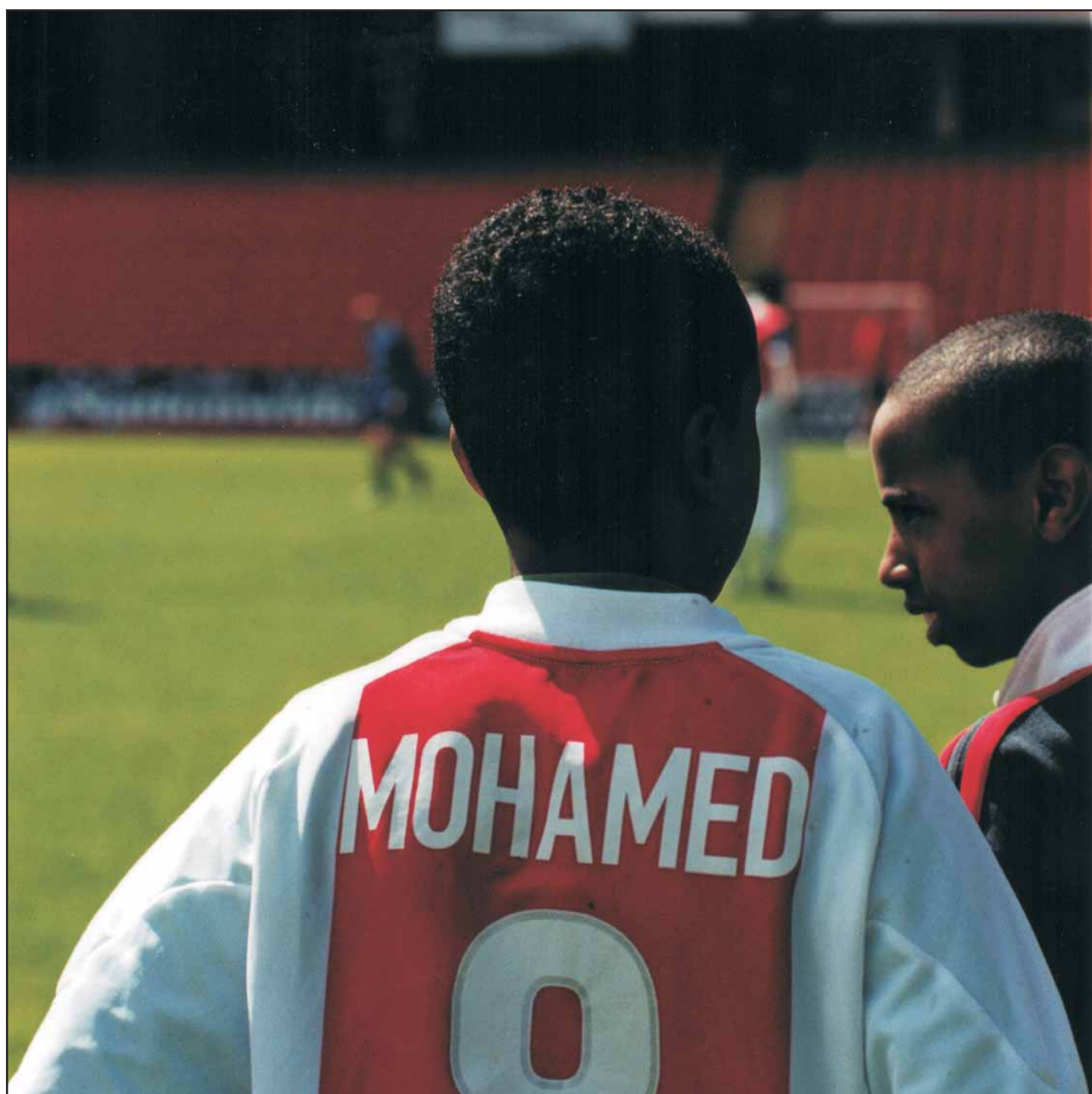


# football unites, racism divides

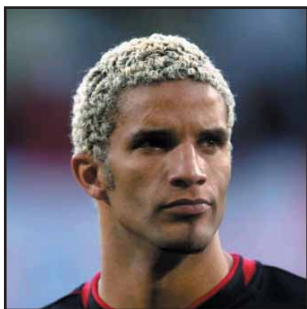
review 2003



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# foreword



I am delighted to be able to offer my support to the work of the 'Football Unites, Racism Divides' project. As a goalkeeper I have been fascinated to read about the career of Arthur Wharton, and congratulate Football Unites in continuing to play a key part in bringing to life the hidden history of early black players. I can't stress enough how valuable the role projects like Football Unites play in the continuing fight against racism in the game at all levels.

Keep it up, and stay on guard.

David James  
England Goalkeeper



**Sport is a fantastic vehicle for achieving social change and equity. Football, in particular, can bring many millions of people together in shared experience, which in itself has the capacity to lead to greater mutual understanding and respect.**

However, football can also be used as a powerful means of exclusion, to say 'It's not for you', or lead people to believe 'It's not for me'. This is where the 'Football Unites, Racism Divides' project is performing such a vital role in opening up the possibilities for people from all communities to participate in the game – be it as players, supporters, referees, coaches, employees, and hopefully, as administrators and even club chairmen.

I'm especially pleased with the benefits that the Football Unites project has brought to Sharrow, which lies in the heart of my constituency in Sheffield. I wish the workers and young people at Football Unites the very best for the future.

Rt Hon Richard Caborn MP  
Minister for Sport.

Football and it's supporters need to grab the headlines for all the right reasons, and none can be more important than the fight against racism in our communities. Football clubs nationally, not just the clubs locally, have a civic duty to confront racism in all its forms. If they are to be taken seriously as effective community partners, rather than monolithic institutions responsible to no one but themselves. Happily, my own club Sheffield Wednesday, through it's work within Owls Against Racism and it's contribution to the work of Football Unites are taking their responsibilities seriously. The fight against racism must never cease; then again, I'm sure that will never be the case.

Barry Birks  
(Chairman The Wednesday Independent Supporters Association).

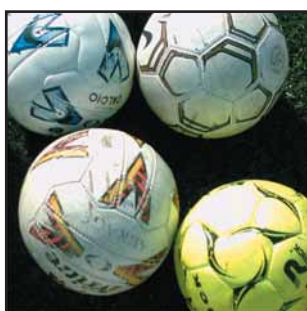
As a voluntary worker, I would have no hesitation in encouraging others to take up voluntary work, and certainly in recommending such work for Football Unites. This year, like the previous ones of my involvement, has been of enormous benefit to myself, and a continuous education.

The resource library is now a superb collection and aid for the education of students, teachers and youth workers alike. I continue to search for books, videos and other relevant information that can help build the collection.

Sharrow United have been just as important to me. Their progress since being formed is phenomenal and an inspiration to anyone who truly believes that football unites. Not only in bringing people together, but also in the fact that all races and cultures have the abilities and skills to be among the best in the game. I am proud to be associated with them.

Kevin Titterton  
Blades Independent Fans' Association.

# introduction



This review of the work of the 'Football Unites, Racism Divides' (FURD) project covers the period since our last report in August 2001. We have also produced two interim documents, in the form of newsletters, in April 2002 and May 2003.

All of the work highlighted in the 2001 review has progressed, with some of the most notable developments including:

- **European work:** FURD organised a major grassroots conference, held in Sheffield in February 2002, and was a member of the planning group for the UEFA 'Unite Against Racism' conference which took place at Chelsea Village in April 2003.
- **National work:** FURD is now represented on the Kick It Out national committee in its own right.
- **Coaching** has been consolidated at the new Sheffield United Academy, which offers excellent all-weather facilities, both indoor and outdoor.
- **Work with professional clubs:** Whilst continuing our longstanding relationship with Sheffield United, there have been significant developments in the work with Sheffield Wednesday.
- **Support for local teams:** A new team, Surud United, made up predominantly of Somali young people, has been set up and entered in

the local Under-18 league for season 2003-4.

- **Resources:** We have created a new post of Interactive Learning Development worker, designed to exploit the potential of the internet for anti-racist education.
- **Streetkick,** FURD's mobile football game, is now inflatable!

We will report on two major new areas of work:

- **Refugees and asylum seekers:** FURD has been involved in several initiatives designed to encourage participation in organised football, including the All Nations tournament and summer league, as well as the national Unity Cup.
- **The Porter Project:** a joint development with Sheffield Futures, which will incorporate a state-of-the-art all weather facility (including changing rooms), a new base for Football Unites, and a youth club/Connexions Centre.

None of the progress made by Football Unites would have been possible without the

support of a range of funders, specifically in the following areas of work:

*Millennium Volunteers:* **The Department of Education and Skills** (via **Sheffield Futures**).  
*Coaching:* **The Football Foundation, Positives Futures** (via **Sheffield Futures/Connexions**), and **Neighbourhood Renewal Fund**.

*Work in schools and youth groups:* **The Football Foundation**.

*Resources, Information and Interactive Learning:* **The Community Fund**.

*European work:* **UEFA** and the **European Union**.

*Streetkick:* **Sport Relief**.

*Asylum Seekers:* **Sheffield First For Safety**.

*Co-ordination:* **Sport Relief**.

We are also indebted to the invaluable long-term financial support provided by the **Single Regeneration Budget**, which unfortunately ceased in the Sharrow area in March 2003.

Finally, we continue to rely upon **Sheffield Futures**, and the **City Council Youth Service** prior to April 2002, for providing part of The Stables Connexions Centre as a base for Football Unites..

**Howard Holmes**  
*FURD Co-ordinator*

# a brief history of football unites, racism divides



**1995:** Attacks on local Asian and Somali people in the vicinity of Sheffield United's ground, particularly on match days.

**Nov 1995:** Football Unites partnership set up including fans, Sheffield United and community groups.

**Jan 1996:** Successful bid for funding from the European Cities Anti-Racism Project.

**April 1996:** Project Co-ordinator appointed and Football Unites officially launched at Sheffield United.

**May 1997:** Publication of 'Sheffield Divided or United? A Study of 'Race' and Football', research report commissioned by Football Unites.

**May 1997:** Headstone on Arthur Wharton's previously unmarked grave unveiled after Football Unites set up an appeal fund.

