



Annual Report

2014/15



# INTRODUCTION

## ROISIN WOOD, DIRECTOR

**Football can have a real impact on people and encourage positive change within communities. However we are reminded regularly that we still have much work to do to ensure that it is a fair and inclusive environment for all. For Kick It Out our challenge is to support football bodies, communities and individuals on these issues and where appropriate to challenge and educate.**

We see the impact of our work around education and reporting every day. Whether we are offering support and assistance to complainants or at a school talking to the next generation about equality and inclusion, football is an incredibly powerful medium in sending a positive message on our key objectives.

Our Raise Your Game events continue to go from strength-to-strength and provide fantastic direction and inspiration to those who wish to work within the football industry.

As the world develops and technology becomes more advanced, supporters have greater access to information and direct contact, via social media, with a huge number of people in the game.

This has significant benefits but can also lead to different types of online discrimination, as we have seen first-hand via the increase in the number and type of reports we have received. We are committed to looking at different solutions to this complex issue, in partnership with football, social media platforms, the police and reporting bodies.

In partnership with the Football Supporters' Federation our 'Fans for Diversity' programme has proved a successful method of empowering fans to celebrate and promote the diverse fan base that is growing within English Football. Our aim is to develop this programme to further contribute to this powerful fans' movement.

We are still strongly committed to raising important issues around discrimination with the game's decision makers and to ensure that diversity is critical to the business growth of football.



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# FOREWORD

*The 2014/15 Annual Review captures the essential themes and tasks of Kick It Out's activities undertaken in its role as an independent charitable organisation working within football to bring equality and inclusion benefits for all associated with the game.*

Our aims are to:

- **Increase significantly the awareness of inclusion and diversity, and the consequences of inappropriate behaviour across all levels of football.**
- **Show clearly the importance of exposing inequalities and the positive value and impact that can be made through collective preventative action.**
- **Share good practice, to take critical actions, and grow partnership working to empower and support football organisations to develop their own responsibility to achieve greater equity and fairness.**

## BOARD OF TRUSTEES

**Lord Herman Ouseley**, Chair

**Andrea Brown**, The Football League

**Garth Crooks OBE**, Independent

**Cathy Long**, The Premier League

**Iffy Onuora**, The PFA

**Udo Onwere**, Independent

**Kuljit Randhawa**, Independent

**Sue Ravenlaw**, The FA

**In discharging our responsibilities to fulfil our aims, we have a group of experienced and committed Trustees who provide oversight, give direction and undertake their governance tasks with thoroughness and dedication to the achievements of the aims and objectives, and with full concern and appreciation of our obligations to our core founders who support our work.**

Furthermore, we are grateful to our staff and volunteers, ably led by our Director, Roisin Wood, who perform the varied and often complex daily tasks with zest, enthusiasm, sensitivity, passion and commitment in their liaison with all sections of the game at every level.

Football, at grassroots and professional levels, is becoming more geared each year to be better in its responses and actions to achieve the goals of making the game more diverse, fair, equitable, accessible and inclusive for people from all backgrounds and circumstances to play and participate. But change, in many respects, remain slow. It is still far from reflecting the demographic diversity of the country's population in key positions and in opening up many of

the closed opportunities for people from different backgrounds to become involved as equals.

Power and decision making remains firmly and almost exclusively in the grip of white males and the nature and extent of persistent discrimination, often unintentional but nevertheless unacceptable and indefensible, point unquestionably to ingrained traces of institutionalised racism, sexism, antisemitism and homophobia.

Overall, it must be acknowledged that progress is being made and many people across the game are doing fantastic work and are deserving of praise and support. For others, often in the margins of exclusion, they do not see or feel or are benefiting from such advances and remain critical because of their own negative and detrimental experiences. In addition to the demands to have more British Black and Asian managers and coaches there is the big issue on the horizon of increasing levels of intolerance across the wider society and its dangers for the game of football.

