



football unites, racism divides

 **football unites**
racism divides

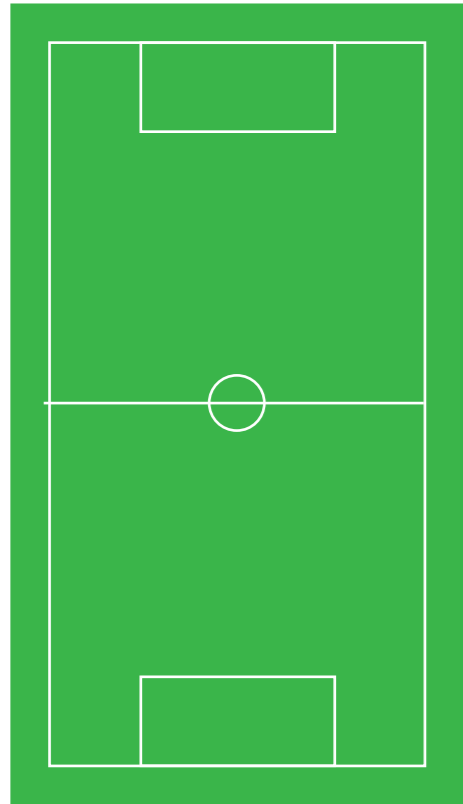
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The first 10 years 1995-2005

 **football unites**
racism divides

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foreword

Football Unites, Racism Divides has worked tirelessly during the past decade to ensure that the message of unity in football is spread to community groups, school children, amateur and professional players and football fans across the country. It is a message that has helped to combat racism and bring together groups of people through their love of the game.

Howard Holmes and his team at Football Unites are a fantastic example of the work that goes on under the Football Against Racism in Europe (FARE) umbrella across Europe. In particular the work that goes on in this country is used as a benchmark by other European countries and Football Unites must be commended for their contribution which has set a precedent that others need to follow to ensure unity across the European Union.

The PFA are proud of the work that we have supported to benefit the cause of anti-racism. There is no room for complacency and no time to pause, we must continue the work we have started to ensure that every young person has an equal footing. By coming together through the love of our game we have the potential to change lives and create policies that will ensure a difference that lasts for future generations. So whilst we celebrate the great success of Football Unites over the past decade and acknowledge the work of so many people who have contributed to the fight against racism, let us all be aware the battle is far from over. I pass on my congratulations to everyone who has helped to make a difference, in particular to Howard and his team at Football Unites Racism Divides for a decade of outstanding work.

Gordon Taylor,
Chief Executive, Professional Footballers Association.
25th October 2005



It's easy to talk about the importance of young people, about the need to nurture and engender respect. And of course it's always much more difficult to deliver change that impacts positively on the way in which the young respond to their environment.

As this report sets out, Football Unites, Racism Divides (FURD) began as a community response to a series of incidents that required a collective intervention. Ten years on and the issues faced by the communities in which the attacks took place may have become far more complex, but the underlying causes remain the same.

To my mind the success of Football Unites' approach has been the way in which it has put the ideas of engagement and education at the centre of everything it does.

The work in Sharrow, Sheffield and South Yorkshire has been accompanied by the organisation giving meaning to national and international debates on race (inside and outside football) and inclusion.

You can sometimes tell how effective an organisation is by the way strangers want to be involved. How they are drawn to contacting you with their ideas, contributions or problems. This sense of dynamism permeates the project's work.

Everyone in the organisation is aware that the struggle to increase understanding won't cease because a decade has been reached. The pessimists amongst us might say things will never change. As an optimist, I believe that organisations like Football Unites provide us with hope and the way forward.

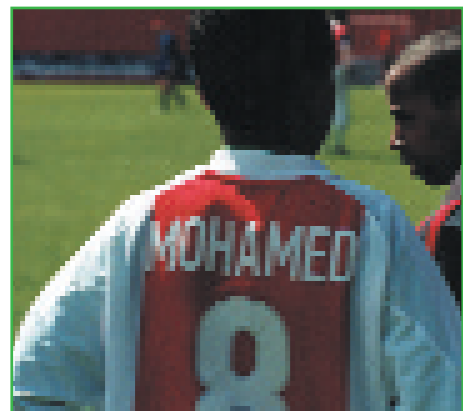
Piara Powar,
Director, Kick It Out.
25th October 2005

Football Unites Racism Divides

Football Unites, Racism Divides was born at a meeting at Mount Pleasant Community Centre in the Sharrow district of Sheffield on Thursday 9th November 1995. Present that night were local youth workers, city councillors, representatives from Sheffield United, St Mary's Community Centre, young people and members of supporter organisations.

We met in the wake of a number of racist attacks upon Asian and Somali young people, as well as widespread anecdotal evidence of low level abuse of local black and Asian residents whenever Sheffield United were at home. The meeting decided to 'do something' and the result was Football Unites, Racism Divides.

November 2005 sees the tenth Anniversary of the project, which will be marked by a Celebration Evening at the Bramall Lane ground. Is this really a cause for celebrating? Surely there is no room for rejoicing if campaigns such as Football Unites are still needed? Isn't it more a sign of failure?



Yes and no. The fact is that racism changes, and the responses to it need to adapt likewise. Who, back in November 1995, predicted the rise in racist attacks, following on from the hysteria about asylum seekers whipped up by some of the tabloids? Times change, but the hostility towards refugees unearthed a nasty undercurrent of antipathy towards ethnic minorities in general.

Against this background, the events of 9/11 and the response to it has encouraged the growth in Islamophobia - this time helped along by the broadsheets - whilst the London bombings in July 2005 have tragically highlighted the dangers of people feeling excluded from the mainstream.

In football, the monkey noises and banana throwing may have gone from the British game, encouraging a complacency that felt outraged by the mass racial abuse against black England players in Madrid in November 2004. For devotees of La Liga this sort of stuff had been coming into our living rooms for years every time a black player touched the ball at the Bernabeu and other Spanish stadiums.

Many questions remain. Why are there so few black and Asian spectators at professional games? Why are there only a handful of Asian professional players? Why are there currently so few black managers and coaches at the 92 league clubs? Why is it that the place you're most likely to see a black or Asian face at a football match is behind the fast food counter or as a steward? And as for the boardroom

At grassroots level, there are still unacceptably low numbers of ethnic minority players registered with the County FAs, despite widespread interest in the game. The FA nationally has run an initiative for several years called 'Soccer Parents', that recognizes the key roles that parents play in the grassroots game - transport to grounds and training venues, fundraising, washing kit, buying boots, supporting every Sunday morning - but keeping the door firmly shut to thousands of ethnic minority kids because their parents may not be as committed.

Football Unites has sought to make a difference within this context of institutional racism. At the tenth anniversary of the Let's Kick Racism Out of Football campaign (the brand name of Kick It Out) in January 2004 the project received recognition for its pioneering work as a community-based anti-racist football project, whilst Football Unites was highlighted as a model project in UEFA's report 'Unite Against Racism in European Football: UEFA Guide to Good Practice'.

