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Asians in Football



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Asians in Football

This document aims to set out the following:

- What work is being done by The FA to encourage greater participation in football by the Asian community
- How is The FA tackling the issues facing the Asian football community that prevent or restrict participation
- Examples of good practice from all levels of the game.

Background

The Football Association is unequivocal about its role in determining that football is free from discrimination and harassment, and in promoting the involvement of people from all backgrounds in football. In 2002 The FA Board approved the broad Ethics and Sports Equity Strategy to co-ordinate all our work in this area and to identify issues we still had to tackle or needed to improve on.

The FA also produced a five year development strategy with a clear vision of increasing participation within all sections of society, ensuring that football truly provides opportunities for all. Within the strategy there is specific reference to social inclusion, community development, women's and girls' football, disability football and minority ethnic communities.

Football For All

To help communicate The FA's ethics and sports equity portfolio we created Football For All. This proudly sits under The FA crest and encompasses our work in areas such as race equality, diversity, faith, social inclusion, homophobia and our opposition to abuse and discrimination.

For more details on Football For All and to download a copy of The FA's Ethics and Sports Equity Strategy please go to www.TheFA.com/FootballForAll, call 0800 085 0508 or e-mail FootballForAll@TheFA.com

Co-ordination of Policy and Planning

All Agency Review Team

Quarterly meetings, led by The FA and including the PFA, the LMA, the FL and the FAPL, look at implementation of ethics and sports equity with a focus on equal opportunities and race equality. The group has produced a ten-point Action Plan with targets agreed for all agencies. The issue of Asians in football is on the agenda for us to look at across the game.

Intermediate Level Race Equality Standard

The FA has achieved the Intermediate Level of the Sporting Equals Race Equality Standard. Sporting Equals is a project funded by the Commission for Racial Equality (CRE) and Sport England to monitor race equality issues in governing bodies of sport. The

FA is now working to achieve the Foundation and Preliminary levels of the new Equality Standard.

Whole Sport Plan

Football is a priority sport for Sport England and in order to receive grant aid The FA has produced a Whole Sport Plan that includes targets for ethnicity.

CRE Report

The FA has been working with the CRE to agree targets and an action plan following their survey of the football industry.

Kick It Out (KIO)

We continue to fund KIO as well as other anti-racism organisations such as Show Racism the Red Card.



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Opportunities to Participate and Progress

Burns Review, Co-options, Expert Advisors and Advisory Groups

There is a lack of representation from black and minority ethnic communities on boards, councils and committees. As well as encouraging individuals from the whole community to stand for election, The FA has started a programme of co-options onto committees where there are gaps in skills, knowledge and experience. This is on hold during consideration of the Burns Review.

The Burns Review has a central theme of the need to ensure that decision making structures are representative of football and the diverse communities in England. The work done on the co-options project has fed into the review process.

In order to improve the consultative process and support our committees with

their decision making we have established an FA Advisory Group for Race, reporting to the Football Development Committee – a key committee within The FA.

Asians in Grassroots Football Project

We are currently working on a survey of Asian clubs and leagues in the country to build a network of contacts and to determine the number of Asian leagues and clubs. In addition, we are asking what links those clubs have with professional clubs; what provision they have for young people; any barriers they have identified to progression and what help they need to develop further.

Young, Male Asian Talent

We are working with members of the Asian community and talent scouts to identify what training could be offered to talent scouts and what can be done to improve and develop

good relationships between the professional clubs and the Asian community.

We have been involved in a research project focusing on Indians and football and from this we will be developing some models of best practice for professional clubs to adopt with regards to young, male Asian talent.

We are also documenting examples of good practice from Football in the Community schemes to share with clubs at customer service training during the year. For example, the Bradford Cohesion in Football project, running school holiday schemes for youngsters aged 5-13 years, has now submitted a bid for a cohesion officer to work in the poorer areas of Bradford, which happen to include a large percentage of Asian inhabitants. This will help to identify talent and to recommend youngsters to their school of excellence.

