

UNITY

THE FOOTBALL UNITES, RACISM DIVIDES NEWSLETTER 2011



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Welcome to the 2011 edition of FURD's 'Unity' newsletter!

'Football Unites, Racism Divides' is a youth and social inclusion project and charity based in Sheffield which works locally, nationally and internationally to combat racism and increase understanding between different communities.

The past year has been a turbulent time for FURD, set against a backdrop of massive cuts in youth services across the country. In particular the severe reductions at our key partner, Sheffield Futures, will have a major impact. Similarly the closure of the Involved volunteering programme, on top of the ending of the Football Foundation community grants programme, presents challenges to FURD's mission of increasing inclusion and community cohesion.

However, there have been major successes. The on-off saga of funding for FURD's new home at the U-Mix Centre was successfully resolved, with huge credit going to the Urban Mixtures young people's group, who remorselessly lobbied politicians and civil servants. Building work is well underway, with an expected opening in spring 2012.

The remarkable life of the world's first black professional footballer, Arthur Wharton, championed by FURD since 1996, reached a huge audience in March 2011, when Arthur's granddaughter, Sheila Leeson, was honoured at the England-Ghana international at Wembley. The recent announcement of Heritage Lottery funding for FURD's Arthur Wharton Heritage Project will help spread his story to a wider audience.

Our new 'One-All' initiative, funded by Comic Relief, will work with young people to create opportunities for football, and other sports and music, to bring understanding and solidarity between groups in place of hostility and suspicion.

Finally, I am stepping down as Director of FURD in September 2011. FURD has been my passion since its inception in 1995: I am immensely proud of the project's achievements, and the part played by a fantastic, committed staff team and some amazing young people and volunteers. I hope to be involved for a while yet, particularly in seeing through the final stages of the U-Mix Centre and working on the Wharton project, but would like to take this opportunity to say huge thanks to countless friends and supporters.

Howard Holmes
Director of FURD

welcome

URBAN MIXTURES



FURD is gearing up to move to a brand new home, the U-Mix Centre, in spring 2012. Young people are central to the planning of the new facilities through the Urban Mixtures group. Here, members of the group talk about the project.

What is Urban Mixtures?

Urban Mixtures is a group of young people from across Sheffield, who are involved in the planning of the Myplace Lowfield project.

What is the Myplace Lowfield Project?

Myplace is the name of a government programme dedicated to providing new youth facilities. In Sheffield this is going to be based at the Lowfield open space between Queens Road and Bramall Lane.

Do you have a name for the centre?

The U-Mix centre. The reason why we called it the U-Mix centre is because we want people to mix in a multicultural way.

So what is it that your group does?

We consult with other young people about the types of activities and services they would like to see in the centre. We also meet up with the engineers and architects to decide on the layout and internal specification.

When will the building be ready for young people?

We can't say for definite, but hopefully in spring 2012 - they've already started laying the foundations.

How can other young people become involved?

By coming to the Sharrow Old School, every Monday at 5.30pm. People can also log onto the Urban Mixtures Facebook page and make suggestions, or contact Mehrun Ahmed at FURD



Jessica Ellis with some of the U-Mix group

The U-Mix centre

VOLUNTEERING

FAREWELL

FROM

V

FURD has recognised the value that young volunteers can bring to an organisation. Over the past ten years, volunteering has been embedded within FURD and has delivered a dedicated youth volunteering programme.

FURD would like to take this opportunity to say a big thank you to all our volunteers. After three years of delivering the national Vinvolved programme, we will be saying a fond farewell to V.

Through Vinvolved, FURD has supported over 1,000 young people into volunteering by providing short term, part time and full time volunteering opportunities. Young people have played a key role in bringing different communities together through events such as the 'Vibes and Unity' festival and 'It's Your Call', our conflict resolution DVD made by our volunteers.

"Volunteering with v has built my confidence and also given me some great experience in youth work and sports coaching. I have also enjoyed working with a wide range of young people from different ethnic backgrounds. This has given me a better understanding of the way different cultures work and live." Irfan Ilyas

All is not lost, however, and in recognition of the importance of involving volunteers in our organisation, FURD will continue to support young people who are interested in volunteering. This will be made possible by two new schemes that we secured funding for in 2011-**V24/24** and **One-All**.