This Review sets out the progress that Football Unites has made in the past decade. Perhaps our greatest strength has been a multi-faceted, interdependent approach to the issue of racism in football, addressing the issue from many different angles.

We started life as a community response to a local problem, but have made a significant contribution to the development of international networking, and were founder members of the Football Against Racism in Europe (FARE) network..

Our educational work is underpinned by the unique Resources and Information Centre, whilst Football Unites coaches have been the bedrock that led to the formation of four teams now playing in affiliated 11-a-side Sunday leagues, with more on the way.

A longstanding dialogue with the Sheffield and Hallamshire County FA resulted in the local All Nations tournaments and league, providing opportunities for asylum-seekers and refugees, whilst links with projects in Dortmund and Bologna led to the development of the Streetkick mobile game and the participation of over 200 young people in the 'Mondiali Antirazzisti', held every summer in Northern Italy.

The relationship with Sheffield United, which lies in the heart of the Sharrow community, resulted in the groundbreaking Community Day concept, where the club throws open its doors to local people, as well as the basing of much of our coaching at the SUFC Academy. Work with Sheffield Wednesday burgeoned when a robust equal opportunities policy led to the appointment of several Owls as members of staff, and we have worked closely with the club on a variety of initiatives.

Close cooperation with Kick It Out has been a regular feature, being centrally involved in national projects such as the Unity Cup, Education and Citizenship conferences and several issues of the United Colours of Football fanzine.

Key to our development has been a commitment to young people, and a strong youth work ethos, which has led to hundreds of local young people's participation in the Millennium Volunteers programme, and the increasing involvement with the Home Office's Positive Futures initiative, which seeks to use sport as the hook in establishing meaningful relationships with potentially at risk young people.

There have been problems along the way, short-term funding being the most constant headache, whilst In July 2004 the Football Unites base at The Stables building in Sharrow was almost wiped out by a serious fire, forcing a relocation to temporary premises for six months. The messages of support from friends of the project, as well as financial and technical assistance from Sheffield City Council and Sheffield Futures, helped see us through a difficult period, and a stronger, more cohesive organization has emerged from this time of trial.

Football can't save the world, but it can play a crucial role in the sharing of dreams and life experiences, bringing people into society rather than leaving them outside looking in. Believe it: Football Unites, Racism Divides.

Howard Holmes
Coordinator, Football Unites, Racism Divides



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: FURD 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 FURD officially launched at Sheffield United.

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

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

Sep 1997: European funding enables FURD to appoint part-time youth worker, resources and information worker, and admin worker.

Nov 1997: FURD Resources and Information Centre officially opened.

Jan 1998: FURD website launched.

July 1998: FURD takes two teams to the Anti-Racist World Cup in Italy for the first time and has taken a party regularly ever since. FURD's 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 Vasili, funded by FURD.

Oct 1998: 'History of Black Footballers Exhibition' launched at Manchester United's Museum.

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

Nov 1998: 'Streetkick' mobile football game unveiled at Sheffield United's open day.

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

May 1999: FURD Educational Trust established.

May 1999: First Community Day held by FURD 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.

July 1999: FURD receives Millennium Volunteers status from Department for Education and Employment (now known as DfES).

Feb 2000: David Blunkett attends launch of FURD Millennium Volunteers project at Bramall Lane.

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, a mainly Asian team sponsored by FURD joins the Regional Alliance Sunday League.

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

April 2001: FURD 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 'Moving On Up' a FURD conference aimed at raising young people's aspirations.

Feb 2002: 80 delegates from 14 countries attend a FARE conference organised by FURD and held at Sheffield United to share good practice in anti-racist work.

May 2002: Sharrow Utd win promotion again to the Regional Alliance Premier League.

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

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

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

Jan 2004: The national Kick It Out campaign marks its tenth anniversary at a star-studded ceremony. FURD receives recognition for its pioneering work as a community-based anti-racist football project.

April 2004: Sharrow Utd win the Sheffield Regional Alliance Sunday League Cup.

June 2004: Streetkick tours Portugal helping promote a friendly atmosphere among fans during Euro 2004.

July 2004: A break-in and fire at FURD's base disrupts work and we move to temporary premises for 6 months.

April 2005: FURD wins contract from the Home Office to deliver a Positive Futures programme in Sharrow and Burngreave, initially for one year until March 2006.

May 2005: FURD delivers its first anti-racist training package to youth workers.

Nov 2005: FURD marks its tenth anniversary with a celebration evening at Bramall Lane.



coaching

Ever since its beginnings Football Unites has organised coaching sessions in some of the most disadvantaged areas of Sheffield. We are proud of the fact that all of our coaching continues to be free of charge, so removing one of the key barriers to participation amongst ethnic minority young people.

The majority of our free coaching is now based at the Sheffield United Academy, with four FA level 2 coaches working under the direction of head coach Luis Silva. We run sessions on five days a week at the Academy, with up to 150 young people attending the Sunday afternoon coaching programme.



Players considered up to the standard required are referred to both Sheffield United and Sheffield Wednesday Academy coaching staff. At the time of writing two players recommended by Football Unites are playing for the United Under 16 side, whilst one player is a member of the Wednesday Under 15 squad. A group of up to 25 players, aged between 14 and 17, are now coached together three days a week as part of the project's Positive Futures programme. Football Unites operate weekly sessions at local schools in Sharrow, and are involved in a number of joint initiatives with the project's education worker in both primary and secondary schools across Sheffield.

Regular small-sided tournaments are organised in school holidays, normally held at the United Academy. These tournaments attract in excess of 200 young people.



streetkick

Since its humble beginnings in the autumn of 1998 the Streetkick game has grown into one of Football Unites' most high-profile areas of work. Much of the credit for this goes to the many volunteers involved, and in particular to Sheffield United fan Kevin Titterton, who single-handedly designed and built the original wooden game, based on a version operated by the Dortmund Fan Project in Germany.

Visually the game has changed dramatically; the wooden-panelled game was replaced by a bigger, ultra-modern inflatable version in the summer of 2003 - thanks to Sport Relief funding. This 'new' Streetkick exceeded all expectations in terms of practicality, mobility and how young people would receive it. In many ways it had the effect of increasing the status Streetkick had built up over the previous few years.

The three main aims of Streetkick are:

- **Combating Disadvantage** – Targeting areas with high numbers of Black & Ethnic Minority (BEM) young people, where these young people get few opportunities to participate in organised football.
- **Anti-racist work and education** – Targeting areas with known racial problems and/or areas with low numbers of BEM young people, in order to raise racial awareness.
- **Community Cohesion** – Bringing young people from different racial, cultural and religious backgrounds together in positive ways, in order to 'break down barriers'.



Streetkick event for German fans during Euro 2004 (Porto – Portugal)

Streetkick has adopted a number of interventions to achieve this: 'mixed' and 'themed' events have taken place with the aim of encouraging young people to integrate: anti-racist and educational materials have also been developed, displayed and distributed during events: Streetkick events have informed young participants of contributions made by black players to the national game, whilst a diverse range of staff and volunteers from differing communities have been used with the aim of creating positive role models that young participants can relate to.

