



English Football's Inclusion and Anti-Discrimination Action Plan

Season 2013-14 update and focus for the future



Introduction



“The Inclusion and Anti- Discrimination Action Plan is English Football’s response to a number of challenges manifesting in the game.”

“During my career which has spanned local government, the legal profession right through to professional club football, and many things in between, I’ve always pushed boundaries. Achieving the goals set out in the Inclusion and Anti-Discrimination Action Plan is a natural extension of that philosophy. As chair of the Inclusion Advisory Board, I can play my part in plotting this course.”

“The Inclusion and Anti-Discrimination Action Plan offers an unprecedented moment where collectively football can do likewise. In addition to looking at racial equality, homophobia and LGB&T inclusion, the plan also addresses gender equality and sexism, disability

access, mental wellbeing and the abuse of disabled people, as well as engagement with Asian and faith-based communities. The whole of the game has come together to affect positive change for many years to come.

“The following pages are a summary of our progress in the 2013-14 season and the priorities we are all delivering on this season. Under four clear goals and enablers, they demonstrate how this work is making a difference.”

Heather Rabbatts
Chair of The FA’s Inclusion Advisory Board

Our Visions and Goals

Our vision:

English football wants everyone to have the chance to be actively involved. There should be no barriers to involvement or development and football should always operate in a safe, fun and friendly environment.

Our goals:

To turn this vision into reality we have four clear over-arching goals, each with a series of actions that are being delivered to fulfil them. These are listed on the pages which follow, together with an assessment of progress to date, alongside our current priorities this season.

GOAL 1:

TO WIDEN FOOTBALL'S TALENT POOL

GOAL 2:

TO CLARIFY ANTI-DISCRIMINATION REGULATIONS AND SANCTIONS

GOAL 3:

TO INSTIL CONFIDENCE IN REPORTING DISCRIMINATION

GOAL 4:

TO INCREASE KNOWLEDGE AND AWARENESS

There are also four enablers in place supported by actions to ensure they are in place and fully functioning.

1. Best-practice codes and standards:

To provide guidance and clarity around what type of behaviour is unacceptable.

2. Communications and campaigns:

To implement clear, hard-hitting messages and campaigns to reach specific and targeted audiences.

3. Role models:

To recruit relevant and influential role models to act as spokespeople.

4. Partnership:

To collaborate with FIFA and UEFA, as well as specific-interest groups.

