

English Football's Inclusion and Anti-Discrimination Action Plan

Introduction

Detailed below is a collective action plan for addressing issues and incidents of discrimination in English football and encouraging greater inclusion across the game. The plan details the specific responsibilities of the individual governing, representative and competition bodies as well as their clubs and members. All of those involved in its drafting and agreement are committed to this vital agenda and to meeting their responsibilities.

Timing

The action plan is for immediate implementation, and where possible we expect specific actions and initiatives to be underway by season 2013-14. Those which require longer lead times, further consultation and more detailed planning will be delivered as soon as possible after that date.

Funding

We recognise that the delivery of this extensive plan will require the leadership and commitment of all our organisations to be backed up by the necessary resource and funding. Each organisation will ensure that the necessary funds and human resource is in place to meet its responsibilities.

Effective communication, campaigns and role models

In addition to all the actions committed to below, there is a collective further commitment to use all our respective communication channels to promote inclusion and anti-discrimination messages, campaigns and programmes. This will include the full range of respective social media, digital and TV platforms available.

Furthermore we will work with our leading players and coaches to wherever possible use their capacity as role-models to deliver positive inclusion messages. This may include, when opportunity allows, the England teams and leading participants in both the Premier League and Football League. Beyond the playing and coaching community we will also seek to promote role models from diverse backgrounds, who are already involved in the game in other areas such as in commercial, medical, technical or financial roles.

Kick It Out, and all positive behavioural change campaigns are a very important part of this agenda. We will all continue to support Inclusion and Anti-Discrimination Campaigns targeted at fans, and delivered in conjunction with relevant equality partners and the supporters groups. Likewise Government backed initiatives such as the Government's Charter for Action Against Homophobia and Transphobia will continue to receive the full support of The FA, Premier League and Football League and will be passed on to each individual County FA to sign and signal their support.

Monitoring and Evaluation

A plan of such size and scope requires effective and regular monitoring and evaluation. As recent history has shown initiatives and procedures perceived to be successful should always be kept under review to ensure that progress is maintained and attitudinal change becomes embedded across generations. In order to ensure effective evaluation of this plan we will collectively seek to identify the most effective ways to measure the impact and the effectiveness of education and

sanctions in cultural and behavioural change including the use of opinion research amongst fans groups.

Furthermore to evaluate the impact of this plan and the evidence of various monitoring initiatives The FA Board will provide an annual progress report. A newly proposed FA Inclusion Board will provide advisory support to The FA Board in this task.

Issues still to be progressed

In addition to the actions committed to in the plan, there is a collective further commitment to ensure the following by the commencement of season 2013-14:

- Continued delivery of 'Opening Doors and Joining In', the action plan launched in February 2012 and targeted at the greater inclusion of LGB&T people in football.
- Continued delivery of 'Anti-Semitism and Islamophobia report, 2010, authored by John Mann, MP
- Delivery of a specific action plan targeted at addressing gender equality in football.
- Delivery of a specific action plan targeted at addressing disability equality in football.
- Review of funding for anti-discrimination campaign groups to ensure they can play an effective role in support of this plan.

How Government can support the plan

This action plan details all the work to be undertaken by the football organisations, but there are additional interventions and initiatives which are beyond our authority. The active support of Government and other public bodies is necessary in the following areas:

- Greater consistency of actions by the Association of Chief Police, Chief Police Officers and the Crown Prosecution Service in relation to 'hate crime' that is reported in and around football environments.
- Legislation and other action to ensure greater responsibility is taken by social media companies to monitor and take action when their platforms are used inappropriately.
- Criminalisation of all forms of 'hate crime' in relevant football stadia, including amending the Football Offences Act to make explicit reference to all forms of discrimination.

Ongoing Consultation

The actions detailed below are the result of an extensive consultation across the game which started in the immediate aftermath of the Downing Street summit in February 2012. However, the plan is specific to the responsibilities of the Governing body, the Leagues, Clubs and players, managers and referees representative bodies. Therefore it has been those organisations which have collectively reviewed and agreed its form. Following publication of this plan and the commencement of its implementation there will of course be the need to further consult and engage all of those individuals and bodies that can further complement this work.

The Football Association



The Football Association (The FA) is the governing body of the game of football in England and is responsible for promoting football for everyone, governing the game effectively and building winning teams.