Since its beginnings hundreds of Streetkick events have taken place in the region, with thousands of young people participating from communities primarily around Sheffield, Rotherham and Barnsley. The game however has also travelled much further afield, exhibiting in places such as the NEC in Birmingham at high profile national events such as the 'Match of The Day' festival and 'Mega Mela'. The summer of 2004 saw Football Unites commissioned by FARE (Football Against Racism in Europe), to use the Streetkick game as a means of combating racism and encouraging fans from different countries to celebrate what they have in common.

The success of Streetkick has in many ways been reliant on volunteer workers, in particular Football Unites' Millennium Volunteer programme. Young volunteer involvement has included planning and organising of events, running events and tournaments, involvement in the design, production and distribution of anti-racist and educational materials and acting as positive role models for other young people. They have been the cornerstone of the project's ability to deliver such a large number of events and touch so many people.

Simon Hyacinth
Positive Futures Coordinator

support for local teams

Football Unites initially shied away from entering teams in organised leagues, wary of the amount of administration required. Then in the summer of 2000, three teenage Asian footballers strolled into the Football Unites office and announced they wanted to form a team and enter an affiliated eleven-a-side Sunday league.

Football Unites staff sat down with the three friends and went through what it would entail. The list was long, daunting even, but the boys' enthusiasm won the day and their team, Sharrow United, applied to join the Sheffield Regional Alliance Sunday League, Division Two for the 2000-1 season.

Sharrow soon experienced an open hostility towards Asian players by some opposing sides. Playing mainly against pub teams in the lower divisions, the speed, skill and athleticism of the young Sharrow players meant that opponents resorted to kicking, tripping and punching in a desperate attempt to compete. When the Sharrow players responded, racial abuse often followed – rarely heard by the referee – from both players and spectators.

Scuffles normally resulted, and on three occasions referees abandoned games as they lost control. It was as if the Sharrow players' refusal to take the violence and intimidation lying down, preferring instead to fight back, was both unexpected and resented. Such experiences led inevitably to

disciplinary charges and members and officials of the team were frequent visitors to the County FA offices.

But they survived, the quality of the football played overcoming the unpleasantness, and providing genuine satisfaction that the racists had been beaten – at least at football. When the players collected their runners-up medals at the league's Presentation Night in May 2001 it was clear from the applause and comments that respect had been won.

The leading goalscorer in the first season was an African asylum-seeker, and players in similar circumstances soon followed – from Togo, Kenya, Eritrea, Somalia, Iraq and Morocco along with a sprinkling of white players – the team reflecting the changes in the demographic make-up of the local area.

Four summers and two promotions later, and after lifting the league cup in 2004, Sharrow completed their debut season in the top local league, the Meadowhall Sunday League. In the meantime Football Unites has helped a Bengali side, Sharrow Athletic, and the African Dream Team enjoy their first seasons in the Regional Alliance League.

A new team, Porter United FC, sponsored by Positive Futures, has entered the Hallamshire Sunday Nomads League, with a younger Positive Futures team planned for the Under 16 league in season 2006-7. There are also a number of teams emerging from the All Nations initiative who are looking to join mainstream 11-a-side leagues.

work with asylum seekers and refugees

Football Unites, Racism Divides has developed effective methods of working in partnership with local and national refugee agencies to organise football events for refugees and asylum seekers, and increase their participation in local affiliated leagues.

Most of the coaching staff at Football Unites are refugees themselves, and this has been of great benefit in making and maintaining contact with a wide range of displaced communities in Sheffield.

Since 2003, Football Unites has liaised with the Sheffield and Hallamshire County FA, Sheffield First for Safety, and refugee agencies (Refugee Housing Association and Northern Refugee Centre) to set up the Sheffield All Nations League. Teams participating have included squads from Liberia, Eritrea, Somalia, Kosovo, Albania, Kurdistan, Yemen and Afghanistan.

The African Dream Team, who won the first All Nations League in 2003, now play a key role in organising the event, and in 2004 joined a local affiliated 11-a-side Sunday league.

Desbon Rubamba *Coach*

economic migrants

96 foreigners kick off season
That's bad news for Sven
There's no one left to play in goal
He'll have to start with ten

Man City now have sixteen
Nationalities in 't squad
Last month they bought an Englishman
It all seemed rather odd

Economic migrants
That's what they are
They walk round with their mobile phones
Some even have a car!

Saw one last week at the match
How'd he get a seat?
Probably off the social
Along with clothes and heat

Go go, Djemba Djemba
Score another goal
Go go, Djemba Djemba
You're one of us, heart and soul

The streets around the stadium
Where our family grew up
Now home to asylum seekers

One day we'll field a refugee
Dare to make a stand
Could be a Kurd, Algerian
Or from Somaliland

Ninety six Somalis
Were drowned the other day
Paid their smugglers plenty cash
If only they could play

Like Jay Jay or Lua Lua
No need for them to swim
Your agent pays the airfare
Then owns you limb by limb

Economic migrants
By lorry, boat or jet
What matters is not where you're from
But whether you're a threat

If all you want's a better life
Ain't welcome, no matter who
But if you score the winning goal
We'll take care of you

Go go, Djemba Djemba
Score another goal
Go go, Djemba Djemba
You're one of us, heart and soul

Howard Holmes



the unity cup

Football Unites has developed a close working relationship with the national campaign against racism in football, Kick It Out. Our position as a community-based initiative in touch with large numbers of ethnic minority young people makes us a natural partner, and one example of this collaboration has been the annual Unity Cup Festival.

The Unity Cup aims to bring together teams of players from displaced communities for a weekend of football and friendship. After two years in Manchester the 2005 event was held at Roundhay School, Leeds. Twenty teams from Birmingham, Cardiff, Dover, Exeter, Glasgow, Huddersfield, Hull, London, Manchester, Norwich, Sheffield, Southampton, Sunderland and Worthing joined a number of local teams from Leeds. In addition a team of Roma gypsies from Slovakia flew over especially for the event. Volunteers from Football Unites helped out, as in previous years.

Sawd Ghiliani, who fled to Britain five years seeking refuge from Iran, representing the Fair Play winners, Sunderland Samba, summed up the weekend, "We are all together, communicating with each other and building friendships through playing football", whilst a Southampton United player added, "Many British people are given false images of asylum seekers. This event may help change some people's views."

Kosovan Albanian teams from Sheffield have reached the final of the consolation Unity Shield in each of the three years, winning the Shield in 2003, whilst the African Dream Team has participated twice.

Discussions are at an advanced stage between Football Unites and Kick It Out to bring the Unity Cup to Sheffield in the summer of 2006.

working with professional clubs

The support of professional clubs is key to successful campaigning against racism in football. The proximity of the Football Unites project to the Bramall Lane ground, added to the racist attacks and harassment associated with football fans identified at the birth of the organisation, has led to a concentration on developing strategies with Sheffield United FC.

Research carried out by Sheffield Hallam University on behalf of Football Unites in 1997 showed that over 80% of Sheffield United supporters favoured strong action being taken against racists within the crowd, such as ejection from the ground and the cancelling of season tickets. This level of support was very encouraging for the project in the early years, and a running poll on www.furd.org has consistently returned 85% of votes in favour of firm action.



