STRENGTH COMES IN NUMBERS...
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Editor - Liam Thompson

The Fans for Diversity 2018-19 review has benefited from the contributions of Anwar Uddin, Maria Horner, George Starkey-Midha, Micky Singh, Nilesh Chauhan, Chris Paouros and David Shaw.

All images via PA Images unless otherwise stated.
Football fans are the game’s most potent weapon in the fight against discrimination, and the Fans for Diversity programme is turning ever greater numbers of supporters into ambassadors for diversity, committed to making football more inclusive and welcoming for all.

At a time in which racism and other forms of discrimination appear to be on the rise in society, it is crucially important that football stands firm against prejudice and division. Fans need to be empowered to play a full part in ensuring that football grounds become and remain places where we all feel comfortable, where everyone feels respected and included.

We are proud of the contribution that the Fans for Diversity programme has been able to make in enabling football fans to demonstrate in practice their commitment to this ideal. We have been able to support some powerful and inspirational examples of inclusion and diversity and have pioneered new areas of work in challenging and changing discriminatory behaviour.

We would like to extend our thanks to Anwar Uddin and Maria Horner, the FSA’s two staff members who deliver the Fans for Diversity programme, for their creativity, energy and enthusiasm. Thanks are also due to the other members of both the FSA and Kick It Out staff teams who have supported their efforts, in particular the Kick It Out reporting officers Louis Bamgboye and George Chambers, and education officer Osei Sankofa.

Thanks to all their hard work, much has been achieved. There remains however a great deal to do, and we would urge everyone to get involved and play your part.

Kevin Miles
Chief executive
Football Supporters’ Association

Roisin Wood
Chief executive officer
Kick It Out

FANS FOR DIVERSITY IS A PROGRAMME OF ACTIVITIES AND INITIATIVES MANAGED IN PARTNERSHIP BY THE FOOTBALL SUPPORTERS’ ASSOCIATION AND KICK IT OUT. WE GRATEFULLY ACKNOWLEDGE THE SUPPORT OF OUR FUNDERS, THE PREMIER LEAGUE FANS FUND AND THE FOOTBALL ASSOCIATION.
ABOUT THE CAMPAIGN

MISSION STATEMENT:

THE FANS FOR DIVERSITY CAMPAIGN IS A JOINT PROJECT BY THE FOOTBALL SUPPORTERS’ ASSOCIATION AND KICK IT OUT. IT’S BEEN RUNNING SINCE 2014. ITS AIM IS SIMPLE – TO CELEBRATE DIVERSITY IN FOOTBALL TO ENSURE ALL FANS FEEL SAFE AND WELCOME AT THE GAME, REGARDLESS OF; AGE, DISABILITY, GENDER, RACE, FAITH, SEXUAL ORIENTATION OR ANY OTHER PROTECTED CHARACTERISTIC.

Football tribes, football colours and the love for your team - those are the only things which should separate one fan from another.

We understand the euphoria football can bring and the passion of being part of a community; shared experiences, the highs and the lows, all ‘in it’ together. We believe no one should feel excluded from something which connects people in a way nothing else can.

That’s the aim of the Fans for Diversity campaign, to support and empower people to enjoy a fantastic matchday experience – to overcome exclusion or a perception of exclusion, to engage clubs and other supporters to welcome those who might believe football is for ‘them’ not ‘me’.

This is not about sanitising the game and taking away what makes supporting a football team special. It’s about making fan bases representative of communities across the country, about acknowledging and developing matchdays which can be enjoyed by everyone, and about making sure your background doesn’t hold you back from being involved in the game. Pies and pakoras; Bovril and beer; a rainbow flag? They’re all welcome in football; we’re all fans with the same goal.

Being visible, being welcomed, being accepted. It’s a difficult journey for some and we want to make it easier, making football a place where people can enjoy our national game without fear of discrimination and abuse. Bangla Bantams, Proud Lilywhites, Lady Imps, Blues for All, Apna Albion, Villains Together, Rover and Out, are just some of the groups championing our aims... and we know there are huge numbers of supporters actively making a difference.

If you want to find out more about what we do, read on....

WANT TO GET INVOLVED?

