workforce declaring their ethnicity (currently 72%), 6% are of Asian heritage as at November 2020.

We recognise that Asian communities have since grown and widened and now include growing Sri Lankan, Nepalese, Afghani, Iraqi and Syrian communities. We look forward to seeing the data that emerges from the 2021 census.

Over the last two decades voluntary groups, governing bodies, individuals, campaigns and County FAs collectively have made positive efforts towards addressing the under-representation of Asians across all levels of football.

Following a series of community engagement forums, The FA published its first national Asian inclusion plan, Bringing Opportunities to Communities – Phase 1 in 2015, covering activities and commitments it would deliver between 2015-2018. Bringing Opportunities to Communities – Phase 2 was launched in 2019 and the document you are reading is a review of this strategy to date.

Today, football is England's national sport, yet a small proportion of Asian communities participate in the structured game, whether as players, coaches, referees or volunteers.



### GRASSROOTS FOOTBALL

Within grassroots football, male and female Asian participation (over 16) is at 10.7% and 13.5%\* respectively, above the population averages, while the number of Asian coaches, volunteers and referees is lower at around 2%.



### PROFESSIONAL GAME

There are a small number of professional players in the men's and women's games of Asian heritage. This is also reflected further down the professional pathways with around 1% of both Premier League and EFL scholars\*\* being of Asian heritage.

\*This data and percentages given are an extrapolation based on a sample size of circa 500k people annually. The pool of data is drawn from multiple sources including The FA's 'Monthly Nat Rep Participation Tracker' (Players); 'Grassroots Football Survey' (various roles in the grassroots game); and 'The FA in Numbers' (data drawn from FA systems).

\*\*Scholars sometimes also referred to as Apprentices, are you players between 16-18 years old who have signed a professional contract with a Premier League or EFL club, there are between 1,500-2,000 Scholars/Apprentices at any one time.

# STARTING POINTS

Bringing Opportunities to Communities – Phase 2 was launched in April 2019.

By the end of year 1 we wanted to:

- **BASELINE OUR WORK AND DEFINE OUR KEY MEASURES OF SUCCESS;**
- **CHANGE PERCEPTIONS – FOCUSING ON THE COMMUNICATIONS AND ENGAGEMENT BEHIND OUR WORK;**
- **INFLUENCE AND INCREASE PARTICIPATION.**

This review document reflects the work we've been doing to achieve these aims.

## OUR FIVE STRATEGIC PILLARS

The following pages outline our five pillars and progress made in delivering on our strategy.

Yan Dhanda (Swansea City FC and former England development teams player) being interviewed as part of The FA's awareness programme around Asian inclusion in football. Yan was one of the role models featured in the campaign.

### 1. THE FA AND OUR CULTURE

-  Our people and accountabilities
-  Our culture
-  Data and governance

### 2. PATHWAYS

-  Player pathways
-  Coaching and other pathways
-  Financial

### 3. GRASSROOTS

-  County FA and Inclusion Advisory Group engagement
-  Training and guidance
-  Community engagement

### 4. FEMALE FOOTBALL

-  Insight
-  Role models

### 5. COMMUNICATIONS, ENGAGEMENT & EXPERIENCE

-  Targeted communications, networking and sharing
-  Matchday experiences and fan engagement
-  Asian role model programme
-  Annual Asian inclusion update

## PILLAR 1:

# EMBEDDING ASIAN INCLUSION ACROSS THE FA AND ITS PEOPLE

## OUR PEOPLE, WHAT WE DO AND HOW WE DO IT

We have promoted and taken action on Asian inclusion in football for many years. All our work has been based on listening to the needs of Asian communities and then tackling the barriers that they face.

### What we know:

Our conversations with multiple Asian stakeholders highlighted that the inclusion of Asian communities across the game should be seen as a critical component of the FA's equality, diversity and inclusion work.

In turn, this means we have focused on:

- **Our people and their accountabilities** – making Asian inclusion a reality at all levels of the business;
- **Our culture** – fostering a culture where everyone can be themselves regardless of ability, social background or protected characteristics;
- **Data and governance** – making better use of data to inform our programmes and activity designed to make the game more accessible For All.

## OUR PEOPLE

We want our organisation to reflect the people we serve across the country. Three of our people of Asian heritage outline their roles in football below:



**JOSH BIRDI**  
FA Grassroots  
Division

Josh has played football all his life, commonly being the only player of Asian heritage at his clubs and at District/County levels.