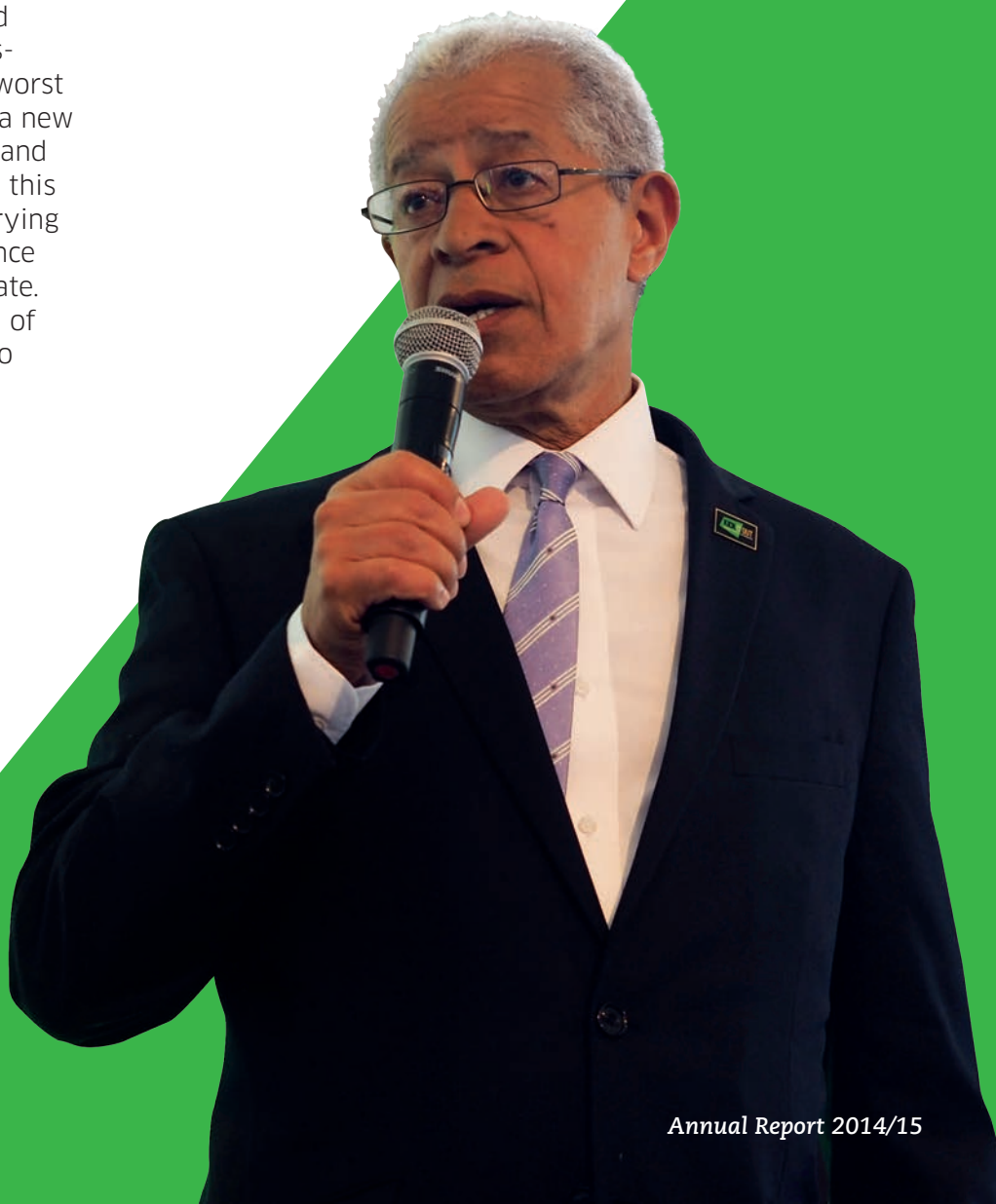
Not only are we witnessing a considerable increase in reported hate related incidents in football

*“But change, in many respects, remains slow. It is still far from reflecting the demographic diversity of the country’s population in key positions”*

during the past year, but nearly 54,000 incidents of hate crimes have been reported to the police during the same period, notwithstanding the British Crime Surveys indication that the true figure would be around 300,000 if there wasn’t under reporting. There is a fragility and vulnerability of football to become the target for such abusive and unacceptable behaviour. There is already a solid tranche of training and awareness-raising in the game to counter the worst excesses. However, it does require a new substantial and coherent approach and there is urgency needed to address this threat. Football is, in many ways, trying to make the game a better experience for all who work, play and participate. For the sake of the next generation of players and spectators, as well as to maintain ongoing progression, football cannot afford to ignore the challenge posed by increasing prejudice and hatred in its midst, and will do so at its peril.

Responsible leadership from all in the game and at every level is needed...and needed NOW.

**LORD HERMAN OUSELEY**  
**CHAIR, KICK IT OUT**



# #HANDSONREPORTING

The level of reported incidents to Kick It Out has again risen, proving two things: the tolerance throughout football towards discrimination is falling and the confidence in Kick It Out's reporting procedures and methods is rising.

REPORTED INCIDENTS HAVE **RISEN BY 38%** COMPARED TO LAST SEASON



TYPE OF INCIDENT NUMBER

Race	225 (57%)
Gender	35 (9%)
Disability	15 (4%)
Faith	68 (17%)
Sexual Orientation	50 (13%)
Age	0 (0%)



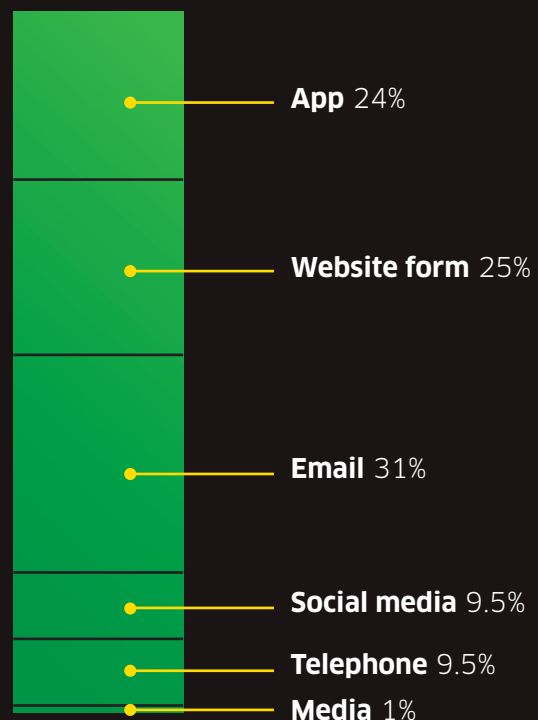
A REPORT OF DISCRIMINATORY ABUSE WAS REPORTED TO KICK IT OUT ON AVERAGE ONCE EVERY **22 HOURS AND 43 MINUTES**

## AREAS OF THE GAME

Social Media	42%
Professional Game	37%
Grassroots Game	19%
Professional Players	2%

## METHOD OF CONTACT WITH KICK IT OUT

Social media incidents are excluded as they are mainly reported via the platform they occur on and would distort the result.