BAME - Black Asian and Minority Ethnic

CFAs - County Football Associations

FA - Football Association

FL - Football League

FSF - Football Supporters' Federation

IAB - Inclusion Advisory Board

IAGs - Inclusion Advisory Groups

KIO - Kick It Out

LGB&T - Lesbian, Gay, Bisexual and Trans

LMA - League Managers' Association

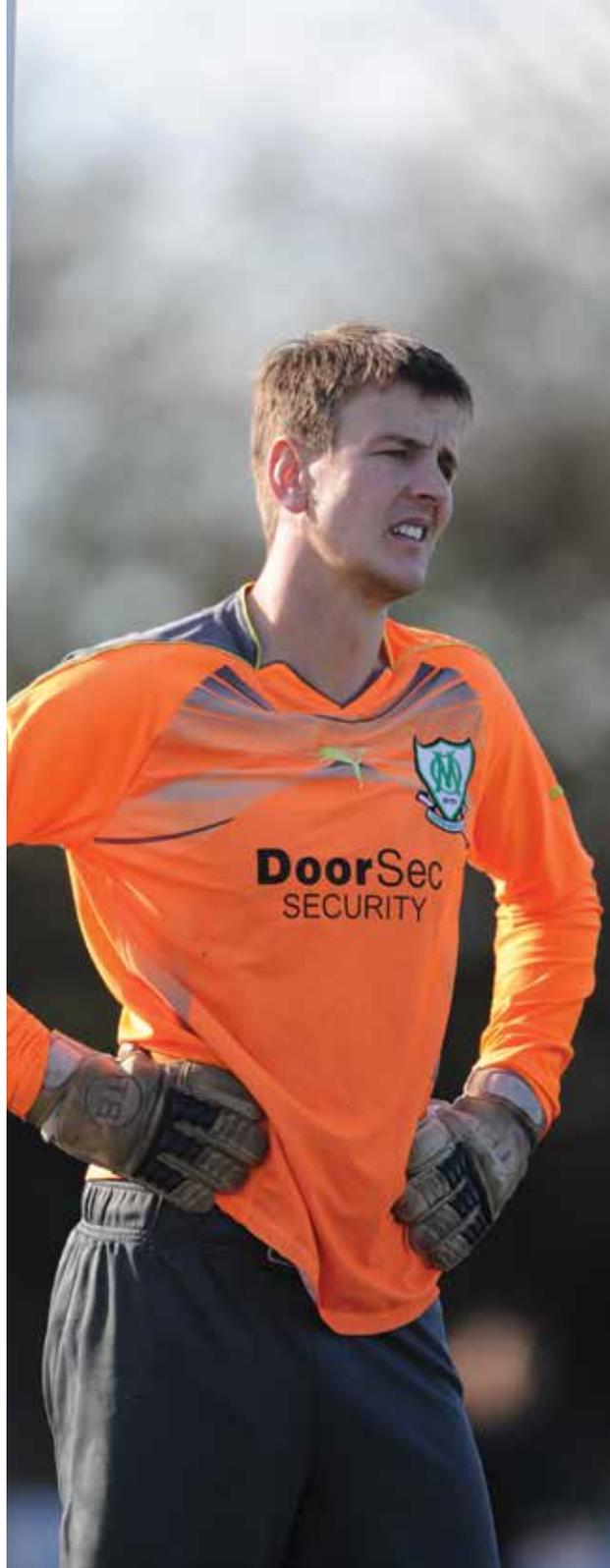
PFA - Professional Footballers' Association

PL - Premier League

PGMOL - Professional Game Match Officials Limited

RA - Referees' Association

WSL - Women's Super League



Goal 1: To Widen Football's Talent Pool

Football is England's national sport, yet the industry does not yet reflect the diverse make-up of the population or those involved in playing the game. There is strength in diversity and ensuring that football draws from the widest possible talent pool is our goal.

To fulfil this goal, two focus areas have been established:

1.1 Leadership and cultural change:

Achievements to date:

- English football has an approved, collaborative Inclusion and Anti-Discrimination Action Plan with contributions from all the football bodies.
- The Inclusion Advisory Board (IAB) has been established by The Football Association (FA), providing guidance to The FA Board. Five members of the IAB sit on The FA Council and one sits on The FA Board.
- 'On Board', a football governance pilot training programme supported by the Professional Footballers' Association (PFA) and The FA. 15 BAME ex-players graduated and are gaining experience on boards, including six of them via The FA, St. George's Park, Wembley Stadium, Kent, Sussex and Shropshire FA boards respectively.
- 11 County FAs have established and 34 others are in the process of setting up Inclusion

Advisory Groups (IAGs) to support community engagement and recruitment from the widest possible talent pool.

1.2 Greater community engagement and more inclusive representation:

Achievements to date:

- 58 bursaries awarded to beneficiaries of the COACH programme during the 2014/15 season, as part of The FA, the Premier League, the Football League, the League Managers' and the PFA's continued commitment to increasing the qualifications and experience of Black Asian and Minority Ethnic (BAME) coaches. Over a total of three years 176 bursaries have been awarded, consisting of 88 Youth Awards, 68 UEFA 'B' and 26 UEFA 'A' Coach Licences.
- 15 diverse mentoring placements have been facilitated by Kick It Out (KIO) in non-coaching roles, with five people going on to gain employment in the game.
- Implementation of football's protocol to support LGB&T players, managers, referees and other participants who decide to come out, with whole-game support for Robbie Rogers and Casey Stoney, as well as Thomas Hitzlsperger.
- Five Community Development Centres established in Blackburn, Southall, Morden, Tooting and Walsall to increase participation and support talent development for boys and girls from Asian communities. Two Talent ID best-practice days have been delivered at St George's Park and Wembley, providing 110 Asian coaches with guidance on talent development pathways as part of their FA Coach Licence continuous professional development (CPD) hours.