After A-Levels, Josh joined The FA in October 2018 as a Business Management Apprentice. During this time he worked on key workstreams, including the FIFA Women's World Cup. Following his apprenticeship he landed a permanent role at The FA as a Business Support Co-ordinator in the Grassroots Division.

**“ Anyone who knows me well, knows I am someone who eats, sleeps and breathes football, so to also be someone who works in the industry is amazing. ”**



**KIRA JOHAL**  
FA Commercial and  
Marketing Division

Kira started her career at Surrey County FA and joined The FA in 2011. She initially worked in women's football supporting the Female Talent Pathway up to under-15s. She also helped co-ordinate The FA Girls' Football Festivals across England, and managed England women's player appearances.

Kira then gained further experience outside The FA, at Sky and Arsenal FC, before re-joining the governing body in 2017 as a PA. Her role now includes supporting the Director of Commercial and Marketing, working within the Partnerships team and supporting on various marketing projects.

**“ I'm a keen grassroots football player and my proudest moment has to be when I scored on the hallowed turf of Wembley in a staff match. ”**



**LAWRENCE LOK**  
FA Education  
Division

Lawrence is a UEFA A licence holder who has been coaching football for 18 years. He joined The FA as a part-time coach mentor in 2013. In 2015 he became a full-time Regional PE Co-ordinator to support the development of coaches from Club Community Organisations. Within the role he also worked with universities and training providers to deliver professional learning for teachers and trainee teachers.

Lawrence is now a Coach Development Officer focusing on diversity and inclusion in grassroots football, aiming to get more Black and Asian coaches into the game. He continues to run a FA Snickers Just Play session for local dads and coaches a school football team.

**“ I've coached at various levels, here and overseas. Now my aim is to get more Black and Asian coaches into football. ”**

## PILLAR 1: EMBED ASIAN INCLUSION ACROSS THE FA AND ITS PEOPLE (continued)

### Progress against our commitments:

Year 1 Commitment	Progress
<ul style="list-style-type: none"><li>• Appoint an FA Board Champion to raise awareness of Asian inclusion at the top of the organisation.</li></ul>	<ul style="list-style-type: none"><li>• Rupinder Bains appointed as FA Board Champion for Asian inclusion in 2019.</li></ul>
<ul style="list-style-type: none"><li>• Ensure Asian inclusion is an agenda item at The FA Inclusion Advisory Board (IAB) meetings (where appropriate).</li></ul>	<ul style="list-style-type: none"><li>• Asian inclusion is now regularly discussed at FA IAB meetings since the current phase of the Asian inclusion plan was launched.</li></ul>
<ul style="list-style-type: none"><li>• Create and facilitate a strategic Asian inclusion guidance group in collaboration with The FA IAB.</li></ul>	<ul style="list-style-type: none"><li>• Due to the Covid-19 pandemic, the strategic guidance group formation has been postponed and an alternative approach focusing on continuing to embed this into The FA IAB will be an ongoing priority.</li></ul>
<ul style="list-style-type: none"><li>• Where ethnicity data is available, provide Asian-specific data as an indicator.</li></ul>	<ul style="list-style-type: none"><li>• As part of the National Game Strategy (the strategy which guides the development of grassroots football) and The FA's new Code of Governance for County FAs, from September 2021 all County FAs will be given coaching, refereeing and adult player data split by ethnicity.</li></ul>
<ul style="list-style-type: none"><li>• Continue to use the Rooney Rule to embed diversity in the England coaching division.</li></ul>	<ul style="list-style-type: none"><li>• A diversity policy similar to the Rooney Rule has been used for all new national team coaching appointments, guaranteeing that individuals from historically under-represented ethnic groups and/or female candidates will be interviewed for every role where applicants meet the criteria for the role.</li></ul>



Bhups Gill, EFL Assistant Referee.



## PILLAR 2:

# RAISING AWARENESS OF PATHWAYS INTO FOOTBALL FOR ASIAN COMMUNITIES

## HELPING TALENT MEET OPPORTUNITY

We know there are many ways to get into football through pathways such as playing, coaching and refereeing. We want to create visible pathways into the game for all communities.

### What we know:

Some of the issues and barriers which have traditionally made the pathway into football difficult for Asian communities include:

- Pathways into football being seen as unclear;
- Current players not feeling as though they get the support they need to progress in the game;
- A perception that there are limited numbers of FA, County FA and professional game roles for which those from Asian communities can apply;
- FA coaching courses and bursaries are over-subscribed making it difficult to progress careers.