## NEW REPORTING APP

Version two of the Kick It Out Reporting App was released at the beginning of the men's season and featured several improvements, based on user feedback, from version one.

Developed by cloud technology agency makepositive and powered by Salesforce, the free app is available for iOS and Google Play devices with over 750 new downloads in the first eight weeks after release.

Released under the new slogan “#HandsOnReporting,” reports can now contain photo and video attachments, adding weight and credibility to complaints. Social media abuse, a growing sector of discrimination in football, can be reported via the app.

The app has remained a game changer for Kick It Out, with reports coming in from all levels of football being sent instantly to Premier and Football League stadia and remains the most popular means of reporting abuse in the professional game. New to this version is the ability to report from the FA Women's Super League (WSL) stadia.



**USE OF THE FREE  
KICK IT OUT APP  
INCREASED BY 59%  
FROM 2013/14  
TO 2014/15**

## SOCIAL MEDIA ABUSE

Commissioning social media management company **Temporo** and social intelligence and analytics company **Brandwatch**, Kick It Out carried out a groundbreaking piece of work aimed at finding the level of discriminatory abuse levelled towards Premier League players and clubs on social media. The work drew worldwide media interest due to the volume of abuse found on networks like **Twitter, Facebook and Instagram**.

Over 134,000 discriminatory posts were sent to Premier League players and clubs between August 2014 and March 2015. By comparison, only 165 complaints were received by Kick It Out on social media in 2014/15.

Former Liverpool player Mario Balotelli received the most abuse, with over 8,000 posts sent to him. Over 50% of those posts were racist.

Temporo's work won the Best Use of Insight/Monitoring at The Drum's Social Buzz Awards 2015.

## SOCIAL MEDIA EXPERT GROUP

Kick It Out has been the only organisation to bring together the football authorities, the social networks, the police and selected experts in their field to share best practice and develop an action plan aimed at minimising abuse on social media and re-educating those who fall foul of the law.

The group is chaired by former professional footballer, lawyer and Kick It Out trustee **Udo Onwere**.

### Group Members:

**Bob Eastwood**, The Football League  
**Harry Fletcher**, The Digital Trust  
**Paul Giannasi**, Ministry of Justice  
**Professor Nathan Hall**, University of Portsmouth  
**Mark Ives**, The FA  
**Anna Jönsson**, Kick It Out  
**Jenni Kennedy**, The FA  
**Cathy Long**, The Premier League  
**John Mann**, MP  
**Nick Pickles**, Twitter  
**Simone Pound**, The PFA  
**Rishi Saha**, Facebook  
**Ben Simpson**, The PFA  
**David Stobie**, Ministry of Justice  
**Cathy Wood**, Journalist  
**Roisin Wood**, Kick It Out



**OUR FINDINGS SAW  
ONE ABUSIVE POST  
DIRECTED AT A  
PREMIER LEAGUE  
PLAYER OR CLUB  
EVERY 156 SECONDS**

# LEADING BY EXAMPLE

*Education is at the heart of everything Kick It Out does. It is imperative that all of Kick It Out's work educates as much as it engages, because it is only through teaching and sharing knowledge that positive outcomes will be achieved.*

## LAUNCH

**The programme is being supported by funds raised from Kick It Out's 20 year anniversary dinner at Wembley Stadium which was organised by Action Against Discrimination, in May 2014.**

Launched at the House of Lords, the aim of the education programme is to raise awareness of the positive influence football can have in communities, but also in addressing issues of discrimination and exclusion.

*"Since we've introduced our Education Programme we have seen that schools, colleges and universities have an appetite to learn about equality throughout the year.*

*"We have been able to extend our education work to communities and organisations to help spread our messages of equality and inclusion."*

**HAYLEY BENNETT,  
EDUCATION OFFICER**





## STUDENT ART EXHIBITION

Kick It Out and the London College of Communication (LCC) hosted a special event with Foundation Diploma in Art and Design students exhibiting artwork themed around equality and inclusion. Over 400 students submitted work for the event, with the selected entries creating a powerful backdrop for viewers.

Student Wasiila Schutz won the exhibition, with her clever idea of medicine boxes that could cure people of discrimination by taking a single course of medication.

*"I tried to recreate layouts of existing medicines so it was easier for viewers to relate to the packs a bit better. I wanted to include different equality strands and adapted the medicine names from already existing medicines to allow a viewer to instantly relate to the concept.*



*"I'm from Italy. I'm an Inter Milan fan. With the history of the club and recent examples of incidents involving Mario Balotelli, there is so much racism in Italy. I wanted to bring different aspects of discrimination in football together with the aim of making the viewer think."*

### WASIILA SCHUTZ, WINNER

## KIT 'EM OUT

Kick It Out's competition tested the creativity of young people as we challenged them to design a football kit for their own team. #KitEmOut was supported by BPP University, a private university based in London dedicated to the study of business and the professions, with entries blending Kick It Out's key messages with their nominated team's style.

After receiving hundreds of entries from across the country, the prize giving ceremony was held at the National Football Museum in Manchester.

Izzy Christiansen from Manchester City Women and Bethany England of Doncaster Belles awarded the winners their prizes, with categories being separated by age group. The winning entrant, whose kit was professionally produced, was 15 year-old Lisa Barnard of Princes Risborough School, Buckinghamshire.

