



**football
unites**
racism divides

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Football Unites, Racism Divides Newsletter 2007

In this issue:

**Remembering Laurie Cunningham, the first black player to represent England
Sheffield Young People against Conflict**

Welcome to the 2007 newsletter of Football Unites, Racism Divides

Since its formation in 1995, FURD has been developing a range of strategies designed to combat racism and increase mutual respect and understanding between different communities. The following pages contain a snapshot of our work; for more information see our website at www.furd.org, or call us on **0114 255 3156**.

PFA Awards Dinner

On April 22nd 2007 Football Unites, Racism Divides attended the Footballer of the Year Awards Dinner at the Grosvenor House Hotel, Park Lane, London, as guests of the Professional Footballers' Association. Project Co-ordinator Howard Holmes represented FURD, and is seen here pictured with Sir Alex Ferguson, who received a PFA Special Merit Award.



Sharrow United promoted again!

In April 2007 Sharrow United ensured promotion to the First Division of the Meadowhall Sheffield Sunday Football League with a convincing 3-0 away win at Brunsmear Athletic.

Second-half strikes from Ifty Afzal, Oday Ibrahim and skipper Torick Akram saw the Sharrow boys run out convincing winners. Sharrow can now count themselves as one of the top 30 sides playing in Sheffield sunday football - no mean achievement considering their humble beginnings in season 2000-1.

Manager Mukid Khan has successfully built on the solid foundations laid by former bosses Maqsood Akhtar and Abid Rahim, supported off the field by the tireless Kevin Titterton, who has been an ever-present for the past seven seasons.

Promotion was particularly sweet for two Sharrow 'veterans', Kamran Khan and Keith Ward, who both returned to the team in season 2006-7 following lengthy absences due to serious injury and illness.

The Meadowhall League committee have recognised Sharrow's achievement by choosing the club to receive the most improved team award for season 2006-7.

community day

Since 1999 Sheffield United have hosted the Football Unites Community Day, on a Sunday afternoon shortly after the end of the season. The Community Day event gets big and better every year, with thousands turning up for a family day out and to celebrate their love of football.

The event attracts people from all across the region's diverse communities.

Hundreds of young people revel 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 in the sidelines and seated in the stands. Those children not involved in the tournaments, have the chance to play a match of Streetkick - FURD's inflatable football pitch. Younger tots can enjoy themselves on the bouncy castle and inflatable slide.

Inside the stands, entertainment includes live performances featuring DJs, rap crews and dancing workshops. Local community groups set up stalls and exhibitions with a variety of food stalls.

The henna painting, hair braiding, beauty therapy, face painting, nail art and Indian head massage are all extremely popular.

The biggest success of Community Day is the sheer diversity of the people attending. The Bramall Lane ground sits in the heart of one of Sheffield's most ethnically mixed neighbourhoods, and the participants and visitors on the day feature high proportions of female and ethnic minority groups. Whilst many football clubs are finding it very difficult to engage themselves with local communities, FURD's ongoing partnership with Sheffield United Football Club has helped the club to become more involved and aware of the needs of the local community.

The SUFC/FURD Community Day has been praised by the national anti-racist campaign, 'Kick It Out' as a model community-based project, and Football Unites has undertaken to disseminate its knowledge, skills and experience to other professional clubs throughout the UK, as part of their 'Stand Up, Speak Up' award. In 2007 Barnsley FC will hold their first Community Day, having worked closely with FURD and Kick It Out staff to develop their own model.





Unity Cup

Each year, together with the Sheffield and Hallamshire County FA, FURD organises the All Nations tournament in June, followed by the All Nations Summer League, aimed at teams from new communities living in Sheffield.

In July 2006 FURD hosted the Unity Cup Festival, organised in partnership with Kick It Out, which brought 20 teams of refugees and asylum seekers together from all corners of the UK to highlight the positive contribution displaced communities are making to society and to challenge negative stereotypes.