Coaches from Really Real FC, winners of the Rising Star award at the 2019 FA and McDonald's Grassroots Football Awards, whose project delivers to Black and Asian communities in West London.

## PILLAR 2: RAISE AWARENESS OF PATHWAYS INTO FOOTBALL FOR ASIAN COMMUNITIES *(continued)*

### CASE STUDY:

# FA COACHING BURSARIES

Coaches are role models in the game. They are often the most influential figures in a player's experience and enjoyment of any sport.

We recognise that having a more diverse coaching workforce is important to encourage young Asian children to play the game. That's why over the last few years we have:

- Awarded over £1 million in Level 1 coaching bursaries to grassroots clubs;
- Granted £0.5 million in Level 2 coaching bursaries (in partnership with Sport England) including funding ring-fenced for historically under-represented ethnic groups and female coaches;
- Established an FA Coaching Bursary Programme at Level 3, helping up to 100 coaches from historically under-represented ethnic groups and 100 female coaches with the cost of their course.

This bursary programme is also available to Elite coaches and in 2020 Manisha Taylor and Annie Zaidi became the first Asian female coaches to be funded to start on the Level 4 course, also known as the UEFA A Licence.



**MANISHA TAILOR MBE**  
Academy Coach at Queens Park Rangers FC

A former deputy headteacher, Manisha has coached young people in the grassroots and elite game since 2002. Her work in education saw her take her first steps towards a coaching career and after various voluntary and paid roles, in 2016 she became the first woman of South Asian heritage to be appointed as an Academy Coach at a professional football club – Queens Park Rangers FC. In 2018, she took up the full-time role of Foundation Phase Lead at Queens Park Rangers.

In 2017 she received an MBE for services to football and diversity in sport, and for her work on improving mental health through football. She has attained a UEFA B Licence, the Advanced Youth Award and began her A Licence journey in June 2020.



**LITON ZAMAN**  
Academy Coach at West Ham United FC

Liton applied for and received an FA A Licence coach bursary in 2019 and is part of The FA's Asian Coach Support programme. "I am only one of a handful of Asian coaches ever to get on the A Licence course and the bursary which I have been able to access is much appreciated", says Liton. "As well as the financial and technical support I get from The FA, the knowledge that having more diverse representation across coaching is a priority at The FA makes me feel more included in the game I love."

## PILLAR 2: RAISE AWARENESS OF PATHWAYS INTO FOOTBALL FOR ASIAN COMMUNITIES *(continued)*

### OTHER HIGHLIGHTS:

# FOOTBALL LEADERSHIP DIVERSITY CODE

The Football Leadership Diversity Code aims to accelerate change in the diversity across leadership roles in football authorities, as well as across clubs in English football. Every club – whether professional, semi-professional or grassroots – will have the opportunity to change the composition of their leadership roles, team operations and coaching staff to better reflect what we see on the pitch, off the pitch.

More than 40 clubs across the Premier League, EFL, Barclays FA Women's Super League and FA Women's Championship were founding signatories when the Code for the professional game was launched.

We're confident the Code will make a positive difference. During the 2020/21 season, we'll see the Code come into effect across all levels of the game. You can read it [here](#).

Below is the Code logo and on the right Manchester United FC's version to promote them as signatories of the Code:



# FA COACH DEVELOPMENT GROUP

Research shows that one of the barriers for coaches from historically under-represented ethnic groups is accessibility to courses.

As a result, The FA launched a bursary programme for all levels of the coaching pathway to support women and coaches from all backgrounds to access those courses. For those who required additional coaching support, a Coach Development Group was launched to support coaches on their journey.



The Coach Development Group supports coaches from historically under-represented ethnic groups who have a UEFA B Licence (FA Level 3) and are working towards a place on the UEFA A Licence (Level 4). The group gives coaches practical tips and peer support to equip candidates with the skills and knowledge required for the A Licence in subsequent application windows. The 2020 group contained 19 coaches from historically under-represented groups, seven of whom are of Asian heritage.