Examples of work undertaken with Sheffield United include the adoption of a club equal opportunities policy in 1999, regular articles in the club's matchday programme, anti-racist messages flashed up on the electronic scoreboard at every home game, subsidised use of the Academy facilities for free coaching sessions, junior players recommended to the Academy staff (two players referred by our coaching staff are currently representing the club at under-16 level), and membership of the Blades Partnership group.

A number of initiatives have been undertaken in cooperation with Sheffield Wednesday FC, including membership of the Owls Against Racism Group, two joint events with Show Racism the Red Card and Wednesday, and collaborative work between their Study Support Centre and the Football Unites education worker. Representatives from both United and Wednesday act as trustees of the Football Unites, Racism Divides Educational Trust.

the porter project

The dearth of adequate training venues in the Sharrow area of Sheffield has long been identified by Football Unites as a major barrier to participation and progression for local young footballers. The Porter Project seeks to redress the balance by providing state-of-the-art all weather provision in the heart of the community.

The Porter Project is a unique development, bringing together the skills and experience of the two major partners, Sheffield Futures & Connexions and Football Unites, Racism Divides, working closely with other relevant agencies, such as local schools, Sheffield and Hallamshire County Football Association and Activity Sheffield, to increase the active participation of local young people in football. In particular, the Porter Project will reach the parts that other football development initiatives often don't reach - young ethnic minority young people, both boys and girls, from a variety of local communities.

Added value is provided by the intention to base part of the Football Unites project at the development, including coaching staff, and to use the centre as a 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. Football Unites will have the responsibility of ensuring the delivery and implementation of the Football Development Plan, and the community areas at the facility will provide an excellent venue for a comprehensive programme of training courses.

Over £560,000 has so far been raised towards the cost of the facility; the final piece of the funding jigsaw is expected to be in place early in 2006.

Case Study: Community Day

Since 1999 Sheffield United has hosted the Football Unites Community Day, normally on a Sunday afternoon shortly after the end of the season. The 2005 event on 22 May was generally felt to be the best so far, thousands turning up for a family day out and to celebrate their love of football. The event again attracted people from all across the region's diverse communities.

Hundreds of young people revelled in the chance to play in a series of football tournaments held on the famous Bramall Lane pitch, watched eagerly by the crowds of onlookers on the sidelines and seated in the stands. Local schools supplied girls and boys teams for the tournaments and sides from the Sharrow, Darnall, Firth Park, Batemoor and Pitsmoor areas of Sheffield were among those taking part. Those children not involved in the tournaments, had the chance to play a match of Streetkick - Football Unites' portable football pitch. Younger tots enjoyed themselves on the bouncy castle and inflatable slide whilst the children's clown was kept busy making an assortment of balloon animals.

A group of cheerleaders entertained the crowds with their impressive choreographed acrobatic display.

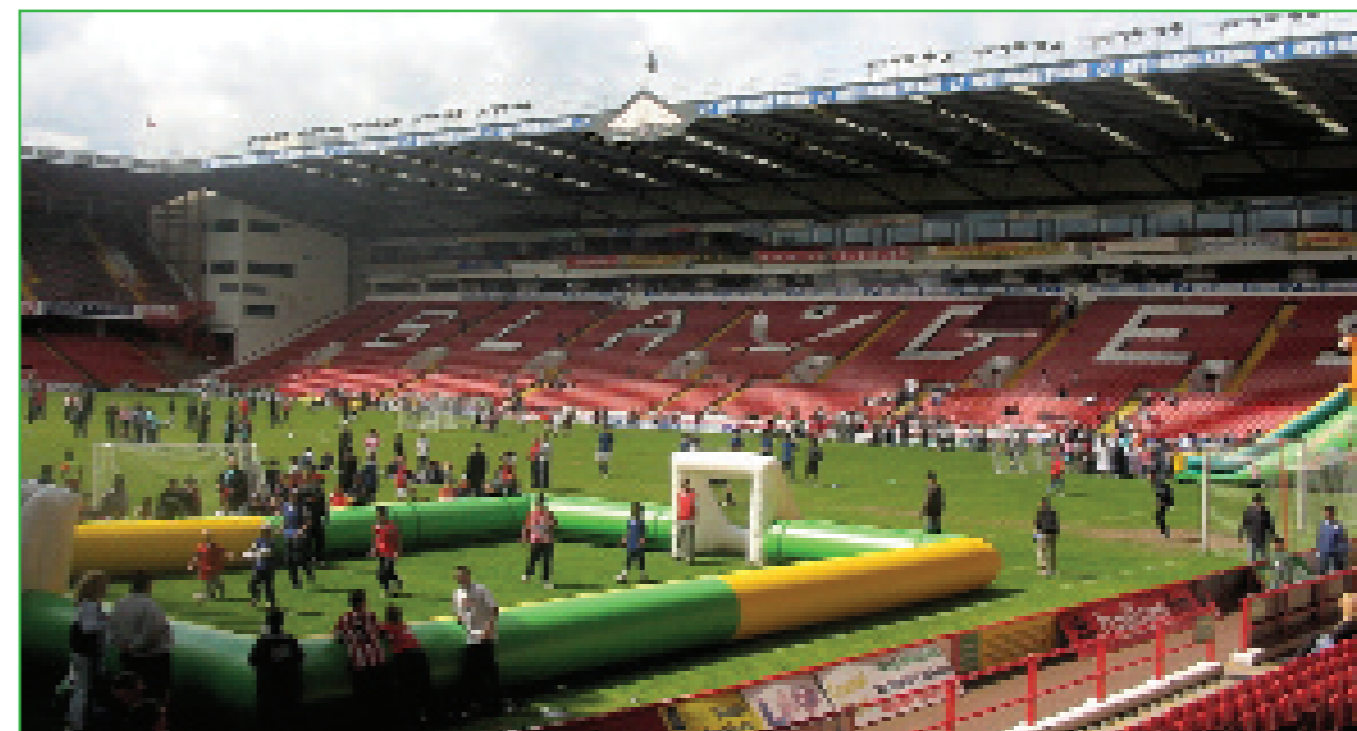
Inside the stands, families were entertained with live performances featuring DJs, rap crews and dancing workshops. Local community groups set up stalls and exhibitions whilst some specially chosen food stalls provided a taste of something different.

SURUD UNITED

5

SHARROW ATHLETIC

4



The henna painting, hair braiding, beauty therapy, face painting, nail art and Indian head massage all proved extremely popular. The biggest success of the day was the sheer diversity of the people attending. The Bramall Lane ground sits in the heart of one of Sheffield's most ethnically mixed neighbourhoods. Whilst many football clubs are finding it difficult to engage themselves with local communities, attendees of the Community Day featured high proportions of female and ethnic minority groups.