The Lord Mayor of Sheffield, Cllr Jackie Drayton, officially opened the festival in a ceremony on Devonshire Green in Sheffield city centre that included performances by local bands, DJs and dance groups as well as Streetkick, with an attendance of hundreds of local people.

The teams were drawn into groups at the opening with the help of Sheffield United star, Leigh Bromby, former Sheffield United strike-force, Brian Deane and Tony Agana, local boxing star Amer 'Killa' Khan and Mukhtar Mohammed, a young Somali player from the Sheffield Wednesday Academy.

Last year's winners VG Foundation from Manchester retained their title, beating Sheffield side Albanian Fire in the Unity Cup final, played at the Sheffield United Academy.

Academy Director, George Harrison, was impressed by the quality of the football, saying: "The Unity Cup Festival has surpassed all of my expectations and we feel proud to have hosted this great event."

The festival was organised with the support of the Sheffield and Hallamshire County FA, Sheffield City Council and Amicus trade union.





Tournaments

Regular tournaments provide the opportunity to bring large numbers of young people from varying backgrounds together to participate in football. This in turn often leads to addressing a number of FURD's aims and objectives, particularly with regards to anti-racism and social cohesion, but also in terms of raising awareness amongst young people about social problems such as drug use, crime and safety. As well as running a number of large-scale annual events such as the SUFC Community Day, we also run regular holiday tournaments for boys, girls and mixed teams, of varying ages, at venues around the city.

In partnership with 'Activity Sheffield', FURD Positive Futures held a girls' football tournament at Sheffield United's Academy for 10 to 12 years old, aimed at schools from around the Darnall and Sharrow areas of the city. Five schools took part, entering seven teams in total. The tournament was a huge success, and the aim is to make girls' tournaments a regular feature of FURD's work.

For further information or to find out when and where the next football tournament will take place contact Desbon Bushiri at FURD.

www.furd.org / 0114 255 3156

Civic recognition of work of FURD in breaking down barriers in Sheffield

On 19th April 2007, a party of staff, young people, volunteers and friends of Football Unites were guests of the Lord Mayor, Councillor Jackie Drayton, to a reception at Sheffield Town Hall in recognition of the contribution FURD has made to social inclusion and community cohesion in the city

"I wish to congratulate everyone at Football Unites, Racism Divides on their hard work and commitment to overcoming the prejudices and fears which threaten to divide us", said the Lord Mayor, adding "it's really great that you have been able to use the power of football to increase social inclusion, both in Sheffield and the wider world".



This newsletter has been produced with the support of the Ashoka restaurant of Ecclesall Road, Sheffield. The Ashoka, established in 1967, is the oldest Indian restaurant in the city and since 1999 has been in the top 100 asian restaurants in the country, out of almost 10,000.

The maître d' at the Ashoka, Nadeem Khan, was a FURD regular in the early days, and some may remember Nadeem featuring alongside snooker player John Parrott in a BBC promotional film for the first Sport Relief event in 2002.



Streetkick

FURD's Streetkick mobile football pitch is a regular feature at festivals, carnivals and major events locally, nationally and internationally. The inflatable version, which replaced the original wooden game in 2003, added to the game's appeal and gave a greater degree of flexibility. Streetkick helps FURD to achieve its key aims of increasing community cohesion and contact between different ethnic groups.

For further information, or to enquire about a Streetkick booking contact Uzma or Simon at FURD.

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. For any group of young people, organising yourself 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 enough discouragement alone to teams participating in organised leagues.

When a group of players approaches Football Unites for help in setting up a team, we 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, 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.

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.

In season 2006-7 FURD supported six teams to play in 11-a-side affiliated Sunday football leagues: Losani Giants (mainly help with applying for funding), whilst Sharrow Athletic, Porter United and the African Dream Team are now largely self-sufficient, and the Under-16 Positive Futures side plus the original FURD-backed team, Sharrow United, have benefitted from more intensive support, in particular secretarial duties.



Coaching

Most of FURD's 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 three players recommended by Football Unites are playing for the Blades Under 18 side, whilst one player is with the Wednesday Academy.