**Asmita Ale,**  
Aston Villa and England U17-19

## PILLAR 2: RAISE AWARENESS OF PATHWAYS INTO FOOTBALL FOR ASIAN COMMUNITIES *(continued)*

### Progress against our commitments:

Year 1 Commitment	Progress
<ul style="list-style-type: none"> <li>Visualise and share Talent Pathways directly with Asian communities.</li> </ul>	<ul style="list-style-type: none"> <li>Pathways across the game have been shared in various ways with coaches and referees. We will continue to communicate with our Asian inclusion stakeholders on the available pathways.</li> </ul>
<ul style="list-style-type: none"> <li>Ensure that all levels of FA Talent Identification education recognise Asian communities.</li> </ul>	<ul style="list-style-type: none"> <li>All five levels of FA Talent ID modules discuss Asian inclusion or include Asian-specific scenarios. Additionally, The FA has three Asian Talent ID tutors.</li> </ul>
<ul style="list-style-type: none"> <li>Mentoring of Asian players currently in the system with the Professional Footballers' Association (PFA).</li> </ul>	<ul style="list-style-type: none"> <li>The PFA has been leading on mentoring a small number of players of Asian heritage to support them during their playing journeys. Many of the players have received 1-2-1 support, group mentoring and advice from peer groups and members of the PFA's equalities team.</li> </ul>
<ul style="list-style-type: none"> <li>Create a protocol whereby all new FA and County FA roles are advertised directly to Asian communities.</li> </ul>	<ul style="list-style-type: none"> <li>FA careers are advertised on our FA Inclusion page on TheFA.com. Recruitment adverts are also emailed out to our Asian community distribution list (see back pages on how to sign up for the Asian inclusion newsletter).</li> </ul>
<ul style="list-style-type: none"> <li>Analyse data on Asian coach bursary applications.</li> </ul>	<ul style="list-style-type: none"> <li>Coach bursaries awarded in 2019/20:               <ul style="list-style-type: none"> <li>– 25 UEFA A Licence (13 Black, Asian and Minority Ethnic individuals/12 female);</li> <li>– 13 FA Advanced Youth Award.</li> </ul> </li> <li>The UEFA B Licence bursary application window has been carried over to season 2020/21 due to Covid-19 impact.</li> </ul>
<ul style="list-style-type: none"> <li>Market FA coach bursaries directly to Asian communities.</li> </ul>	<ul style="list-style-type: none"> <li>FA coach bursary details were sent directly to Asian communities from 2016-2019 resulting in a year-on-year increase in applications from people of Asian heritage. The 2020 bursary programme is on hold due to the Covid-19 pandemic.</li> </ul>

## PILLAR 3:

# GRASSROOTS FOOTBALL

## EMBEDDING ASIAN INCLUSION ACROSS THE GAME

We are committed to driving diversity and inclusion across the footballing community at grassroots level. It is here that talent will progress from grassroots into semi-professional and professional football.

### What we know:

Common issues that have traditionally been a challenge in grassroots football include:

- A perception that County FAs do not see Asian inclusion as a priority;
- Football clubs and County FAs not always understanding or knowing their local Asian communities as well as they could;
- Asian communities generally feeling disengaged from football and receiving limited communications and contact from the administrative guardians of the game, such as County FAs and The FA.



## PILLAR 3: GRASSROOTS FOOTBALL *(continued)*

### CASE STUDY:

# COUNTY FA CODE OF GOVERNANCE

In January 2020, The FA became the first national governing body in English sport to introduce a regional Code of Governance across our County FA network. It provides support and guidance to those running the grassroots game throughout the country.

Equality, diversity and inclusion provisions have been included in the Code, helping every County FA to futureproof their governance structures for future generations and changing demographics. The Code also covers the role of Inclusion Advisory Groups (IAGs) in representing local diverse communities, and makes provision for female, historically under-represented ethnic groups and youth representation.

It means every County FA can assess their current practices against the highest standard of corporate governance in football. The Code of Governance was developed by a working group, including representatives from County FAs, our executive and youth councils and Sport England, with input from individuals of Asian heritage.

The Governance Code will bring with it many impactful requirements that will have an impact on diversity and Asian inclusion across County FAs. These include:

- All County FAs achieving the Preliminary Level of the Equality Standard for Sport (Level 2);
- Having an IAG, which includes youth representation and of which the Chair has a place in the County FA Boardroom;
- Developing an Equality Action Plan, evidencing work towards workforce and footballing inclusion.