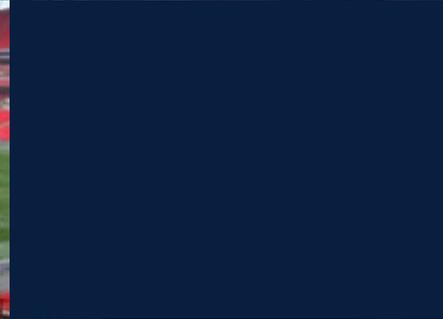
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FORMER PLAYERS
GOVERNANCE
TRAINED



“Former footballers can play a key role on the boards of football clubs, and indeed business.”

JASON ROBERTS MBE



“We are fully committed to this innovative programme of development for our players.”

GORDON TAYLOR OBE,
CHIEF EXECUTIVE OF THE PFA



“The FA is proud to be associated with the On Board programme which provides former players with another potential route for development after their careers.”

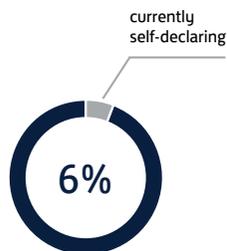
FA CHAIRMAN GREG DYKE



TARGET FOR BAME LEVEL 1 AND 2 COACHES



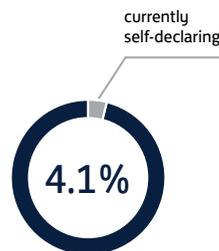
All Level 1 and 2 coaches qualifying



BAME Level 1 coaches



BAME Level 2 coaches

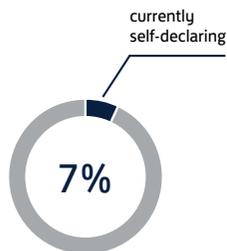


BAME FA Licensed Tutors

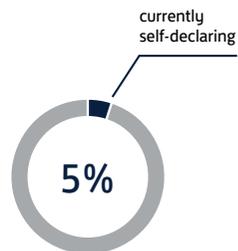
TARGET FOR FEMALE LEVEL 1 AND 2 COACHES



All Level 1 and 2 coaches qualifying



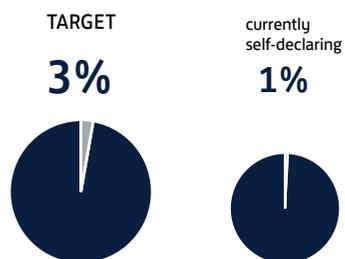
Female Level 1 coaches



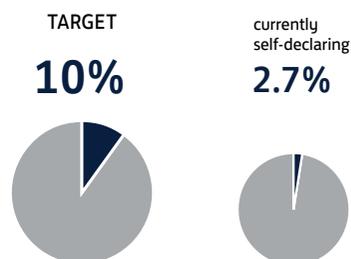
Female Level 2 coaches



Female FA Licensed Tutors



Coaches with a disability as members of the Licensed Coaches Club



FA Licensed Tutors with a disability

005 COMMUNITY DEVELOPMENT CENTRES WITH PRO CLUBS, COUNTY FA'S AND ASIAN COMMUNITIES

110 ASIAN COACHES ON TALENT ID DAYS

- Targets have been set to increase the numbers of Level 1 and 2 coaches from diverse groups.
- The figures for the number of licensed female coaches are 7% and 5% for Level 1 & 2 respectively. Our target is 10% for both by 2016.
- The estimated figures for BAME coaches at Level 1 are between 10-12%, and Level 2 between 16-18%. Our target for both is 10% self-declaring by 2016. The estimate for Level 1 is based on 6% of all licensed coaches self-declaring as BAME, 40% as white and 54% preferring not to say. The estimate for Level 2 is based on 9% self-declaring as BAME, 51% as white and 40% preferring not to say.
- The estimated figure for the number of Licensed Coaches Club members with a disability is 1%. Our target is 3% by 2017. The estimate is based on 1% self-declaring a disability.
- The figures for FA Learning Licensed Tutors are 9.9% and 4.1% for women and individuals from the BAME community respectively. Our target for both is 10% by 2016.
- The estimated figure for tutors with a disability is 2.7%. Our target is 10% by 2016. This estimate is based on 2.7% self-declaring a disability.
- Implemented The FA's revised policy on Transgender and Transsexual people in football and screened 'Next Goal Wins' the documentary of American Samoa's World Cup qualifying campaign, involving a Trans player, at Wembley Stadium in May 2014.



Looking ahead:

Key priorities 2014/15:

- The FA's equality monitoring tool is to be implemented across football and targets set to increase the number of people choosing to provide this data.
- KIO to deliver 40 non-coaching mentoring placements, in partnership with the football bodies.
- 50% of County FAs to establish Inclusion Advisory Groups (IAGs).
