



ANTI-RACISM

A guide for sports clubs

*Delivered in partnership
with Prof. Robert Beckford*





This resource has been designed to help clubs identify and implement practices of anti-racism to help embed a culture of inclusion.



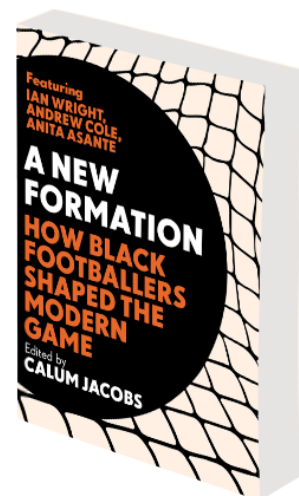
TAKE OWNERSHIP

Don't presume you understand what racism is and how it affects people.

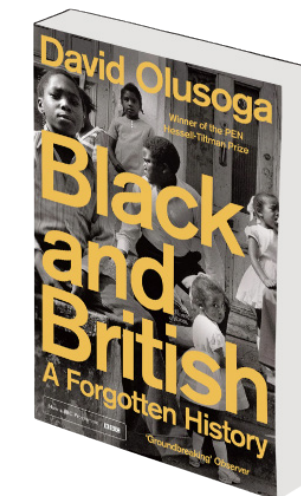
Take time to educate yourself. Understand the history of Black people in Britain. Take time to read one of the key books on Black sporting figures, or consider working through one of the anti-racism books or podcasts.

RECOMMENDATIONS:

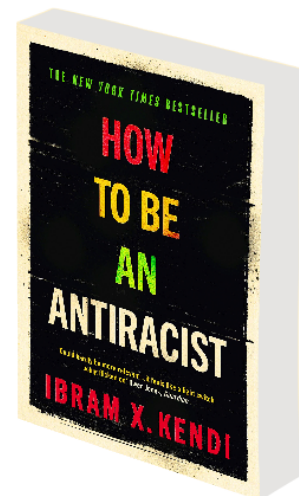
BOOKS:



Calum Jacobs, *A New Formation: How Black Footballers Shaped the Modern Game.*



David Olusoga *Black and British: A Forgotten History.*



Ibram Kendi, *How to be an Antiracist.*

PODCASTS:



History Extra Podcast (Apple)
Black British History: everything you wanted to know.



UNDERSTAND THE DIFFERENT TYPES OF RACISM

Racism is dynamic and constantly changing. In simple terms, racism is about fixing or stereotyping a group of people as all the same. It is thinking that skin colour determines character or ability. Racism can be direct or indirect. But always harmful.

Direct racism is explicit abusive or hateful speech – words or gestures.

Indirect racism is implicit and more subtle—discriminating cultures or practices at clubs that marginalize or limit the prospects of coaches, players or fans.





RACISM IS OFTEN CATEGORISED INTO THREE DIFFERENT FORMS:

BIOLOGICAL RACISM:

This is 'old school' racism, the idea that white people are physically different and superior to other groups, and that black people were another species, closer to the animal kingdom. Examples in modern-day sports include throwing bananas and directing monkey chants at players.

CULTURAL RACISM:

This racism is a 'new school.' Instead of thinking about biology or the body, in cultural racism, the culture of a particular group is viewed as inferior and unchanging. For example, Raheem Sterling called out this kind of racism in press reports suggesting that black players were more flashy and financially irresponsible than white players.

INSTITUTIONAL RACISM:

What happens when racism (biological or cultural) is ingrained in an organisation's works and woven into day-to-day running. There may be processes or unofficial rules which give some people an advantage over others. In recent years the debate over the lack of black managers, coaches and senior executives is often presented as an example of institutional racism.

Being an anti-racist club means addressing all forms of racism.