The day's finale was the annual full-pitch final for the Community Cup, with Surud United, a side drawn from the Somali community, beating Sharrow Athletic, a mainly Bangladeshi team, 5-4 on penalties after drawing 1-1 after normal time.

millennium volunteers at football unites

*"I loved playing football.....it is better than carrying a gun loaded with bullets isn't it"
(Faisal, an MV of Somali origin age 20, having completed 400hrs of voluntary work)*

The Millennium Volunteers (MV) programme continues to be the government's flagship initiative for volunteering and is arguably one of the government's biggest success stories in education.

The Football Unites Racism Divides Millennium Volunteers programme will have been running for six years in December 2005. Since the Football Unites project received Millennium Volunteers status in 1999 the project has grown and expanded beyond our expectations to such an extent that Football Unites is now clearly seen as a "youth project" with over seven hundred young people having taken part in the programme so far.

The Football Unites MV programme has worked with a wide range of young people who have consistently volunteered. The original three year MV contract was due to end in 2002, however the government, having recognised the value of MV, has continued to fund projects that have made a positive difference to local communities and delivered on the targets set.



There are many Millennium Volunteers schemes throughout the country; however the Football Unites MV programme is unique in that it specialises in work with ethnic minority and socially excluded young people. One of its key principles is inclusivity - the aim being that MV is inclusive to everyone within the age of 16-24 and particularly those young people who have no experience of volunteering and are vulnerable to social exclusion. This is one of its strengths, empowering those that are traditionally excluded but at the same time avoiding polarisation between young people of different origins and backgrounds.

One of the major achievements of the Football Unites MV programme since its beginnings has been the recruitment of young women, despite fears of the Football Unites project being seen as a male-dominated football project.

MV aims:

- To enable young people to convert their interests, skills, beliefs and talents into voluntary work of benefit to the local communities, and to their own personal development.
- To provide an opportunity for young people to have a nationally recognised and valued accreditation through the MV certificate for 100 hours of voluntary work and MV award of excellence for 200 hours of voluntary activity.
- To be fun, informal and enthusiastic in style but focused and structured to deliver serious practical outcomes.

The overall objective of MV has been achieved by promoting volunteering in ways that individuals, particularly from excluded groups, could identify with, and by creating volunteering opportunities that interest and excite young people. An early example was some young people wanting to paint their local youth centre: the Football Unites MV programme provided them with the paints and a worker to support them with this project

"Our youth centre had been in need of a lick of paint for some time. However there was no money or workforce to undertake this work, so a group of us who use the centre got together and with the help of the Football Unites MV programme painted the walls. At the time we didn't think we were giving something back to the community or that it was that big a deal; however the MV programme recognised the time and effort we put into this project and rewarded us with an MV accreditation. MV is "brill", it allows you to do what you want ". Sophia and Zafreen, aged 18.

A key to our success has been the rebranding of volunteering. A conscious effort was made to avoid young people being put off by the dull image connected with some volunteering. Through the gradual introduction of volunteering and relating it to young people's priorities and outlook the project has managed to shed negative aspects to volunteering. The Football Unites Conflict Resolution Group is one example of this:

A group of young people were concerned at conflict between different groups of young people in the city due to a number of factors such as racism, territorial issues and ignorance. They wanted to set up a peer-led project, made up of a diverse mix of young people crossing a number of ethnicities and city areas. The idea was that this group would undertake training and then go out into the community and areas where conflict was apparent and try and make a positive difference. The group has so far received peer conflict resolution training, delivered anti-racist workshops in Slough and Warrington and in November 2005 will be part of the overall strategy to deal with a rise in racist incidents in the Gleadless Valley area in Sheffield.

The programme has continued to build relationships and partnerships with community groups and specialist organisations which have enabled the project to access and involve people from under-represented groups such as the Bangladeshi and Chinese communities, who have traditionally been on the peripheries of most community initiatives.

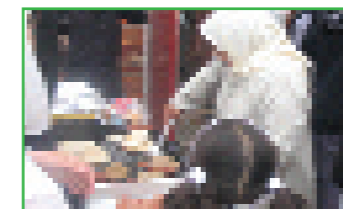
The project has taken steps to build capacity among young people who lacked the confidence to volunteer by introducing them to training courses, such as the Introduction to Youth Work training, Youth Developing Communities, First Aid training and sports coaching, to enable them to harness and develop their skills. For some, volunteering has provided a route to employment and for others it has provided an alternative to employment e.g. presently seven current MVs have gone on to study at university. MV provided them with a focus and empowered them.

The successful engagement of excluded young people has given the programme credibility amongst other young people that have been on the sidelines, who have wanted to become involved in volunteering and the project as a whole but who saw volunteering as being uncool. By recognising individual capabilities and turning the traditional approach of fitting the volunteer to the role on its head, matching the role to the volunteer, the programme has become more flexible and inclusive.

MV has now reached a new and exciting phase in its evolution with the recommendations of the Russell Commission to set up a new national implementation body to commission all volunteering in England including MV provision, with more young people engaged in volunteering based on a reformed and expanded MV programme. The government's priority on volunteering has been added further weight with the suggestions in the Youth Matters green paper about the importance of young people making a positive contribution to their communities.

Football Unites Racism Divides' success and high profile have made it a project that young people have wanted to become involved in and the project has valued their input.

Mehrun Ahmed
MV Coordinator



My Story by Faisal Osman Eid

I came to England from Somalia in 1996. I was born in Mogadishu (the capital of Somalia) and grew up knowing little else other than death and destruction - having witnessed first hand the effects of the Civil War during the 1980s and 90s. I lost two uncles in the fighting and countless other family members and close friends in the conflict.

After living in Liverpool from 1996-99, I moved to Sheffield. Even during my early years in Somalia, I had always regarded football as a release from the 'madness' of my day-to-day life.

I loved playing football, even though my father thought it was pointless. I never thought it was pointless. To me it was like culture, tribal – but without tribes. Besides it is better than getting killed or carrying a gun loaded with bullets isn't it?

My 'football madness' eventually (through a friend) led me to the Football Unites Racism Divides project, where I signed up to be a Millennium Volunteer. I was interested in giving something back to my community and thought the best way was to utilise my interest in football, so with the help of the MV staff I qualified as a level one football coach and helped to run an Under 18 football team largely made up of Somali young people called Surud United. This team now plays in one of Sheffield's local leagues. I have also helped to design and maintain a web site dedicated to Surud United. I was also lucky enough to complete a basic youth work training course, and have been able to use the learning from the course in my voluntary work.

Since becoming a Millennium Volunteer I have done over 400 hours of voluntary work; however I am willing to do more as the experience of being a Millennium Volunteer has been great. It has given me the chance to meet and get to know new people, improve my social skills and most importantly pursue my interest in football whilst at the same time helping my community - I love it.

positive futures

Positive Futures is a national sports-based social inclusion programme managed by the Home Office's Drug Strategy Directorate. The scheme was launched in March 2000, and currently there are well over 100 local partnership projects operating throughout the country.

Positive Futures defines itself as a 'relationship strategy', which uses sport and other activities to establish relationships with young people who are regarded as being 'socially marginalised'. The programme works with young people aged 10–19 years, and aims to 'move beyond sport' by creating an environment where young people are able to develop both personally and socially.

