

# Being fair to and including everyone



Easy Read version of the FA's Equality,  
Diversity and Inclusion Strategy 2021-2024



easy  
read



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In this easy read document, difficult words are in **bold**. We explain what these words mean in the sentence after they have been used.



Some words are [blue and underlined](#). These are links which will go to another website which has more information.

# Introduction



The Football Association (FA) is in charge of all football in England.



We aim to:

- be fair to everyone.



- welcome people from all different communities and backgrounds.



- include everyone in our sport and work.



This **strategy** explains the work we plan to do to achieve these aims.

A **strategy** is a plan over a long period of time.

# Changes already made



Over the last 3 years we have:

- written our first strategy about being fair and involving people from all communities.



- started to use **the Rooney Rule**.

**The Rooney Rule** says that when we look for a new worker, we should interview at least 1 person from a community that often doesn't get a fair chance.



- included players from many different backgrounds across our teams.



- reduced our **gender pay gap** by 5%.

A **gender pay gap** shows the difference in average earnings between women and men.



- made our plans better to include more Asian people.



- joined **Pride** in London.

**Pride** is a march and celebration of the LGBTQ+ community from all walks of life.

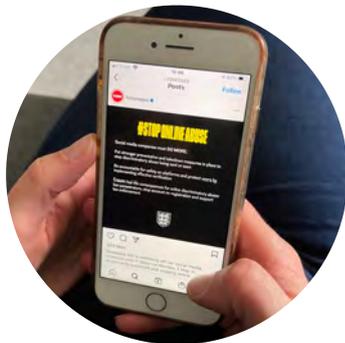


- listened to what people around the world have been saying about how Black people may be treated differently to others.



- led football in stopping our use of social media like Facebook, Instagram and Twitter.

We did this to protest against the amount of **online abuse** that has happened in recent times.



**Online abuse** is where you are treated badly on social media like Facebook, Instagram and Twitter.



- launched 'Football Your Way'.

This is a programme that helps more disabled people play football.



- supported players who **take the knee** before matches.

**Take the knee** means kneeling on one knee to show you are against **discrimination**.

**Discrimination** is when you are treated badly or unfairly because:



- of your age.
- of your sex.
- of your race.
- of your religion.
- of your disability.
- of your sexuality.
- you are married or in a civil partnership.
- you are pregnant.
- your gender is different from the one you were given at birth.



- wrote a Black Lives Action Plan.



- supported our England Men's Senior football team at the:

- FIFA World Cup Finals in 2018.



- Euro Championship Finals in 2021.

# Other work



We have also started a lot of other pieces of work over the last 3 years to help to include people from all backgrounds.

These include:



- joining with others to set up the **Heads Up** campaign.

The **Heads Up** campaign aims to change what people think about mental health.



- helping staff with their mental health during **COVID-19**.



**COVID-19** is also called Coronavirus. It is an illness that is spreading around the world. It can affect your lungs and breathing.



- training all staff about their attitudes to people who often don't get a fair chance.



- setting up regular meetings between managers and staff from different communities and backgrounds.



We have also:

- written a strategy about women's and girls' football.



- written a strategy about football in people's local grassroots communities.

# A game for all



We want to use our influence to make sure football is a game for all.



We want to do this by:

- winning a main competition. Such as the World Cup.



- working with over 2,000,000 people who are in touch with us online.



- making sure there is a chance for every girl to get involved in football.



- having 5,000 good football pitches.



- making sure people are included and treated in the same fair way.



- increasing the number of people who support the Emirates FA Cup and the Barclays Women's Super League.

# Our 3 commitments



**Commitments** are the things we promise to do. We have 3 commitments:



## ● **Lead the change**

We will do this by dealing with discrimination on the football pitch and off it.



## ● **Be the change**

We will do this by providing and promoting opportunities for people to work in football from various communities and backgrounds.



## ● **Inspire the change**

We will do this by showing that football can:

- include everyone.
- be a place where people from all communities and backgrounds work together.

# Commitment 1 - Lead the change

We will deal with discrimination on and off the football pitch by:



- taking action against people or clubs that discriminate against other people.
- encouraging people to report the times when someone has suffered from discrimination.
- having places that are accessible and include everyone.
- dealing with online abuse.