- The FL to review the diversity of coach and manager positions across its three divisions.
- The FA and PFA to support the 'On Board' governance training for a further cohort of predominantly BAME candidates.
- The FA to deliver a Women's Leadership Programme, for women aiming for senior management or board roles.
- The FA to continue to deliver positive action programmes to recruit more BAME, female and disabled coaches, referees, tutors and adjudicators.
- The FA, with the assistance of counties and clubs, to publicise and further deliver actions to increase participation and develop talent amongst Asian boys and girls.
- The FA to deliver two workshops with clubs, leagues and County FAs to gain active support for LGB&T inclusion messaging and projects.
- Continue to support and train diverse panellists to sit on Local Football Anti-Discrimination Panels (LFADPs')

Goal 2: To Clarify Anti-Discrimination Regulations and Sanctions

Football is creating a clear framework around unacceptable behaviour, so there is a bedrock of understanding around when and why sanctions are imposed for all forms of discriminatory abuse.

To fulfil this goal, two focus areas have been established:

2.1 Education and guidance for clubs, players, managers, stewards and spectators: Achievements to date:

- Guidance explaining the sanctions for discriminatory abuse sent by The FA to all clubs from the Premier League (PL) to Step 4 of the National League System and Player Essentials guidance sent to players in the PL, FL, Conference National and Women's Super League (WSL) to explain the sanctions for discriminatory abuse.
- A 'Tackling Discrimination' page was created on all CFA websites, including written reasons for case of proven discriminatory abuse.
- The FA and CFAs implemented the minimum mandatory five-match ban for on-field offences, along with mandatory education and possible fines, for discriminatory abuse.

- Mandatory education was delivered to 157 people who breached The FA's regulations. A diverse pool of facilitators (male, female, BAME, LGB&T) has been developed by The FA, to facilitate this training across the country.
- The PL has produced guidance note and sanctions and disseminated to its member clubs, with the FL disseminated the information via FL handbook, Club Safety Officers and at FL inclusion seminars.
- The FA's appointment of Investigations Manager for Discrimination has improved the consistency and quality of investigations by CFAs.

2.2 Collaborative work with prosecuting authorities and community partners: Achievements to date:

- A joint protocol between the Crown Prosecution Service (CPS), Police and The FA, on jurisdiction and collaborative working was published in December 2013.
- KIO reported 113 cases of discriminatory abuse via social media via the Police's online hate crime portal 'True Vision'.
- The FA hosted a round table with Jewish representatives, KIO, John Mann MP, the Ministry of Justice and the Department for Culture Media and Sport, on tackling antisemitism.