The Football Unites Positive Futures scheme is very much in its infancy. The contract was taken over from April 2005, on the proviso that the scheme would operate in the Sharrow and Burngreave areas of the city. Football Unites has a long history of using sport and other activities as a means of tackling exclusion and getting young people engaged in youth work leading to personal and social development.



The Positive Futures programme is not a new concept to Football Unites. Not surprisingly, football remains central, with one Positive Futures team playing in a local league and a group of 14 and 15 year-old young people training and being coached regularly with the aim of setting up an under 16 team next season. There are also ongoing coaching sessions at Sheffield United FC's academy, football tournaments, 5-a-side leagues and Streetkick events.

However, the Football Unites scheme is not solely about football. In partnership with the Caribbean Sports Club, we have supported an under-15 cricket team; while many young people have been given the opportunity to participate in other sports such as snowboarding; abseiling, canoeing and climbing. We are currently developing a number of non-sporting activities – such as music (dj-ing) and dance sessions - with the aim of attracting young people with no great interest in sport and introducing more young women to the scheme. A generic youth club-type session runs weekly that provides young people with a space to meet and 'chill-out' with friends, as well as being a 'forum' for informal learning for its users in terms of drugs information, workshops regarding conflict and conflict resolution, and information and resources relating to race and gender issues.

Football Unites works closely with organisations such as the Youth Offending Team, Police & Community Safety, Connexions, local schools, Sheffield United FC, Drug Action Team and other drugs agencies e.g. Sheffield Black Drugs Service, in order to identify and work with young people that could benefit from the Positive Futures programme - young people that are 'at risk' in terms of: drugs, crime or exclusion.

Drugs education and drug awareness work is central to the running of the programme. Anti-drugs work is delivered in a number of ways, such as handing out materials and informal discussions during generic youth work sessions; card and board games relating to drug misuse; workshops delivered to groups of young people.



Simon Hyacinth *Positive Futures Coordinator*

Case Study: Porter FC

Porter FC are a newly formed team playing in the Hallamshire Nomads Sunday League. The team is made up largely of Somali young men - the majority of whom came to Britain as immigrants and refugees at a young age, who are living in the Broomhall area of the city.

The area of Broomhall has long been regarded as a 'rough' area of Sheffield, where crime and drugs are common. The area has a relatively large Black and Ethnic Minority youth population, relatively high rates of unemployment and other socio-economic problems, which combine to make it one of the most deprived areas of the city.

A group of lads (self-referrals) approached Football Unites interested in setting up a team. A number of them had had links with the project previously, playing for Surud United in the Regional Alliance League. Surud had been plagued by problems relating mainly to racism, discipline – both on and off the pitch - and administration. At the end of the 2004-5 season they left the league under a cloud, and were close to folding up altogether.

The process of finding another was time-consuming, but we finally managed to help get the team entered in a league. Additional help from Football Unites Positive Futures staff has included providing a venue suitable to recruiting new team members, setting up training and coaching sessions at SUFC academy,

selecting a team football kit, identifying a home pitch, putting systems and support structures in place to allow team members to assume roles of responsibility, help with completing an 'Awards for All' grant application and recruiting two members of the team onto a level one football coaching course with the aim of them having greater involvement in the running of the team.

Early indications are very positive with the team flying high at the top of the league with a much-improved disciplinary record.



education and football

Sport can be a reflection of what is occurring in society, whilst football is a worldwide past time that impacts upon millions. Professional footballers can become role models to young people; for fanatical supporters the rise and fall of their football team becomes a central part of their lives and their families' lives. Unfortunately, it is also used as an arena to display racism; for this very reason it is important to educate people both on and off the pitch.

The Football Unites, Racism Divides education worker, funded by the Football Foundation, was appointed in July 2001 and has been continuously working alongside schools, youth centres, hostels, prisons and any organisations or agencies that work with young people to raise awareness about the effects of racism and the importance to combat this learnt behaviour. Using young people's interest in football as a gateway to tackling this ignorance has proven to be extremely successful.

The introduction of Citizenship into the National Curriculum has helped in the battle against racism as many more pupils are now being taught about the diversity of national, regional, religious and ethnic identities in the UK.

The anti-racism work in schools has progressed over the years, with the biggest contributing factor to this increase being the events of September 11th 2001. Since then the rise of Islamophobia has been a constant factor.

The delivery of the educational work with young people varies, as lessons can last from 45 minutes to two hours, depending on the group. 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. More recently, primary schools have understood the need for anti-racism work to start at an early age, and as a result work with young people of eight and over has increased. Fortunately, at this age young people are curious and still ask questions!

The most successful initiative at secondary school level has been the Young Footballers Against Racism package. It is a twin package conducted over eight weeks that combines learning in class with football on the pitch delivered by the 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. At the end of this programme, the pupils that have participated will have anti-racism, basic mentoring and football skills with which to work with other young people in their schools. Such 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.

Work within schools has also involved work with young girls. The interest of girls in football has always been high but their biggest barrier has been the ridicule from boys. Having undertaken several projects with girls-only groups in schools, their eagerness to discuss issues around race, ethnicity, identity, cultural awareness and understanding racism has been outstanding.

"Having lived here for the past three years has opened my eyes to many things. The biggest one being the lack of understanding of other cultures and beliefs by many people where I now live. My family and I came from Europe to live here in England. My parent's family comes from the mainland of Africa and I am the third generation to have lived in Europe. I found it hard to settle because making friends was not easy. I found that even people of colour were hard to approach. Since I came to this school I have found that having a routine is better than having nothing and the staff at school have been very helpful in making my final year at school an enjoyable one. Like many young girls I have found friendships a struggle but only discovered this along the way. I worked in a group with some other girls, as we chose to do group work together with our learning mentor and Lisa. I know that we were put together because we had voiced our differences on many occasions. As time went on, I understood that being different is good and that you can be still very individual. Being different doesn't need to be feared, I've learnt that too."

(Pupil from a Secondary School in Sheffield)

Schools are increasing their capacity to deliver education through a variety of mediums. Working in schools that have modern music studios has allowed for lessons to take place in the classroom, with anti-racism lyrics written, recorded and produced in the studio, followed by football on the pitch - a group task that has included both boys and girls.

A partnership approach is vital for campaigning against racism, as many organisations are merging, offering the opportunity for a more cohesive approach to working with young people.

The increase in anti-social behaviour amongst young people has also seen many agencies dealing with habitual offenders extending their educational programmes to include topics on race and identity. As a result, group work with probation and prisons has also increased.

"I thought this lesson was good. I'm not a racist person and I think discussing it with other people is good."

"I enjoyed the talk and it made me think about racism."

(Quotes above from trainees at Wetherby HM Young Offenders Institute who participated in anti-racism workshops)

The fear and ignorance that young people live amongst will shape society's future. Based on this understanding it is important that anti-racism education is done with young people alongside parents and guardians, governors, school staff, workers within the community and agencies that work with young people. It needs to be done at all levels for it to make any impact.