The Football Association (The FA) commits to:

Leadership

1. Establishing an Inclusion Advisory Board, reporting to The FA Board, to provide guidance on all equality matters and to verify and monitor the delivery of the action plan.
2. Commissioning an independent audit of equality education provision and its effectiveness in the game.
3. Developing and implementing an equality monitoring tool for use by all of the football organisations and their members, to provide a current and accurate picture of the diversity of the football workforce. This equality monitoring will include data on staff, Boards, and membership.
4. Coordinating the collation of statistics in relation to relevant incidents and cases in football, and where appropriate working in partnership with the UK Policing Football Unit in relation to the evaluation of recorded incidents in the game

Education

5. Implementing learning and development and refresher programmes for its staff and County FA staff.
6. Implementing mandatory learning and development programmes for coaches and referees taking FA qualifications.
7. Delivering refresher training to the 1200, FA Learning Licensed Tutor workforce

Cultural Change

8. Reviewing and promoting existing codes of conduct and social media guidance including the Respect Codes of Conduct within the Women's Super League, semi-professional game and grassroots.
9. Calling on UEFA to consider minimum standard codes of conduct within UEFA Licensing.
10. Working with the County FAs to review their inclusion and anti-discrimination programmes and interventions in grassroots leagues and clubs.
11. Promoting the 'Crowd Management Measures' – Good Practice guide to professional and semi-professional Clubs.
12. Achieving the Advanced level of the Sport England Equality Standards and in partnership with the County FAs reviewing the Equality Standards for County FAs, requiring that all County FAs achieve the Foundation level by 2015 and the 10 counties with the most diverse local demographics, should achieve the Preliminary level of the standard by 2015. The County FAs will also be expected and encouraged to adopt local Race or Equality Advisory Groups, to guide and advise them on community engagement in all aspects of county football.
13. Reviewing and where appropriate adapting and promoting FA programmes such as Tesco Skills, Mars Just Play and Vauxhall Mash Up to Black, Asian and Minority Ethnic and faith-based male and females.
14. Ensuring that where complaints or charges of discrimination relate to Charter Standard Clubs these are reviewed (as part of the annual health check) to demonstrate they are acting in

accordance with their equality policies and practices and taking action where this is not the case.

15. Continuing to engage faith-based communities through its 'Faith in Football' education programme at Wembley and to promoting this concept to professional Clubs and County FAs, as a model for community engagement.

Regulation and Reporting

16. Ensuring the transparency of its regulatory process and providing clarity and guidance on how to report concerns and allegations about discrimination in football.
17. Exploring a more effective mechanism for hearing cases of aggravated misconduct and discrimination and raising confidence in the reporting and disciplinary process at grassroots level.
18. Reviewing its Guide to Misconduct Report Writing for referees, to ensure that referees understand the definitions in The FA's Regulations, which reflect the Equality Act, 2012 and their obligations in relation to reporting discrimination, identifying clear examples of Law 12 being breached as a result of discrimination.
19. Reviewing the sanctions regime to ensure that it is timely, appropriate, proportionate and effective at all levels
20. In addition to the implementation of appropriate FA Regulation working with the Premier League and Football League to sanction clubs who repeatedly fail to sanction their employees, who breach their contract or code of conduct, or deal inadequately with fans in relation to discriminatory language or behaviour.

Widening the diversity of football's workforce

21. Continuing to promote open and transparent processes in advertising for and recruiting the football workforce including support for mentoring in relation to work placements in football, such as Kick It Out's mentoring programmes.
22. Utilising the County FAs local Race and / or Equality Advisory Groups, to capacity build the diversity of the football workforce e.g. to develop more women, ethnic minorities, LGB&T and disabled people. This will include implementing the recommendations from the recent review of Local Race and / or Equality Advisory Groups ensuring greater representation on Council and Committees, recruitment from a diverse talent pool, input to County Plans.
23. Reviewing alongside the Football League a recruitment processes for Managers and Coaches and developing a voluntary code, based on a set of principles for recruitment, which the Professional game may consider adopting for all roles in football.
24. Continuing to support and implement COACH and other programmes to capacity build coaches from Black, Asian, and Minority Ethnic communities, with higher level qualifications and experience to challenge for roles in the Professional game.
25. Ensuring that the number of coaches from Black, Asian, and Minority Ethnic communities, who are accessing the Level 1 and 2 coaching qualifications, remains reflective of national demographics and does not fall below 10% of the total number of coaches qualified at these levels.
26. Setting targets for the number of female coaches and the number of disabled coaches as part of The FA's new Coaching Strategy.
27. Setting targets to increase the ethnic diversity of FA Learning Licensed Tutors as well as targets for both the number of female and disabled coaches and Licensed Tutors
28. Seeking to ensure that 10% of the national referee workforce is from Black, Asian, and Minority Ethnic communities, which is reflective of national demographics.