V24/24 is a new programme run by V to help equip 16-19 year olds not in employment, education or training with skills, training and qualifications which will help them into work in the future. FURD will provide placements for 15 young people over the next two years, each working 24 hours a week for 24 weeks. They will work on a social action project and be supported in gaining a Level 2 qualification in Employability Skills.

Our new **One-All** project, funded by Comic Relief, is a young person-based project which aims to use sport to build lasting unity between communities. It will create opportunities for purposeful interaction between different ethnic communities to try to counter divisions between groups of young people. This will involve establishing a multiracial group of young sports leaders to plan and deliver **One-All** sports or music events alongside structured opportunities for dialogue between different groups. **One-All** will operate in Sheffield, Rotherham, Barnsley and Doncaster.

Interested in getting involved in **V24/24** or **One-All**? Then please contact Mehrun Ahmed at FURD.

Volunteers receiving awards from Lord Mayor Alan Law



Volunteers Ullaie and Samira at FURD's Vibes & Unity festival



SOUNDKICKERS

FURD 'SOUND KICKERS' IS A FREE WEEKLY MUSIC PROJECT THAT TAKES PLACE AT THE PURPOSE BUILT COMMUNITY MUSIC SPACE 'STAR STUDIO' IN SHEFFIELD CITY CENTRE.

For 18 months, 20 – 30 young people from all over Sheffield have been regularly meeting to create and develop their own music, collaborating with others and receiving tuition on instruments, music production and vocal skills from specialist tutors.

The sessions provide exciting performance opportunities for young people who attend and recent highlights have included slots at the prestigious 'Tramlines' music festival, showcases at the 02 Academy, and CDs and promo videos have also been made. Check out Soundkickers at youtube.com/soundkickers or use the QR code on the right.

The project develops volunteers, who have learnt how to guide, mentor and assist the music leaders. They have gained many studio skills and are now looking to become music leaders themselves.

For more info contact Moony at FURD.



Soundkickers CD cover

Soundkickers in action

"FROM THE VERY START OF THE PROJECT I WAS EXCITED ABOUT ITS POTENTIAL, AND A FEW YEARS ON I AM STILL FEELING THAT POTENTIAL. I GET TO JAM WITH ALL DIFFERENT PEOPLE OF UNIQUE STYLES, TALENTS, GENRES AND MOSTLY PERSONALITY. THE PROJECT LEADERS HAVE HELPED ME ACHIEVE WHAT I THOUGHT WAS NOT POSSIBLE" JAMES BAKER

"I HAVE SEEN YOUNG PEOPLE COME WITH VERY LOW SELF ESTEEM AND THEN GO ON TO SHOWCASE FULL SONGS IN FRONT OF EVERYONE ELSE. HAVING OLDER ROLE MODELS HELPS THEM TO SEE THINGS DIFFERENTLY" RICKY MALIK, VOLUNTEER

"I HAVE LEARNT MANY THINGS ABOUT THE MUSIC INDUSTRY. MY CONFIDENCE HAS SHOT UP AND NOW I CAN SING AND PERFORM IN FRONT OF LARGE CROWDS" CYN0 SPARKS



In February 2011, FURD received the welcome news that its Positive Futures (PF) programme is to continue.

It looks very likely that the programme will run for at least another 2 years; subject to meeting certain funding conditions. FURD has run a highly successful PF programme for the past 6 years, and this continuation of funding in the current difficult economic climate is testament to how well the programme has performed, both locally and nationally.

The FURD PF project continues to work with young people aged between 10 and 19 years from around Sheffield - many of whom come from deprived communities.

FURD PF provides a wide and varied range of exciting and rewarding activities for young people to get involved in, which include: sports, music, holiday programmes, trips, residential and educational workshops. Knock-on effects have meant many of the young people taking up training opportunities, both informal and accredited, and volunteering with FURD.

'In my opinion being involved in the FURD Positive Futures scheme has been the best thing that could have happened to many young people in this area. It has given a lot of them the chance to try new things and gain new experiences. For some young people, such as myself, it has also meant becoming a volunteer and eventually a paid member of staff with the project. I'm so pleased it's going to continue.' Adnan Ilyas

For further information contact Simon Hyacinth at FURD.

POSITIVE FUTURES

Interview with Akaash Munir from Sharrow Blades, a FURD supported 5-a-side football team

How did you first become involved in playing football?