Lisa Sultanti
Education Worker



Case Study: Moving On Up

In October 2001, Football Unites organised the first 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, then working as a secondary school learning mentor. The event was held at Sheffield Hallam University to coincide with Black History Month and the National 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 coach 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 photos taken with John Barnes.



courses

Football Unites, Racism Divides offers training to both people who work with young people and to young people themselves.

The training is delivered by the staff at Football Unites, whose experience and skills range from teaching, youth work and football coaching. This team combination allows for training to be tailored to meet the needs of the individual or group.



Some examples of training offered by Football Unites are:

Young Footballers Against Racism (YFAR)

This is a twin package, tailored to the needs of the group, conducted over eight weeks, that combines learning in class with football on the pitch delivered by the coaches from Football Unites.

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. At the end of this programme, the pupils that have participated will have anti-racism, basic mentoring and football skills with which to work with other young people in their schools.

YDC-Youth Developing Communities

The Youth Developing Communities training course (YDC) is an exciting and innovative project, which has recognised the value of trained young youth workers. YDC was developed in partnership with Sheffield Futures and Football Unites Racism Divides. This initiative came about primarily for two reasons;

- Young people had completed the basic Introduction to Youth Work training course, wanted to develop their skills and training further but were unable to access other courses due to their age.
- The lack of qualified youth workers across Sheffield meant that the youth service was understaffed, which in turn led to a variety of problems, particularly during summer months.

The course introduced young people to the basic skills and training that they would need to become active members of their communities, an understanding around youth work and youth work processes and their role and importance within that.

"Youth Developing Communities helped me to gain experience and confidence in working with all young people from different backgrounds and ages; this has allowed me to progress onto higher education. I am currently studying at Derby University in Applied Youth and Community Studies."

Amjid Tahir

Anti-Racist Training

Training for adults working with young people – youth workers, Connexions PAs, teachers, learning mentors etc. We are able to make use of the wide range of materials available in the Football Unites Resources and Information Centre to support these tailored training courses.

international work and the FARE network

In early 1999, Football Unites met with a handful of other like-minded groups and campaigns across Europe to form the Football Against Racism in Europe (FARE) network. The network has since grown to include hundreds of member groups affiliated to it – from grass-roots fan groups to political campaigns, throughout the length and breadth of the continent.

The day-to-day operations of FARE are coordinated by a small "Core Group", of which Football Unites is one. Several organisations on the Core Group have a specific task to perform for FARE. Football Unites is charged with operating the FARE website, to be found at www.farenet.org. This unique website features news of racist incidents and anti-racist developments from around Europe, available in four languages.

This loose network of independent organisations seeks to co-ordinate anti-racist activities in football across Europe. One way in which it achieves this is through its annual Action Week against racism and discrimination in football. Launched back in the 2001/2002 season with activities in just nine countries, the Action Week now boasts hundreds of simultaneous events in almost every European country. Particularly encouraging is the involvement of previously absent countries such as Spain, France and those in Eastern Europe.

FARE works with football clubs and authorities to ensure that they recognise the problem of racism in football; adopt, publish and enforce an anti-racist policy; use the power of football to unite people from different communities and cultures; and establish partnerships with organisations committed to ridding the game of racism, in particular supporters' groups, migrants and ethnic minorities.

Working with Football Authorities

FARE has enjoyed considerable success in working with Europe's football governing body, UEFA. In the autumn of 2002, UEFA adopted FARE's 10-point plan of action. The plan, which outlines practical steps for clubs to take in order to reduce racism, was sent out by UEFA to all of Europe's football authorities.

In more recent years, FARE has further strengthened its partnership with UEFA. FARE's links to grass-roots organisations have proved indispensable in identifying racist groups' insignia. FARE has assisted UEFA with the planning of conferences and acted as consultants for its member associations. In recognition of FARE's achievements, UEFA have been consistent in their financial support of FARE – ironically, partly from money it raises from the fines imposed on clubs for racist behaviour by fans or players.

Dave Lawton
FARE website coordinator



building the network conference

In February 2002, Football Unites, Racism Divides 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, and the conference was a key stepping stone in the development of the Football Against Racism in Europe network.

mondiali antirazzisti (anti-racist world cup)

Football Unites has been a regular participant in the Anti-Racist World Cup, which has been held in the town of Montecchio, near Parma in northern Italy since 2000, following three years at Monteforino. Over 150 young people from Sheffield have taken part, the largest single party, 41 people in total, being in July 2003.

In 2005, 192 teams from all over Europe took part in friendly competition, with over 5000 people attending the event. The tournament is spread over 4 days with mini leagues leading to a knockout competition on the last day. In 1998, two teams from Football Unites, the prototype Sharrow United and the Somali Blades, both reached the final. The 0-0 draw led directly to the idea of the Community Cup, when we proposed to Sheffield United that they could host a replay of the final on the Bramall Lane pitch.

Many of the participating organisations (Football Unites included) set up displays and information stalls which give the event a real 'festival' feel. During the evening the event comes alive with live bands, DJs, displays and exhibitions.

All of the young people from Football Unites that have visited the Mondiali have found it enjoyable and rewarding, for different reasons: For some young people it has been the social aspect - the fact that they had the opportunity to mix, converse and share stories/ideas with other young people from around Europe. For others it is the feeling of brotherhood - the feeling that so many people are gathered together to fight a common cause - Racism - together with the opportunity to increase their awareness of anti-racist practice around Europe.

streetkick tour of portugal

A team of Football Unites workers toured Portugal as part of the UEFA - funded FARE (Football Against Racism in Europe) programme of activities, helping to keep fans entertained, and peacefully interacting with each other, by staging Streetkick tournaments in Euro 2004 host cities. The game also provided an opportunity to distribute FARE information on anti-racism in football.

In Porto, based directly next to the German fan embassy, a number of teams made up of different nationalities played street football in a relaxed atmosphere before the Netherlands-Germany game. For many supporters it was the perfect opportunity to kill some time during the long wait for the highly charged game between the neighbouring rivals.

However the team of Streetkick workers from Football Unites were faced with a major headache in the lead up to the England-Croatia game in Lisbon. After a successful first week holding Streetkick events in Porto and Guimaraes, Football Unites staff were left perplexed and frustrated when city council officials and police overturned earlier promises to host an event in the centrally-situated Praca da Figueira, citing security fears.



Frantic lobbying by workers from Football Unites and partners in FARE (Football Against Racism in Europe), plus personal pleas to the Mayor of Lisbon and the chief of police paid off when last-minute permission was granted.

English, Croatian and Portuguese supporters then took part in a series of friendly games in the lead up to the big match, contributing to a generally positive atmosphere between the two sets of fans before and after England's 4-2 win.

The Football Unites Streetkick team returned home after a final before the Germany/Czech Republic qualifying decider on Wednesday 23rd June. Indeed the city council and police were by now so impressed with the impact of the inflatable game that they wanted to keep it in Lisbon for the rest of the tournament!

The StreetKick tour clearly demonstrated the unique power of football in bringing together people in a celebratory atmosphere through a common love of the game.