Specific intervention – Asian Footballers

29. Implementing programmes to increase the number of Asian boys and girls playing football
30. Alongside the County FAs implementing talent development programmes specifically in relation to Asian men and boys, via Development Centres and creating links to their local Asian community football clubs.
31. Promoting Asian male and female role models in the game and seeking to diversify the pool of recruitment officers responsible for talent identification, from the Asian community.

Specific intervention – International football

32. Continuing its collaboration and forward planning on potential cultural and discrimination challenges when different countries are hosting international matches or tournaments under the jurisdiction of UEFA and FIFA.

County Football Associations

The County Football Associations (CFA's) are the local governing bodies of association football in England.

County Football Associations will commit to:

Education

1. Working with The FA to provide learning and development and refresher programmes in inclusion for staff and relevant volunteers.

Cultural Change

2. In conjunction with The FA, reviewing the Equality Standards for County FAs, with a target that all County FAs achieve the Foundation level by 2015 and the 10 counties with the most diverse local demographics should achieve the Preliminary level of the standard by 2015.
3. An expectation that County FAs will establish or maintain a local Race or Equality Advisory Group by 2015, including implementing the recommendations from the independent review¹. This will assist with guiding and advising CFAs on community engagement in all aspects of county football, including capacity building the diversity of the football workforce e.g. to develop opportunities for more women, ethnic minorities, LGB&T and disabled people and ensuring greater representation on Council and Committees
4. Implementing inclusion and anti-discrimination programmes and promoting FA programmes (which may be adapted as appropriate) such as Tesco Skills, Mars Just Play and Vauxhall Mash Up to Black, Asian and Minority Ethnic and faith-based male and females.
5. Ensuring that where complaints or charges of discrimination relate to Charter Standard Clubs these are reviewed (as part of the annual health check) to demonstrate they are acting in accordance with their equality policies and practices and take action where this is not the case.

Widening the diversity of football's workforce

6. Using the Equality Monitoring Tool to provide data on Boards, staff and membership, to assist with the delivery of this target in the National Game Strategy.
7. Continuing to promote open and transparent processes in advertising for and recruiting their staff and volunteers.
8. Supporting the recruitment of coaches and referees from diverse backgrounds including BAME communities, to ensure that we maintain 10% BAME coaches at Level 1, and seek to achieve

¹ The FA completed an independent review of existing Local County Race and Equality Advisory Groups in 2011-12

10% of referees from BAME backgrounds nationally (whilst reflecting local demographics across the County FAs).

9. Supporting the delivery of targets for the number of female coaches and the number of disabled coaches as per the new FA Coaching Strategy.
10. Supporting the recruitment and talent development of Asian boys and girls.

A handwritten signature in black ink, appearing to read 'D. Bernstein', with a stylized flourish at the end.

David Bernstein
Chairman
The Football Association

The Premier League



The Premier League is the organising body of the Barclays Premier League with responsibility for the competition, its Rules and its centralised broadcasting and other commercial rights.

The Premier League commits to:

Education

1. Introducing social media guidelines for all players and other club staff.
2. Working with the PFA and LMA to provide mandatory induction arrangements for players and managers arriving fresh to English football and the British cultural environment.
3. Ensuring mandatory learning and development provision within its clubs is provided in partnership with the PFA and LMA

Cultural Change

4. Promoting the 'Crowd Management Measures' – Good Practice guide to its clubs
5. Working with the other football organisations, Kick It Out and the fans groups (including FSF, LPF, GFSN and SD) to review and improve the impact of current awareness and education campaigns amongst fans.
6. Supporting KIO to conduct a major consultation with fans and fan groups to create a better understanding of their views and attitudes and establish the scope for engaging the fair-minded majority in self-policing fan behaviour.
7. Reviewing the impact of the new training module for stewards.
8. Adopting and sharing best practice in stewarding with a particular focus on coordinated action to deal with discrimination.
9. Reviewing the Equality Standard for Clubs to ensure that it addresses the full range of equality issues and sets targets for Clubs to achieve the standards, including equality monitoring.
10. Creating an explicit Equalities theme in Club and Premier League community activity, extending it beyond the widely accepted requirements on race and gender to homophobia and faith inclusion and anti-discrimination as well.
11. Aligning the Premier League's Equality Standard to The FA's LGBT, gender equality and disability action plans where relevant.