**Sep 1997:** Further European funding enables Football Unites to appoint part-time youth worker, resources and information worker, and admin worker.

**Nov 1997:** Football Unites Resources and Information Centre officially opened.

**Jan 1998:** Website launched.

**July 1998:** Football Unites takes two teams to the Anti-

Racist World Cup in Italy for the first time. Football Unites teams, the Somali Blades and Abbeydale Youth Project meet and draw in the final.

**Sep 1998:** Publication of the book 'The First Black Footballer: Arthur Wharton 1865-1930', by Phil Vassili, research funded by Football Unites.

**Oct 1998:** 'History of Black Footballers Exhibition' launched at MUFC's Museum.

**Nov 1998:** Somali Blades win the Philip Lawrence Award for good citizenship

**Nov 1998:** Football Unites' own 'Streetkick' mobile football game, built by volunteer worker Kev Titterton, unveiled at Sheffield United's Open Day

**Feb 1999:** FARE network (Football Against Racism in Europe) founded by supporters' groups from 13 countries. Football Unites is a founder member and partner.

**May 1999:** Football Unites Educational Trust established.

**May 1999:** First Community Day held by Football Unites and Sheffield United at Bramall Lane with Somali Blades playing the Abbeydale Youth Project in a replay of the Anti-Racist World Cup final. Community Day becomes an

established part of the calendar with days being held in 2000, 2002 and 2003.

**July 1999:** Football Unites receives Millennium Volunteers status from Department for Education and Employment (now known as DFES)

**Feb 2000:** David Blunkett MP attends launch of Football Unites Millennium Volunteers project

**2000:** Work begins with the Shirecliffe Youth Inclusion Project, funded by the Home Office 'Positive Futures' initiative, to provide coaching, a second 'Streetkick' game and a peer mentoring programme.

**Aug 2000:** Sharrow United, sponsored by Football Unites, join the Sheffield Regional Alliance Sunday League.

**April 2001:** 'United Colours of Football' fanzine, issue 2, launched by Football Unites and Kick It Out as part of the first European-wide anti-racist week of action in football

**April 2001:** Football Unites launches website for the FARE network (Football Against Racism in Europe)

**May 2001:** Sharrow United win promotion in their first season in the Regional Alliance Sunday League Division 2.

**Oct 2001:** John Barnes is among the inspirational speakers at a Football Unites-organised conference, 'Moving On Up', aimed at raising black young people's aspirations.

**Feb 2002:** 80 delegates from 14 countries attend a FARE conference organised by Football Unites and held at Sheffield United to build the grassroots network.

**May 2002:** Sharrow Utd win promotion again, this time to the Regional Alliance Premier League

**July 2002:** Football Unites enters a women's team in the mixed Anti-Racist World Cup for the first time and the team wins the Coppa Multiculti

**Oct 2002:** National and Europe-wide Anti-Racist Action Week sees all 92 league clubs take part

**Nov 2002:** FARE wins the MTV Free Your Mind human rights award.

**April 2003:** Sharrow Utd finish as runners-up in the Regional Alliance Premier Division

**Jun 2003:** Football Unites puts on 'Urban Smackdown: Music vs Crime' event using music and positive role models to deliver an anti-drugs and anti-crime message.

**Jul-Aug 2003:** Unity Cup, national tournament for refugees and asylum-seekers, is held in Manchester, with Sheffield teams taking part, and a 7-a-side summer league starts for refugees and asylum-seekers in Sheffield.

**Sep 2003:** Football Unites backs a new Somali under-18 team, Surud United, who enter the 11-a-side Sheffield & District DB Sports Under-18 League.

# streetkick



**Football Unites' mobile football game is becoming a permanent fixture at a large number of events and/or festivals around the region. The game only requires a relatively small amount of space, and can be set-up on any flat/dry surface.**



Streetkick has continued its pattern of growth in terms of the numbers of football events that have taken place around the region since 2001. During the spring and summer of 2002 a total of 32 Streetkick events took place around the region (the majority being in Sheffield, Barnsley and Rotherham). The Football Unites summer programme seems to get bigger and bigger each year!!

**New Inflatable Streetkick**  
In April 2002, Football Unites were approached by Sport Relief to put on a Streetkick event. The aim of the event was to highlight one of the ways in which money raised from Sport Relief was being used to fund initiatives that use sport as a way of overcoming problems between young people from different ethnic and cultural backgrounds. The event was filmed by BBC Sport, hosted by John Parrott and televised during the World Snooker Championships.

## Streetkick's Aims

**Combating disadvantage** - Targeting areas with relatively high numbers of ethnic minority young people - where these young people get few opportunities to participate in organised football/tournaments.

**Anti-racist work & education** - Targeting areas with known racial tensions/problems, and/or areas with low numbers of ethnic minority young people in order to raise racial awareness.

This led to ongoing contact between Football Unites and Sport Relief, prompting Football Unites to submit a funding bid to construct a new Streetkick game. The bid was successful, and in May of 2003 work began on building the new game and delivering football orientated anti-racist work around the city.

The new Streetkick was launched at the end of July and has been a huge success, both in terms of:

- Participants of all ages getting involved during events, and;
- Involving larger numbers of volunteers (MVs) in the

running of events (less labour intensive – shorter set-up/take-down times).

Since its launch 13 events have taken place, 10 of these being a joint venture with Connexions/Sheffield Futures – held in Sheffield city centre. The fact that the game is now inflatable rather than a series of boards that bolt together also means that it is now able to operate on less even terrain. It is hoped that this will now make it more flexible in terms of venues.

For further information contact Simon Hyacinth (Streetkick Co-ordinator) on 0114 255 3156.



# coaching



**The most significant development in Football Unites' coaching programme over the past year has been our use of the new Sheffield United Academy all-weather facilities. The academy on Firshill Crescent is ideally situated in a number of ways, including its proximity to both Burngreave and Shirecliffe and the excellent bus service, which stops right outside.**

We have concentrated our academy sessions on weekend afternoons. Both Saturday and Sunday afternoon sessions are aimed at 13 years and under, whilst a later session on Saturday is for over 14s. All training is delivered by qualified FA coaches, and are free.

In addition, a Tuesday evening session is aimed mainly at Somali young people, including the Surud United under-18 team, whilst Wednesday evenings is reserved for Sharrow United training.

Football Unites coaches have been closely involved over the past two years with the Owls Trust Allstars club in Darnall, which is run by fanatical Wednesdayite grandma Sheila Yorke. The teams are predominantly, but not

exclusively, Asian, and Sheila herself recently gained her FA Level 1 coaching qualification.

We continue to work extensively in the Sharrow area, with weekly coaching sessions at both Sharrow primary schools, as well as support for the locally-based Pro Soccer junior football club. In addition we organise free courses in Mount Pleasant Park during school holidays. However our work in Sharrow will really take off when the planned facility at Porter Croft becomes a reality. (See the Porter Project article).

Football Unites has excellent links with both local professional clubs as well as a

range of semi-professional clubs, so any player with potential can be referred by the coaching staff to the appropriate level of club.

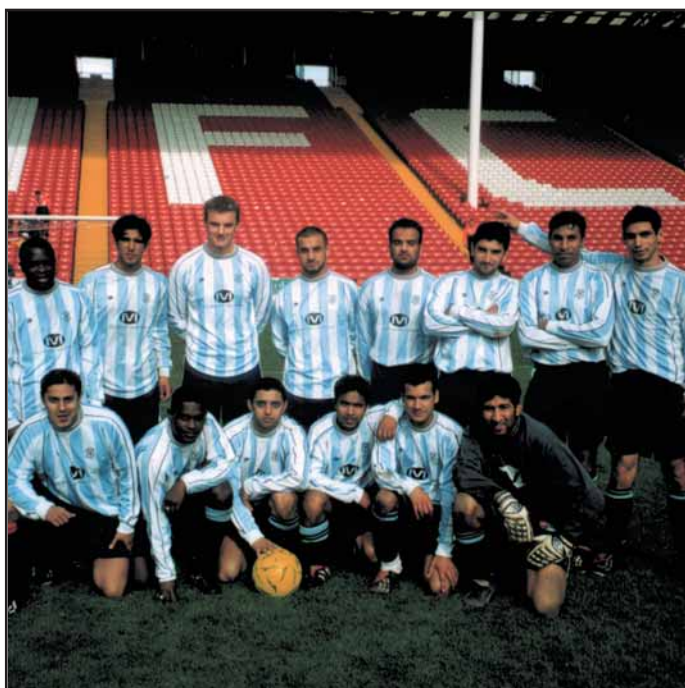
## **Coach Development**

Football Unites offers free access to all FA coaching courses. At present we have one Level 3 coach, 8 Level 2s and scores of young people who have reached Level 1. All this work is ongoing, so we expect significant numbers of Football Unites-sponsored coaches to progress to higher qualifications within the next six months.

For details contact Luis Silva on 0114 255 3156.



## support for local teams



As a community-based project one of Football Unites' key tasks is to help and support ethnic minority footballers to progress as players, coaches, referees and administrators. Organising yourselves in order to enter a team in affiliated leagues, and to fulfil all the duties required, can be a daunting prospect.

The costs involved - kit, pitch hire, training venue, referees, balls, nets, washing kit, transport, league and FA affiliation fees, insurance, medical supplies, coaches, as well as personal items such as boots and shinpads - can be prohibitive and discouragement alone to teams wishing to participate in organised leagues.

When a group of players approaches Football Unites for help in setting up a team, the first thing we do is sit down with all concerned to go through all the factors that need to be considered, in addition to the costs involved. We may offer to provide short-term financial and administrative support such as affiliation and league fees, lending a kit and

locating a suitable pitch, whilst the team works out how to raise the necessary funds. For example, we have helped several teams to successfully apply for Awards For All lottery grants.

At the time of writing, (October 2003), two Football Unites backed teams are currently playing in Sunday leagues, Sharrow United FC and Surud United FC. Sharrow are entering their fourth season, after finishing runners-up in the Premier Division of the Regional Alliance Sunday League in 2002-3, whilst Surud United (Named after Mount Surud in Somaliland) have just entered the DB Sports Under-18 Sunday League.