We have a small grant fund to help with your ideas so if you would like to create an event, a project or start a supporter group please contact us:

anwar.uddin@thefsa.org.uk
maria.horner@thefsa.org.uk

THREE KEY AIMS

1. To communicate with people who may not think football is for them (including marginalised and underrepresented communities) and to build bridges between those people, existing supporters and football clubs to create space for a welcome for everyone at football.

2. To help those groups be more visible and accepted into the landscape of the football community. Therefore encouraging more people to attend matches to support their club and community.

3. To educate and challenge the narrative around discrimination and abuse. One way we do this by bringing people of different backgrounds together in solidarity - football is for everyone and if you share the same team even more so!
FANS FOR DIVERSITY AT FIVE

AN ESTABLISHED AND RESPECTED CAMPAIGN

IT’S BEEN ANOTHER BUSY YEAR FOR THE FANS FOR DIVERSITY CAMPAIGN AS WE CONTINUE TO GROW AND DEVELOP OUR WORK ACROSS ALL STRANDS OF DIVERSITY.

Now almost every weekend somewhere in the country there will be a Fans for Diversity event, and we’re extremely proud of the work we’ve done helping supporters over the last five years.

The campaign’s work has expanded rapidly to cover all diversity strands - including LGBT+, black and ethnic minority backgrounds, disability, sexism, gender and more - so that fans from all walks of life feel confident coming to us for help with their initiatives.

“We’re really pleased with how the campaign has grown over the last five years,” Fans for Diversity Campaign Manager Anwar Uddin said. “Particularly how it’s broken out of the diversity bubble and reached the mainstream.

“THERE ARE NOW FAN GROUPS SUPPORTED BY FANS FOR DIVERSITY IN NON-LEAGUE FOOTBALL AND EVERY PROFESSIONAL LEAGUE. “IT’S BEEN REALLY REWARDING TO WATCH THE FAN GROUPS WE’VE SUPPORTED FROM INCEPTION ESTABLISH THEMSELVES AND CARRY THE DIVERSITY MESSAGE INTO THEIR FANBASES.”

Last July, Maria Horner joined Fans for Diversity to specifically build and spread the campaign’s work in non-league football.

Maria, who helped established the Lady Imps fan group at Lincoln City, says there are huge numbers of people who haven’t experienced a match but who carry misconceptions and fears. Some based on negative media coverage, which hasn’t until more recently begun to balance out with the reality of the match going experience. She said: “Over my first year with the FSA it’s been a pleasure to extend the Fans for Diversity campaign’s ground-breaking work into non-league football.

“We’re showing people that there is great live football on their doorstep, and helping those who wouldn’t normally consider it get into the match-day habit.”
Fans for Diversity Awards

For the first time we are creating a series of awards to recognise what fans are doing to share the joy of football to those who may fear it’s not for them and who go the extra mile to challenge perceptions and discrimination.

After receiving hundreds of nominations across seven categories, we’ve produced a shortlist of nominees which you can see below.

The winners of each category will then go forward onto the shortlist for the FSA and Kick It Out’s national Fans for Diversity Award, the winner of which will be revealed at the Tower of London on Monday 16th December 2019.

**Free Kick Award**
- Alex Manners - “Autism & Football” Campaign
- Allies in Access - Regional West Midlands Disability supporters’ groups
- Team Grassroots - Grassroots
- Three Lions Pride - England

**League One**
- Bangla Bantams - Bradford City AFC
- FFD Irons – Scunthorpe United FC
- Proud Valiants - Charlton Athletic FC
- Red and White Army - Sunderland AFC

**Women’s Game**
- AFC Leyton
- The Festival of Football 2019 - Goal Diggers FC
- Chelsea Women Supporters Group
- New Milton Town Ladies FC

**Championship**
- Apna Albion - West Bromwich Albion FC
- Blues 4 All - Birmingham City FC
- Proud Baggies - West Bromwich Albion FC
- Villans Together - Aston Villa FC

**National Game**
- Jordan Tyms - Altrincham FC
- Metropolitan Police FC
- Wrexham Disabled Supporters Association
- York City Supporters Trust

**Premier League**
- Everyone, Together - Bournemouth AFC
- Pride of Irons - West Ham FC
- Proud Hornets & The 1881 Movement - Watford FC
- Proud Lilywhites - Tottenham Hotspur FC

**League Two**
- Lady Imps Supporters Association - Lincoln City FC
- Mariners’ Trust - Grimsby Town FC
- Port Vale Supporters Club - Port Vale FC
- Rover and Out - Tranmere Rovers FC

This autumn, the work that Fans for Diversity and its volunteers do across all diversity strands will be celebrated at the inaugural Fans for Diversity conference, to be held at Amnesty International’s London Headquarters.
OVER THE PAST FOUR YEARS THE PRESENCE OF LGBT+ FANS AND SUPPORTER GROUPS HAS SEEN REMARKABLE GROWTH THANKS TO THE HARD WORK OF SUPPORTERS PROMOTING LGBT+ INCLUSION.