"I used to watch football on TV as a kid and aspired to be a footballer one day. I started to become involved in the FURD Sunday coaching sessions at Mount Pleasant Park. The coaches recognised that some of us were quite skilful, at the same time we also felt that we were pretty good. We also felt that it was natural for us to become involved on a competitive basis and move onto the next level.

What happened next?

We spoke to our coaches and the staff at FURD to see whether they were prepared to sponsor us to enter a league. We contacted Goals and, luckily for us, there was a league starting the week after that we could join.

How have you progressed in the league?

We started off brilliant, demolishing all the teams. For the most part of the season we were on top of the league winning all of our matches; unfortunately we lost one and drew one. This has left us joint first with another team.

So what now?

We are going to discuss with FURD's head coach our next steps, perhaps even setting up an 11 a side team, or maybe join another league.

What have you gained from this experience?

Personally I have gained in confidence; I have become a better team player and improved my footballing skills."



Fun Day Easter 2011



Akaash Munir



HOWARD HOLMES

September 2011 will bring a big change for FURD, as our Director, Howard Holmes, will be stepping down. He was instrumental in setting up FURD and has led our team since 1996. Here, he looks back at his time with FURD.

Why was FURD set up and what was your involvement?

FURD started at a meeting in Mount Pleasant Community Centre in November 1995, when a group of Sheffield United fans, youth workers, local councillors, reps from Sheffield United and community workers decided to take action against the worrying instances of racial harassment that was taking place in the neighbourhood close to the Bramall Lane ground. I was the Area Officer at the time with Sheffield Youth Service and convened the meeting. I also wrote the application for initial funding to the EC's Cities Against Racism programme and collected the letters of support from all the partners.

What differences do you think FURD has made?

In relation to the immediate objective of reducing racial harassment linked to football in the Sharrow area then there has been a big improvement, with families and young people feeling more confident and secure on matchdays. We have worked closely with Sheffield United to make the club more welcoming and inclusive, with the annual Community Day being perhaps the best example. FURD has made a big difference to hundreds of young people's lives, particularly through our successful youth volunteering programmes and football coaching schemes.

What are your proudest achievements from your time with FURD?

Arthur Wharton, Kyle Walker and the U-Mix Centre - Arthur because FURD was fundamental in bringing his amazing story to a worldwide audience, Kyle due to him being a local lad off the Landsdowne Estate who has made it into the full England squad, and the upcoming U-Mix Centre at Lowfield because this will offer a permanent home for the project

What are you planning to do in your retirement?

I don't believe in retirement and I will always want to stay involved with FURD, but I think it's the right time to step down as Director and let others have a go! However, I plan on being involved in the Arthur Wharton Heritage Project, the 'Football - A Shared Sense of Belonging?' research project, finishing the U-Mix Centre, helping to raise funds for FURD and finally my beloved Sharrow United, who are now one of the top Sunday League teams in South Yorkshire. Away from FURD I'm looking forward to trying to play some golf, going to the races and seeing some Yorkshire cricket. Finally, having been lucky enough to visit South Africa several times through my work, my wife Janet and me are hoping to spend a few winters in the sun there, especially with the penguins near Cape Town!



Howard with Pelé at Sheffield United



Howard at Wembley with a statue of Arthur Wharton

7 OUR EDUCATION WORK

IT'S YOUR CALL

At FURD, we recognise the value of using sport as an educational tool. Over the last 10 years, the use of football and classroom studies has proven to be very effective and enjoyable.

The anti-racism work in schools has slowly progressed over the years with the biggest contributing factor to this increase being the events of September 11th 2001. Since then the need to challenge myths and stereotypes regarding race and ethnicity has been consistent.

The delivery of the educational work with young people varies as lessons can last from 45 minutes to 2 hours, depending on the group/s. The most productive and effective levels of learning have been when work is done over a period of weeks as opposed to one-off lessons.

In more recent years, primary schools have understood the need for anti-racism work to start at an early age and as a result work with young people aged 8 and over has been on the increase.

The most successful pieces of work at both primary and secondary school level have been the Young Footballers Against Racism package. This is a twin package conducted over 8 weeks that combines learning in class followed by football on the pitch delivered by football coaches from Football Unites.

This package is tailored to suit the needs of the group. The pupils that are selected to do these sessions are either known for being racially intolerant, at risk of being permanently excluded offenders or labelled as young people with behavioural problems.