Football Unites has helped a number of teams to present their cases at FA disciplinary hearings, following from what they have perceived to be racist actions by opposing players, spectators or referees. In addition we have negotiated with the Sheffield and Hallamshire County FA to allow Football Unites staff to sit as observers during personal hearings.

## the academy of words

*Sign on the dotted line to make your dream debut for the Academy of words and stories needs you, to sign the mums and dads to huddle like the boys, sign their sisters, buy them boots, let them feel the joys of Sundays at the Academy of words.*

*Sign on the baby that's no bigger than a ball because she's cute and cuddly and her first word is goooal! Sign to see a Wednesday shirt side-by-side a Blade's, hurry fetch the camera before the memory fades of Sunday at the Academy of words.*

*Sign up for footballs screaming past your ears, sign a midfield dynamo called Joe aged six years, sign a coach a six-year old working in a mine, Luis who remembers what it took to cross the line to Sundays at the Academy of words.*

*Sign them on for fun, everyone should play: Chilean, English, black, white, red and blue, Sunday at the Academy of words.*

*Sign to see an artist switch feet and make you gasp, stroke the ball sublimely and make a pinpoint pass.*

*Sign up for tackles that stop time in its tracks, sign in for total football, strikers and backs on Sunday afternoon at the Academy of words.*

*Sign on the goalkeepers who launch into space, enclose it, everything in it, in the future, in their face. Sign on for a rough sea, a ball bobbling like a buoy, what do we shout "man on" or "ship ahoy?"*

*On Sunday afternoon at the Academy of words.*

*Sign up for ooohs and ahs, sweet skill, shots and spins and riddles when Keith calls time, "Last goal wins." Makes winners of losers and winners by a mile, lose by enough to win next time, and with a smile on Sundays at the Academy of words.*

*The wordscout's found the talent and recommends them all mums, dads, sisters, grans, coaches, Joe, Jamal, Sunday at the Academy of words.*

Ralph Hancock



# Work with Refugees and Asylum Seekers



**Football Unites' raison d'être is a belief in the unifying influence of football, in its power to bring people together in pursuit of a common goal, where otherwise there may be mistrust and fear.**

Our work with refugees and asylum seekers is designed not only to offer the chance to play in an organised tournament or league, but also to help players and teams to become involved in affiliated football, as individuals or clubs.

After several tournaments and coaching sessions aimed at asylum seekers during 2002,

we made a breakthrough after teaming up with County FA development officer Brian Peck, together with financial support from Sheffield First For Safety and contacts through the Refugee Housing Association.

This partnership initiative resulted in 17 teams attending the All Nations tournament at the University of Sheffield's Goodwin Centre. The finalists, African Dream Team and Red United, then went on to compete in the national Unity Cup, held in Manchester in August 2003. Red United were the winners of the Unity Shield, winning a Barclaycard kit as well as trophies.

## Gooooool!

*Sheffield All Nations Football Festival*

*We share a common tongue,  
a language rich in spheres, curves and chants  
rooted in translation.*

*"I'm not from Sheffield", well  
it doesn't matter. I couldn't even say  
'I'm not from Tehran' in Iranian.*

*The wire compound is only to keep the ball in  
despite the Spitfire driving overhead  
to the Annual Gala in Endcliffe Park*

*this is not POWs playing football in a prison camp  
(though many would have it so).  
Oh look a Spitfire! Uh?*

*No-one here takes any notice, though  
several have diplomas in war from the air,  
all we duck is flying footballs,*

*from every direction, rattling the fence,  
safe under the protection of the laws of the beautiful game:  
Kosovar Albanians, Afghans and Iraqi Kurds.*

*Wherever there is war and repression,  
extraordinary, decent people come  
to a country still fighting the Battle of Britain.*

*From Angola, Sierra Leone, Yemen, Chile, Somalia,  
Nigeria: to share the sea-blue tennis courts over the fence,  
so inviting on the hot afternoon,*

*the smell of heating rubber on the synthetic pitch  
and Gooooool!  
Hands raised in the air as free men,*

*ooh's, ah's, applause, working out the complex stats  
because who's winning matters.  
Football is never a kickabout.*

*'A plays F' puzzles a ref, "I'd rather have names," well  
it doesn't matter. You know who you are  
when you share a common language.*

Ralph Hancock

This was followed by the All Nations Summer League, in which eight teams competed each week at the Sheffield United Academy. The teams include players from Afghanistan, Iraq, Albania, Yemen, Sierra Leone, Somalia, Nigeria, Chile, Iran and Jamaica.

It is hoped that the Summer League will be followed by a

bigger league, with 12 teams, running through to April 2004. An FA Level One coaching course will run alongside the league, with each team allocated one or two places. Workshops are planned in how to set up a team to play in an affiliated league, with the aim of being in a position, both financially and organisationally, to enter affiliated leagues in season 2004-5.

# work with women & girls

As part of our drive to increase the visibility and inclusion of women in football, we entered a young women's team for the first time in the mixed Anti-Racist World Cup in Italy in 2002. In the lead up to this we ran a series of women-only coaching sessions in Mount Pleasant Park, run by both male and female coaches, to help prepare the team. These paid off once in Italy - the FURD Women All-Stars brought home the Coppa Multiculti, or Multicultural Cup, awarded for being the most multicultural team, and upholding the ethos of the event, described by the organisers as the most prestigious award of the tournament.

In the run-up to the 2003 Mondiali Antirazzisti, Football Unites' youth worker and head coach worked together with a group of girls from Fir Vale School to provide football coaching alongside educational work looking at identity and difference, aiming to break down barriers between different ethnic groups within the school. From this group of young people, who were initially suspicious of each other, grew friendships and the basis of the FURD Women All-Stars team for the 2003 Anti-Racist World Cup! Lisa Sultanti, who gained the FA Junior Team Manager award whilst a Millennium Volunteer with Football Unites, also became the first woman to manage a Football Unites team at the event. This year the team was a mixed one that played in, and won, a mixed group before being beaten in a penalty shoot-out in the knockout stages.

Football Unites' coaching sessions are open to both males and females, and female-only sessions can be arranged on request. Over the last year we have been coaching girls at Newfield School.

Two young women who gained coaching qualifications whilst Millennium Volunteers with FURD have since gone on to do paid work coaching football in the community.

Through the successful recruitment of young women onto the MV scheme, the numbers of ethnic minority young women involved in planning and running community events has increased, with a positive knock-on effect on the numbers of women attending the events. This was noticeable at the Community Day at Sheffield United this year with significant numbers of young Asian women attending.

In order to improve our understanding of the reasons why girls from ethnic minorities are not participating in football as much as they say they'd like to, we asked some students from the University of Sheffield to carry out some research. They concluded that the main factor preventing them was sexism rather than any racial or cultural factor, with the perception among girls that boys will dominate, take over and make fun of them in a mixed environment. Most of the girls interviewed therefore said they'd prefer girls' only teams and coaching sessions. The report the students produced, 'Crossing the Line', may be borrowed from our library.

# case studies

## Lizzie

Lizzie found out about Football Unites by word of mouth and signed up as a Millennium Volunteer. As a volunteer she took the FA Junior Team Manager award, has helped run Streetkick events, helped with coaching sessions for both boys and girls, and been an important member of the FURD Women All-Stars team in Italy for the last two years.

In the spring of 2003 she gained some paid work on a playscheme running sports activities, including football, for children. In between all this Lizzie finds time to study for A levels at Sheffield College, play football for Sheffield Wednesday, and also went to America in July 2003 as a coach at a summer camp.

## Darnall

Football Unites has been working in the Darnall area of Sheffield to support Sheila Yorke.

Sheila is a great grandmother and retired cutler who, tired of seeing gangs of bored children on the streets around where she lives, went out with a notebook to collect names of anyone interested in playing football. Within an hour, she'd collected 90 names and from that, formed the Owls Trust All-Stars. Most of the players are from ethnic groups under-represented in football, including Somalis, Pakistanis, Bangladeshis, Malaysians and Yemenis. They now have two junior teams in the Rotherham and District Sunday League, and the under-14s won the League Cup in 2003 and finished second in their division.

As the name suggests, the club has made links with Sheffield Wednesday, with one promising player from Darnall being signed up for their academy under-14 team.



## working with professional clubs

The most significant factor in terms of Football Unites' work with professional clubs in the past two years has been the development of the links with Sheffield Wednesday, as well as continuing the strong relationship with Sheffield United.

Much of the credit for the expansion of anti-racist initiatives at Wednesday is due to the appointment of a Community Manager, Julian Winter, whose job contains a specific brief to increase the inclusion of ethnic minorities and tackle racism.

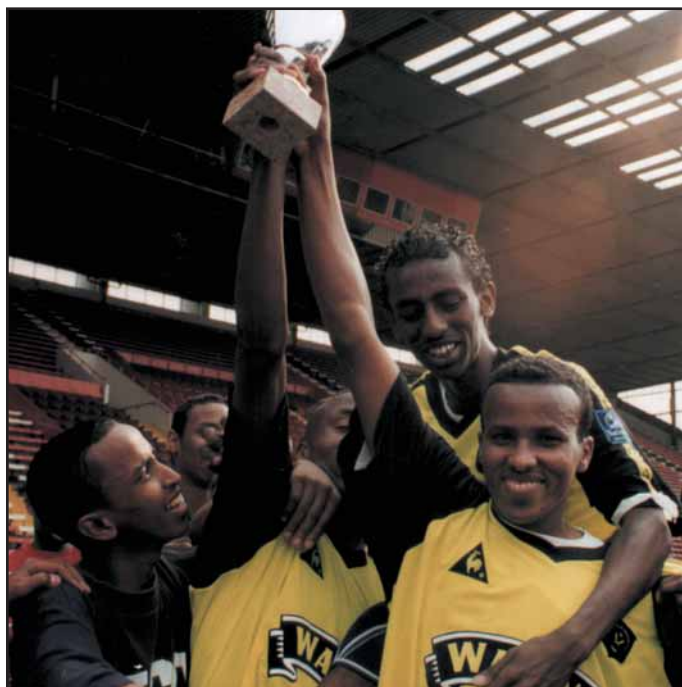
Some of the initiatives at Wednesday have included:

- Ongoing membership of the Owls Against Racism group, made up of supporters, club officials, ethnic minority representatives, Kick It Out, Football Unites, and the Owls Trust
- A joint event involving Wednesday, Show Racism the Red Card and Football Unites, which brought together pupils from six secondary schools that had worked with the Football Unites youth worker in the previous twelve months

- Free coaching and financial support for the Owls Trust Allstars. The two teams junior teams are predominantly Asian

In addition, Julian Winter is a Football Unites trustee, whilst Wednesday Independent Supporters' Association chairman, Barry Birks, is a member of the Football Unites Project Advisory Group.