Opportunities to Participate and Progress

Hat-Trick Project

The FA has secured partnership funding from both UEFA and the Office of the Deputy Prime Minister (ODPM) for its Hat-Trick regeneration programme, a three-year scheme that will see the appointment of 19 community football workers. They will be working in the country's most deprived wards, which also have a high ethnic minority population. Their role will be to provide a range of

football opportunities for young people aged 7-16, while helping to address issues such as health, social exclusion and anti-social behaviour.

Schools

We have developed an anti-racism resource for teachers to use in Key Stages 2 and 3.

County Football Associations (CFAs)

The FA grant aids the County

FAs to deliver against key performance indicators and this includes targets for ethnicity in all programmes. There are approximately 100 projects run through the CFAs that will have some impact on the Asian community and a large number specifically targeted at the Asian community. We have highlighted a few examples of these in the table below:

County FA	Examples
Manchester	The CFA runs football tournaments for the Asian community including one to celebrate Eid; organises football festivals at the local Melas and runs a 5-a-side league specially for the Asian community
London	The FA is supporting the Asian Football Forum to share best practice between members of the Asian community, to provide networking opportunities and to run coaching schemes with the intention of setting up clubs to play in local leagues
Leicestershire and Rutland	The CFA runs a School-Club Link Programme with Bharat FC
Birmingham	The CFA works with an unaffiliated Asian league to support their development and affiliation; CFA and Aston Villa FC run a football league for mainly Asian youngsters (85 per cent Asian) and the CFA organised an Asian and Muslim girls' coaching project leading to the formation of a new club
West Riding	An Asian representative now sits on the CFA Council and the CFA has established a Race Equality Development group and action plan
Hampshire	The CFA has set up a late night league in Southampton for 16-24 year old, Asians and Somalians. Designed as a diversionary activity in an area where there had been racial tensions many players are now in clubs in a mainstream league
Oxfordshire	Pakistani and Bangladeshi adults previously playing 'kickabout', have been supported by the CFA to train coaches, increasing numbers and supporting them to develop and join a Sunday league
Bedfordshire	The CFA is working with local community groups including the Bangladeshi Youth League and Asian community leaders to support clubs to apply for Football Foundation grants

Opportunities to Participate and Progress

In addition The FA has supported a number of projects within clubs such as:

- The Leicester Soccer for All scheme, which offers coaching courses for the local community, and development centres targeting areas of high Asian population. The most talented players are referred to the Leicester City FC Academy. The club has now appointed an Asians in Football Officer at the club to work in the community
- West Ham United Asians in Football project is a major scheme working with the local Asian community, based around a new community sports facility. Development schemes operate in the local community and the

best youngsters are referred to the Academy. The project has recently been successful in attracting a major grant from the Football Foundation to develop its activities.

Refereeing

The FA has set up a working group to develop an equality action plan which will set targets for the involvement of ethnic minorities in refereeing.

Coaching

The FA is in the process of producing a coaching development strategy which will contain targets for ethnic minorities as coaches and coach educators.



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Raising Awareness



Communications Strategy

- We have a detailed communications strategy which sets out our priorities to engage minority ethnic communities, including the media and community groups. This includes the distribution of job opportunities and news.
- TheFA.com has a Football for All section and regularly features stories about ethnic minorities and football.
- The FA contributes a monthly Football for All column to The Voice – the leading black newspaper, Eastern Eye and AWAAZ news.
- The FA has established communications groups with black and minority ethnic community representatives to hear a more diverse set of views. In addition we have

developed a database of ethnic media journalists with whom we communicate regularly.

- The FA has appointed high-profile Ambassadors to support our work in ethics and sports equity. Aman Dosanj, the first British Asian to represent England, was among the first to accept the invitation.
- We produce information cards, leaflets, posters and reports to publicise the work we do.

Football For All Conference

The FA has held two Football for All Conferences aimed at minority ethnic community groups, one in Derby and one in Bradford. Both conferences have allowed us the opportunity to hear issues directly from community groups working with

ethnic minorities and for The FA to give an update on progress. A third Football for All conference will be held in Walsall in December.