*"I was very shocked to win. I wanted to include the school's logo in the design and our school has a swan with chains on it. I'm hoping the school will be really proud to wear the kit. I saw the link on Twitter and went for it. I'm really into art design and sport so this competition was perfect for me!"* **LISA**

## BREAKING DOWN BARRIERS

Kick It Out worked with the University of East London to deliver two educational workshops and one all-day educational event. A joint civic engagement project was funded by the university called 'Breaking down barriers - overcoming discrimination in sports and sports journalism'.

Targeting Sixth Form students from six East London schools, the aim of the events was to encourage young people with interest or talent in writing and journalism to consider and discuss the barriers that prevent them and others from full engagement in football.



# ENGAGING FOOTBALL'S LIFEBLOOD

## INTRODUCTION

*Grassroots Football is the lifeblood of the sport. Without the enthusiasm and the determination of people from all backgrounds to contribute to the grassroots level, football would struggle to be the most popular sport in this country.*

**The 2014/15 season saw Kick It Out dedicate its second 'Season of Action' to grassroots and community activity across the country.**

One of the organisation's key aims is to spread our messages of equality and inclusion to all players, coaches, referees and spectators at the grassroots level. Here we highlight some of the key initiatives we ran through our 'Season of Action'.

## NON-LEAGUE DAY

**Our link with Non League Day continued for the third consecutive year, with the largest number of clubs showing their support for us on the day dedicated towards our second 'Season of Action'.**

Blyth Spartans, Dulwich Hamlet, Lewes and Marine all took part in activities before their fixtures. The four sides and their opponents on the day warmed up in Kick It Out t-shirts and took part in unique activities aimed at raising awareness of the valuable community work non-league sides do throughout the year.

Wingate and Finchley supplied the opposition to both the Ryman League fixture against Lewes and to a disability football game played at the Dripping Pan before. The disability game was funded by our 'Fans for Diversity' programme, and both sets of players stayed on to watch the game, which was featured by Sky Sports.

Dulwich Hamlet were supplied with resources and placed the Kick It Out flag behind one of the goals at Champion Hill, where it remained for the rest of the season. Their game against local rivals Hampton and Richmond Borough broke the crowd attendance record at the ground, with over 2,800 watching

their Ryman League fixture. After the game, the players took on the ice bucket challenge to raise money for the Motor Neurone Disease Society.

Both Blyth and Marine heavily supported Kick It Out with a number of community based activities as they helped spread the messages of equality and inclusion across the North East and North West of England.

## LEARNING ABOUT EQUALITY AT GRASSROOTS

**Education is an important aspect of the organisation's work at the grassroots level. In May, Kick It Out worked alongside students from Leeds Beckett University to deliver an event aimed at increasing Asian participation in football.**

Taking place in Beeston south Leeds, the event was generated by the university students to encourage the local Asian community to get involved with football through a number of grassroots and community activities.

These included practical sessions of blind and three-sided football. There were also theoretical sessions held at the Hamara Centre, which focused on discussions around equality and inclusivity within the community.





## HELPING THE LOCAL ASIAN COMMUNITY IN BRADFORD

We helped launch a partnership in Bradford in February 2015 which had an impact on the local community surrounding the city's football club.

Working in partnership with Shapla FC, a local team run by the Bangladeshi community situated within 50 metres of Bradford City's Coral Windows Stadium, we provided the platform for a unique launch event which brought the club and the County FA together.

The event saw over 100 young people from the local community participate in a number of activities at Shapla's base at the BEAP Centre. This included football coaching, an education session on equality and inclusion delivered by Kick It Out and a tour of the Coral Windows Stadium.

This was part of the organisation's ongoing work to encourage Asian participation in grassroots and community football and was supported by the 'Fans for Diversity' campaign.

Speaking in September 2015, Huymayun Islam, one of the co-founder's of Shapla FC, described the impact the event had created.

**"You have to be in Bradford now to see the impact it has had. It's ignited the whole community to get involved in football.**

**"We've had other local groups come to us and say 'how can we get involved?' We've had different generations of people coming to play who hadn't played for years; so the launch of Shapla has really been effective not just for us running the club, but also for spreading the messages and realising the presence of Kick It Out and the Fans For Diversity campaign."**



## HEROES AND COMMUNITY RECOGNISED TO CONCLUDE SEASON OF ACTION

**Yaya Toure, Lincoln Moses, and Mohammed Jama were all honoured as Kick It Out hosted a day celebrating the valuable contribution grassroots volunteers make to the landscape of football to conclude its second 'Season of Action'.**

Taking place within the surroundings of Wembley Stadium on 27 May, the organisation held a youth 5-a-side football tournament during the day followed by a community awards in the evening at Wembley Learning Zone.

Two tournaments were held simultaneously for boys and girls at the PowerLeague 5-a-side centre with teams from London and Bradford competing.

This was followed by an evening of reflection and celebration as the organisation finished its 'Season of Action' with an Awards ceremony.

Manchester City star Yaya was chosen for the Laurie Cunningham award, which recognises an outstanding contribution made to tackling discrimination from within the professional game.

Yaya said of his accolade: "It's an honour to receive this award. Challenging racism is vital and all of our responsibility. I am glad I can use my voice to speak for those who are not heard."

"I am particularly pleased to pick up this award, as it is named after Laurie Cunningham – a pioneer and great footballer!"