The Fans for Diversity campaign has also played its part in that growth by continually helping newly created LGBT+ fan groups get off the ground at clubs around the country. Football clubs big and small, from the Premier League to non-league, now proudly support LGBT+ fans at the match.

FOOTBALL UNITED: A CELEBRATION OF TOGETHERNESS

As well as offering support to those fan groups at club level, we’ve also hosted events that highlight the fight against homophobia and promote the LGBT+ community’s place at the match. One such event was the Football Together fixture hosted by Whitehawk FC earlier this summer.

The event brought together former pros, including the likes of Keith Gillespie, Lee Hendrie, Paul Walsh, to take on a team of LGBT+ players and activists to celebrate LGBT+ culture in football.

FSA national council member and Proud Lilywhites co-chair Chris Paouros said: “You can’t underestimate what an event like this means for us as fans, or for LGBT+ players. So many of us have grown up loving football but feeling it’s not quite for us; hearing digs or anti-LGBT+ slurs, or worse suffering discrimination whilst playing or attending matches.

“To be watching the players we supported growing up playing against a team of LGBT+ players, with no stigma and no issues felt remarkable. Whitehawk FC were the perfect hosts.”

Football United - find our more here: bit.ly/Whitehawk-LGBT+

AWARD WINNERS: PROUD LILYWHITES

The Fans for Diversity award is entering its fourth year this winter and the winners of the 2018-19 prize were Tottenham Hotspur’s Proud Lilywhites for their fantastic work on LGBT+ issues.

Created in 2014, the Proud Lilywhites have become a well-established and respected group within the supporters’ movement - in the last 12 months they’ve helped Tottenham Hotspur Foundation appoint a dedicated LGBT+ co-ordinator and embed LGBT+ inclusion in the club’s work.

Chris said: “We were delighted, we weren’t expecting it at all. There’s so much brilliant work that goes on in this area. So the fact that we’ve been recognised for our efforts over the last four years is wonderful.”

LGBT+ GROUPS AROUND THE COUNTRY

Amber & Proud - Cambridge United
Proud Cherries - AFC Bournemouth
Marching Out Together - Leeds United
Proud Seagulls - Brighton & Hove Albion
Proud Baggies - West Bromwich Albion
LGBeets - Brentford
Proud Terriers - Huddersfield Town
Coventry City FC LGBT+ Fans - Coventry City
The Proud Ox - Oxford United
Fratton Fever - Portsmouth
Proud Valiants - Charlton Athletic
LGBT+ Pies - Notts County
Foxes Pride - Leicester City
Proud and Palace - Crystal Palace
Proud Swans - Swansea City
Chelsea Pride - Chelsea
Kop Outs! - Liverpool
Reading FC LGBT+ - Reading
Pride Of Irons - West Ham United
Rainbow Tractors - Ipswich Town
Proud Lilywhites - Tottenham Hotspur
Proud Canaries - Norwich City
Pride in Football - National
Rainbow Toffees - Everton
Gay Gooners - Arsenal
Pride of Molineux - Wolves
LGBT+ Trickies - Nottingham Forest
QPR Rainbow Rangers - QPR
Proud Owls - Sheffield Wednesday
Proud Hornets - Watford
Turfed Out! - Burnley
Argyle Pride - Plymouth Argyle
United With Pride - Newcastle United
Proud Blades - Sheffield United
Proud Grecians - Exeter City
Proud Wanderers - Bolton Wanderers
The Proud Dons - AFC Wimbledon
Rover & Out - Tranmere Rovers
Villa and Proud - Aston Villa
SAPC LGBT+ - Sunderland
Proud Salopians - Shrewsbury Town
Canal Street Blues - Manchester City
Three Lions Pride - England
Like their cross-city rivals Birmingham City, Aston Villa has seen its local community undergo dramatic change in recent decades. And much like many other clubs located in diverse areas, Villa have struggled to get black and ethnic minority supporters through the turnstiles.