Football Unites organised Community Days at Bramall Lane at the end of the 2001-2 and 2002-3 seasons. This unique event, in which Sheffield United give free use of the stadium for community activities both on and off the pitch, is starting to be copied by other clubs – Leicester City held one in 2003 in conjunction with the 'Foxes Against Racism' group.



## view from the dugout

*Football Unites, Racism Divides, Community Day at Bramall Lane*

*Sittin' in the dugout at Bramall Lane proves how little coaches can see of the game. Four pitches worth of the goalie's fear of clean shorts playing in tracksuits, street clothes, hats, shirts of every colour starring Totti and Raul. Sittin' in the Director's box is cool.*

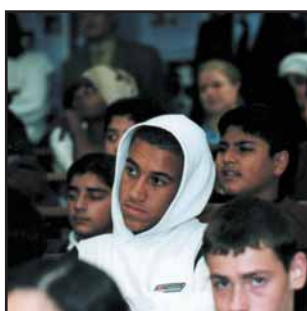
*Sittin' in the hospitality suite is DJs, face paint and an African-Caribbean café; is looking out of a goldfish bowl lip reading the crowd, goooal! Is a manager, trouser leg rolled up above the knee,*

*"Style man". It's what you can see sittin' in the dugout at Bramall Lane.*

*Sittin' and dreaming (waiting on the gates closing): parents of trophy rooms they'll build and how many bricks, kids of scoring direct from free kicks. Medals and trophies, cups for fair play and other rewards of a super day, a logistical triumph, a statistical coup "Don't you have a home to go to" to see behind the football mystique "Can we play here every week."*

Ralph Hancock

# education & youth work



Since appointed in July 2001, the Football Unites Education & Youth Worker has worked with thousands of young people aged between 7 and 24 from all across the South Yorkshire region. Work has been delivered in many schools, universities, colleges, youth centres, hostels and even bus shelters to targetted young people.

The post is funded by the Football Foundation with the remit to use young people's interest in football as a gateway to tackling racism.

Over the last two years the struggle to raise awareness about racism has become easier; however, the attitudes to understanding and combating this ignorance have remained difficult, particularly post September 11th.

The Education & Youth Worker works closely with other Football Unites staff and volunteers to coordinate resources together. She regularly works at Football Unites' portable Streetkick events and at coaching sessions; as well as bringing these resources into her work at schools. Football Unites has offered sessions to all of Sheffield's secondary schools,

and carried out work at the 8 schools that responded. Many footballers have been very helpful in attending school events, talking about their experiences of racism.



## education

Football Unites' Education & Youth Worker is regularly invited into PSE lessons to deliver anti-racist work. The lessons can be from 45mins to 2 hours long and are usually quite productive but the more effective lessons are the ones that are delivered over a period of weeks.

Young Footballers Against Racism (YFAR) is a twin package that combines learning in class followed by football on the pitch delivered by Football Unites' head coach. This package can be 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 excluded, of offending, or labelled as young people with behavioural problems.

The first YFAR lessons were pioneered with a group of

thirteen Year 11 pupils from Abbeylea Grange Secondary School in Sheffield. Over a period of 12 weeks the group looked at issues related to peer mentoring, youth work and anti-racism. These lessons were delivered along with the learning mentor who selected the group. He was extremely pleased by the fact that the young people attended all the lessons and did so in their own time as these classes were done after school hours.

At the end of the programme the young people were pleased that they gained additional

skills and techniques that could be of use to them in the future. They also became better footballers!

These were their comments:

*"Improved my awareness of racism."*

*"Improved my listening, communication and football skills."*

*"Learnt about others."*

*"The education and coaching sessions worked well."*

# football, citizenship & anti-racism

On the 28th May 2002, an education, football and anti-racism conference was held at Manchester United FC in partnership with the Department for Education and Skills (DFES) and the Association for Citizenship Teaching. Over 250 teachers, educational advisors and representatives from football clubs attended the conference, and Football Unites staff worked on the conference planning group together with the education officers from Kick It Out and Manchester United.

David Lammy MP, Lord Herman Ouseley, (Chair of Kick It Out), Tony Breslin (Chief Executive, Citizenship Foundation), Dr Tony Sewell (University of Leeds and columnist for The Voice) and Brendan Batson MBE (then PFA Deputy Chief Executive), were some of the speakers for the day.

The day was divided into workshops that examined the ways in which the national curriculum was developing in terms of citizenship. The aim of the conference was to explore how football could contribute to the delivery of anti-racist education for all children in schools.

There were many workshop panellists from a variety of organisations that attended and described their methods of practice. Football Unites'

Education & Youth Worker was one such practitioner and was able to explain the importance of raising awareness about racism to young people from an early age.

The introduction of Citizenship into the National Curriculum should result in many more pupils being taught about the diversity of national, regional, religious and ethnic identities in the UK, the need for mutual respect and understanding and to devise strategies to help challenge racism, discrimination and stereotypes. Football Unites believes that we can play a key role in the provision of material, including online and interactive resources, and offer our experience of what approaches are effective.

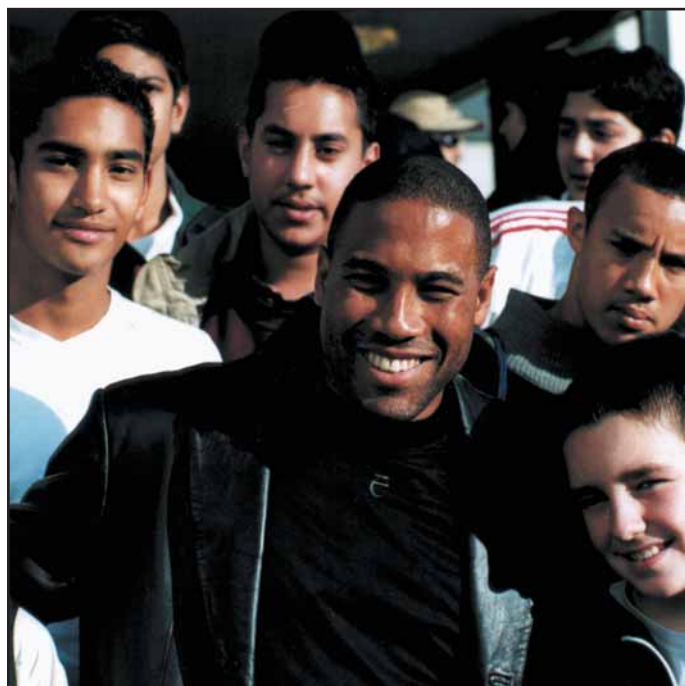
## moving on up

Football in its true essence is quite capable of uniting; being able to use it from an educational angle is even more powerful.

In October 2001, Football Unites organised the "Moving On Up" conference for 150 local young people aged 14-16, in partnership with Andy Kiwomya, a former Sheffield Wednesday and Bradford City player, who was then working as a secondary school learning mentor. Held at Sheffield Hallam University, it was timed to coincide with Black History Month and the Anti-Racist Week of Action in football.

The key speakers on the day were ex-England and Liverpool football hero John Barnes, Minister for Sport and Sheffield Central MP Richard Caborn, DJ Lloyd Samuels, financial advisor and Sheffield United Academy Assistant Director Paul Archer, along with Piara Powar, Director of Kick It Out.

These inspirational speakers focused on motivation, discipline, empowerment and achievement. Young people had the opportunity to ask questions, get autographs and have their photo taken with John Barnes.



## Urban Smackdown - Music Vs Crime

Music, just like football, can be used to deliver positive messages. It is a tool that can cross all ethnicities and backgrounds. With this understanding came the Urban Smackdown event in June 2003.



Four young volunteers from Football Unites, together with the Education & Youth Worker, worked in conjunction with the Sheffield First for Safety team to put on the event Music Vs Crime.

The event was held in the Nelson Mandela Building at Sheffield Hallam University and was aimed at 13-19 year olds. It delivered a strong anti-crime message and raised awareness about the dangers of drugs through the use of music.

Various renowned hip-hop artists attended the event to talk about how music has kept them motivated and away from negative influences like drugs and crime.

The day hosted numerous interactive activities - graffiti workshops, MC-ing, DJ-ing, music workshops, breakdancing, and information stalls on drugs and crime. The event was free and attracted 427 young people.



## shades of us



“Before starting the group, I thought the identity of someone was based upon how people are and lived their lifestyle. By this I mean, for example, a Pakistani person would live their life the Islamic way. My thoughts were not misjudged by someone's appearance, just a little stereotypical. I felt my opinion was hypocritical because people should not judge on what they see. This linked in with a major issue that the group discussed - the theme of “Being a young black woman in the society of today”.

I felt that young women were pressurised a lot because of the fact that we were stereotyped. We are stereotyped as being a bad influence on others. Before discussing this issue with the group it made me angry and upset to think that no matter how much we try to be a success in the community, there will always be someone with different opinions and issues holding us back and stopping me from achieving even higher”.

Written by a pupil from Fir Vale Secondary School.

## case study

I had the opportunity to work with a group of young girls from a local secondary school, that were selected by the learning mentor.

The group consisted of Year 10 girls that all knew each other, but came from 2 distinct backgrounds. They never felt the need to interact with each other and were very firm in their opinions about one another.

Initially I was asked to conduct a 10-week programme to address racism. My work there went on for 18 months and examined other issues related to peer mentoring and youth

work. There were some really challenging moments, but in time they moved from exchanging glances to telephone numbers.

As they have completed secondary school and now move on to higher education or employment I am pleased to say that there was learning, on both our parts!