## PILLAR 3: GRASSROOTS FOOTBALL *(continued)*

### Progress against our commitments:

Year 1 Commitment	Progress
<ul style="list-style-type: none"> <li>• Deliver a You Said, We Did tour during 2019-20.</li> </ul>	<ul style="list-style-type: none"> <li>• Five of the eight planned You Said, We Did community engagement forums were delivered in early 2020 but were halted by the Covid-19 pandemic.</li> </ul>
<ul style="list-style-type: none"> <li>• Ensure Asian inclusion becomes a priority for County FA Inclusion Advisory Groups (IAGs).</li> </ul>	<ul style="list-style-type: none"> <li>• Asian inclusion has been discussed extensively across County FA IAGs, tracked via IAG minutes and will be reinforced from the 2021-22 season via the reporting of local and national Asian inclusion data for all County FAs.</li> </ul>
<ul style="list-style-type: none"> <li>• Embed Asian inclusion into key FA divisions.</li> </ul>	<ul style="list-style-type: none"> <li>• In The FA's Women's and Coaching departments, Asian-specific interventions have been delivered over the past season. From September 2021 the work of these departments will be guided by ethnicity-specific data.</li> </ul>
<ul style="list-style-type: none"> <li>• Design and deliver equality, diversity and inclusion training, with a specific focus on Asian communities, to all FA staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Face-to-face FA staff training postponed until 2021 due to the Covid-19 pandemic impact.</li> </ul>
<ul style="list-style-type: none"> <li>• Deliver eight regional pilot training days to County FAs and professional clubs with key partners such as the English Football League (EFL).</li> </ul>	<ul style="list-style-type: none"> <li>• Localised bespoke Asian inclusion support and guidance has been given to several Premier League and EFL clubs;</li> <li>• County FA-specific inclusion training will be delivered in 2021. It was delayed from 2020 due to the Covid-19 pandemic.</li> </ul>

## PILLAR 4:

# FEMALE FOOTBALL

## DEVELOPING OPPORTUNITIES TO INCREASE ASIAN FEMALE PARTICIPATION

There is much to do to make women's and girls' football more accessible For All. The level of engagement of females from Asian communities is not where it should be.

We will focus our efforts on:

- Recruiting, developing, supporting and raising the profile of future female leaders, ambassadors and role models from within the Asian community;
- Giving more Asian girls the earliest opportunity to have a fun, enjoyable introduction to the game within their schools and local clubs;
- Increasing the opportunities for Asian women and girls to play for fun, fitness and friendship.

Guru Nanak Gurdwara FC in Leicestershire has engaged Asian girls through The FA's Wildcats programme for 5-11-year-olds.





## PILLAR 4: FEMALE FOOTBALL *(continued)*

### CASE STUDY:

# THE FA ASIAN FEMALE NATIONAL ADVISORY GROUP

At a time when Asian communities account for some of the least active people in the country and women from those communities make up the lowest numbers in participation, The FA is taking a proactive stance.

We have assembled a diverse group of experienced, knowledgeable, active and committed Asian women to provide insight, guidance and recommendations in encouraging more Asian females to participate in football.

“ I am very proud to be part of The FA’s Asian Female National Advisory Group; formulating strategies with a group of like-minded people, focused to deliver on the outcome of raising and increasing the number of Asian women in football. ”

**Rupinder Bains**  
Professional Game representative, FA Board

This follows FA-led plans for a further step change in Asian inclusion in football and increased reporting to The FA’s Women’s Football Board. The Group comprises a mix of FA employees at every level, as well as numerous

non-FA attendees to ensure an objective perspective.



**Monica Shafaq**  
Birmingham FA Board member and Inclusion Group Chair

**Manisha Tailor MBE**  
QPR FC Academy and A Licence 'undergraduate'

**Rebecca Dennis**  
Senior Strategy & Insight Manager for Women's Football

**Yasmin Saeed**  
FA Level 5 Referee

**Rimla Akhtar**  
FA Council member and FA IAB member

**Zulaika Cheikh**  
University of Central Lancashire Student Union President and Lancashire FA Inclusion group member

**Dr Robina Shah MBE JP DL CPsychol FRCPG (Hons) SFHEA**  
Manchester FA Board member and IAB Chair – also FA Women's Football Board member