Before establishing Villans Together and finding a new enthusiasm for the game Nilesh Chauhan said he, like many other Asian fans, was about to turn his back on football.

“There was a point where I was about to pack it in,” he told us. “I was seriously thinking about not going to the match and even giving up Sunday league."

“The tipping point for me was when I was playing in Sunday league and an opposition player called me a black b***** and had me on the floor. It obviously spilled over and caused a mass brawl.”

Despite his earlier experiences, Nilesh was determined to continue to enjoy football and after meeting Anwar Uddin and learning about the Fans for Diversity campaign, decided to establish the new fans’ group Villans Together with his friend Saqib Taj.

“Me and Saqib have experienced that racism together, so we know what it’s like,” Nilesh says.

“The racist abuse you grow up with does take its toll, not just from fans of other clubs but your own fans.

“Despite all that there’s nothing like football, it’s worth fighting for. We know it’s getting better, it’s not like the 80s anymore – and we’re determined to show that to fans who would normally be put off by it.”

Since their creation 12 months ago Villans Together have been showing Black, Asian and ethnic minority fans the ropes at Villa Park, introducing them to the beats and rhythms of match-day life.

“The feedback from fans we’ve helped has been really, really good,” Nilesh said. “Fans who think that the match isn’t for them have really enjoyed the experience.

“IT OBVIOUSLY HELPS THAT THERE’S A REAL BUZZ ABOUT THE CLUB AT THE MOMENT AND THE ATMOSPHERE AT VILLA PARK HAS BEEN INCREDIBLE THIS SEASON.”

As well as giving local people the confidence to go to the match, Villans Together have been enthusiastic campaigners promoting diversity and a range of activities around the club - driven on by a team of seven volunteers from backgrounds ranging from Lithuanian, Caribbean, Hindi and more.

With the help of the Fans for Diversity campaign they’ve established a new website, had banners made and developed a vibrant social media presence. And in May they were recognised by Aston Villa, being presented with a “Part of the Pride” award.

“The Club have been really interested in what we’ve been doing and incredibly supportive,” Nilesh said.

“We were delighted to be acknowledged by the club with the Part of the Pride award. Dean Smith came over and congratulated us. He’s such a down to earth guy it really meant a lot to us.”
IT’S BEEN A BUSY YEAR FOR OUR CAMPAIGN, HERE’S JUST SOME OF THE EVENTS AND INITIATIVES WE’VE BEEN INVOLVED IN THE LAST 12 MONTHS

AUGUST 2018:
Fans for diversity launch Guidance Group at the Kick It Out 25th year anniversary event.

OCTOBER 2018:
Non-League Day was once again a huge success, with Fans for Diversity introducing a host of fans to some of the smaller clubs in the non-league pyramid.

DECEMBER 2018:
Proud Lillywhites won the Fans for Diversity award, celebrating the evening with fellow nominees Lady Imps, AccessiBlues, Apna Albion, Proud Baggies and Proud Valiants.

FEBRUARY 2019:
Fans for Diversity launched the new ‘When Football Unites’ film at a Bradford cinema capturing the supporter-led cultural exchange between the Lady Imps (Lincoln City) and the Bangla Bantams (Bradford City).

SEPTEMBER 2018:
FFD Irons, a supporter group established at Scunthorpe with the help of the Fans for Diversity fans’ fund, held a Community World Cup to promote different nationalities - a colourful and well attended event.

NOVEMBER 2018:
AccessiBlues arranged for 60 disabled fans from the Midlands to attend an England match at Wembley on an accessible coach with the help of Fans for Diversity Funding.

JANUARY 2019:
Sunderland unveiled a new mural at the Stadium of Light honouring past captains of all creeds and colours following a fundraising effort by RAWA which collected almost £8,000 for the Fans for Diversity-supported project. Former club captain Kevin Ball said: “The artwork is absolutely stunning and huge credit must go to Red and White Army for their hard work in getting the project off the ground and to the Fans for Diversity initiative for their support - to see myself up there amongst some of the greats is a very proud moment for me and my family.”