**Lisa Sultanti**  
*Football Unites' Education & Youth Worker*

### ongoing education & youth work priorities:

- Continue to deliver anti-racist work in schools, colleges and youth work settings.
- Liaise with organisations that work with young people.
- Work with the football clubs and supporters.
- Promote an awareness of Black and multi-ethnic, cultural history.
- Continue the use of integrated football coaching and anti-racist education.
- Use “Live” case studies- e.g. FURD workers and volunteers who can share their experiences to challenge stereotypes and help build cultural diversity.
- Use various forms of the arts and sport to allow young people to respond to racism.

# millennium volunteers at football unites

Millennium Volunteers (MV) is a national government initiative run by the Department for Education and Skills and aims to encourage 16 to 24 years olds to volunteer their time to benefit the local community. Football Unites Racism Divides received Millennium Volunteers status in July 1999 and since then has gone from strength to strength.



Volunteers need to accumulate 100/200 hrs of voluntary work usually within one year, in order to receive an MV Certificate or MV Award. Volunteers at FURD can become involved in almost anything as long as there is clear community benefit.

We have successfully bid for extended funding after the first MV contract expired in June 2002 and have acquired funding until June 2004 with the likelihood of further funding until 2006. However, delivery of MV will be going through a transition from 2004, when MV and Connexions will combine to provide a more cohesive service to young people. MV will form an integral part of Connexions and its service delivery to young people.

In this fourth year of operation, the project has continued to enjoy the success of previous years, as evidenced by the numbers of young people that the FURD/MV project has worked with.

## volunteer support and recognition

Football Unites MV has put in place a number of mechanisms in order to recruit, assist and support young people through their volunteering. These include:

1. Helping with filling in of applications and volunteer plans and, where necessary, adapting their volunteering to suit the young person's circumstances.
2. Going through the Football Unites MV induction pack, which deals with issues relating to the young person's volunteering.
3. Identifying and setting up placements, and where necessary, liaising with organisations on young peoples' behalf.
4. Regular supervision, both at the placement (by a worker at the organisation) and also in the form of regular reviews (face to face or by phone).
5. Reimbursement of expenses.

6. Open sessions where volunteers can come in and get advice and/or guidance on any issues relating to their work..

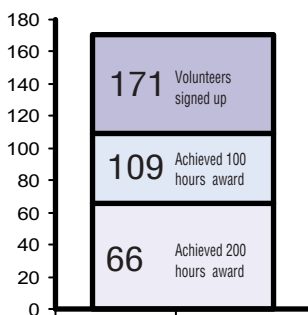
### additional support

1. Support with filling in applications forms for jobs, university and college places etc.
2. Help with CVs.
3. Providing written references.
4. IT support.
5. Referring MVs onto other training courses i.e. ILM, New Deal.
6. Help with assignments, E.g. access to Information Technology software and the Internet.
7. Use of the Football Unites MV resources, E.g. library, equipment and staff.
8. Dealing with issues such as homelessness; law; family issues.

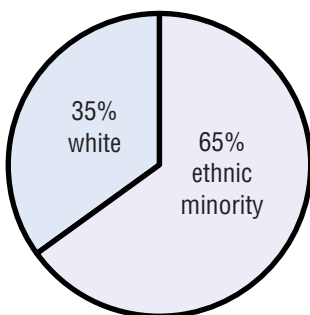
This additional support is a major strength of the Football Unites MV project.



## project management



A graph showing the numbers of Millennium Volunteers working towards or achieving awards.



A chart showing the ratio of ethnic minority to white Millennium Volunteers.

Since the renewal of the MV contract in July 2002 the project has had the benefit of two full time workers. This has enabled the project to meet the much higher targets set.

In the past year we have recruited 171 young people to the project, of which 109 achieved 100 hours of voluntary work, while 66 reached their awards of 200 hours of voluntary work.

This is a considerable achievement given the fact that Football Unites MV has been successful in recruiting and working with young people from a cross section of the community and a diverse range of ethnic backgrounds. An analysis of volunteers by ethnic group shows that 65% of volunteers are from Black and ethnic minority backgrounds (see chart).

The project has also recruited young people from a variety of academic abilities, from university students on degree courses to pupils excluded

from school or who have opted out of formal education, as well as working with young people who are at risk of offending.

Football Unites MV has continued to attract young women as volunteers to the project. This is despite the fact that Football Unites is still very much perceived by many in the community as a football organisation that works largely with young men.

Carefully thought-out publicity materials, special targeting of young women, and developing placement opportunities that are appealing to a wide cross section of young women has resulted in 43% of MVs signed up in the new contract being female, of which 50% are of black and ethnic minority origin.

### recognition

Football Unites MV celebration events are organised on a regular basis to recognise volunteer achievements. Recently these events have taken the form of music-orientated events with formal presentations, a buffet, leading into a disco. These events have been successful in that as well as formally recognising MVs for their achievements in front of their peers and professionals; these events have also proven to be a useful recruitment tool.

young people take ownership of MV

Young people are provided with opportunities to manage their own project with support from MV staff.

An example of this was the 'Urban Smackdown' event that was organised by Football Unites and Sheffield First For Safety. The aim of the event was to raise awareness of drugs and crime in Sheffield through the use of music. Football Unites MV Uzma Bibi took ownership of the project, from booking venues, information stalls, artists and publicity to organising the day. This enabled Uzma to build on her existing skills and manage a project from conception to finish.

Football Unites MVs are also represented on the Football Unites project advisory, whilst the two youth trustees on the Football Unites Educational Trust are both MVs. There is an open invitation to Football Unites MVs to attend both weekly staff meetings and the Project Advisory Group meetings. Football Unites MVs have also been responsible for recruitment and selection of Football Unites staff.

## community benefit

The Football Unites MV programme has resulted in significant benefits to the local community. Some are:

- Involvement of significant numbers of local young people in constructive planned volunteering activity.
- A dramatic increase in the number of trained youth workers aged 18–24 as a result of youth work training organised by Football Unites MV staff, funded out of the Football Unites MV training allocation.
- A continuing reduction in racial incidents in the local area. We believe Football Unites MVs have made a significant contribution to this decrease, e.g. by bringing people of different races and cultures together to break down racial barriers. We have seen an increase in community safety and belonging due to Football Unites MV initiatives, of which the most high profile example is the Community Day, held at Sheffield United Football Club's Bramall Lane ground on Sunday 18th May 2003. Football Unites MVs were centrally involved in the planning and delivery of the Community Day, which was attended by approximately 2,500 local people and ethnic minorities from across Sheffield.
- A beneficial impact upon the numbers of young people offending – MVs offer a positive role model to young people who may be at risk of offending.
- Assimilation of asylum seekers and refugees into the local community has been helped by both free coaching and tournaments operated by Football Unites coaches, including MVs, and the example set by asylum seekers/refugees who have become Football Unites MVs.
- Involvement in local community events, such as the annual Sharrow Festival, where Football Unites MVs organised Streetkick tournaments, penalty competitions and information stalls.



## case study

**Uzma Bibi came to Football Unites in Jan 2003, whilst on a Travel and Tourism AVCA advanced course at Sheffield College. She needed to build up practical experience in her chosen field.**

Whilst on a placement at Football Unites Uzma signed up to be an MV, and was then offered a place on a level 1 in-house youth work course because of her interest in this particular area. She then became a regular at Football Unites as the course was based in the same building.

As part of the course she had to do a placement in this area of work so she chose to accompany Football Unites' anti-racist education youth worker (Lisa Sultanti) on her visits to schools. From this

she became more involved with helping Lisa with various projects around anti-racist work.

***“MV has allowed me to gain a number of different skills and experiences, and opened up new opportunities. For example, I was employed over the summer by Sheffield Futures to work with Asian young women on a summer play scheme to deliver a programme of activities, and I also worked with The Sheffield Family Service Unit on the positive activities for young people agenda.”***

## training

**Football Unites MV offers a wide range of training opportunities to volunteers. They are encouraged to take up training relevant to their voluntary activity or placements.**

This training could be specific to their chosen volunteering activity and in many cases is delivered by their placement organisation, e.g. mentoring, child protection etc. for MVs wishing to work with young people.

Where specialist sports training is required i.e. football coaching courses, formal training is delivered by Sheffield & Hallamshire County FA and/or Sport & Community Recreation (Sheffield City Council), with volunteers gaining further experience working alongside Football Unites coaches.

At present the project has a number of MVs waiting to undertake the next FA level 1 football coaching course, as well as three individuals currently doing the level 2, and two more on level 3.

### **In-House Training**

The project has developed a number of in-house training opportunities with the main aim of addressing the issue of many of our young volunteers not feeling 'comfortable' with formal education (and/or educational establishments).

A basic ten week IT introduction course has been organised by the project, providing volunteers with the opportunity to gain a basic knowledge of: word processing, spreadsheets, e-mail and the Internet.

### **Qualifying Youth Work Training**

Seven MVs have successfully completed and passed Football Unites' in-house youth work training course, which was accredited by the National Youth Agency. The training took place over nine months.

This training has enabled the young people to gain an in-depth insight into youth work and processes, health and safety, power and oppression. The qualification is recognised as a part time national qualification.

We have also been working closely with Sheffield Futures South West Team to write and deliver a youth work training programme for young people from the Somali, Pakistani and

Bangladeshi communities from the local area. The pilot training course ran from February to June 2002. The training was a combination of theory backed up by practical sessions, intended to equip young people with the skills to take ownership of their local communities and to have a voice and influence over issues that matter to them. We have secured funding to run two more courses and offer training on a rolling programme basis.

"As MVs and young people from the local community we have found the Youth Developing Communities training course to be extremely useful as it has enabled us to have a wider in-depth insight on what youth work is all about. During this course we feel we have gained interpersonal skills, which are required as youth workers and as citizens living in society.

Although this has been an intense course we also had time out for fun. It has enabled us to meet new people and has been an interesting experience." *Football Unites Millennium Volunteer.*

## partnership

**Partnership working is fundamental to the way in which Football Unites MV operates.**

Co-operation with other agencies and organisations has resulted in an increase in both referrals and placement opportunities. It is vital that partners feel fully involved in the planning, delivery and evaluation of MV placements, so the Football Unites MV staff team pay particular attention to building and maintaining good relationships with key workers in other agencies and organisations.