## Taking action

We have new guidelines which say what action should be taken against people or organisations that discriminate against other people.



We will also listen to what people say about our action and make changes if we need to.



## Teach people not to discriminate

We will teach people more about the whole issue of discrimination.



## Online abuse

We will work to encourage social media companies to deal with online abuse.



We are asking them to investigate and take action to:

- delete any messages that are racist or contain discrimination.



- take down abusive messages quickly so they can't be shared.



- ban people who post abuse or discrimination, and make sure they don't open new accounts.



- help police to find people who have posted illegal messages.

We are also working with the government to:



- get more police to make sure people don't abuse other people online.



- look at what happens if someone is caught abusing people online.



- make better laws against online abuse.



- make better rules for social media companies.



We will tackle any abuse on social media sites run by The FA.

## Create safe places

We will:



- make sure anyone who comes to Wembley Stadium connected by EE and St. George's Park knows how to report discrimination.



- look into any reports of discrimination.



- make sure women's clubs train their staff so they know about discrimination and abuse and what to do about it.



- make sure that reports of abuse and discrimination are treated properly and fairly.

# Looking at discrimination in football

We will:



- improve the way we deal with reports of abuse and discrimination.
- look into the way reports of abuse and discrimination are dealt with.

## By 2024, we want to:



- quickly deal with every case where someone is accused of discrimination or abuse.
- give our players and staff regular training so they can deal with discrimination on and off the pitch.
- be better at dealing with online abuse.

# Commitment 2 - Be the change



We want our organisation and the football industry to look like the communities that get involved in football.



## Develop our workforce

We want to include people from many more different communities and backgrounds in our committees and management.

We will:



- deliver our plan for helping more disabled people in football.



- work with specialist organisations to encourage more people from different backgrounds to work with us.



- teach people how to include people from all different backgrounds when they come to work with us.



- collect more information about how people from all different backgrounds are included in football.



## Young people

We will help young people who come and work with us to learn more about including everyone.



## Local communities

We will:

- work with all local football clubs to help them to include everyone in the same fair way.



- help the County Football Associations to give guidance to local clubs about how to include everyone in the same fair way.



- help to train local coaches so they will include everyone in the same fair way.

## All of football

We will:



- encourage everyone in football to support a code, which helps to include everybody in football.



- carry on teaching people about how to be fair to everyone.

## Communication

We will:



- tell the world about how we are including everyone in our work.



- improve how we communicate with people online so that our information is easy to understand by everybody.

# Women's and girls' football

We will:



- help to have more leaders from all different communities and backgrounds in the women's game.



- carry on training people about how to include people in the same fair way.



- make sure local clubs are accessible.



## Targets

We want to really change how we include everyone in our organisation.



So we are setting ourselves targets to improve the numbers of people from different communities who have jobs with us.



## Women

Currently about a third of our staff are women.



By 2024 we want 4 out of 10 of our staff to be women.



By 2028 we want half of our staff to be women.



## Black, Asian, mixed or other ethnic backgrounds

Currently about 1 in 8 of our staff are from these backgrounds.



By 2024 we want about 1 in 6 of our staff from these backgrounds.



By 2028 we want about 1 in 5 of our staff from these backgrounds.



## Disability

Currently about 3 in 100 of our staff are disabled.



By 2024 we want about 1 in 10 of our staff to be disabled.



By 2028 we want about 1 in 8 of our staff to be disabled.

## Mental Health

We have:

- trained senior managers in mental health issues.
- started training all our staff so they understand more about mental health.
- set up a place online where staff get more information and more training.





- been checking that all England players from age 17 upwards have good mental health.
- supported a new scheme that gives support and advice to referees and match officials.



## **The Football Leadership Diversity Code**

This is a code that football clubs can sign to say they will give jobs and opportunities to people from different backgrounds.



Over 50 clubs in professional football have signed so far.

# Commitment 3 - Inspire the change



By changing ourselves, we want to help clubs and organisations to realise that they should change.



