

FANS FOR DIVERSITY IN NON-LEAGUE

FANS
FOR
DIVERSITY



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FOOTBALL SUPPORTERS' ASSOCIATION



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KICK IT OUT



“I am very lucky to have been involved in football for many years, especially as a player within the non-league game. During this time, I have seen many incidents of racism and other forms of discrimination and have often been disappointed with the lack of support players, coaches, staff and fans receive.

I decided to join Kick It Out’s Player Advisory Board, so that I can help create a supportive mechanism for those involved in non-league football and be a voice for those who need it.

I want to make sure that anyone who experiences any form of discrimination, whether they are a player, coach, staff or a fan, is aware of the process they can follow and the support they can access.

Football should be a game for everyone, whether they play it, work it in it or support it”.

Danny Mills
(Dulwich Hamlet)



Kick It Out is English football’s equality and inclusion organisation. We do everything in our power to eliminate discrimination, educate communities, and inspire a new generation of people in the sport.

Our dedicated player engagement team offer support and guidance to players who need it, across the professional and grassroots game, including non-league.

We also have a reporting team, who handle incidents of discriminatory abuse in football, and provide support, guidance and updates to the complainant throughout the process.

To report an incident of discriminatory abuse in football to Kick It Out, please visit:

kickitout.org or email:
report@kickitout.org



ABOUT FANS FOR DIVERSITY

This booklet aims to give individuals and clubs some much needed guidance, support and funding information, along with inspiration from what is going on elsewhere in non-league, to increase attendances at grounds, encourage greater diversity among your matchday crowds,

and help you to foster a better connection with your local communities.

Part of the campaign is our Fans for Diversity fund, which can be accessed by anyone, from a club to an individual fan or fan group at any level of the game.

Since the launch of the campaign with the help of this funding we have:

- Put together over 200 events and projects promoting inclusion
- Supported the creation of 80 new supporters' groups from under-represented communities
- Been responsible for thousands of fans attending live football for the first time
- Introduced communities to their local clubs across the UK
- Created thousands of resources including t-shirts, banners, pin badges, hoodies, scarves, bibs and even air fresheners
- Raised awareness on all forms of diversity through education

We would love to do some of this work with your club, your fans and your community. A key to the success of the campaign has been its creative nature. No two clubs are the same and we would encourage anyone to get involved, and to produce whatever is right for them. No idea is too big or too small.

Anwar Uddin is a former professional footballer, manager and UEFA A-Licence coach, and the first British Asian player to captain a team in the English Football League. Anwar leads the Fans for Diversity campaign which is a joint project between the Football Supporters' Association (FSA) and Kick It Out.

He is a current member of the FA Council and sits on the Alliance Leagues committee sharing his experiences of working in non-league football at steps 1 to 5.

If you want funding for an event, project or idea, or want to find out more about the support available, get in touch - anwar.uddin@thefsa.org.uk, or via [@AnwarU01](https://twitter.com/AnwarU01) or [@WeAreTheFSA](https://twitter.com/WeAreTheFSA) on Twitter.



CASE STUDY - ALTRINCHAM FC

Jordan Tyms: Diversity and Inclusion Officer, Altrincham FC

As things get back to normal many non-league clubs will be looking for ways to attract new supporters and reach out to their community.

There will also be many individuals, community and faith groups who would love to attend a football match or work with a football club, but who feel that they would not be made welcome.

At Altrincham FC, our first public inclusion event was on Non-League Day in 2017, when the club was selected by Fans for Diversity to showcase our work alongside Met Police FC, Slimbridge AFC and Solihull Moors FC. We launched an inclusion pledge, invited local community groups and the added publicity saw one of the highest crowds of the season.

Since that day the club has formed links with community groups and charities, and supported a number of national campaigns.

For Level Playing Field weeks of action in February, we carried out a disabled

supporters survey and put plans in place to form a Disabled Supporters' Association (DSA).