**Rupinder Bains**  
FA Main Board member and FA Women's Football Board

**Yashmin Harun BEM**  
Muslimah Sports Foundation

**Rachel Pavlou**  
National & International FA Women's Football Development Manager

**Zaynab Osman**  
UEFA Women's EURO 2022 Insight Officer

**Annie Zaidi**  
Coaching A Licence 'undergraduate'

**Sue Hough MBE (Chair)**  
FA Main Board member and FA Women's Football Board

**Parm Gill**  
Coach at Guru Nanak WFC

**Shelley Alexander**  
BBC Sport Lead for Diversity



**Mayumi Pacheco,**  
West Ham United FC and  
England development teams.

## PILLAR 4: FEMALE FOOTBALL *(continued)*

### Progress against our commitments:

Year 1 Commitment	Progress
<ul style="list-style-type: none"> <li>Set up an Asian Female National Advisory Group to provide priceless insight.</li> </ul>	<ul style="list-style-type: none"> <li>The FA Asian Female National Advisory Group has been formed and reports their views into The FA National Women's Football Board. The group consists of 23 members from different areas of the game including FA Main Board, FA Women's Board, FA Council, coaches, referees, administrators and professional football representatives. Of the group's 23 members, 21 are women and 17 are Asian women.</li> </ul>
<ul style="list-style-type: none"> <li>Deliver pilot projects from the above Group in targeted County FAs and in UEFA Women's EURO 2022 Host Cities using the FA Women's Football Development Inclusion Fund.</li> </ul>	<ul style="list-style-type: none"> <li>The UEFA Women's EURO Championship host cities are currently developing legacy plans to increase the number of ethnically diverse players and leaders. Adult women's recreational football will also be developed in each host city with one of the key aims being to increase the numbers of Black, Asian and other minority ethnic women participating.</li> </ul>
<ul style="list-style-type: none"> <li>Influence the FA Women's and Girls' Strategy 2020-24 to ensure a focus on Asian inclusion.</li> </ul>	<ul style="list-style-type: none"> <li><b>The FA's new Women's and Girls' Strategy (2020-24)</b> includes a section on developing leaders and role models from historically under-represented ethnic groups. It also contains a collective push to increase participants from under-represented groups (with a focus on the Asian community) and specific targets related to creating a more ethnically-diverse coaching workforce.</li> </ul>
<ul style="list-style-type: none"> <li>Ensure FA future leaders, ambassadors and role models include Asian females.</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing work continues to identify and feature Asian female role models.</li> </ul>

## PILLAR 5:

# ENGAGEMENT AND EXPERIENCE

## IMPROVED COMMUNICATIONS AND AWARENESS AND BETTER CONNECTION TO ASIAN COMMUNITIES ACROSS THE COUNTRY

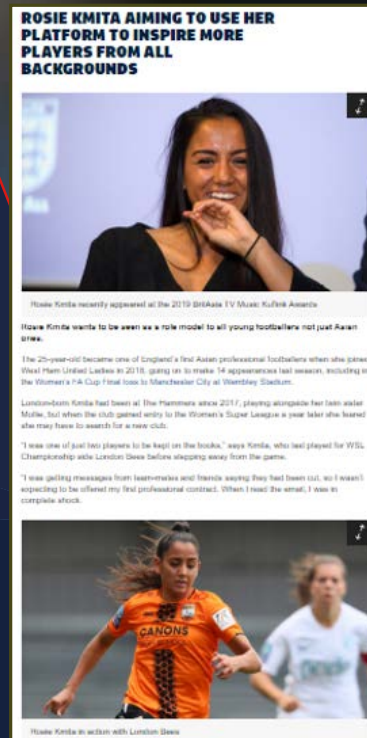
We are committed to communicating and connecting better with Asian communities. Our roadshows and feedback from stakeholders tell us that improving perception and dialogue with people on the ground is vital to success.

### What we know:

- Communication and engagement with Asian communities has been limited over a long period of time;
- There is general apathy towards The FA among Asian communities;
- Asian communities are heavy consumers of football, but few will join the England Supporters Club;
- There is a perceived lack of Asian role models across football.

Therefore, better communication and engagement is critical if we are to change perceptions. With this in mind, we plan to:

- Create more efficient and targeted communications and networking opportunities for Asian communities;
- Deliver improved matchday experiences and fan engagement opportunities;
- Celebrate and showcase role models and make it clear that Asian people can be successful in football.