The Trevor Hutton award, named posthumously after the great community leader and grassroots coach who was based in Brent, was awarded to Lincoln Moses MBE.

Lincoln has been a key figurehead for inclusive sporting activity in the Birmingham area and was involved in the creation of the Holford Drive Sports Club, which opened in late 2014.

Lincoln said: "I'm just a figurehead, and for any award that I win, it is a win for the entire community."

The Kick It Out award recognised an exceptional person involved with grassroots and community activity for the 2014/15 'Season Of Action'. The winner of the award was Mohammed Jama of AFC Wembley.

Mohammed said: "I was stunned as I wasn't expecting it. It's difficult to accept an award as an individual when you know there's an entire machine behind you that allows you to do what you do".

## REPORTING AT GRASSROOTS LEVEL

- 75** cases reported to organisation
- 99%** cases investigated by The Football Association
- 35%** of reports opened are still under investigation by the FA



**75% Race**

**4% Sexual Orientation**

**5.5% Faith**

**5.5% Disability**

**12% Gender**

# COLLABORATING WITH CLUBS

Working with professional clubs and players offers Kick It Out a platform to show its work, while allowing clubs to firmly embed themselves into their community. Clubs, players, fans, match officials and media all play an understated but key role in the visibility of Kick It Out.

## SEASON OF ACTION

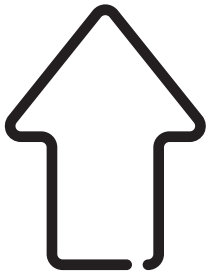
**Ninety of the 92 Premier and Football League clubs showed their commitment to Kick It Out, with several clubs hosting their own events in the run up to their day. Once again, clubs were asked to nominate a game at any point in their season, moving away from the traditional fortnight of action that had previously provided a high-profile, but temporary campaigning platform.**

All clubs were supplied with complimentary resources, including t-shirts, badges, stickers, flags and magazines, to ensure our branding was visible at 'Season of Action' matches, and a number chose to tie the initiative in with non-matchday educational event.

Notable activities included Coventry City, who went into schools with Reda Johnson and James Maddison, offering young people a chance to design a match

programme cover on the theme of equality, while Arsenal encouraged South Asian participation in football with their 'Headscarves to Football Scarves' initiative.

**YORK CITY'S WES FLETCHER SCORED THE 100TH GOAL IN OUR SEASON OF ACTION**



**1,470,047 PEOPLE ATTENDED A SEASON OF ACTION GAME IN 2014/15, AN INCREASE OF ALMOST 32%**

## YAYA TOURE

**Manchester City and Ivory Coast midfielder Yaya Toure visited the Kick It Out offices in London in May.**

One of the most iconic footballers in the world, Yaya has been providing assistance to FIFA's Anti-Discrimination Task Force since its creation in March 2013 and wanted to meet Kick It Out's staff team to gain more of an understanding of the organisation's work across football.

*"I wanted to thank the campaigners at Kick It Out for their work. I have been supported by the campaigners in the office when I received racist abuse on Twitter. So I know first-hand how Kick It Out can help. This visit also provided an opportunity to learn more about how we can challenge issues of racism and all forms of discrimination. It was important for me to listen to their experiences and ideas."*



## MATCH PROGRAMMES

To provide a permanent means of differentiating a club's nominated game from its other fixtures, Kick It Out encouraged clubs to place its logo on the front cover of their programme. Over 30 clubs did this, becoming a regular offering from Kick It Out to professional clubs and serving as a reminder of clubs' commitment to Kick It Out.

## EQUALITY STANDARD

The three-tiered Standard was launched in March 2009, and helped football clubs to recognise existing partnerships, activities, and projects they delivered to under-represented groups and individuals, which as well as helping clubs engage better with their communities, helped them to identify target markets and fans for the future.

It encompassed all areas of diversity and aimed to ensure that individuals were not discriminated against on the grounds of age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion/belief and sexual orientation.

During the 2014/15 season, two clubs advanced to new levels of the Standard, which is made up of three levels of achievement, after their applications, with our guidance, passed the assessment of an independent accreditation panel.

The Standard was replaced at the end of the season in the Premier League by the Premier League Equality Standard. Football League clubs work toward their Code of Practice. Kick It Out support clubs in working towards them.

### Football League clubs whose scholars have undertaken equality and diversity training in the 2014/15 season:

Brentford, Preston North End, Wigan Athletic, Doncaster Rovers, Scunthorpe United, Southend United, Cheltenham Town, Huddersfield Town, York City, Plymouth Argyle, Torquay United, Sheffield United, Sheffield Wednesday, Fleetwood Town, Luton Town, Blackburn Rovers, Bolton Wanderers, Leyton Orient, Cambridge United, Dagenham and Redbridge, Colchester United



## CASE STUDY - BIRMINGHAM CITY

Birmingham City became the only Football League club to hold a current Intermediate Level, while in the Premier League, six teams hold the Intermediate or Advanced Levels of the Equality Standard.

The club aimed to prove that equality and inclusion is integral to everything they do as a club.

The Blues were monitored in their building of relationships with local under-represented communities and had to present demonstrable evidence of the implementation of their equal opportunities policy and deliver appropriate training to all staff, including manager Gary Rowett and his coaching staff.

Some of the work they did showed their assessment of the local community and how they attempt to embed themselves within it.