MARCH 2019:
Walsall’s disabled fans group the Rainbow Group attended a game with more than 30 disabled fans and carers to sample a match for the very first time.
APRIL 2019:
Fans for Diversity, Kick It Out and the FSA were invited to participate in roundtable discussions at the Department of Digital, Culture, Media and Sport on the issues around discrimination in the game.

MAY 2019:
Dagenham and Redbridge legends played against a team of Daggers fans for the second time to raise awareness around Klinefelter syndrome, the event attracting just under 1,000 fans.

JUNE 2019:
Fans for Diversity launched the Sanctuary Supporters group where existing FSA affiliate and associate members work with local refugee communities to encourage attendance at their local football grounds.

AUGUST 2019:
Whitehawk FC hosted a unique celebration of LGBT+ culture in football in August as a Rainbow Rovers XI took on an ex-Premier League XI during Brighton Pride weekend.

SEPTEMBER 2019:
This September a coalition of Asian supporter groups from clubs across England came together to form Apna England, the first dedicated Asian fan group of the national team. They launched with a social event before England’s home game against Bulgaria, before heading to Wembley to see the Three Lions’ 4-0 win.
2018-19 was the first full season the Fans for Diversity campaign has enjoyed with its newly-formed Guidance Group in place.

The Guidance Group is a small network of like-minded individuals from across football who provide valuable feedback on the current work of the Fans for Diversity campaign, as well as suggesting and exploring new areas of work.

There was a lot of interest and Anwar had the difficult task of whittling down the 100 applicants to the 20 volunteers who now make up the group which met for the first time at Kick it Out’s 25th anniversary event last summer.

“I’m really pleased with how the group’s come together,” Anwar said. “It has so much expertise and experience we can draw on.”

The Guidance Group is made up of volunteers from across the country who follow football at all levels of the game. As well as fan experience, the group contains an eclectic mix of firemen, lawyers, charity workers, non-league volunteers and more.

“We’ve had a lot to talk about over the last 12 months,” Anwar said. “Already we’ve had some excellent feedback and ideas for new areas of work for the campaign.

“The group has already shown it has a lot of potential to really help Fans for Diversity grow and improve.”
JORDAN TYMS
Guidance Group member,
Altrincham FC fan and inclusion officer

Jordan Tyms is a huge asset to the Fans for Diversity campaign. A trailblazer in non-league Football, he encouraged the Greater Manchester club to create the ground-breaking role of inclusion officer. He’s promoted Fans for Diversity on and off the pitch and encouraged new communities and people to get involved with the club.

But his tenacity in getting the right permissions required to launch a new special edition Altrincham Fans for Diversity kit for the dedicated Football v Homophobia match this season went global across football and LGBT+ media, BBC Breakfast and even into Europe.

Jordan’s efforts were recognised earlier this year when he received the Sir Ian McKellen Award for his work on behalf of the LGBT+ community.

MICKY SINGH
Guidance Group member & Chairman of Blues 4 All

“Hearing the stories from other groups doing great work at other football clubs has been a great education – because that’s what it’s all about, education. It’s been great being involved with the group and hearing about the successes of fan groups like ours from around the country.

“Blues 4 All has been going for four years now and there’s been a big rise in the number of young Asian fans going to St Andrew’s during that time. We’re so pleased our work is having an impact and to be part of a bigger campaign nationally.

“That’s what the group is all about: education. No one person has all the answers, so to have the knowledge and passion that we have on the Fans for Diversity campaign has been priceless.”

GUIDANCE GROUP AIMS:

• Bring together knowledge of best practice in diversity and inclusion.
• Provide suggestions and advice on topical issues within football.
• Offer dynamic and creative ideas to help fans across the football pyramid promote diversity and inclusion at local football clubs.
• Work alongside fan groups and individuals seeking to deliver diversity projects.
• Plan and organise events such as the Fans for Diversity Annual Awards.
• Offer opportunity to deliver fan education alongside Fans for Diversity officers.
• Allow members to work individually or in small groups in their own areas of interest.
The Fans for Diversity campaign’s one-on-one educational work was initially run by Anwar himself as the campaign got off the ground, but is now recruiting a full time staff member to formalise and expand the work even further.

“It started when we had clubs approaching us, asking for advice on how to deal with fans who’ve maybe crossed the line,” Anwar said.