## PILLAR 5: ENGAGEMENT AND EXPERIENCE

(continued)

### CASE STUDY:

# OUR PARTNERSHIP WITH BRITASIA TV

We want Asian communities to see football as a sport that includes and encourages them to get involved, to play, coach, referee, volunteer or watch. Through stronger, increased engagement, we want Asian communities to be closer to football and The FA than ever before. For this reason, we partnered with popular British Asian broadcaster BritAsia TV to pilot and deliver a series of campaigns over the 2019/20 season to encourage Asian communities to take part in football.

Our football campaigns with BritAsia TV have achieved high engagement with Asian audiences but we know there is more to be done. In 2019/20 our work with BritAsia TV included:

- The launch of influencer videos to encourage Asian communities to play, coach and referee. You can watch the videos [here](#) and [here](#);
- Supporting the BritAsia Kufflink Music Awards 2019 by sponsoring its 'best newcomer' award to encourage more 'football newcomers';
- Playing an advertorial piece across the channel, featuring FA Board member Rupinder Bains.

### SOME RESULTS OF THE PARTNERSHIP:

- 25,000 impressions (Facebook, Instagram and YouTube) in July/August 2020;
- 10,000 impressions (Facebook, Instagram and YouTube) via click-through campaign;
- Facebook campaign – 11,000 people reached (11-40-year-olds, parents and football followers of Asian heritage).

Former professional player Jimmy Carter, the first British Asian player in the Premier League, alongside Dal Darroch (FA Head of Diversity & Inclusion Strategic Programmes). Jimmy was speaking at the BritAsia music awards, making an appeal to British Asian audiences to engage in football. The FA sponsored the 'newcomer' award at the event.

## PRIORITY 5: ENGAGEMENT AND EXPERIENCE (continued)

### OTHER HIGHLIGHTS:

# FAITH AND FOOTBALL

Bringing faith communities and football closer together has long been an objective of The FA.

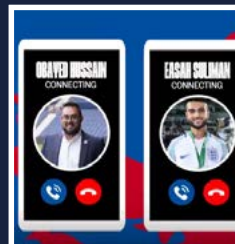
Facilitating the passion for football that many people of faith have, through faith leaders and places of worship, has led to many examples of successful football outcomes.

As the overwhelming majority of British Asians are of faith (from the 2011 census Muslims account for 43% of British Asians, Hindus 18%, Christians 11%, Sikhs 9% and 3.5% were Buddhists) we will clearly have an impact on Asian football inclusion by engaging with these faith groups.

To engage and demonstrate our support, in 2019 The FA delivered the first Iftar<sup>1</sup> during Ramadan at Wembley Stadium to 400 people, built a Jewish Sukkot<sup>2</sup> pitch side at Wembley Stadium and released a Faith Calendar to make the wider football community aware of key faith dates. We also published faith factsheets to deepen the game's understanding of various faiths and held an online Iftar with Easah Suleman, the first player of Asian heritage to captain an England side, having done so at under-16, under-17 and under-19 levels.



The first Iftar held at Wembley Stadium connected by EE. happened in May 2019, for Muslims and non-Muslims. Every night of Ramadan, at sunset Muslims across the world share food together.



During last year's Ramadan we also held an online Iftar between Imaam Obayed Hussain and former England development team player Easah Suliman, currently playing in Portugal.



The FA celebrated the 25th anniversary of Wembley's iconic neighbour, Neasden Hindu Temple, in August 2020.



# ASIAN FAN GROUPS AND APNA ENGLAND

One of the most visible examples of Asian under-representation in football is the lack of Asian men, women and children attending professional club matches.

While professional players have become more diverse, this hasn't translated into more ticket buyers. However, over the last decade some clubs and fans have taken positive action to change this and there are currently over 10 Asian fans groups across the English professional game.

The FA invited all these groups to all the England Men's home international matches in 2019 and has facilitated the formation of the Apna England fans club. Apna England means 'Our England' in most south Asian languages and has been formed by the majority of Asian fan clubs coming together.

At the England v. Bulgaria men's international in September 2019, the groups who have formed Apna England were guests of The FA in the Royal Box at Wembley connected by EE.

<sup>1</sup> Iftar is the evening meal with which Muslims end their daily Ramadan fast at sunset.

<sup>2</sup> Sukkot is a biblical Jewish holiday celebrated on the 15th day of the seventh month, Tishrei.