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. This intensity of coaching time has led to dramatic improvements, both as players and young citizens, and a team made up from this Positive Futures group finished runners-up in their division of the Sheffield Junior Sunday League in season 2006-7.

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.



Inspectors heap praise on FURD

An Ofsted inspection report on Sheffield Futures, the company delivering youth services in Sheffield, has praised the work of Football Unites. In the report, published on 14th Dec 2006, it says, 'Sheffield Futures continues to support the exemplary work of Football Unites Racism Divides (FURD) where effective youth work is delivered through a varied programme of football coaching, peer education and youth volunteering.'



Islamophobia

Football Unites, Racism Divides has been working continuously to combat the fear of Islam that has been propelled by people's ignorance and media demands for sales.

The education and youth work team at FURD have been working actively on dispelling the myths and stereotypes associated with Islam. As a result they were able to organise a conference to compliment FURD's programme of activities for Black History Month.

The conference took place in November 2006 at Sheffield United Football Club and was aptly named "Creating Space" – exploring truths and fallacies about Muslims.

It was workshop-based and looked at four main themes 1) What is Islam? 2) Islam and the media, 3) Images and perceptions, and 4) Sport and Islam.

The conference was targeted at key organisations working with young people, probation services and the criminal justice system.

The aims of the conference were to;

- Raise awareness of Islam amongst educators
- Inform them about the facts of Islam in relation to the four sub-topics
- Open up a dialogue where they can explore their perceptions, stereotypes, and misconceptions about Islam.

- Promote a greater understanding of a Muslim way of life.
- Enhance community cohesion
- Provide them with the tools to challenge Islamophobia

Following the conference, resources are being made for workers who work with young people and young people themselves are producing their own questionnaire and fact sheets, that will not only dispel the myths and stereotypes of Islam, but will also highlight the positive contributions that Muslims have made to British society.

Remembering Laurie

Laurie Cunningham will probably always be best remembered as being one of West Bromwich Albion's so-called Three Degrees, along with Brendon Batson and Cyrille Regis, in the late 1970's. After attracting rave reviews at Orient, in season 1976-7 Laurie was sold to West Brom, and on 27th April 1977 became the first black player to represent England at international level, when he scored the only goal of the game in a 1-0 win for the under- 21s against Scotland at Bramall Lane.



For workers at Football Unites, Racism Divides, there is added interest in what happened after the game. Following a request from youth workers at the nearby Hub African-Caribbean Centre, Laurie visited the pioneering youth project after the match, chatting away to many of the members till late. In an ironic but appropriate twist, The Hub original youth club building is now the home of the Football Unites project.

Friday 27th April 2007 marked the 30th anniversary of this landmark occasion, both as a significant milestone in the contribution of black players to the national game, and also as a memorable experience for the members and youth workers who were privileged to meet Laurie that night.

The Hub, FURD and Sheffield United are discussing ways in which the wider history of black footballers in Sheffield can be fully recognised, with plans for an exhibition in the Legends of the Lane room at Bramall Lane.

The Blades' John Garrett is on the hunt for any artefacts, photos, press cuttings, programmes or just plain memories (0870 442 8805). Old members of The Hub are urged to contact youth worker Ishaq Heywood on 07970 871 801, alternatively Howard Holmes at FURD on 0114 255 3156.



Biggest yet Anti-Racist Day

FURD held our biggest-ever Week of Action event at the game between Sheffield United and Chelsea on 28th October 2006. Football Unites have worked together with Sheffield United since 1997 on their Anti-Racist Days.

"The match against Chelsea provided the perfect opportunity of a packed stadium, plus Sky coverage, to do something a bit special", said Football Unites coordinator Howard Holmes.

25 Football Unites volunteers worked for three hours to lay out 6,000 cards, which spelt out a giant 'Kick It Out' message, as the players shook hands before the game. Football Unites worked with the club and 'Show Racism the Red Card' to produce a team poster against racism, 4,500 copies of which were handed out to fans, along with Kick It Out's 'One Game, One Community' leaflet and poster.