## Help people to understand

We plan to talk about the changes that are needed in many clubs and organisations so that football includes everyone in the same fair way.



We will talk with the Premier League, the English Football League and others.



## Our RESPECT campaign

Our RESPECT campaign encourages coaches and clubs to involve people in the same fair way.



Many clubs are already involved in the campaign, but we will encourage more to take part.



## Diversity

**Diversity** means including people from all different backgrounds.

We plan to:



- start a programme to encourage more women and girls from all different backgrounds to take part in football.



- start campaigns to include more:
  - disabled people.



- people with different religions.



- people who are from the LGBTQ+ communities.



- have a way for people to easily play football in a gender identity that might be different from their sex at birth.

## Working with people

We plan to:



- talk and listen to everyone involved about how to include people in a fair way.



- look for opportunities to share information with football organisations in other countries.



- talk about how we are including people from all different backgrounds when we apply to run international football tournaments.



## Jobs

We will encourage people from all different backgrounds to apply for jobs within the FA.



## Positive action

We will deliver programmes that help various groups from different backgrounds to access opportunities and training.



This will help people to become a coach, a manager or one of the many other jobs in football.

# Reporting abuse or discrimination



Everyone has the responsibility to report any abuse or discrimination that they see or hear.

If you are at an amateur game, you can report abuse or discrimination to:



- The FA: [Football.ForAll@TheFA.com](mailto:Football.ForAll@TheFA.com)



- Kick It Out:
  - [report@kickitout.org](mailto:report@kickitout.org)
  - [www.kickitout.org/forms/online-reporting-form](http://www.kickitout.org/forms/online-reporting-form)
  - [iOS app](#)
  - [Android app](#)



- your County FA:
  - [online form](#)
  - [list of County FAs](#)



If you are at a professional game, you can report abuse or discrimination to:

- a steward.
- a police officer.
- the club, if it has a text service.
- Kick It Out Campaign:
  - [report@kickitout.org](mailto:report@kickitout.org)
  - [www.kickitout.org/forms/online-reporting-form](http://www.kickitout.org/forms/online-reporting-form)
  - [iOS app](#)
  - [Android app](#)



You should also report it to the police, either:



- in person,
- to your local police by calling 101,
- by filling in this [online form](#),
- or in an emergency by calling 999.



You can also report it to The FA:  
[integrity@TheFA.com](mailto:integrity@TheFA.com)



At Wembley Stadium you can also:

- text HELP to 6656 and explain what has happened
- go to an information point in the stadium text HELP



At St. George's Park you can contact the Incident Support Team:

- in person at the National Football Centre reception
- phone: 07500 226878
- email: [SGPsecurity@TheFA.com](mailto:SGPsecurity@TheFA.com)



## Professional players

If you are a professional player, you can report abuse or discrimination to:

- a match official.
- the FA: [integrity@TheFA.com](mailto:integrity@TheFA.com)
- the Professional Footballer's Association (PFA):  
[equalities@thepfa.com](mailto:equalities@thepfa.com) or  
[enough@thepfa.com](mailto:enough@thepfa.com)



There is more information about how the FA deals with discrimination on pages 26 to 29 of this guidance:

[www.thefa.com/football-rules-governance/discipline/player-essentials](http://www.thefa.com/football-rules-governance/discipline/player-essentials)



You can read more about the PFA's work against discrimination here:  
[www.thepfa.com/news/2018/12/22/reporting-discriminatory-abuse-in-football](http://www.thepfa.com/news/2018/12/22/reporting-discriminatory-abuse-in-football)



## Social media

We are working together with the government and other companies to tackle discrimination and abuse on social media.



You can read about our work here:  
[www.thefa.com/news/2021/apr/29/stop-online-abuse-20210429](http://www.thefa.com/news/2021/apr/29/stop-online-abuse-20210429)

If you want to report discrimination or abuse on social media, you can contact the social media sites:



- [YouTube](#)



- [TikTok](#)



- [Snapchat](#)



- [Twitter](#)



- [Facebook](#)



- [Instagram](#)

# For more information



For more information please go to our website: [www.TheFA.com](http://www.TheFA.com)

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