When this package is delivered within secondary schools, at the end of this programme, the participants will have anti-racism, basic mentoring and football skills and the confidence to work with other young people in their schools.

Peer-led initiatives are instrumental in this fight against racism, and understanding of other cultures is imperative if we hope to live in a cohesive society.

We also organise conferences for primary and secondary schools. The "It's Your Call," conference came about due to the production of a DVD resource by a group of young volunteers from FURD's Youth Against Conflict group who decided to tackle a range of issues including bullying, gang culture, conflict and racism.

Two 'It's Your Call' conferences, targeting 11-14 year old students, has taken place since the DVD was produced. Students not only view the DVD, but key speakers also talk about their involvement in conflict and what kept them motivated in order to resolve these conflicts.

Additionally, there is a very interactive element to the events, which have included t-shirt design, slam poetry and music workshops. For more information contact Lisa Sultanti.



RESOURCES AND INFORMATION

One of the most important tools for tackling prejudices is education, and FURD's Resources and Information Centre is here to help. Our website www.furd.org contains lots of information about our work and the subjects we work with. If you can't find what you need, contact us with your enquiry.

Our lending library contains anti-racist education packs, football coaching DVDs, black history resources, and lots more. The catalogue can be searched on our website.

We have four exhibitions available for hire. The newest is a portable version of the 'Offside: South African Footballers in Britain' exhibition, which FURD researched for the District 6 Museum in Cape Town. The 60 A3 laminated posters chart the history, through football, of South Africa's relationship with Britain and the effects of apartheid.



We have also been developing an 'online toolkit' of educational resources as part of an EC funded 'Football for Equality' project. This is a searchable collection of short films, factsheets, quizzes and web pages which use football to challenge racism, sexism and homophobia. It includes material from across Europe, and many different languages. Find it on the Football Against Racism in Europe website at www.farenet.org or follow the QR code above.

Find us on Facebook at 'Football Unites, Racism Divides' and Twitter at @FURDday. Contact Ruth Johnson for further assistance.



At the FURD launch back in April 1996 we started an appeal to raise a headstone on Arthur's unmarked grave, in Edlington Cemetery, near Doncaster. This aim was realised in May 1997, and FURD has worked regularly ever since with Wharton's biographer, Phil Vasili, and his granddaughter Sheila Leeson. Sheila's crucial role in bringing her grandfather's story to the world was formally recognised by the FA at a pitchside ceremony before the England-Ghana international at Wembley in March 2011.

A new chapter of the story is about to open. FURD has secured funding from the Heritage Lottery Fund to run a two-year Arthur Wharton Heritage Project, starting in July 2011. This will involve poets, artists, drama workers and filmmakers working with schools in South Yorkshire to uncover and explore aspects of Arthur's story - including his careers as a cricketer and a miner. One end result will be an educational DVD that will be a valuable teacher's aid in demonstrating the relevance of Arthur's life to today's society. The U-Mix Centre will house the Wharton Heritage Project collection of documents and materials, within the FURD Library to be housed at the Lowfield site.

Please contact Lisa Sultanti if you or your school would like to get involved. For more info on Arthur Wharton, please visit www.furd.org



THE ARTHUR WHARTON HERITAGE PROJECT

One of FURD's constant themes from its beginnings has been the fantastic story of Arthur Wharton, the world's first black professional footballer, world sprint record holder and generally speaking an outstanding Victorian sportsman.

9 FOOTBALL: A SHARED SENSE OF BELONGING?

We are now a year through this Big Lottery funded three year research project exploring the lives of refugees and asylum seekers, and how sports like football may help them feel more a part of the community in which they live.

19 year old Kazem Balogun has recently completed a 6 month placement working as a research assistant on the project thanks to the Future Jobs Fund. Kazem has this to say about the experience:

"Working on this project I was able to engage with new arrivals and share their experiences on how football can help deliver feelings of security.

My understanding of football was very limited before, so I saw this research as an exploration, an adventure and an opportunity to widen my own perspectives.

"I was able to attend my first ever football match, which I would describe as an ecstatic, powerful and overwhelming experience; an experience, which if I had not become part of this project would never have happened."

The research involved many individuals, all with different backgrounds and unique reasons and stories for coming to live in England. Getting to know the participants added enormously to the experience.