677

REFERRALS OF ALLEGED
DISCRIMINATORY ABUSE
(202 % INCREASE)

157

PEOPLE ON
MANDATORY EDUCATION
AS PART OF SANCTION

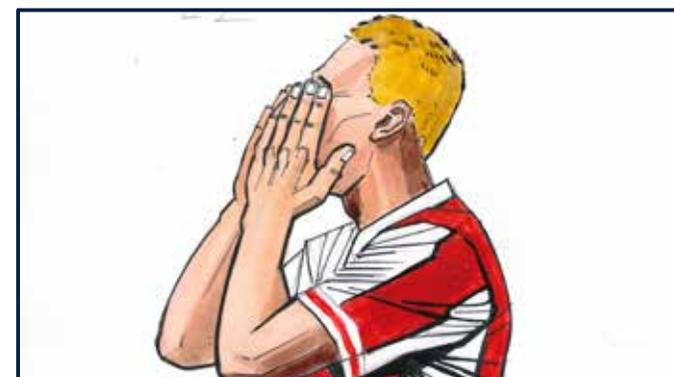
113

SOCIAL MEDIA CASES
REPORTED BY KICK IT
OUT TO TRUE VISION

Looking ahead:

Key priorities 2014/15:

- The FA to continue to roll out and monitor the impact of the mandatory education for those who have breached regulations.
- The PL to introduce a new online incident reporting system.
- KIO and 'True Vision' to develop a film focused on discriminatory abuse via social media.



*Images from The FA's Report Discrimination films

Goal 3: To Instil Confidence in Reporting Discrimination

When discriminatory behaviour takes place, those who witness it, or are the victim of it, need to be able to report it quickly, and to the right people. The reporting process needs to be easy and instil confidence that concerns or experiences will be heard and where necessary, dealt with promptly and appropriately.

To fulfil this goal, three focus areas have been established:

3.1 Promote processes and provide support:

Achievements to date:

- The Professional Game Match Officials Limited (PGMOL) reinforced the reporting processes for referees at the beginning of the season. The FA published an e-booklet for all referees outlining the processes for reporting misconduct, including discriminatory abuse in or around football matches.
- During the 2013-14 season, The FA released four animated films to educate players and fans on how to effectively report discrimination. These were tailored for the professional and grassroots game and were representative of men's, women's and disability football. The FA's

'#Reportit' hashtag generated an estimated 46.5million opportunities for people to see the films and the content published on Facebook was seen by over 1 million fans and generated 45,000 film views.

- The FA has funded a dedicated officer at KIO to support alleged victims and to guide them through the reporting process. The LMA and PFA have put in place additional support for players and managers respectively and the PFA has an active network of counsellors with a 24-hour helpline to support players.
- The FA has implemented revised procedures for hearing grassroots cases, establishing a National Anti-Discrimination Chairpersons Panel and working towards having a Local Football Anti-Discrimination Panel in every county drawing on a pool of diverse candidates with appropriate skillsets. Members from both are drawn together to create Disciplinary Commissions which preside over discrimination cases. Training has been delivered to 231 individuals working within this structure.

FA Report Discrimination films



46.5 Million
1 Million
45,000

ESTIMATED OPPORTUNITIES
TO VIEW FILMS GENERATED
VIA '#FA REPORT IT' HASHTAG

FANS VIEWED
FACEBOOK
CONTENT

FILM
VIEWS VIA
FACEBOOK

Kick It Out app

207
REPORTS

094
REPORTS PASSED
TO THE FA

113
REPORTS TO
TRUE VISION

269%
INCREASE FROM
PREVIOUS SEASON



3.2 Embrace new technology and provide transparent outcomes:

Achievements to date:

- KIO launched a reporting app which helped to increase reporting to them of 207 alleged incidents – an increase of 269% from the previous season. The majority of reports were of alleged racist abuse. However, reports of antisemitism, homophobia, sexism and the abuse of disabled people also increased. 94 of 207 concerns were reported to The FA for investigation and are incorporated in The FA's statistics for the 2013-14 season. The other 113 reports related to abuse via social media – see 3.3 below.
- The FA received 677 reports, reflecting a 202% increase from 2012-13 season for reports of alleged discriminatory abuse. The FA's IAB scrutinise these statistics quarterly.

3.3 Collaborative working:

Achievements to date:

- The 113 reports of abuse via social media were reported by KIO to 'True Vision'. KIO has worked with the Police to identify perpetrators and seek outcomes, such as apologies and engagement with KIO to educate and change attitudes.