Some examples of ongoing partnerships with Football Unites MVs are:

- Silverdale School (via head of Sixth Form)
- Firvale School (via learning mentors)
- Sheffield Futures (via co-operative relationships with youth workers and use of communication systems)
- Roundabout Homeless Young Peoples' Project
- Chinese Youth Participation Project
- Asian Disability Project
- Simunye Cultural Centre
- Sheffield College
- Roshni Asian Women's Resource Centre

Other partners, without necessarily providing placement opportunities, have brought added value to the Football Unites MV programme, such as Sheffield United and Sheffield Wednesday football clubs, 'Kick It Out', and Sheffield and Hallamshire County FA.

## kenyan minister visit



Football Unites was proud to welcome a visit from Alicen Chelaite (Kenyan Assistant Minister for Gender, Sports, Culture and Social Services), and Ashionoh Ashionoh (National Youth Organisation of Kenya) on Wednesday 2 July. The delegation visited the Millennium Volunteers Unit at Moorfoot, Sheffield, and then travelled on to Football Unites to see an MV project in action.

Excellent contacts were made, with special interest being shown in the 'Streetkick' game as a means of bringing together opposing groups for a positive, unifying experience. Football Unites' MV workers discussed possible future joint initiatives, including participating in an international summer camp planned to take place in Kenya in the summer of 2004.



## case study

Amjid first came to the project in May 2000. His friends had all signed up to the Football Unites MV scheme and Amjid wanted to be part of the group. At the time he had no real interest in voluntary work but became involved solely because of his friends. Amjid became involved in a number of projects i.e. football coaching in schools, Streetkick and organising events.

Since joining the Football Unites MV scheme Amjid has finished his MV hours, but more importantly, he has changed his outlook on life. He is currently on the Football Unites youth work training course, and hopes to be a youth worker. Everyone expected him to lose interest in the course but he's proved them wrong as well as the tutors!

He participates well in the training sessions and gets along with the rest of the group. He has attended all the sessions, a three day residential looking at power and oppression and a First Aid training course. We envisage that Amjid will complete the course and will have a valuable contribution to make to society and his community in particular.

He is currently studying at Chesterfield College on a GNVQ Sport and Leisure course. He is highly motivated and is considering going onto University.

# mtv free your mind award

MV Ayaz Khan got an once-in-a-lifetime chance to rub shoulders with stars including Moby, the Sugababes, P.Diddy and Christina Aguilera when he was a guest at the MTV Europe Music Awards in Barcelona in October 2002. Twenty-one years old Ayaz was invited along to receive the 2002 MTV Free Your Mind Award on behalf of Football Against Racism in Europe (FARE).

The Free Your Mind Award is given to an individual or organisation that has made an outstanding achievement in the battle against intolerance and prejudice. Previous winners include Bono, Amnesty International and Greenpeace.

Ayaz has notched up over 200 hours as an MV with FARE, taking part in activities such as organising football tournaments and celebration events and recruiting other volunteers.

*"It's amazing that a cause I care so passionately about has been recognised on an international stage, especially if it makes other young people think about racism in their own community. Being recognised at an event where I was surrounded by so many people I admire made me feel really proud of my achievements."*

Ayaz Khan.



## case study

**Serena came to the project in February 2002. She had already signed up to another Millennium Volunteers project, but wanted to get involved with Football Unites, firmly believing in our aims and philosophies. At school, she was an average student who felt she could have done better.**

Her dad was a full time youth worker, which sparked off an interest for her in youth work. She became involved in youth work, working one session a week, but required theory to enhance her practice. She needed to broaden her youth work experience as well as gaining an insight and understanding of other communities in Sheffield. She had very little understanding of other cultures, religions and communities.

Since then Serena has been involved in organising youth work events and is undertaking a part time youth work qualifying course. She has successfully obtained paid youth work sessions in Firth Park working with 11 to 25 year olds. More importantly, Serena has grown in self-confidence and is much more self-assured. She is now considering going to University to gain her full time qualification in youth work.

## What Next?

Football Unites MV has been invited to bid for extended funding for 2004-2006 (current funding runs out in June 2004).

It is our intention that the work will continue along the same lines, working largely in communities and/or with groups that are (or at risk of being) disadvantaged, particularly ethnic minority groups.

Moreover it is also our intention to further develop specific areas of work, such as partnership work with Connexions and work with refugee and asylum seeker groups.

The Football Unites MV project will continue to develop links with both Sheffield and Hallam University and Colleges and will offer a wide range of volunteering opportunities to MVs.

The second youth developing communities training course will take place in December 2003 with an intake of 20. Funding has been secured for another course, which will begin in March 2004.

The Football Unites MV Youth Forum has been formed and will be undertaking relevant training at an upcoming MV residential. The training will focus on anti-racist awareness training, recruitment of MVs, planning celebration events, applying for funding for small group work/projects and marketing the Football Unites MV project.

# interactive learning resource centre

**Football Unites' resources and information work has underpinned the project's educational work since 1997 when the library was first established, thanks to a grant from the European Cities Anti-Racism Project. Since then it has been supported financially by The Community Fund and the Churches Commission for Racial Justice.**

Early 2003 saw Football Unites receive a big boost in the form of a development grant from The Community Fund to develop our work. With the appointment of an Interactive Learning Development Worker we will be able to create our own resources. These include video diaries based on the personal stories of young people including asylum-seekers and refugees, and other interactive learning materials accessible through our website. Interactive elements already on the site include a messageboard, guestbook, online poll and 'Pioneering Black Footballers' wordsearch.

We also hope to build on the existing work we do with young people, including refugees and asylum-seekers, by using their interest in football and the other

subjects in our collection to help develop their literacy skills by encouraging them to read, or watch films, on subjects of interest. This in turn should lead to increased confidence and social inclusion among marginalised people.

The work of the Centre includes a library, learning resource centre, enquiry service, exhibitions, and a website. It aims to tackle racism by increasing the availability of relevant and user-friendly anti-racist resources coupled with ideas about how they can be used.

Our collection of around 600 resources includes everything from biographies of successful black sports stars, to research into the absence of Asian professional footballers in this country, to guidance for workers with asylum seekers and refugees. We also have children's fiction and non-fiction, and feature films and documentaries with an anti-racist theme on video and DVD from Schindler's List to Bend It Like Beckham.

Most of our resources can be borrowed by visitors for free (we just charge a small returnable deposit). Students unable to visit us in person should normally contact their college or university library first to ask them to apply to us to borrow resources on inter-

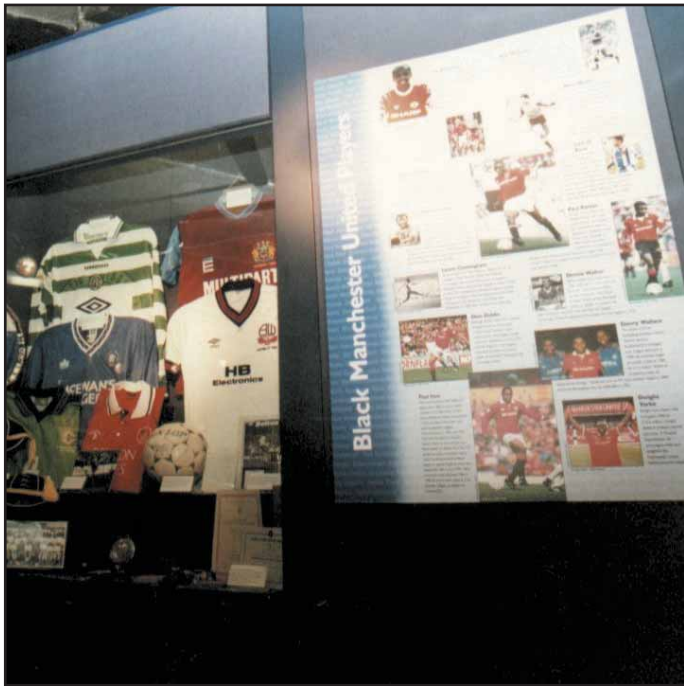
library loan. Our catalogue can be browsed on the Resources page of our website, which includes a brief summary of each resource.

We can answer specific enquiries sent to us by letter, phone or email, and can send out tailored information packs. More information is available on and through our website in particular the Online Resources page, and the Links pages which feature other sites which are good sources of information. Over 600 people now subscribe to our email list to receive regular news updates as we add them to the webpage.

We have seen a big increase in the number of enquiries we've received, going up from 314 in 2001 to 551 in 2002. We loaned out 157 resources in 2002, and have already exceeded that with 164 resources borrowed in the first eight months of 2003. This is as well as giving away countless information packs and other 'freebies'. Users range from local young people who discover the library after becoming involved in other aspects of Football Unites' work, like Millennium Volunteers, to teachers and youth workers, schoolchildren, students, football fans and anti-racists from our own doorstep to the other side of the world.

## our work includes:

- Publicising Football Unites' activities – through the website, newsletters, emailing news to our subscribers, and displays about our work.
- Sourcing or developing resources to support the project's work – like free anti-racist football magazines, stickers and posters to give away at community events; coaching videos and books to support our coaches; and videos, CDs, games and other teaching aids to support our educational work.
- Providing a public library and enquiry service for anyone wanting to know more about racism in football, or related issues like anti-racist education, football hooliganism, and women's football.
- Providing, when possible, computer access and support in our office for people to do their homework, write CVs, job applications, and use the Internet. Several refugees and asylum-seekers have used this facility to communicate with friends and family overseas and to try to keep in touch with news from other parts of the world.



## feedback

Messages left in the Football Unites website guestbook:

***“You’re wonderful website has helped us raise awareness at our school, and now because of you we are dedicating our lives to help the fight against racism!!!”***

***“I am teaching racial awareness at primary school and your site has been of great help. Thanks.”***

Comments from people using our enquiry and library service:

***“Your rapid response with materials was a tremendous help to me.”***

(Student preparing a dissertation about Asians and football)

***“Thank you for a superb information pack. The posters are already on the classroom walls!”***

(Teacher at a London comprehensive school)

## black history

One of our busiest times of the year is Black History Month in October, which also now coincides with the European Anti-Racism Week of Action in Football. October 2002 saw us receiving many enquiries about the story of Arthur Wharton, the world’s first black professional footballer, with a number of schools, libraries and museums around the country creating their own displays, inspired by his story and that of other black pioneers.