Resources: [Racism in Football: Zeb's Story](#) 

RECOGNISE THE LEGAL IMPLICATIONS

Racial abuse is serious. According to the Crown Prosecution Service (CPS), crimes can be prosecuted as a hate crime if the offender has either:

- **demonstrated hostility** based on **race**, religion, disability, sexual orientation or transgender identity
- OR
- **been motivated by hostility** based on **race**, religion, disability, sexual orientation or transgender identity.

In addition, under the Equality Act 2010, Race is a protected characteristic. Under the Equality Act, those with protected characteristics are protected from discrimination in certain settings, including the workplace, and when using public services, transport, or businesses that provide goods and services.





DON'T GASLIGHT

If anyone at your club experiences racism, listen carefully and consider how you can help. Do your best to show empathy and understanding and be prepared to take action.

Avoid gaslighting. Gaslighting is questioning the honesty or perception of a person, leaving them uncertain, confused and deflated. Gaslighting racism is trying to explain the abuse or diminish its relevance or impact.

RECOMMENDATIONS:

Ian Wright and Alan Shearer share their experiences of racism | There is No Room For Racism.



[Watch here](#) 



BE AN ALLY

Become an ally, build a coalition

An ally is someone who uses the advantages they have to support people experiencing discrimination and dismantle the causes of the discrimination.

Allyship is a supporting role and is better thought of as part of coalition building. Having as many interested parties involved in combatting racism is the best way to accomplish change.

Ask yourself, who else, either inside or outside the game, is interested in eliminating racism in football? How can these groups work together for change?

RECOMMENDATIONS:

COURSES:

 [Kick It Out – Allyship](#)

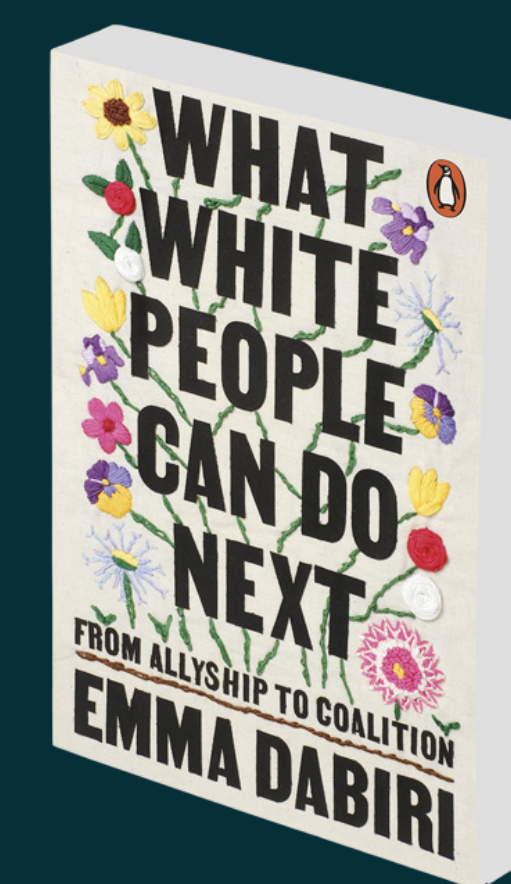
VIDEO:

 [Ted Talk – 3 Ways to be a better ally in the workplace.](#)

PDF:

 [ECB Guide on Allyship](#)

BOOKS:



Emma Dabiri -
*What White People
Can Do Next*



REFER TO CLUB POLICIES

Before taking action you may refer to your club's or league's rules or code of conduct on racist abuse.

Do you have a process or protocol?
What steps must you go through?





REPORT DISCRIMINATION

Whether you witness or experience discrimination, don't be afraid to report it. It is necessary in order to ensure sport is a safe and inclusive environment for everyone.

WAYS TO REPORT:



Kick It Out



**English and Wales
Cricket Board (ECB)**



SUPPORT AND EMPOWER VICTIMS

Confronting racism can be stressful. Victims and witnesses may need emotional support in the aftermath of discrimination and may require help or advice when processing complaints or reports.