Team England

England matches feature banners in support of tackling racism, as do match programmes and we printed a special photo of the EURO 2004 squad featuring an England against Racism banner. Sven-Göran Eriksson and members of the squad have given support and been filmed talking about racism. The team wore special shirts carrying an anti-racism slogan and the Kick It Out logo for the international friendly against Holland in February 2005.

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Education and Training



Diversity and Sports Equity Training

We have developed a three-hour workshop to be delivered throughout football. The first cohort of 50 tutors has been identified and trained. The workshop is being formally launched in early autumn.

Race Equality Specific Training

We have piloted an addition to the Basic Referees' Training where racist language and gestures are defined so that it is clear to every referee what could be deemed as racist. This falls under Law 12 - offensive, insulting and abusive language or gestures. Referee Instructors have been working with the new guidance from January 2005, with existing referees

being targeted through regional refereeing seminars.

We have also developed a module on dealing with racism in the training course for match day stewards.

FA Learning

The FA has completed a broad audit of the Level 1 Coaching award against ethnicity, disability and social inclusion to provide a best practice framework for use in football. We are now looking at the recommendations from that project within FA Learning.

The FA has developed an action plan to encourage more ethnic minorities to become coaches at all levels of the game and is undertaking an audit of Coach

Educators to establish targets for ethnic minority representation.

Diversity Competence Training Strategy

The FA, the FAPL and the FL have agreed a collaborative approach to diversity competence training across the whole of the football industry. Competencies have been agreed at three levels and The FA is about to finalise the training package for grassroots clubs now that we have trained 24 tutors and three mentors to deliver this product. We are also looking at providing training and awareness raising in the specific area of race equality to build on the generic training.

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Rules and Regulations



Review of The FA Handbook

We have started a review of The FA Articles of Association, Rules, Policies and Procedures against ethics and sports equity principles. This will include a review of the standardisation of sanctions and enforcement. Rule B5 (regarding the playing of football on religious holidays) was redrafted to be more inclusive for the AGM in 2005.

Report Racism Project

The FA launched this project at Millwall FC prior to the club's FA Cup Semi-Final appearance in 2004. It started as a partnership between The FA, the Met Police and Millwall FC. The focus of this is for reporting of racial abuse at all levels of the game, but particularly at grassroots level. It involves a freephone Report Racism number, an e-mail reporting facility, posters and cards carrying information on how to report abuse. The project has

now developed into a national campaign with posters and cards being distributed to every club in the country.

We are working with the Association of Chief Police Officers to develop a relationship with all police authorities similar to that which we have in London. This project also involves an information sharing agreement with the Met Police and their training for the freephone telephone operators. A film, featuring Asian players, accompanies the project and has received extensive praise and been shown on national and local TV. The Report Racism line is 0800 085 0508 and the e-mail address is FootballforAll@TheFA.com

The FA has appointed a Case Manager to consider any discrimination or harassment cases within The FA.

Sanctions of Clubs and Leagues Constitutions

The FA is currently reviewing all the competitions we sanction which have any form of restrictive practice in their rules.

Religious Guidance

The FA changed a rule at the last AGM to ensure that we are inclusive and as up to date as we can be. The change means that no player (unless under written contract) shall be forced to play on dates of bona fide religious festivals. Previously this had been restricted solely to Christian festivals. This was in direct response to an issue in grassroots football concerning playing during Ramadan.

The FA regularly provides guidance on areas where there is religious or cultural sensitivity, such as the wearing of shorts.

Monitoring and Evaluation

Sports Equity Monitoring

Undertaken annually for members of The FA Coaches Association, referees and members of englandfans, we are now implementing monitoring for contracted players and coaches as well. In addition we are undertaking a major survey of all 37,000 clubs in the country to ascertain the ethnic make up of grassroots football.

Research

In a joint project with the University of Leicester we are looking at how cultural change has been promoted nationally by The FA and its implementation at grassroots level.

The FA takes its role as guardian of the game seriously and is determined to live up to its message of Football For All.