FURD and Kick It Out between us look after the History of Black Footballers Exhibition, which was developed by Phil Vasili with support from the Professional Footballers Association. It tells the story of black and Asian players’ involvement in football in Britain from the beginnings of the professional game in the late 19th century to the present. There are now about 40 copies of it, which can be hired for the cost of postage. It consists of 8 laminated posters, each around 4 feet by 2 feet.

It has been exhibited at football clubs, museums, schools and libraries all over the country. Last year it was used to support a major exhibition at

the Doncaster Museum & Art Gallery, which looked at the life of Arthur Wharton, who became a miner near Doncaster when his football career was over. The exhibition, ‘In A League Of His Own: Football, Athletics, Methodism and Mining’ linked black history with local history and sporting history.

FURD, in partnership with Kick It Out, Phil Vasili and the National Football Museum, is in negotiations with the Heritage Lottery Fund to further increase public awareness of the hidden history of black footballers in Britain.

Our proposals involve:

- Research, development and production of a 50-minute video and teaching pack.
- Research, development and production of the Black Footballers’ Oral History Archive, freely available on our website.
- Establishment of a permanent History Of Black Footballers’ Exhibition and anti-racist installation at the National Football Museum in Preston.
- Design and production of fifty 10-panel traveling exhibitions (free to hire).

## case study

Reuben’s first contact with Football Unites was when he came to one of our Community Days at Sheffield United. His attention was caught by the display of resources available from our library, and specifically the autobiography of John Barnes, his hero. The following week he visited the resource library for the first time to borrow the book. Some time later, we arranged for John Barnes to come to Sheffield to speak at a young people’s conference (See “Moving On Up” in the education worker section). Remembering Reuben’s enthusiasm for the ex-England star, we wrote and invited him to the conference, where he got to meet his hero.

# online and interactive resources

With an online presence since the beginning of 1998, Football Unites have sought to be forward looking in their approach to using new technology to educate and inform the public.

The Football Unites website contains up-to-date news and a wealth of downloadable resources for anybody interested in football & race issues. Additionally, the index to the Football Unites resource library is online, allowing people to search for relevant items and then borrow them either in person or by using the inter-library loan system. The site contains some useful

interactive features - several discussion forums, a guestbook, a wordsearch and a mailing list.

Football Unites is about to step up its online resources with the recent appointment of the Interactive Learning Resource Centre Development (ILRC) Worker. Look forward to seeing some new interactive anti-racist education packs available free online. These multimedia resources will be interesting, challenging, informative, emotive and targeted for a range of audiences.



## website statistics

By the end 2003, it is estimated that a 130,000 people will have visited the website, an average of 360 per day.

The Football Unites site is designed to be 'sticky', in that it encourages surfers to stay around and view the site's contents. On average, each user views about 2 pages each, spending just under 18 minutes on the site. It is estimated that in 2003 the site will have logged a quarter of a million page views.

The site is regularly updated and maintains a high percentage of return visitors. Nearly 40% of visitors come to the site without a referrer, meaning that they have either

bookmarked the site or typed the URL directly in their browsers.

The remaining visitors follow links to the site, either from other websites or search engines. Due to the site's longstanding presence on the web and its resourceful content; it enjoys excellent status with web search engines. It is ranked first in all major UK-based search engines when searching for *Racism and football*.

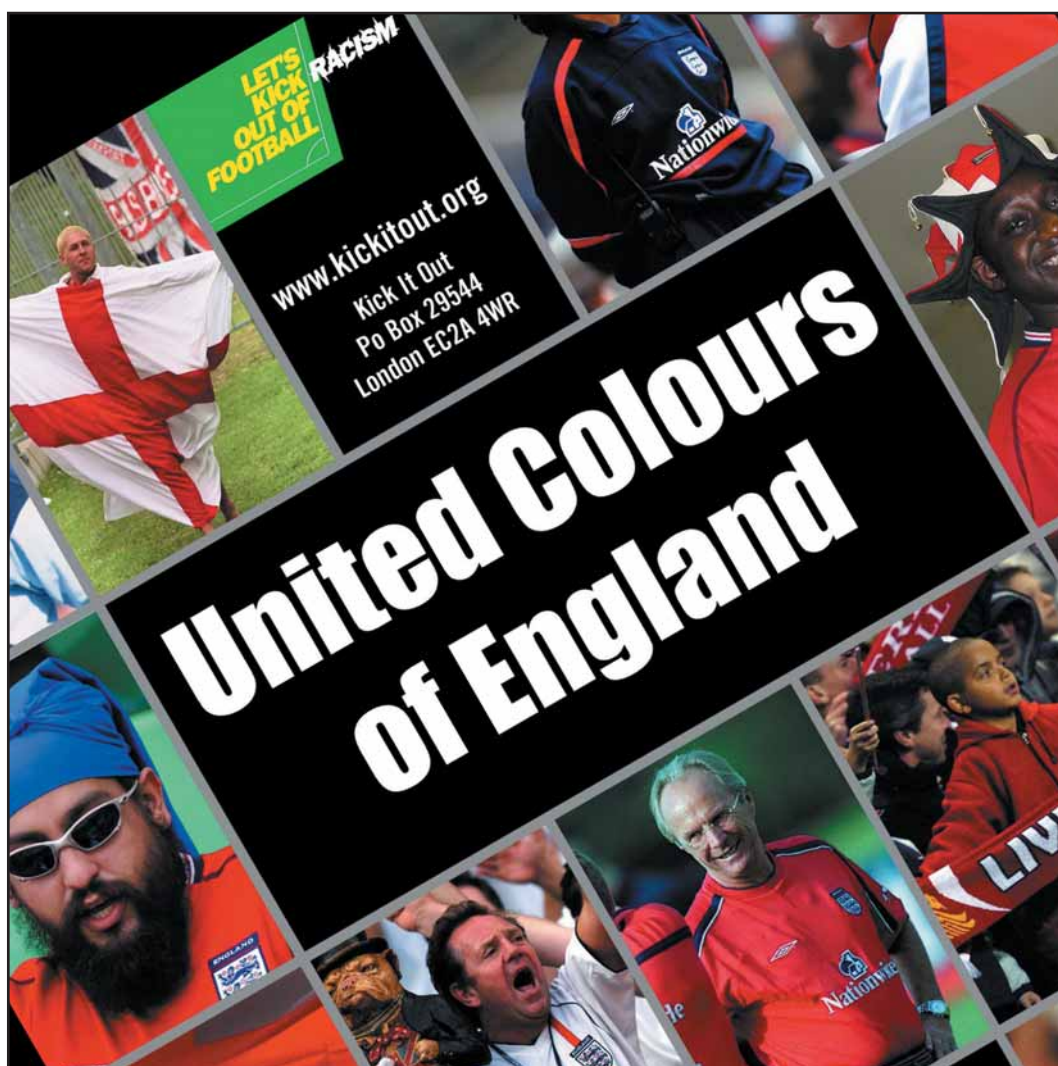
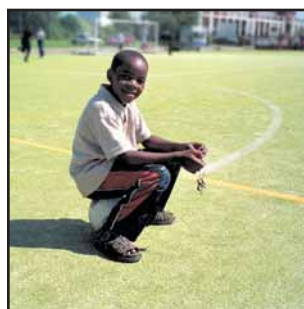


# national work

Football Unites is represented on the Kick It Out national committee, and has been involved in several nationwide activities in the past two years, in partnership with KIO, including:

- Key involvement in the planning group for the 'Football, Citizenship and Anti-Racism' conference, held at Old Trafford in April 2002
- Planning and organisation of the 'Unity Cup' national tournament for refugees and asylum seekers, held in Manchester in August 2003
- Research and mass distribution of the 'United Colours of Football' fanzines, editions 3 (October 2002) and 4 (October 2004)

The ongoing co-operation with Kick It Out has proved to be mutually beneficial, and the KIO Director, Piara Powar, acts as Chair of the Trustees of the FURD Educational Trust.



# International work and the fare network



# fare

**Football Unites are founder members of the trans-European Football Against Racism in Europe (FARE) network.**

Established in early 1999 in Vienna, FARE is a loose network of independent organisations all committed to ridding the game of racism. Comprised of many dozens of member organisations, FARE is organised by a core group of nine partner organisations -

- Bündnis Aktiver Fußballfans (BAFF),
- European Gay & Lesbian Sport Federation (EGLSF),
- FairPlay VIDC,
- Kick It Out,
- Never Again Association (Stowarzyszenie Nigdy Wiecej),
- Progetto Ulrà - UISP Emilia Romagna,
- Show Racism the Red Card,
- Unione Italiano Sport Per Tutti (UISP),
- Football Unites, Racism Divides (FURD).

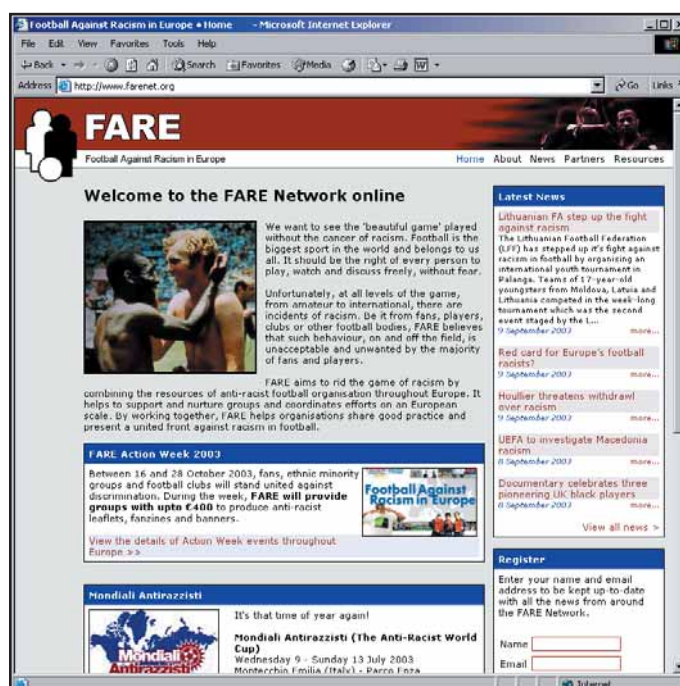
Although the core group collectively decide overall policy for FARE, specific tasks are delegated to certain member organisations. Football Unites has the responsibility for maintaining the FAREnet.org website on behalf of FARE.