Racism can affect individual mental health and communal wellbeing. There are various ways that you can offer support and empowerment:

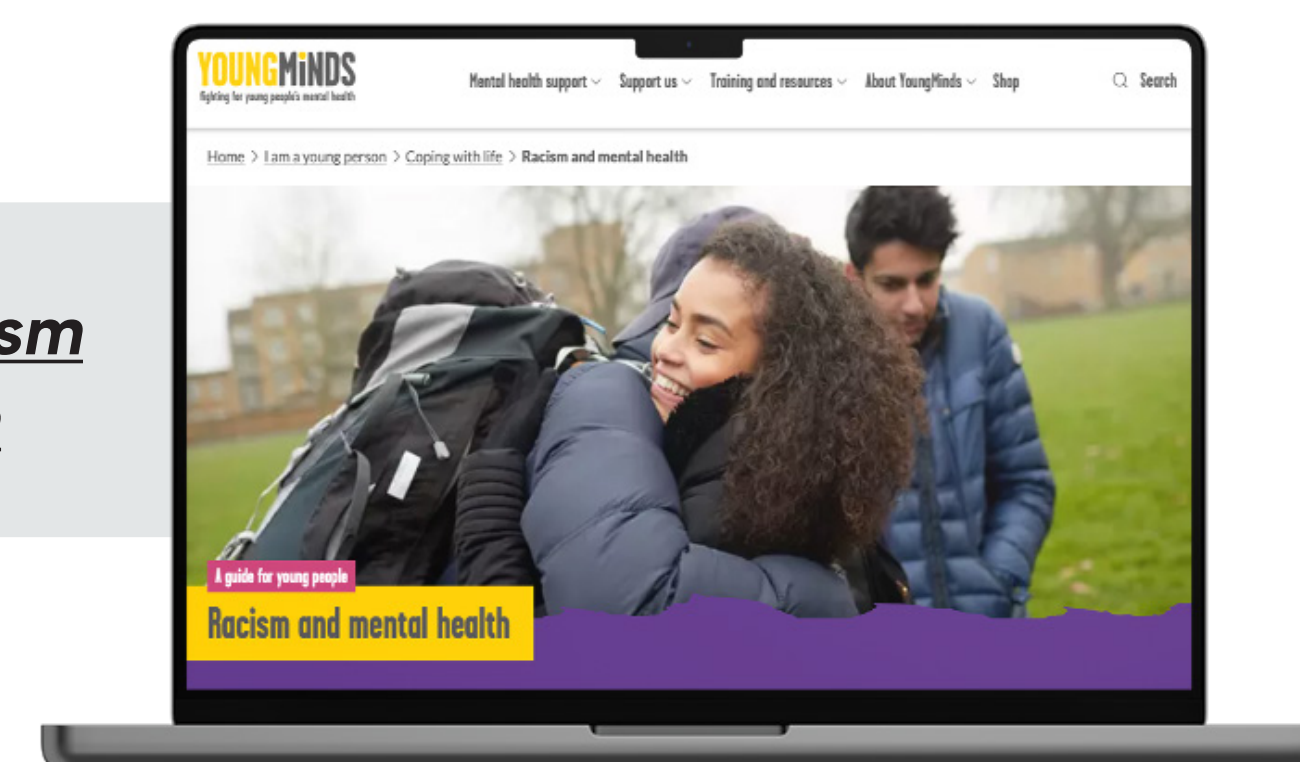
- Reassure everyone that the issue is being taken seriously and that they are not the ones at fault.
- Encourage everyone to talk and be open about their feelings.

- Take time to educate everyone on the effects of racism and reaffirm the anti-racism values of your club.

RESOURCES:



**Young Minds: Racism
and Mental Health**



EDUCATE

Empowering victim(s) can also be achieved through continuous education. Continuous education is necessary because racism is dynamic – it constantly changes. We must keep up with how racist abuse is expressed. Therefore, ongoing education for yourself and your staff is essential.