Looking ahead:

Key priorities 2014/15:

- The FA to monitor and publish its statistics on cases of discriminatory abuse at the end of the season.
- KIO to increase reporting from grassroots football via the reporting app, by 10-15%.
- The FA to continue to promote the reporting films directly to participants and via different community networks such as LGB&T, women in football, disabled supporters, ethnic minorities and faith communities.
- The reporting processes to be reinforced via The FA, CFA, LMA, PFA, PGMOL, PL, FL and club learning and development programmes - see Goal 4.
- The FA to continue to support and monitor the impact of CFAs implementation of Local Football Anti-Discrimination Panels.

Goal 4: To Increase Knowledge and Awareness

The need to create awareness of the benefits of an inclusive approach of what discriminatory behaviour actually is, and the harmful effects it can have, is an ongoing and dynamic process. English football can help to achieve this and shift attitudes and behaviour by pursuing an ongoing training programme, so influencers in football can disseminate the right messages.

To fulfil this goal, two focus areas have been established:

4.1 Training – increasing knowledge and awareness – influencing attitudes and behaviours

Achievements to date:

- 775 FA staff members have attended an interactive three-hour drama-based equality and diversity workshop, focused on practical responses to discriminatory abuse, in line with The FA's policies.
- The PFA has delivered training to first team players in over half of the 92 professional football clubs (14 PL clubs and 42 FL clubs).
- The PL has piloted an 'Unconscious Bias' training programme.

- The FL has piloted its 'Playing for Inclusion' workshop for clubs.
- KIO delivered workshops for scholars in 19 FL clubs.
- PL and FL clubs delivered the 'On the Ball' training to stewards.
- 72 pro clubs requested and received a visit from The FA to educate playing and coaching staff on FA regulations, including sanctions for discriminatory abuse.

4.2 Sharing Good practice and providing resources and guidance:

Achievements to date:

- The LMA has produced a 'Health and Mental Wellbeing Guide for Managers' covering mental and physical well-being and lifestyle.
- The PL has produced two guides for players and developed a supporting training programme. The guides are called 'An Introduction to English Cultures' and 'An Introduction to Welsh Cultures'.
- The FA promoted its 'Crowd Management Measures' good practice guide to professional and semi-professional football.
- The FL shared best practice in stewarding at a seminar with the 72 Club Safety Officers.
- The PL facilitated a session on gathering best evidence at the PL end-of-season conference.
- The PL and FL together disseminated social media guidance to clubs to inform players.



People trained

 **33** PL AND FL CLUB SENIOR PLAYERS

19  FL CLUBS SCHOLARS

People trained


775 FA STAFF


72
VISITS TO PRO CLUBS BY THE FA

Looking ahead:

Key priorities 2014/15:

- The FA to:
 - deliver equality and diversity workshop to The FA Board, Council and remaining staff.
 - deliver equality and diversity training to all FA Learning Licensed Tutors.
 - develop equality and diversity training for 50 CFA staff and boards.
 - develop and pilot an online equality and diversity course for all coaches and referees.
 - work with and facilitate delivery of training to LMA staff.
 - work with and facilitate delivery of training for PGMOL staff and members.
- The PFA to deliver equality and diversity training to the first team players in the remaining 50% of pro clubs.
- The FL to roll out 'Playing for Inclusion' to its clubs.
- The PL clubs to undergo 'Unconscious Bias' training.
- KIO to deliver scholars training to all PL clubs and a further 20 FL clubs.

Enabling Success

Equality Codes and Standards

025

CFAs ACHIEVED THE FOUNDATION LEVEL

003

CFAs ACHIEVED THE PRELIMINARY LEVEL

012

FL CLUBS BEING ASSESSED VIA THE FL CODE OF PRACTICE

011

CFAs SET UP INCLUSION ADVISORY GROUPS

PROFESSIONAL

FOOTBALL CLUBS' EQUALITY STANDARD REVIEWED BY THE PL

To give this action plan the best chance of success, key enablers must be in place. These are:

- 1. Best-practice codes and standards:** To provide guidance and clarity around the standards that is required for individuals and organisations.