“Clubs were asking for our help after discriminatory incidents, considering banning fans or when they had fans coming back into the stadium after a ban.”

Via Anwar, the FSA and Kick It Out then started delivering one-on-one sessions with supporters who had come to a club’s attention following instances of discriminatory or anti-social behaviour.

Typically, Anwar meets supporters at the club’s stadium to talk about his experiences as one of the first professional Asian footballers in England and his work around diversity for Show Racism the Red Card, and now Fans for Diversity.

“Most of the fans we’ve had interventions with have been 14, 15, 16, 18 – that sort of age range,” Anwar said. “Fans who are often around anti-social behaviour or some sort of discriminatory behaviour but where the police or Criminal Justice System wouldn’t be appropriate.

“ULTIMATELY, IT’S AN OPPORTUNITY TO LEARN. SPEAKING TO THEM ONE-ON-ONE GIVES US A CHANCE TO EXPLAIN THAT RACIST OR HOMOPHOBIC CHANTING IS A HATE CRIME. THOSE TYPES OF INSULTS OR CHANTS CAN HAVE A REAL IMPACT.

The consequences can be severe – it’s about building that understanding with young supporters of what equality and diversity really is.”

Over the last 12 months, Anwar’s educational work has been incorporated into West Midlands Police’s ‘Onside’ project, a six-week course offered to young people caught offending at football instead of football banning orders and other punitive measures.

Fans for Diversity’s educational work has also attracted the interest of other police forces, as well as the Premier League, EFL and FA.

“It’s resonated so well because there was a void there, the support we’ve been offering has made a real difference,” Anwar said:

“It’s a good feeling that the expertise and knowledge we have is recognised by the whole football family.”

GIVING YOUNG FANS A SECOND CHANCE

WHAT STARTED AS INFORMAL WORK TO HELP CLUB STAFF IN NEED IS NOW BEING TRANSFORMED INTO AN IMPACTFUL EDUCATIONAL PROGRAMME HELPING FOOTBALL FANS ACROSS THE COUNTRY.
The Fans for Diversity campaign funded an investigation into the issue of kit clashes for colourblind supporters back in November.

Supporters with colourblindness were invited to take part in a focus group at Wembley discussing the issues they face when their team’s kit blends into the opposition’s and sometimes even the ball too, as modern designs become increasingly elaborate.

The report highlights the need for clubs and broadcasters to consider the needs of supporters with colourblindness more carefully.

Kathryn Albany-Ward launched the Colourblind Awareness campaign after her teenage son grew increasingly frustrated watching his Liverpool side on television.

Tuesday 16th September 2014 was a turning point for the family. That night Liverpool, in red, were up against Ludogorets, wearing green, in the Champions League making the two sides barely distinguishable from one another for the thousands of fans like him with colourblindness.

“For real change to happen quickly we need more colour blind fans to help us and to stand up for change,” Kathryn said.

“If you, your child, mates or family members have been affected please let us, the clubs and the competition organisers know.

“This isn’t a difficult issue to fix but it’s becoming more frustrating due to the growing numbers of third kits. We need fans’ help so that clubs, kit manufacturers and broadcasters pay attention.”

WANT TO KNOW MORE?

Download the Colour Blindness Awareness report: bit.ly/FFD-colourblind
Then in November the Lady Imps returned the favour - hosting a group of Bradford City fans at Sincil Bank and taking them to the RAF’s Battle of Britain Memorial centre in Lincoln.

Fans for Diversity campaigns officer Maria Horner said: “This was an opportunity to bring two very different groups together through football to meet and learn about each other.

“The two groups made contact through the Fans for Diversity network back in the autumn of 2018, meeting for the first time at Valley Parade in October. The Bradford City hosts taught the visiting Lincoln City fans how to make pakora, took them round the Bantams’ ground and visited the Bradford City Fire Memorial.

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The film debuted back in January at the Natural Science and Media Museum in Bradford and was shown again in July during the Bradford Festival.
WHEN FOOTBALL UNITES

IMPS & BANTAMS “WHAT THEY SAID”

SAMSUN, BRADFORD CITY:

“We were apprehensive about going to Lincoln, but it was amazing. Looking back it was the highlight of 2018 for our group. My experience has been amazing. Not only have I gained insight into the world of football but through this journey, I have met some beautiful people and made wonderful friends. I hope this project inspires other individuals and communities to bring fans together, to be respectful, tolerant and to understand each other.”