'Blades United Against Racism' and 'Kick It Out' messages were flashed every ten minutes on the giant scoreboard and 12 young players from the Football Unites free sessions at the Blades Academy took part in a coaching demonstration on the pitch at half-time.



FURD Training

Football Unites deliver a number of training courses in anti-racism, youth and community work and citizenship (PHSE). These courses are delivered in a variety of settings, including schools, youth & community centres and residential. Courses are available to school groups, current workers and young people wishing to work in a youth and community work setting.



Resources and Information Centre

Feeling inspired? Find out more...

Do you want to show your support for the anti-racist campaign in football?

Are you at school or college and need information about racism or sport?

Fancy finding out more about the life of your sporting hero, or other inspiring people?

Do you work in the community and need resources to help challenge people's attitudes?

Are you a teacher, lecturer or university student trying to find out how best to tackle racism, or promoting citizenship or black history?

Are you a football coach or a footballer wanting to improve your skills?

Do you need help writing a CV or job application or preparing for your Citizenship test?

...or maybe you just fancy watching an uplifting film or reading a good story!

If any of this sounds like you, then we can help!



The Football Unites Resources and Information Centre is a free service open to everyone. We can usually provide free anti-racist posters, magazines and stickers. We can help you with your studies. You can use or borrow for free DVDs, videos, books, teaching packs and magazines to inform you, entertain you and inspire you. All resources we lend out have an anti-racist theme in common.

The collection evolves to keep pace with the developments in FURD's work and current issues in society. So we now have a collection of general resources for youth workers to support the youth work training we carry out, and sections on ethnic minority history (including slavery and the Second World War), Islamophobia, cultural diversity and working with refugees and asylum-seekers.

Ask us...

If you can't come and see us in person (Monday - Friday), you can phone, write or email us your enquiry about racism, sport, discrimination, and related subjects and we can either post you an information pack or email you with answers to your questions if possible.



Online...

You can also get involved by visiting our website at www.furd.org and taking part in our online debates, vote in our online polls and test your knowledge in our quizzes, as well as finding out more about our work and the issues we were dealing with. You can also browse our resources catalogue online.

Exhibitions...

We also have some mobile exhibitions that are available for hire by schools, museums, libraries, football clubs, sports centres and so on.

The History of Black Footballers exhibition documents how black players have been involved in the British game, and therefore in British society, since the 19th century.

The Arthur Wharton exhibition looks at the life of Wharton, the first black professional footballer and his connections to South Yorkshire. We also have an exhibition about our work.

Any questions? Contact Ruth Johnson at Football Unites.

www.furd.org / 0114 255 3156

Education and Youth Work

The FURD education worker, funded by the Football Foundation, delivers anti-racism packages in schools, youth centres, colleges, probation teams, prisons, youth forums and neighbourhood associations.

The packages range from single 45 minute presentations to group work sessions conducted over a period of six weeks. The group work combines learning in class with learning on the pitch - a twin package that involves participating in anti-racism lessons followed by practical football sessions delivered by one of FURD's football coaches.

The aim of these sessions is to raise awareness of racism by utilising young people's interest in football. Football has the immense ability to engage people irrespective of any barriers, be it language, race, culture or religion.

The group work sessions have had a notable impact on the young people that have participated. Some of the schools are targeted through being in areas experiencing high levels of racial tensions, but their understanding of the importance of inclusion allows for progress to be made.



“For the young people it was invigorating, inspiring and informative. It allowed the pupils to gain an insight into the diversity of their fellow peers. This link between the school and the community is crucial!”

Michael Aldridge
Fir Vale Secondary School

Education work... in prison

FURD's education worker, youth worker and football coach have delivered education and football programmes at Moorlands Prison as part of their diversity week.

Through the engagement and positive responses from the inmates, additional prisons in Yorkshire and Humberside have requested that FURD repeat a similar programme in their institutions.

Education work... with individuals

The education worker has also been supporting young individuals who have experienced racism, young people who want a voice in their local communities, young refugees, and young offenders, who want to become peer mentors in the battle against racism.