RECOMMENDATIONS:

-  [The Academy](#)
-  [A Guide to Inclusive Language](#)
-  [FA Anti-Racism Courses](#)



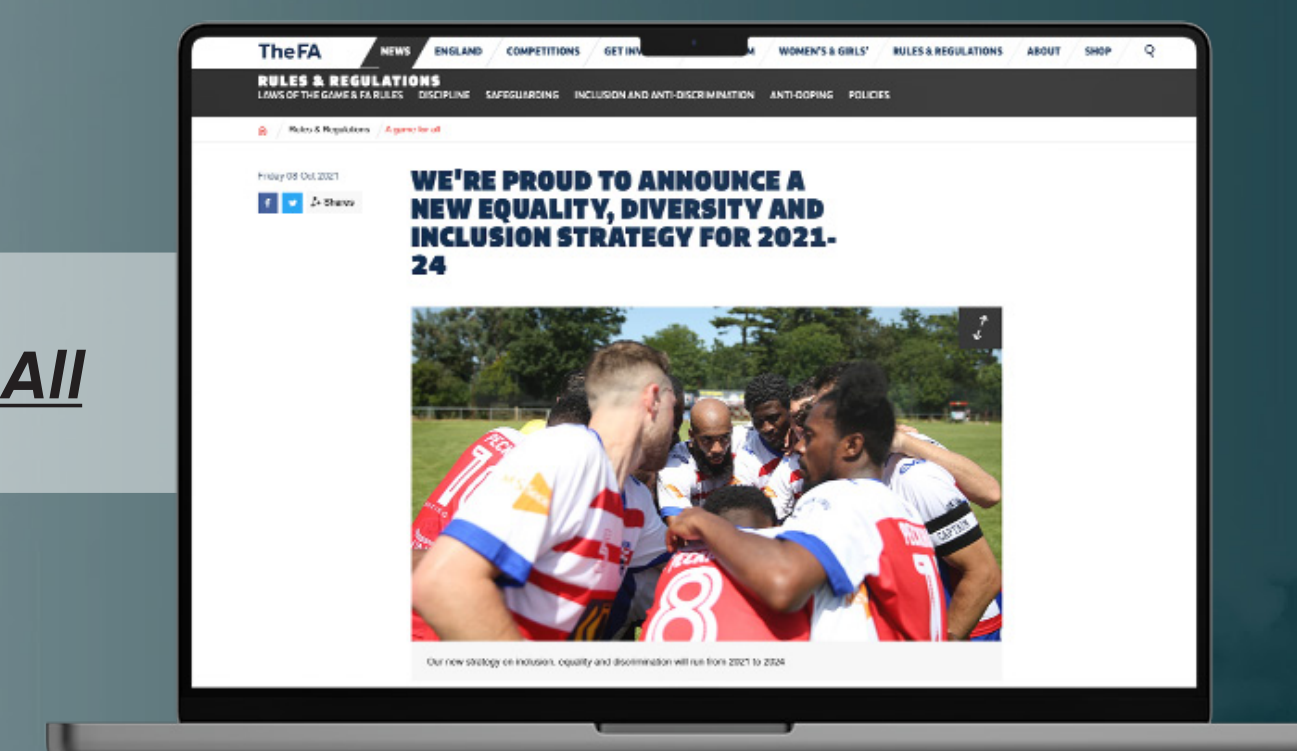
SUPPORT THE CHANGE

Another way to empower everyone at your club is to support the initiatives on diversifying football coaches and staff. Consider how your club can be a part of the change.

RECOMMENDATIONS:



[FA – A Game For All](#)



SUMMARY

BELOW, WE HAVE HIGHLIGHTED SOME OF THE KEY CONSIDERATIONS FROM THIS RESOURCE:

1. What educational resources do you have to educate everyone at your club?
Are they easily accessed?
2. What training or support have you provided to address discrimination effectively?
3. Review your club rules. Do they meet the necessary standards?
4. How do you support victims of discrimination or abuse?
5. What effective reporting procedures are in place?