I have gained research skills and an increased awareness of the controversy surrounding new arrivals and the misconceptions and stereotypes that have been created. Observing new arrivals express themselves through football, around others who share the same passion for the sport, made me realise how having a shared 'value' can help to create friendship and mutuality."

The research project offers volunteer opportunities for young people, particularly those from refugee backgrounds, to gain real experience of research and how it can be of use, both to those involved and the wider community. To get involved, contact Chris Stone at FURD.



Kazem at his first Sheffield United match



Football for Friendship tournament research



THE SHEFFIELD ALL NATIONS PROJECT



Yemeni Stars, winners of All Nations 2011. Photo by Andy Greaves



Yemeni Stars receive their trophy from Councillor Jackie Drayton

FURD, in close co-operation with the Sheffield and Hallamshire County FA have organised the annual All Nations tournament aimed at refugees and asylum-seekers living in Sheffield, together with more established communities. The event is part of Refugee Week, and now receives support from Sheffield City Council's Summer of Sanctuary initiative.

In 2011 the tournament attracted a record entry of 15 teams, including players from Iraq, Afghanistan, Eritrea, Yemen, Somalia, Ghana, Congo, Georgia and Bangladesh. Following a tense penalty shoot-out after a 1-1 scoreline against a young Sharrow United side in the final, Yemeni Stars deservedly won the trophy at their ninth attempt! Councillor Jackie Drayton, a longstanding supporter of FURD and the All Nations, presented the medals and trophies.

Together with our County FA partners we are planning an expansion of the All Nations format, with regular leagues being organized as well as the annual tournament. Meanwhile several teams are being helped to participate in affiliated football. The U-Mix facility will act as the base for future All Nations initiatives, hopefully starting with the 10th All Nations tournament in June 2012.

For more information contact
Desbon Bushiri at FURD



II. FOOTBALL COACHING AT FURD

FURD offers coaching opportunities to young people across Sheffield, in particular those from disadvantaged communities. Our main coaching centre is the Sheffield United Academy at Shirecliffe, though the eagerly-anticipated U-Mix centre at Lowfields will operate as the main base for FURD's future coaching.

Desbon Bushiri is now in charge of all coaching at FURD, following Keith Ward becoming full-time co-ordinator with the Sheffield United Kickz project.

To date two FURD referrals, Kyle Walker and Liban Abdi, have graduated to Sheffield United's first team. Kyle, now at Tottenham Hotspur, has since progressed to the full England squad and starred in the 2011 European Under 21 finals in Switzerland. Meanwhile Liban has moved to Hungarian side Ferencváros, and scored a stunning goal against Aalesunds FK of Norway in the Europa League second qualifying round in June 2011. Their success is an inspiration for the staff, coaches and young people at FURD.

Following discussions between Desbon Bushiri, Talent Identification Officer Luis Silva and SUFC Academy manager John Pemberton, we are now concentrating on feeding players in the 9-14 years age group to Sheffield United.

This year, FURD has more than doubled the number of players - 9 - in SUFC Academy Development Squads. Two FURD referrals have been signed as Academy players and are currently playing in the Under-10 squad.

FURD's regular coaching sessions are held at Sheffield United Academy, Firhill Crescent, on Sundays: 2.30-4.30pm for 6-14 year olds and 4.30-6.30pm for 15's and over. There is currently a charge of £1 a session.

FURD mentorship and training through football

Football Unites aims to increase participation in the football industry, not only for players but also for coaches and volunteers. In 2011, FURD in partnership with Sheffield and Hallamshire County FA organised its first FA level 1 Certificate in Coaching Football course, with fifteen young people and FURD volunteers participating in the one week course and qualifying for this important first step in football coaching.

Football for women and girls

In June 2011, FURD was awarded a £5,000 grant from the Football Foundation's 'Grow the Game' fund to develop football opportunities for women and girls. The two-year grant is to set up and run an under-12 girls' team and an adult women's team. FURD would like to thank volunteer Lerece Wilson for successfully applying for the grant. Anyone interested in getting involved should contact Desbon Bushiri at FURD.



For enquiries about any part of our work, contact:
enquiries@furd.org

Football Unites, Racism Divides
The Stables Connexions Centre
Sharrow Lane
Sheffield
S11 8AE
England
Tel: 0114 2553156

www.furd.org

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