Simon Hyacinth
Positive Futures Coordinator



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 joined 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, and the event was attended by Football Unites volunteer and Sharrow United player, Ayaz Khan

Football Unites' Resources and Information Centre was opened in late 1997 in response to the number of requests for information and help that the project was receiving. The centre has underpinned the project's education work since then, developing to meet the changing needs of the project.

From its beginnings as one shelf in a small cupboard in the corner of the office, it has grown into a large collection of over 800 physical and online resources.

It has responded to around 3,000 individual enquiries in almost eight years. Many of our users are schoolchildren, students, teachers, youth and community workers and our own staff and volunteers. We also receive regular requests for help from prison officers, probation officers, football coaches, sports development workers, researchers, journalists, libraries and museums.

The Resources and Information Centre's services include:

A unique public lending library for anyone wanting to know more about racism in football or related issues. Our collection includes books, videos, DVDs, teaching packs, magazines, press cuttings, CD-ROMs and posters.



Subjects covered include ideas for tackling the subject of racism with a group, both in the classroom and more informally, Black and ethnic minority history, biographies of successful black sports stars, research reports into racism in football and sport, statistics, fiction and non-fiction for adults and children, feature films with an anti-racist theme on video and DVD, football coaching, youth and community work, football hooliganism and fans' culture, women and football and refugees and asylum-seekers.

Whenever possible, we keep stocks of free anti-racist resources like football magazines, newsletters, stickers and posters that can be posted out to enquirers and distributed at community events.

We operate an enquiry service for people unable to visit the centre in person. If you have a question about racism or any of the other subjects covered by the centre, email, phone or write to us and we'll do our best to help.

Materials available include the History of Black Footballers Exhibition, which tells the story of Black and Asian players' contribution to football in Britain from the beginning of the professional game in the late nineteenth century to the present time. The exhibition consists of eight laminated posters, 104cm x 69cm, and is free to hire for schools, libraries and museums. We also have available a seven panel exhibition put together by Doncaster Museums about the life of Arthur Wharton, the world's first black professional footballer and world record-breaking sprinter, who lived and worked in South Yorkshire and finished his working life as a miner.

We publicise, record and log Football Unites' activities through displays about our work, our website (www.furd.org), keeping press cuttings and a photo archive documenting Football Unites' work since the early days.

Computer access and support is available for young people to do their homework, write CV's, job applications and use the Internet and email facilities. This has proved particularly valuable to a number of asylum-seekers and refugees who are involved with the project.

Many people's first encounter with Football Unites is via the website. It is currently the first of nearly two million listings when "football and racism" is entered into the Google search engine. The site provides information about various aspects of our work, regularly updated news, and links to other relevant sites. The Resources page includes a wealth of downloadable material on football and race issues, a searchable catalogue of resources held in our library, and short biographies of pioneering black footballers from the nineteenth century onwards. The site includes interactive learning materials such as a message board, guestbook, online poll and wordsearch games, which educate about black history.

The volume of use that the Resources and Information Centre gets demonstrates how much it is needed. The introduction of Citizenship into the National Curriculum means teaching about different cultures and races is now a statutory part of the school curriculum, as well as an important feature of informal education with both young people and adults. However there is evidence that many educators have difficulty in knowing how to approach the subject, and in accessing appropriate resources to do so. Our experience leads us to conclude the following areas are particularly important to develop in the future:

- Develop more resources suitable for primary school children. Children are often open minded at this age and more integrated across ethnic groups, often forming more friendships along ethnic lines at secondary school age.
- Develop more IT facilities to be available to the public – free access to email, internet and word processing facilities in a supportive environment have been much requested by our users, especially those not in formal education or work.
- Partnership work with local public libraries to develop literacy work with refugees, asylum-seekers and others for whom English is not their first language.
- Increase resources to support the growing amount of anti-racism and youth work training carried out by Football Unites staff

Recent events in this country and across the world have ensured that issues of race, identity and integration will be central to the agenda for the foreseeable future, and there will be much debate about how to ensure that communities can live together peacefully. The need for anti-racist educational work is as vital as ever in the current climate. Football Unites can help this process by making available resources which promote positive images and messages about how people can work, play and live together, which challenge stereotypes and which provide information, ideas, advice and practical tools.



Some user feedback

"Thank you to Football Unites who provided the majority of the books on my bibliography and were extremely helpful when I needed to extend the loan period for the books. Thank you to Ruth for pointing out books and documentaries that she thought would be of use to me (they were extremely useful)" (Sociology and Politics student).

"Just a quick note to say that I have received the goody pack and also to say thanks very much for these items, these will come in handy in my efforts towards promoting racial awareness". (Race Relations Officer, HM Prison)

"Thanks for sending the material, I and my colleagues found it very interesting.I give talks on Citizenship to school groups and they learn a lot from materials like those you sent, so it is much appreciated" (Education and Outreach Officer, National Football Museum)

Some feedback about the website:

"This is a great site. I'm using it to do a talk for my GCSEs!!!!!!!"

"Brilliant site....particularly good to see the issue of Asians in football being discussed.....football and any other sport is a wonderful tool to unite people...keep up the good work"

"I'm doing my English project on racism, this site helped me out. Thanks!!!!"

Ruth Johnson
Resources and Information Worker

chantwriters

Football Unites has been supporting the Chantwriters community writing group, which spreads anti-racist words on the football pitches, in the stands and on the streets.

In 2003 the Chantwriters writing group was formed by poet Ralph Hancock, and in October that year the group made its first public appearance, performing music, prose and poetry, at Bukowski's piano bar on London Road, Sheffield during the 'Off the Shelf' festival of reading and writing.

In October 2004, the group performed at the Workstation in Sheffield, as part of the Kick It Out Week of Action, with special guest Attila the Stockbroker.

In October 2005, Chantwriters again hosted an event as part of the Off the Shelf festival, with the theme of the history of black footballers to tie in with Black History Month. Special guests were Phil Vasili, author of 'Arthur Wharton: the First Black Footballer' and 'Colouring Over the White Line', and Gary Kaye, poet-in-residence at Leeds United.

Arthurian Legends

Wish I'd seen you Arthur,
the man on the flying trapeze,
catching the ball as solid as a rock
with laces hard as sand in a sock,
catching footballs between your knees,
wish I'd seen you Arthur.

Wish I'd seen you Arthur,
with yer 'ead tucked under yer arm,
performing acts of legal thuggery
villainy, larceny and skulduggery,
legendary for keeping calm,
wish I'd seen you Arthur.

Wish I'd seen you Arthur,
tackling the man without the ball
pushing, barging, shoulder charging,
less of a game, more of a brawl
less like football more like boxing,
wish I'd seen you Arthur.

Wish I'd seen you Arthur,
days when fisting a leather ball,
meant kung fu fighting with a brick wall,
days when tipping it into the stand
meant a spectator with a broken hand,
wish I'd seen you Arthur.

Wish I'd seen you Arthur,
studs like starters for fluorescent tubes,
diving under horses' hooves
emerging without a single bruise,
wish I'd seen you Arthur,
wish I'd seen you Arthur.

Ralph Hancock

Football Unites, Racism Divides

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