Achievements to date:

- Professional Football's Equality Standard was reviewed by the PL.
- The FL mandatory 'Minimum Standard' code of practice was introduced to all 72 Clubs. The FL and 12 of its clubs are undergoing the initial assessment process in line with the code of practice. An independent consultant is reviewing the progress made along with compliance levels.
- 25 CFAs have achieved the Foundation level of the Equality Standard and seven are in progress.
- Three CFAs have achieved the Preliminary level of the Equality Standard with a further seven CFAs in the process of working towards this level.
- The FA distributed codes of conduct to The FA's WSL and all FA 'Respect' leagues.

- 2. Communications and campaigns:** To implement clear, hard-hitting messages and campaigns to reach specific and targeted audiences.

Achievements to date:

- 10 roadshows were delivered with CFAs targeting 'hard to reach' groups and communities.
- The FA's 'Faith in Football' toolkit was developed and promoted to FL Clubs.
- KIO launched a partnership with the Football Supporters' Federation (FSF) in 2014 and developed the 'Fans for Diversity' campaign to engage with fans groups.
- The PL funded the post of FSF Diversity Campaigns Manager, via the PL Fans Fund. This is a joint initiative with KIO and the role is based at its office.
- 8000 girls aged 14+ participated in the PL community programme to create a sporting habit for life. 4 million attendances recorded PL community programmes in 2013-14 season. 32% were female and 32% from BAME backgrounds.

- 
- 3. Role models:** To recruit relevant and influential role models to act as spokespeople, either generally or to specific groups.
- Achievements to date include:**
- Casey Stoney became the first woman on the PFA Management Committee. The PFA Awards featured a women's category with player, young player and team of the season. The FL appointed Debbie Jevans as non-executive Director on the FL Board. The PGMOL and The FA have promoted Sian Massey's success in refereeing.
 - The Arthur Wharton statue which was unveiled at St. George's Park in October 2014, focused on some of the role models of yesteryear with Viv Anderson, Les Ferdinand and Paul Davis all showing their support on the day.
 - The FA has promoted key Asian role models via an Asians in Football Newsletter, on the website, via distribution networks and regional forums. Rimla Akhtar has been appointed to The FA Council as an IAB representative.
- 4. Partnerships at home and internationally:** To collaborate with FIFA and UEFA, the respective world and European football governing bodies, as well specific-interest groups.
- Achievements to date:**
- The FA represented on FIFA Anti-Discrimination Task Force.

Looking ahead:

Key priorities 2014/15:

- Continue to encourage professional clubs to work towards achieving Professional Football Clubs' Equality Standard.
- Continue to deliver the Inclusion & Anti - Discrimination communications plan.
- Monitor impact of KIO / FSF partnership and projects.
- Identify and profile selected diverse individuals.
- The FA to present on English Football's work at UEFA / FARE Respect Diversity conference.

Organisations who continue to be important in the ongoing evolution and delivery of this action plan

Generic equality: Kick It Out

Race equality: Show Racism the Red Card, Football Unites Racism Divides, Sporting Equals, Football Against Racism in Europe

Disability equality and mental health: Level Playing Field, the Centre for Access in Europe (CAFÉ), English Federation of Disability Sport, MIND, Sporting Chance

LGB&T: Pride Sports, Stonewall, Stonewall FC, Gay Football Supporters Network, Trans groups and individuals, Justice for Gay Africans

Gender equality and women in football: Women in Football, Muslim Women's Sports Foundation, Women's Sports Trust, Women in Sport

Faith: Faith in Football networks including the Community Security Trust, Maccabi, Muslim Women's Sports Foundation

Supporters groups: Football Supporters Federation, Supporters Direct

Stadium Safety: Football Safety Officers Association

Prosecuting authorities: The Police, Crown Prosecution Service

Government Departments: Department for Culture Media and Sport