Among these, Birmingham City consulted with some of its Asian supporters at a special get-together and provided fitness sessions for disabled supporters.

Further, Blues have backed LGBT-friendly football club Birmingham Blaze.

*"With Birmingham City being the only Football League club to hold the current Intermediate level, we hope this award will spur other clubs to meet the minimum level of the Code of Practice and progress to the preliminary level of the Equality Standard."*

### RISHI JAIN

#### Advanced Level:

Chelsea, July 2015

#### Intermediate Level:

Birmingham City,  
July 2015



## PROFESSIONAL PLAYERS AND THE NEXT 20



**Professional footballers play an important role in ensuring our messages of equality and inclusion reach the vast audience who idolise the upper echelons of the sport.**

Following on from the success of the 'Next 20' initiative debut season in 2013/14, the chosen ambassadors from all levels of the professional game continued to show their support for the organisation in 2014/15.

Arsenal and England Women's star Jordan Nobbs visited Mount Carmel Catholic College for Girls to speak about her experiences in the Women's game.

AFC Bournemouth striker Callum Wilson followed on from Jordan as he spoke to students at Glenmoor and Winton Academies before going on to clinch the Championship title with the Cherries.

Another Championship promotion winner was Nathan Redmond of Norwich City. Nathan joined us at



Great Yarmouth High School in his role as an ambassador where he spoke to Year Nine schoolchildren on how racism affected him growing up in football.

Stoke and England goalkeeper Jack Butland went to Stoke-on-Trent College where he played an active role in a Kick It Out anti-discrimination workshop.



Other ambassadors to show their continued support in 2014/15 were Everton and Belgian striker Romelu Lukaku, Manchester City Women's star Toni Duggan, Nathaniel Chalobah, Romaine Sawyers, Jason Lowe, Michael Harriman, Ben Davies, Wes Foderingham, Carl Jenkinson and Daniel Powell.

*"It is important for me to be here in my role as a 'Next 20' ambassador for Kick It Out, to teach young people how to handle discrimination and treat people with respect."*

**ROMELU LUKAKU**



# SUPPORTING ASPIRATIONS

*One of Kick It Out's aims is to diversify the workforce of football by giving people structure and confidence. Our Mentoring and Leadership Programme does this by using role models and mentors to inspire, while Success Stories can provide a pathway for the next generation of football's workforce.*



## RAISE YOUR GAME

**London attracted people from across the UK for two days as Raise Your Game brought football's present workforce together with its future.**

The Raise Your Game conferences are special events aimed at providing structure to the aspirations of those who wish to work in and around football, providing them with guidance and inspiration from people who have already overcome barriers to work at some of the largest organisations in the game. One to one mentoring sessions are held in several different areas

of football, including media and communications, grassroots and community activity, football administration, sports science, physiotherapy and psychology, and the work of licensed agents and player services.

The 2014/15 season saw two events held under the Raise Your Game banner.

## WOMEN'S EVENT

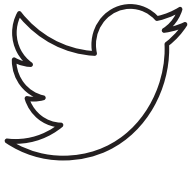
West Ham United's Boleyn Ground hosted an event aimed specifically at increasing the participation of women in football. All mentees and mentors on the day were women, and

there were speeches from Kelly Simmons, Head of National Game at The FA and Shelley Alexander, the BBC's Editorial Lead on Women's Sport.

## ANNUAL CONFERENCE

Hosted at the Emirates Stadium, the home of Arsenal. Over 300 mentees from across the UK were joined by 100 mentors, with speeches given by Miles Jacobsen OBE, Studio Manager at Sports Interactive and our Chair, Lord Herman Ouseley. BBC Sport, Careers in Football and former mentee Jazz Hervin delivered workshops.





**#RYG WAS TRENDING  
IN LONDON DURING  
RAISE YOUR GAME  
2015 – THE FIRST  
TIME KICK IT OUT HAS  
TRENDED ON TWITTER**

## NEWSLETTER

A monthly newsletter was created by Kick It Out to keep mentees informed of their peers and the latest jobs in football.

## SUCCESS STORIES, IN THEIR OWN WORDS

### SANDEEP CHOHAN

RYG 2014, now Ticketing Administrator at Chelsea

“An exercise with Clive Tyldesley helped me a lot. He asked me to sell myself and answer ‘why would I employ you’ and he gave me feedback on how I can improve these answers for interviews which was a great help.”

### REBECCA JAMES

RYG 2015, now Communications at Arsenal FC

“It wasn’t luck that got me the job at Arsenal; I had worked very hard previously to give myself the chance of getting a job in football. But at the same time if I hadn’t attended Raise Your Game I probably wouldn’t have got the opportunity.”

## MENTORS

Several mentors offered advice from their own journeys into football.

### MARCUS GAYLE

Staines Town Manager 2012-2014 and former Jamaica International

“I’d like to think I’m an approachable individual and I’m looking forward to passing on my knowledge to the next generation. It would be easy to say the same thing to every mentee that I speak to, but I don’t think that will add any value. What I’ll do is listen to the person in front of me and tailor my advice to the mentee.”

### CLIVE TYLDESLEY

ITV Lead Football Commentator

“The Raise Your Game conference is the real essence of Kick It Out. Or it is for me, anyway. On the surface, it provides an opportunity for people seeking careers in and around football to be mentored by a variety of professionals within the game.

## DELIVERY GROUP

The aim of the Mentoring Delivery Group is to guide and support Kick It Out’s strategies, objectives and actions in relation to the Mentoring Programme.