SUZY, LINCOLN CITY:

“I didn’t know what to expect but I was very excited. I met lovely ladies, genuinely interested in my way of life as much as I was in theirs. I learnt a lot about their culture; we spoke about schools, hobbies and of course football. Having a tour round the ground was brilliant; good company, scrumptious food and laughs! Football certainly can build bridges in positive ways!”

LUCY, LINCOLN CITY:

“The whole experience from first meeting with Bangla Bantams has been one of the best of my life. Making amazing new friends along the way. I truly felt like I belonged to a whole new family. Sorry if that sounds a bit gushy. But true bonds have been made!”

WHEN FOOTBALL UNITES watch the film here: bit.ly/WhenFootballUnites
OVER THE LAST 12 MONTHS MARIA HORNER, THE NEWEST MEMBER OF THE FANS FOR DIVERSITY STAFF TEAM, HAS BEEN EXTENDING THE PROGRAMME’S GROUND-BREAKING WORK INTO NON-LEAGUE FOOTBALL – SHOWING PEOPLE THAT THERE IS GREAT LIVE FOOTBALL ON THEIR DOORSTEP, AND HELPING THOSE WHO WOULDN’T NORMALLY CONSIDER IT GET INTO THE MATCH-DAY HABIT.

The non-league pyramid is home to a vast array of clubs of varying sizes, from big hitters like Barnet or Hartlepool in the National League, right down to small community clubs at step six - and Fans for Diversity is there to support inclusion at all levels.

Already our work is covering the breadth of non-league football and has three key aims:

• To communicate with people who may not think football is for them (which includes underrepresented groups and marginalised communities), and to build bridges between those people, existing supporters and football clubs to create space for a welcome for everyone at football.

• To help support those groups to become more visible and accepted into the landscape of the football community. This in turn should encourage more people to attend matches, support their club and community.

• To educate and challenge the narrative around discrimination and abuse. One way we do this is by bringing people of different backgrounds together in solidarity – football is for everyone and if you share the same team, even more so!

“In non-league we’re encouraging clubs to start somewhere,” Maria says. “To reach out into their different communities and to try to engage supporters in that process.

“WHILE YOU MAY THINK IT’S EASIER TO WORK WITH A SMALL CLUB - FEWER DEPARTMENTS OR INDIVIDUALS TO BE INVOLVED IN MAKING DECISIONS - OFTEN A BIGGER CLUB WILL HAVE A SINGLE POINT OF CONTACT AND SOME RESOURCES TOO, WHICH CAN HELP.

“With smaller clubs it can be harder because the people involved are very much focussed on week to week survival and ensuring the match goes on!”

GET INVOLVED
If you have an idea for an initiative at your non-league club contact Maria via maria.horner@thefsa.org.uk
Maria’s work at non-league level often relies heavily on the enthusiasm of club staff and supporters volunteering their time to support Fans for Diversity projects at their clubs.

**BOSTON UNITED**

The Pilgrims have worked with the Boston Polish School to engage with the Eastern European community around Lincolnshire, with families being invited to a match at the York Street ground to get their first taste of English football. Boston Community Foundation also supported the Polish School summer fete.

**LINCOLN UNITED**

As part of the step four club’s Football on Your Doorstep campaign, supported by Fans for Diversity, Lincoln United have helped encourage younger people to engage with the club by taking over one of the stands at Ashby Avenue. Artists from Imageskool helped young fans create a mural in less than a day and it’s been a big talking point for people visiting the ground. Lincoln United Chairman Rob Bradley said: “It’s made the stand a special place for local youngsters to come along and enjoy watching the team. The process of upgrading the stand like this and how it is now used has been a fantastically rewarding experience.”

**WORCESTER CITY FC**

With Fans for Diversity funding Worcester City Supporters’ Trust and the club partnered with Age UK and a specialised transport charity, Worcester Wheels. Together they helped older and more isolated fans get back along to Worcester City games by providing specialised transport to the Victoria Ground, the club’s new home in Bromsgrove.