**FARE calls upon football governing bodies and clubs to:**

- Recognise the problem of racism in football;
- Adopt, publish and enact anti-racist policy;
- Make full use of football to bring people together from different communities and cultures;
- Establish a partnership with all organisations committed to kicking racism out of football, in particular with supporters groups, migrants and ethnic minorities.

**FARE commits itself to:**

- Challenge all forms of racist behaviour in stadia and within clubs by making our voice(s) heard;
- Include ethnic minorities and migrants within its organisation and partner organisations;
- Work together with all organisations willing to tackle the problem of racism in football.



## building the network conference

In February 2002, Football Unites hosted an international conference, "Building the Network", at Sheffield United FC's Bramall Lane ground.

Over 80 delegates attended, representing 46 different organisations from across Europe. The event was designed to share good practice of practical action. Many of the individuals present were from grass-roots organisations.



## fare receive the prestigious mtv "free your mind" award

In November 2002, The FARE (Football Against Racism in Europe) Network received the prestigious "Free Your Mind Award" at the MTV Awards in Barcelona. Barcelona stars Patrick Kluivert, Michael Reiziger, Patrik Andersson, Thiago Motta and Fabio Rochemback presented the award to Piara Powar, from England's anti-racism group, Kick It Out, and Carlo Balestri, of Progetto Ultra in Italy; both on behalf of FARE.

The Award is presented each year to an individual or organisation that has made an outstanding achievement in the battle against intolerance and prejudice. FARE joins an illustrious list of winners of the Free Your Mind Award, such as U2 singer Bono, Amnesty International and Greenpeace.

By giving this award, MTV hoped to raise awareness of social issues and the much-publicised problems with racism in football. The award was recognition of the campaigning achievements of FARE members.



*"It is a great honour for FARE to receive the Free Your Mind Award. The work of the network will be greatly boosted by this award. It will be particularly welcomed by the work of the great many grassroots groups striving for equality by challenging racism in football across Europe."*

Piara Powar (FARE)



**On Wednesday 5th March 2003, influential figures from all across the European football community gathered in London to develop ways to challenge racism in football.**

The event was attended by UEFA, 52 football associations, several leagues, some

prominent football clubs, leading football academics, fan groups and a handful of international players. The high-profile conference was jointly organised by FARE, UEFA and The English FA; and was hosted at Chelsea's Stamford Bridge ground. The day's events were jointly chaired by Lord Herman Ouseley of Kick It Out and representing FARE, and Mike Lee, UEFA's director of communications.

The purpose of the event was to help footballing bodies to acknowledge the racism present at all levels of the game and to present practical examples of how it can be challenged.

Football Unites were part of the conference planning group.

**The start of the football season 2001/2002 was also the promising kick-off for a new partnership between the governing body of European football, UEFA, and organisations fighting the problem of racism in football.**

At the annual UEFA Gala in Monaco, CEO Gerhard Aigner, presented its charity cheque for 1 million Swiss Francs to Football Against Racism in Europe (FARE), which was accepted by Juventus and France defender Lilian Thuram on behalf of FARE.

The presentation of the UEFA charity award is recognition of the achievements of the cross-European work of FARE. It was also a vital step to sustaining anti-racist practices in countries where progress has been made, and developing new work in nations that are suffering problems.

With the support of UEFA, the European Commission and the entire football family across Europe, FARE will continue to make a positive and lasting impact on the problem across Europe.

## ten point plan of action

**UEFA has issued a 10 point plan of action for clubs and national associations to adopt. Developed with FARE, the plan sets down a variety of measures that clubs can take.**

- Issue a statement saying the club will not tolerate racism, spelling out the action it will take against those engaged in racist chanting. The statement should be printed in all match programmes and displayed permanently and prominently around the ground.
- Make public address announcements condemning racist chanting at matches.
- Make it a condition for season-ticket holders that they do not take part in racist abuse.
- Take action to prevent the sale of racist literature inside and around the ground.
- Take disciplinary action against players who engage in racial abuse.
- Contact other clubs to make sure they understand the club's policy on racism.
- Encourage a common strategy between stewards and police for dealing with racist abuse.
- Remove all racist graffiti from the ground as a matter of urgency.
- Adopt an equal opportunities' policy in relation to employment and service provision.
- Work with all other groups and agencies, such as the players union, supporters, schools, voluntary organisations, youth clubs, sponsors, local authorities, local businesses and police, to develop proactive programmes and make progress to raise awareness of campaigning to eliminate racial abuse and discrimination.



## mondiali antirazzisti



In July 2003 Football Unites again took a party to the 7th Anti-Racist World Cup, which was again held in the town of Montecchio, near Parma in northern Italy. This was the sixth year running we have taken a group along to the annual event, and it was by far the biggest group Football Unites had taken, with 41 people in total.

The group consisted of:

- Young people who had recently completed a 13-week basic youth worker training programme named 'Youth Developing Communities'.
- A group of young women of ethnic minority origin (mainly African and Caribbean) from Fir Vale School, who had been working with Football Unites' anti-racist education youth worker for a year exploring issues such as race, gender, personal identity and citizenship.
- A small group of Somali young men from around the Broomhall area of the city whom Football Unites wanted to make contact/develop relationships with - the aim then being to set up the group as an under-18 team to play in a local affiliated league.



This year's event was the biggest so far, with 168 teams from all over Europe taking part in friendly competition. The tournament was spread over 4 days with mini leagues leading to a knockout competition on the last day. Two of the four teams that Football Unites entered reached the knockout stages.

Many of the participating organisations (Football Unites included) also set-up displays and information stalls which gave the event a real 'festival' feel. During the evening the event came alive with live bands (many of which had an anti-racist/anti-fascist slant), DJs, displays and exhibitions i.e. African Drums.

The start of the event was marked by a march into the town centre. This included firework displays, and a group of performers enacting a short play (on 6-foot high stilts) that depicted prejudice and oppression.

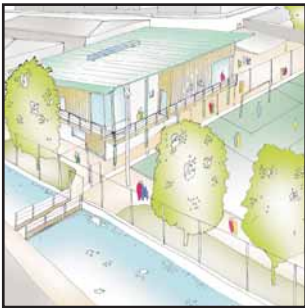
The remaining 2 days of the trip were spent at Lake Garda, where the young people took the opportunity to 'chill-out' prior to returning home.

All of the young people that went along on the trip found it really enjoyable and rewarding, for different reasons:

1. For some young people it was the social aspect - the fact that they had the opportunity to mix, converse and share stories/ideas with other young people from around Europe.
2. For others it was the feeling of brotherhood - the feeling that so many people were gathered together to fight a common cause - Racism - together with the opportunity to increase their awareness of anti-racist practice around Europe.



# the porter project

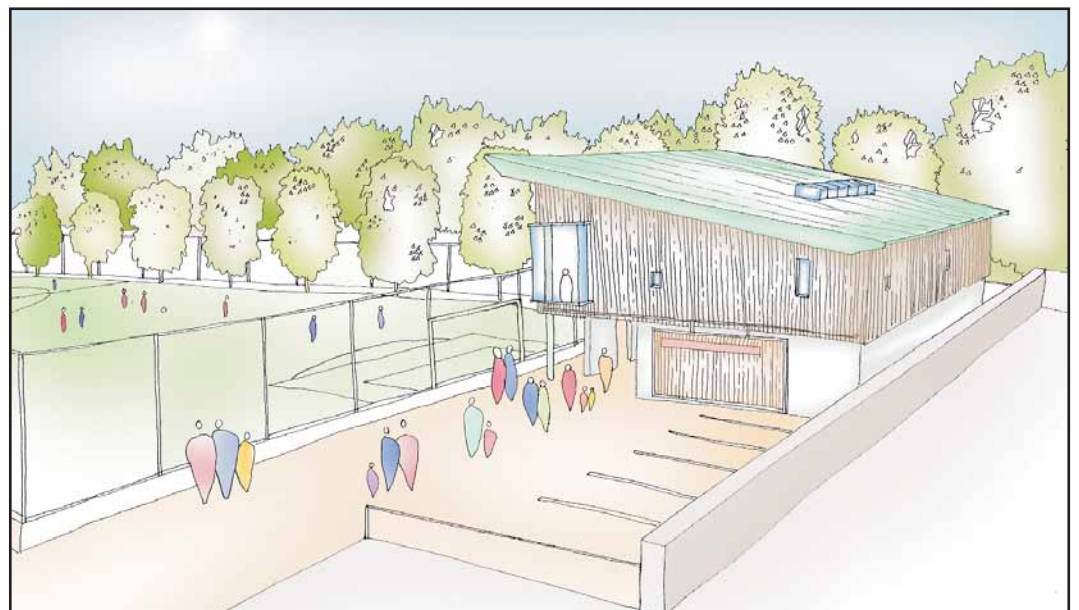


The dearth of adequate training venues in the Sharrow area of Sheffield has long been identified by FURD as a major barrier to participation and progression for local young footballers. The Porter Project is to be based at the site of the now demolished Pomona Youth Club and the adjacent all-weather pitch. £150,000 has been committed to the project from NRF and local 'planning gain' monies; at the time of writing bids are being finalised for grants from The Football Foundation and The Community Fund.

The Porter Project is a unique development, which brings together the skills and

experience of the two major partners, Sheffield Futures/Connexions and Football Unites, working closely with other relevant agencies, such as local schools, Sheffield and Hallamshire County Football Association, Sheffield Leisure Services Community Recreation, to increase the active participation of local young people in football. In particular, but not exclusively, the Porter Project will reach the parts that other football development initiatives often don't reach - ethnic minority young people, both boys and girls, from a variety of local communities.

Added value is provided by the intention to base the majority of the FURD project at the development, including all coaching staff, and to use the centre as a Connexions point of contact with young people aged 13-19. Sheffield Futures youth workers will be based at the facility, including an evening youth club four nights a week. FURD will have the responsibility of ensuring the delivery and implementation of the Football Development Plan. The community space at the facility will provide an excellent venue for a comprehensive programme of training courses.



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## thanks

Football Unites is  
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