## PILLAR 5: ENGAGEMENT AND EXPERIENCE *(continued)*

### Progress against our commitments:

Year 1 Commitment	Progress
<ul style="list-style-type: none"> <li>Use The FA Asian inclusion webpage as a key platform for messaging and communication.</li> </ul>	<ul style="list-style-type: none"> <li>The FA Asian inclusion page can be found here <a href="http://www.TheFA.com/Asianinclusion">www.TheFA.com/Asianinclusion</a></li> </ul>
<ul style="list-style-type: none"> <li>Deliver eight networking events in pilot season.</li> </ul>	<ul style="list-style-type: none"> <li>The FA delivered five of eight Asian community networking forums in early 2019 which were curtailed by the Covid-19 pandemic.</li> </ul>
<ul style="list-style-type: none"> <li>Support Asian fan groups with key partners such as the Football Supporters Federation (FSF).</li> </ul>	<ul style="list-style-type: none"> <li>See 'Asian fan groups and Apna England' on previous page.</li> </ul>
<ul style="list-style-type: none"> <li>Deliver Asian fan events with the FSF and England Supporters Travel Club.</li> </ul>	<ul style="list-style-type: none"> <li>See 'Asian fan groups and Apna England' on previous page.</li> </ul>
<ul style="list-style-type: none"> <li>Deliver an Asian role model programme to feature four role models (male and female) in pilot season.</li> </ul>	<ul style="list-style-type: none"> <li>A diverse role models programme (with a focus on Asian representation) for grassroots football has been paused due to the Covid-19 pandemic, but will hopefully re-commence later this year.</li> </ul>
<ul style="list-style-type: none"> <li>Publish an annual update on our progress.</li> </ul>	<ul style="list-style-type: none"> <li>An update report will be delivered in each year of the Asian inclusion plan. All Asian-related information will be posted on <a href="http://www.theFA.com/asianinclusion">www.theFA.com/asianinclusion</a>.</li> <li>An Asian e-newsletter was launched in November 2020.</li> </ul>

# LOOKING AHEAD

## OUR KEY WORKSTREAMS IN THE NEXT 12 MONTHS

Among the Asian inclusion initiatives we'll be working on over the next 12 months, here are some key activities under the five pillars of this plan:



<b>Pillar 1</b>	<b>THE FA AND OUR CULTURE</b> Our people, what we do and how we do it	<ul style="list-style-type: none"> <li>• Maintain focus on Asian inclusion as a key priority within The FA, our stakeholders and throughout our programmes across the game.</li> <li>• Ensure regular updates are given at The FA IAB and main Board for steer and guidance.</li> <li>• Ensure that Asian inclusion is a key strategic element of The FA IAB to help shape the strategy further.</li> </ul>
<b>Pillar 2</b>	<b>PATHWAYS</b> Helping talent meet opportunity	<ul style="list-style-type: none"> <li>• Illustrate and communicate pathways into football to Asian communities across playing, coaching and refereeing.</li> <li>• Promote diversity-specific programmes direct to Asian communities.</li> <li>• Measure Asian workforce data across The FA and County FAs.</li> <li>• Work with the professional game to highlight and showcase Asian role models.</li> </ul>
<b>Pillar 3</b>	<b>GRASSROOTS FOOTBALL</b> Embedding Asian inclusion across the game	<ul style="list-style-type: none"> <li>• Deliver a regular Asian inclusion newsletter to inform stakeholders of latest developments and news.</li> <li>• Deliver a series of informative communications items designed to educate, create awareness and inspire Asian communities.</li> <li>• Increase the opportunity for Asian women and girls to play, coach and referee.</li> </ul>
<b>Pillar 4</b>	<b>FEMALE FOOTBALL</b> Developing opportunities to increase Asian female participation	<ul style="list-style-type: none"> <li>• Deliver Asian-specific activities and targets within The FA Women's Strategy 2020-24.</li> <li>• Support and mentor Asian female role models to progress in football.</li> <li>• Maintain The FA Asian Female National Advisory Group to ensure Asian women's views and insights are heard and used to inform our women's work.</li> </ul>
<b>Pillar 5</b>	<b>ENGAGEMENT &amp; EXPERIENCE</b> Improving awareness	<ul style="list-style-type: none"> <li>• Deliver a series of Asian inclusion-specific football TV broadcasts.</li> <li>• Deliver a regular Asian inclusion newsletter.</li> <li>• Engage with Apna England and Asian fan clubs to further promote football as an accessible sport and host Asian fan clubs at Wembley Stadium.</li> <li>• Partner with selected Asian media and broadcasters to communicate with impact across the Asian population and beyond to challenge perceptions.</li> </ul>

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