### Chair

#### Shelley Alexander

BBC, Editorial Lead,  
Women in Sport

### Members

#### Michael Bennett

Professional Footballers’  
Association, Head of Player Welfare

#### Kevin Coleman

The Football Association  
Inclusion Projects Coordinator,  
Governance and Regulation

#### Andy Evans

QPR Community Trust, CEO

#### Colin King

Black and Asian Coaches  
Association, Chair

#### Andrew Muhammad

Educational Consultant

#### Leanne Norman

Leeds Carnegie University,  
Senior Research Fellow

#### Riz Rehman

Zesh Rehman Foundation,  
Education and  
Community Sports  
Development

# FANS

*Fans play an important role in shaping the social construct of their club as well as the sport as a whole. Working in partnership with the Football Supporters' Federation, the organisation run the 'Fans For Diversity' campaign, which aims to encourage inclusivity amongst supporters of clubs across all levels.*

## FANS FOR DIVERSITY FUND

**In January, 'Fans For Diversity' launched an application process for their fund aimed at encouraging and helping with the facilitation of fan-led activity celebrating equality and diversity in football.**

This has led to numerous successful projects being delivered by fans from a range of football clubs. These have included the formation of the Bangla Bantams, a supporters group for Bradford City Football Club originating from the local Bangladesh community. The Fund also allowed Soccer League UK to host its finals tournament at Vicarage Road, the home of Watford FC.

Kick It Out and the FSF are now looking for more events and activities to support through the 'Fans for Diversity' fund, and are inviting football supporters to put forward their own ideas for fan-led activity which promotes diversity and takes a stand against discrimination.

## CREATING PRIDE WITHIN FOOTBALL

**Alongside the Football Supporters' Federation (FSF), the Gay Football Supporters' Network (GFSN) and Lesbian, Gay, Bisexual and Transgender (LGBT) fans hosted their first joint event for LGBT supporters entitled #Prideinfootball, at the Grange St Paul's Hotel in central London in November.**

#Prideinfootball, which forms part of 'Fans for Diversity' campaign also supported by Football V Homophobia (FvH), gave fans a chance to meet face-to-face to celebrate and discuss the rise of LGBT fans' groups over recent years, and to share what they have achieved so far whilst focusing on how they build on this success.



The event was followed up with a second event in Manchester at the Etihad Stadium in February 2015 as #Prideinfootball goes from strength to strength.



## WOMEN'S INVOLVEMENT IN THE GAME

**We engaged with women supporters throughout the 2014/15 season with two key initiatives bringing ideas and opinions together on how to challenge misconceptions.**

The 'Fans For Diversity' campaign carried out a survey on women who attend football matches. Following the survey results, The 'Fans For Diversity: Women at the Match' report looked at a number of issues around football and also looked into some of the prejudices women face when going to, watching, and leaving football matches.

The results have helped Kick It Out and the FSF understand more about the issues women face in supporting their clubs or attending matches in general.

'Fans For Diversity' also held an event to discuss the experiences of women football supporters in a panel debate. Held at Amnesty International UK, the event was set up through the joint Kick It Out and Football

Supporters' Federation campaign to encourage more discussion and understanding of the concerns of women supporters.

Hosted by Roisin Wood, Director of Kick It Out, the debate began with the panellists, Fiona McGee, FSF National Council member, Helen Wright of London Sunderland Supporters' Club, Katrina Law, Chair of Tottenham Hotspur Supporters' Trust, and Hayley Bennett, Kick It Out's Education Officer and an Arsenal supporter, explaining their paths into supporting their own clubs and the issues they have faced as women football fans.

The discussion was opened to the audience, who were invited to offer their own thoughts, and the opportunity to ask the panel questions on the topics surrounding women fans. Issues raised during the debate included women having to "prove" themselves as dedicated supporters of their team, sexist chanting at football grounds, social media abuse and the difference in atmosphere between men's and women's games.



## EDUCATION - UEL

**Kick It Out and the 'Fans For Diversity' campaign visited the University of East London (UEL) at its Docklands Campus in February for a one-day conference on discrimination issues within football and society.**

Part of Kick It Out's Education Programme, staff from our organisation and the Football Supporters' Federation (FSF) delivered a workshop to Sports Journalism students and took part in a panel discussion focused on discrimination in the game.

Hayley Bennett, Kick It Out's Education Officer, spoke to the students on issues of racism and sexism, while Anwar Uddin, the FSF's Diversity and Campaigns Manager, explained in detail the lack of Asian participation in the sport and what the 'Fans for Diversity' initiative is doing to make football inclusive for all fans.

Students were also asked to complete a series of activities linked to their course with the focus on delivering the organisation's key messages of equality and inclusion through their journalistic skills.

# PARTNERS



*Kick It Out is funded by football. The Football Association, the Premier League, The Football League and the Professional Footballers' Association remain key funders and supporters of our work, while providing key support in our delivery.*

**Kick It Out has continued to expand beyond football and sport as it seeks to not only maintain its existing relationships but build new ones that help the organisation to achieve its goals.**



Now in its 15th year, Sports interactive has been a key partner in raising awareness of Kick

It Out through their industry-leading simulation game Football Manager.

As part of the partnership, the Kick It Out logo is featured at the start of their best-selling game Football Manager 2015 and has been seen over 70 million times, with its advertising boards featuring in over 350 million simulated games across the world.