Education work... in the community

The education worker and a group of keen young people were able to deliver a 10 week anti-racism programme on an estate in the north of Sheffield to targeted young people. These young people were identified by the police and the development worker as displaying racist behaviour.

The programme delivered over the summer period of July and August 2006 ended with young people forming alliances with other young people that once upon a time they would not have envisaged due to their differences in ethnicity and religion.

If you would like any further information on any of the packages described above please do not hesitate to contact Lisa Sultanti via email: lisa@furd.org or on 0114 2553156.



Positive Futures

FURD's Positive Futures (PF) scheme started in April 2005, and although originally set up to operate within the Sharrow and Burngreave areas of the city, FURD PF now pick up a number of young people from further afield. FURD PF participants have the opportunity to engage in a number of fun activities ranging from sports coaching sessions such as football and boxing, to art-based ones such as music and dance.

FURD PF works with large numbers of young people seen to be at risk of exclusion, either socially, educationally or economically. Social education e.g. life skills, drugs and health etc., is delivered through mediums such as information stalls, workshops and weekend residentials.

For further information on FURD's Positive Futures scheme contact Simon Hyacinth.

Sheffield Young People against Conflict group

We are a group of young people from across Sheffield who have been involved with the Football Unites Racism Divides project as volunteers. We felt that something needed to be done to bring communities of young people together who for whatever reason were focusing on their differences, often resulting in conflict. We believe we can make a difference and bring communities together, especially groups of young people - with this the Sheffield Young People against Conflict group was born.

What we aim to do:

- To promote good relations within all the different communities in Sheffield.
- To go into schools, colleges, youth centres, community events to act as peer mediators.
- To sort out issues of conflict, with a view to achieving a resolution of problems, with groups of young people.
- To take an active role in promoting citizenship, in particular anti-racist work
- To tour Sheffield and South Yorkshire with the Streetkick football game and through this spread the anti-racist message and break down barriers.

The group is open to any young people who have an interest in anti-racism and conflict resolution work. We have been able to attract young people from different communities such as Somali, Bangladeshi, Arabic, White and Pakistani from across the city. We meet once a week at The Stables in Sharrow.

We have been trained in anti-racist and conflict resolution skills and have attended conferences and residentials in Warrington and Slough, where we met other young people who are involved in this type of work. Presently we are making a film looking at gun crime and Islamophobia and the effects on a young person's life and the community as a whole.



FURD MV Amjid Hafiz with the Lord Mayor Cllr Jackie Drayton

Interview with a FURD Millennium Volunteer



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How did u get involved with FURD MV?

I got dragged into the MV office by one of my friends who was a volunteer. I had no idea what MV was so I sat down with a member of the FURD staff who took me through an induction. At the end of it I still hadn't a clue! I was invited to come along to a MV night at The Stables which was young volunteers meeting up and having a chat. I turned up the week after and the week after that and the week after that. From then on I got involved in Streetkick, organising events, anti-racist workshops, having fun and being involved.

How has MV changed your life?

Well, um, I was a bit shy at first - I know you'd never believe it but I was! As time went by I managed to build up my communication skills which means that now I can talk to anyone and it has bought out qualities in me that were hidden.

What qualities?

Such as boxing, martial arts and playing pool. This has acted as an icebreaker with other youths. I have made a lot of friends some of whom are very close to me and I have got some qualifications. I don't hang around on the streets no more and I look after another youth who is involved in MV.

What would you be doing if you hadn't got involved in MV?

To be honest I'd be sitting in my mate's car or hanging around the streets with lads smoking and dossing around.

So what now?

I am doing my level 2 in youth and community work, studying science at Sixth Form College and going to Uni in September if all goes well. I am going to carry on with my dj-ing to earn a bit of money for my studies.

Would you recommend MV to someone else?

Yeah man - I think voluntary work is bad and everyone out there should be doing it!

For more information please contact us using the details below:

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MV (millennium volunteers)
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