Regulation and Reporting

12. In conjunction with the PFA, LMA and Clubs, ensuring that players, managers and staff understand how to report their concerns about alleged discrimination.
13. Reinforcing the instructions via PGMO to match officials of the importance of discrimination issues and the relevant reporting procedures.
14. Investigating new technologies to assist with reporting incidents in stadia.
15. Reinforcing the guidance to Clubs to ensure that effective and efficient systems exist for reporting incidents in and around match days.
16. Reviewing the range of sanctions employed by Clubs with a view to improving consistency.
17. Reviewing and where necessary improving the reporting and analysis of in-stadium offences, to assist an assessment both of the complaints processes and of subsequent actions.
18. Working with the Police and the prosecuting authorities to ensure that offensive and insulting language and behaviour at football grounds and in other football-related environments is identified and dealt with appropriately.

19. In conjunction with the PFA and LMA, establishing and delivering confidential support structures for players, managers and staff to use when incidents occur, to encourage the formal reporting of incidents.

Widening the diversity of football's workforce

20. Continuing to promote open and transparent recruitment processes in recruiting the football workforce including support for mentoring in relation to work placements in football, such as Kick It Out's mentoring programmes.
21. Working with black players and their representatives to identify their educational and career progression needs, including supporting and implementing programmes such as COACH to capacity build coaches from Black, Asian, and Minority Ethnic communities, with higher level qualifications and experience to challenge for roles in the Professional game.
22. Completing the Equality monitoring tool to provide accurate statistics on the Premier League staff, Boards and membership etc.

A handwritten signature in black ink, appearing to read 'Richard Scudamore', written in a cursive style.

Richard Scudamore
Chief Executive
The Premier League

The Football League



The Football League with 72 member clubs is the largest single body of professional clubs in European football and is responsible for administering and regulating the npower Football League, Capital One Cup and Johnstone's Paint Trophy, as well as reserve and youth football. The Football League is at the heart of 72 diverse communities across England and Wales, and shares the pride and heritage in each. The Football League is committed to inclusion and making the game accessible to people of all backgrounds.

The Football League will commit to:

Education

1. Introducing mandatory 'minimum standard' Club codes of conduct with a mechanism for sanction, should Clubs fail to implement them.
2. Introducing social media guidelines for all players and other club staff.
3. Working with the PFA and LMA to provide mandatory induction arrangements for players and managers arriving fresh to English football and the British cultural environment.
4. Ensuring mandatory learning and development provision within its clubs is provided in partnership with the PFA and LMA

Cultural Change

5. Promoting the 'Crowd Management Measures' – Good Practice guide to its clubs.
6. Working with the other football organisations and Kick It Out and the fans groups (including FSF, LPF, GFSN and SD) to review and improve the impact of current awareness and education campaigns amongst fans.
7. Working in conjunction with Kick It Out to set targets for its clubs to achieve the various levels of the Equality Standard.
8. Reviewing the impact of the new training module for stewards.
9. Adopting and sharing best practice in stewarding with a particular focus on coordinated action to deal with discrimination.
10. Delivering on relevant actions from the LGB&T, gender equality and disability equality action plans

Regulation and Reporting

11. In conjunction with the PFA, LMA and Clubs, ensuring that players, managers and staff understand how to report their concerns about alleged discrimination.
12. Reinforcing the instructions via PGMO to match officials of the importance of the issue and relevant reporting procedures.
13. Investigating new technologies to assist with reporting incidents in stadia.
14. Reviewing the range of sanctions employed by its clubs with a view to improving consistency.
15. Reviewing and where necessary improving the reporting and analysis of in-stadium offences, to assist an assessment both of the complaints processes and of subsequent actions.
16. Working with the Police and prosecuting authorities to ensure that offensive and insulting language and behaviour at football grounds and in other football-related environments is identified and dealt with appropriately.
17. In conjunction with the PFA and LMA, establishing and delivering confidential support structures for players, managers and staff to use when incidents occur, to encourage the formal reporting of incidents.

Widening the diversity of football's workforce

18. Continuing to promote open and transparent recruitment processes in recruiting the football workforce including support mentoring in relation to work placements in football, such as Kick It Out's Mentoring programmes
19. Supporting and implementing COACH and other programmes to capacity build coaches from Black, Asian, and Minority Ethnic communities, with higher level qualifications and experience to challenge for roles in the Professional game.
20. Reviewing the recruitment processes for Managers and Coaches and developing a voluntary code, based on a set of principles for recruitment, to be considered by its clubs.
21. Completing and ensuring that the Clubs complete the Equality monitoring tool to provide accurate statistics on their staff, Boards and membership etc.

A handwritten signature in black ink, appearing to read 'G Clarke', with a long horizontal stroke extending to the right.

Greg Clarke
Chairman
The Football League

The Professional Footballers Association (PFA)



The PFA as a Union seeks to protect, improve and negotiate the conditions, rights and status of all professional players by collective bargaining agreements. The PFA has a zero tolerance policy in all areas of discrimination, bigotry and prejudice. The PFA has a role in supporting players who have experienced discrimination, raising awareness and educating players and lobbying for greater representation of former players, including their black, Asian and minority ethnic members in coaching, administrative and decision making roles.