**NON-LEAGUE DAY**

We continue to support Non-League Day, which is now one of the biggest events in the game outside the professional leagues. For this year’s Non-League Day we produced Fans for Diversity t-shirts specifically for non-league clubs, incorporating their club badges. The campaign had a presence throughout the pyramid across many different parts of the country including Bradford Park Avenue, Altrincham, Whitehawk FC, Solihull Moors and beyond.

**NON-LEAGUE CLUBS RECOGNISED**

As part of the FSA’s annual awards in December we introduced our first Non-League award to recognise the valuable community outreach work non-league clubs do. The shortlist comprised Boston United, Hartlepool United, Eastbourne, Curzon Ashton, Wrexham and Altrincham. The winners of the inaugural award were Curzon Ashton FC, who attended the awards ceremony in London to collect their prize.
The Fans for Diversity: England fans in Russia exhibition showcased the work of photographer David Shaw, who spent the duration of the 2018 World Cup capturing England fans supporting the national team.

Commissioned by the Fans for Diversity campaign, the exhibition was also sponsored by Free Lions, the England fanzine produced by the FSA’s Fans’ Embassy team, who provided support to England fans throughout the tournament.

David said: “This project documents not only the story and positive experience had by the England fans but it also celebrates diversity amongst the England support base.

“The images in this exhibition will hopefully encourage more people to come out to football across the country and celebrate what was a defining event for many England supporters.”

Fans for Diversity campaign manager Anwar Uddin said: “We held a similar exhibition after the Euros two years ago – and it was brilliant, so we wanted to replicate that for the World Cup.

“David’s captured the experience and atmosphere of the tournament superbly, there are some great photos which I’m sure people will really enjoy.

“THERE WAS A LOT OF APPREHENSION ABOUT RUSSIA AND THERE’S ALWAYS THIS STIGMA AROUND ENGLAND FANS – BUT THIS EXHIBITION SHOWS THE DIVERSITY AND POSITIVITY.”

David’s project was a follow-up to our Capturing The Euros exhibition, which documented the range of nationalities supporting their teams across London during the 2016 European Championships.
CHANGING FACE OF ENGLAND FANS
ABOUT US

THE FSA IS THE NATIONAL, DEMOCRATIC, REPRESENTATIVE BODY FOR ALL SUPPORTERS IN ENGLAND AND WALES.

We are the leading advocates for supporters ownership, better fan engagement, cheaper ticket prices, the choice to stand at the match, protecting fan rights, good governance, diversity, and all types of supporter empowerment.

As the national organisation we have regular contact with the Premier League, the EFL, National League, and the FA, as well as a whole host of other organisations within football such as the Professional Footballers’ Association (PFA).

We are founder-members of Football Supporters Europe (FSE) who represent supporters across the continent and heavily involved in the organisation, with two members who sit on FSE’s Committee (Kevin Miles and Paul Corkrey).

Our casework helps hundreds of fans every year who feel they’ve been poorly treated by their clubs, stewards, or police. We give those fans a voice, the best possible advice, and even legal support.

We pioneered the concept of Fans’ Embassies and have helped fans of both the England and Wales men’s national teams at tournaments across the planet. We are proud to have replicated this service, for the first time, at the Women’s World Cup 2019.

KICK IT OUT’S VISION IS THAT FOOTBALL WILL BE A SPORT WHERE PEOPLE FLOURISH IN A SUPPORTIVE COMMUNITY, AND WHERE FAIRNESS IS OPENLY AND TRANSPARENTLY PRACTISED AND ENFORCED FOR THE GOOD OF ALL PARTICIPANTS.

Kick It Out is English football’s equality organisation - working throughout football to challenge discrimination, promote inclusion and campaign for positive change.

A small independent charity, the ‘Let’s Kick Racism Out of Football’ campaign was established in 1993 in response to widespread calls from clubs, players and fans to tackle racist attitudes existing within the game. Kick It Out was then established as a body in 1997 as it widened out its objectives to cover all aspects of discrimination, inequality and exclusion.

More than 25 years since Kick It Out was launched, the organisation remains at the heart of the fight against discrimination for everyone who plays, watches or works in football. Kick It Out continues to deliver education across the country, support victims of discrimination, encourage diversity throughout football and drive forward the equality agenda within the game.

GET INVOLVED:

If you want to get involved with the work of the Football Supporters’ Association or Kick It Out, you can reach them via info@thefsa.org.uk or info@kickitout.org
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