The FSA introduced us to members of our local mosque, and earlier this year we took part in Nujum Sports Ramadan project and presented gift boxes to two of our Muslim players. We also created a film highlighting the experiences of professional sports people during Ramadan.

The club has continued to support the Football v Homophobia campaign and in 2019 we received international media coverage for our LGBT+ rainbow shirt which was worn

in a National League North match against Bradford Park Avenue.

The club has been shortlisted for several awards, but it's the smiles on people's faces and the knowledge that we are making a difference that makes it all worthwhile.

The Fans for Diversity campaign have supported us every step of the way, not only offering support and guidance but providing funding for projects and one-off events.

I am proud of what we have achieved at Altrincham FC, but there is still lots more to do.

DISABILITY INCLUSION

Fans for Diversity works with leading disability charity Level Playing Field to help non-league clubs improve access and facilities for disabled fans. The project is supported by both the National League and the Northern Premier League.

Our disability access campaign aims to make football more accessible and offers support and guidance to clubs. We help develop your engagement with disabled fans and the community in order to improve the matchday experience for disabled supporters.

Nearly 14 million people or 21% of the population in the UK has a disability and yet 50% of disabled people have never attended a live entertainment or sports event.

Our aim is to bring people together to make a positive change for all disabled supporters by raising awareness, talking, and sharing good ideas. The accessibility campaign looks to spread existing ideas and good practice, and we will help any club or supporter that wishes to improve accessibility at their ground.

Improved facilities can attract grant funding, and generate additional attendance.

Improving access is not just about large capital projects like installing ramps and electric wheelchair lifts.

Our campaign includes a voluntary Disabled Charter for clubs to adopt, a self-assessment and a plan of action bespoke to each club.

There are a number of low cost and no cost ways to make your club accessible to disabled people. Signing up to this charter and working with LPF and the FSA can be a good step in making improvements and enhancing your club's reputation.

If your fan group or club wants to know more about disability inclusion then contact us:

andy.walsh@thefsa.org.uk
or **@WeAreTheFSA**

Fan reps sit on the FA's Alliance and Leagues Committee, the FA's senior committee for Non League, and we are working with the FA to improve diversity in the National League system.

The FA has developed a Football Leadership & Diversity Code for Non-League, which can be found at:

bit.ly/FLDCNonLeague

WHO BENEFITS FROM FANS FOR DIVERSITY?

The players

Football is becoming more inclusive day by day, and representation is key in all aspects of it. Since coming out I have played some of the best football I have played in years, and it goes to show how much progress football is making in having visible LGBTQ+ members enjoying the game we all love.

Jahmal Howlett-Mundle
(Sheppey United FC)

As a young black Muslim player in non-league, I have experienced a lack of understanding about my faith. It can be difficult at times when it comes to finding somewhere to pray, or when fasting during the month of Ramadan. To get the best out of players we need to create the best environments and hopefully we can work together towards positive change, even in non-league.

Taofiq Olomowewe
(Weymouth FC)



The managers

Football is amazing and it can give someone like me who never had an illustrious career an opportunity to progress in the game as an openly gay manager. Coming up as a coach from Step 5 has not gone without incident and I have at times felt disappointed by things that I have seen and heard. However, it's about education and being a positive role model in the game.

We need to stick together, the help and support I received from the Fans for Diversity campaign has been amazing and this is why football is changing for the better.

Luke Tuffs
(Leatherhead FC)

The fans

I spent a number of years running Europe's first out lesbian football club. Hackney WFC have been 'playing with Pride since 1986' and when I joined more than 10 years later as a newly out lesbian that meant a lot to me.



There are more and more out people in our national game and I'm proud to see LGBTQ+ role models in non-league. We can't underestimate how crucial that visibility is – to both breaking stigma and taboos and creating community and belonging.

Chris Paouros
(Co-chair and co-founder Proud Lilywhites; co-founder of Pride in Football)

Anyone can get involved with Fans for Diversity, and support is available for clubs, fan-groups and individual supporters - get in touch

@WeAreTheFSA or
info@thefsa.org.uk