The RPS has become an essential part of Kick It Out's events team. The partnership is mutually beneficial: Their talented members give their time up to attend our events, and in return, have a living, evolving scene that they document on Camera.



Passion has helped Kick It Out access a grant available from Google which has enhanced the organisation's visibility online.



Our partnership with the investment bank continued into a second year as we visited their Central London headquarters to deliver a workplace equality awareness day. Investec staff visited Kick It Out during the day to learn more about the organisation and share examples of best practice they had applied through their own workplace.



The League Managers' Association helped

facilitate three equality and inclusion events for their members to attend in conjunction with Kick It Out. Events were held in London, Burton and Manchester. This partnership will be developed to support managers with equality and diversity issues.



Continuing our partnership with the sportswear manufacturer, Mitre provided equipment for our Community event in Brent, and gave us primary sponsorship rights for three teams in a six-a-side tournament they organised.



Kick It Out became the first organisation to team up with charity crowdfunding firm Wear Your Support to create a bespoke pair of branded earphones with a unique way of purchasing.





Our work with the Homeless FA saw the Kick It Out logo on the front of their kit as they aim to empower men and women experiencing homelessness to change their lives in ways which go far beyond football. All players had to sign their code of conduct which, for the first time, included input from Kick It Out. Our work with the Homeless FA extends to delivering education workshops at their St George's Park training base.



Our work with The FSF continues to shed light on underrepresented

sectors of football. Anwar Uddin, the FSF's Diversity and Campaigns Manager continues to share office space with Kick It Out and was instrumental in setting up Pride in Football, the umbrella organisation that represents and offers guidance to LGBT supporters' groups.

'Fans for Diversity', launched in 2014, continues to financially support fans with aspirations to celebrate the diverse nature of English football through matchday activities, with links established across the entire football pyramid.

BPP University supported the work of our Education Programme through our 'Kit 'Em Out' competition. As well as featuring on the winning kit and helping to judge the competition, BPP University also arranged for Doncaster Belles footballer Bethany England to award the winners their prizes.



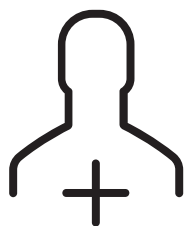
Kit 'Em Out  
24<sup>th</sup> June 2015



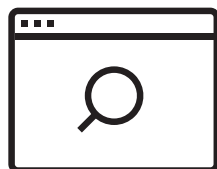
## WEBSITE, SOCIAL MEDIA AND COVERAGE

The Kick It Out website remains the first point of contact for people looking to learn about the latest from the organisation.

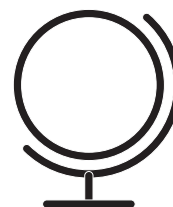
Kick It Out took advantage of new channels in 2014/15, joining Instagram to use unique images from football to spread its message.



**565,424 VISITS TO THE WEBSITE WERE FROM NEW VISITORS**



**1.9 MILLION PAGE VIEWS WERE DELIVERED TO USERS**



**66% OF VISITORS WERE FROM OUTSIDE THE UK**

Our followers on social media **increased by 31%**. This means that over 52,000 people see our latest news as it breaks.

**TWITTER 44,375**

**FACEBOOK 6,501**

**INSTAGRAM 790**

*"I would like to thank everyone at Kick It Out for their invaluable support. I am very excited about what this partnership will enable both organisations to achieve."*

**GARETH PARKER  
HOMELESS FA**

#MyMatchdayView is a simple idea which encourages fans to take a picture of where they're watching football from. These tweets have been picked up by professional clubs and have featured from as far away as Brazil and Japan.

**#MYMATCHDAYVIEW**

# FINANCES

## Income Analysis 2014/15

<b>CORE FUNDING</b>	£ 635,000	73%
<b>FANS FUND PROGRAMME</b>	£ 28,450	3%
<b>INVESTMENT INCOME &amp; OTHER INCOME</b>	£ 209,789	24%
<b>TOTAL INCOME</b>	£ 873,239	100%

## Expenditure Analysis 2014/15

<b>PROFESSIONAL FOOTBALL</b>	£ 206,404	29%
<b>GRASSROOTS FOOTBALL</b>	£ 76,104	11%
<b>COMMUNITY</b>	£ 100,178	14%
<b>WEEKS OF ACTION</b>	£ 3,752	1%
<b>GOVERNANCE</b>	£ 32,054	5%
<b>SCHOLARS TRAINING</b>	£ 48,750	7%
<b>FANS PROGRAMME</b>	£ 39,296	6%
<b>EDUCATION</b>	£ 45,881	7%
<b>CONFIDENTIAL REPORTING</b>	£ 65,545	9%
<b>PROFESSIONAL PLAYERS</b>	£ 51,451	7%
<b>FUNDRAISING COST</b>	£ 33,340	4%
<b>TOTAL EXPENDITURE</b>	£ 702,755	100%

## Kick It Out

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**Visit** [www.kickitout.org](http://www.kickitout.org)



@kickitout



facebook/kickitoutofficial



instagram.com/kickitout

**“ RESPONSIBLE  
LEADERSHIP FROM  
ALL IN THE GAME  
AND AT EVERY LEVEL  
IS NEEDED**

...

**AND NEEDED NOW ”**

LORD HERMAN OUSELEY  
CHAIR, KICK IT OUT

Kick It Out is supported and funded by the game's governing bodies,  
including The Football Association, the Premier League, the Professional  
Footballers' Association, and The Football League