The Professional Footballers Association commits to:

Education

1. Developing and delivering equality learning (in conjunction with the Leagues) as part of the youth development modules for scholars.
2. Developing and delivering equality learning (in conjunction with anti-discrimination partners, and Leagues) as development for senior players.
3. Supporting the introduction of mandatory induction arrangements to support players who are new to English football and the British cultural environment.

Cultural Change

4. In conjunction with the Leagues and clubs, establishing and delivering confidential support structures for players to use when incidents occur, to encourage the formal reporting of incidents.
5. Supporting standard clauses that address discriminatory language and behaviour, in players' contracts.
6. Delivering on relevant actions from the LGB&T, gender equality and disability equality action plans.

Widening the diversity of football's workforce

7. Supporting and implementing COACH and other programmes to capacity build coaches from within Black, Asian, and Minority Ethnic communities.
8. Working with FA, Premier League and Football League and their clubs along with LMA to ensure pathways and opportunities are accessible for all professional players in order to access coaching and management positions further to achieving relevant qualifications.
9. Advocating to The FA for the continued increase of BAME adjudicators on the list of panel members, from which Regulatory Commission members are selected.
10. Completing the Equality monitoring tool to provide accurate statistics on the PFA staff, Boards and membership etc.

Reporting

11. In conjunction with the Leagues and Clubs, ensuring that players understand how to report their concerns about alleged discrimination.

A handwritten signature in black ink that reads "Gordon Taylor". The signature is written in a cursive style with a long horizontal stroke at the bottom.

Gordon Taylor OBE
Chief Executive
Professional Footballers Association

League Managers Association (LMA)



The LMA is the collective, representative voice of all managers from the Barclays Premier League, the npower Championship and npower Leagues 1 and 2. The LMA has a zero tolerance policy in all areas of discrimination and has a responsibility to support managers who have experienced discrimination, to support the education of managers in relation to inclusion and anti-discrimination and to support the development of a diverse talent pool of managers.

The League Managers Association commits to:

Education

1. Supporting the introduction of mandatory induction arrangements for managers and coaches who are new to English football and the British cultural environment.

Cultural Change

2. Supporting standard clauses that address discriminatory language and behaviour, in managers and coaches' contracts.
3. Delivering on relevant actions from the LGB&T, gender equality and disability equality action plans

Widening the diversity of football's workforce

4. Supporting and implementing COACH and other programmes to capacity build coaches from Black, Asian, and Minority Ethnic communities, with higher level qualifications and experience to challenge for roles in the Professional game.
5. Ensuring that the LMA staff complete the Equality monitoring tool to provide accurate statistics.

Reporting

6. Ensuring that managers understand how to report their concerns about alleged discrimination.
7. Establishing and delivering confidential support structures for managers and coaches to use when incidents occur, to encourage the reporting of incidents.

Richard Bevan
Chief Executive
League Managers Association

The Professional Game Match Officials Ltd
(PGMOL)



**PROFESSIONAL GAME
MATCH OFFICIALS**

The PGMOL is the body responsible for referees and officials in the professional leagues.

The PGMOL commits to:

Education

1. Implementing mandatory training for all PGMOL match officials and requiring referees on this list to undertake refresher training every three years

Reporting

2. Ensuring that referees understand the definitions in The FA's Regulations, which reflect the Equality Act, 2012 and their obligations in relation to reporting misconduct and or discrimination.

Cultural Change

3. Delivering on relevant actions from the LGB&T, gender equality and disability equality action plans

A handwritten signature in black ink, appearing to read 'M. Riley', with a large loop at the end.

Mike Riley
General Manager
PGMOL

The Referees Association



The Referees Association is an independent organisation that exists to support and guide its membership of referees and assistant referees.

The Referees Association commits to:

Education

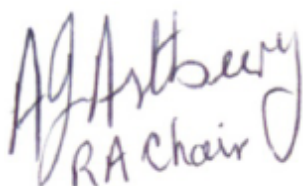
1. Working with The FA to implement mandatory equality training for referees and requiring referees to undertake refresher training every three years.

Reporting

2. Ensuring that referees understand the definitions in The FA's Regulations, which reflect the Equality Act, 2012 and their obligations in relation to reporting misconduct and or discrimination.

Cultural Change

3. Delivering on relevant actions from the LGB&T, gender equality and disability equality action plans



AG Astbury
RA Chair

Albert Astbury
Chairman
Referees Association