

FOOTBALL FOR ALL

INTRODUCTORY AWARD



Department of
**Culture, Arts
and Leisure**
www.dcalni.gov.uk



**Northern Ireland
Executive**
www.northernireland.gov.uk



football for all

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SECTION 3

PLANNING GOOD RELATIONS IN FOOTBALL

- 31 This section will involve a submission of the project proposal.
This is to be arranged by the instructor.

It can also be done as an interactive session.

WELCOME TO THE FOOTBALL FOR ALL INTRODUCTORY AWARD.

We hope that this course will develop your knowledge about the Football for All programme, as well as good practice and information about how sport can be used to address different issues such as racism, sectarianism, homelessness and mental health.

THE AIMS OF THE COURSE ARE:

- Develop knowledge about Football for All.
- Develop ideas about programmes that target different issues.
- Prepare individuals to go on to further and more specialized courses.
- Inform individuals about volunteering opportunities available through Football for All.

WHAT WILL THIS COURSE DO FOR YOU?

- Develop your knowledge of how football can tackle different issues affecting individuals today.
- Encourage you to develop ideas surrounding possible projects targeting key problems.
- Prepare you to move on to more specialised courses.

SECTION

ONE

Introduction
to football
for all



football for all

WHAT IS IT?

The football for all project has been developed by the community relations department within the Irish Football Association (IFA).

The project aims to create a fun, safe and inclusive culture throughout all levels of football in Northern Ireland. Football for all is committed to tackling sectarianism and racism and is also making efforts to target mental health, drug and alcohol awareness and other issues affecting people today.



football for all

2000

Football in Northern Ireland was experiencing high levels of sectarianism in different aspects of the international game

“SEA OF GREEN”

Since then, the matches have become much more inclusive, with a ‘Sea of Green’ being promoted to replace sectarian colours and memorabilia

2010

The IFA adapted football for all into the main strap line and strategy, showing that the organisation is taking good relations seriously

2013

Football for all continues to support and facilitate many different programmes across NI, creating a fun, safe and inclusive culture in football at all levels

WHAT DOES FOOTBALL FOR ALL DO NOW?

The project has grown and developed and now supports and organises a variety of programmes, workshops and training courses.

PROGRAMMES

- Street League
- Limestone United
- World United
- Women's World United
- Youth Forum
- Storytelling
- Dealing with the Past

TRAINING

- Coaching Training
- Mental Health Awareness
- Drug and Alcohol Awareness
- Good Relations
- Volunteering
- Club Development & Education

HOW DOES IT WORK?

Football for all depends heavily on funding from different organisations and official bodies. This funding has allowed the project to evolve and make a real difference.

We sometimes apply for small grants, which are offered by Council, Big Lottery, and other organizations. Here are some of our funders:



WHO SUPPORTS FOOTBALL FOR ALL?

We are lucky to have many familiar faces who support the project, helping to promote the name and aim.

These familiar faces represent only some of our football for all ambassadors. They actively support the football for all campaign and promote the message where they can.

We have many supporters from various different communities and backgrounds. Our Advisory Panels are made up of individuals from different professions, with different opinions – however they all have one common passion - football for all.



SECTION

TWO

Issues in Football & Case Studies

SECTARIANISM

Due to the nature of the history of Northern Ireland, sectarianism has developed as one of the main societal issues facing people today. Conflicting attitudes, behaviours and structures have developed through the years and although huge improvements have been made in the area of good relations, there is still much to be done.

In Northern Ireland, evidence of sectarianism can be seen in many different places, in many different ways. When looking at sport, NI football has experienced high levels of sectarianism in the past.

WHAT DOES FOOTBALL FOR ALL DO TO TARGET SECTARIANISM?

The football for all project has been committed to tackling sectarianism.

When the project started in 2000, it was focused on reducing the levels of sectarianism related to the international home matches.

The 'Sea of Green' is a fan driven campaign aimed at encouraging a positive celebration of the NI Football identity. Fans supported this in their thousands, turning out to matches in their green clothing, wigs, hats and scarves. The atmosphere became inclusive and exciting and all members of the community could feel welcome at Windsor Park.

The Community Relations department has not stopped at the international realm.

The 'Love Football Hate Bigotry' campaign has experienced great success in raising awareness through training, publicity and workshops. This is aimed at clubs, football youth groups and community organisations, to spread the ethos of football for all.

“Sectarianism is not just a matter of economic, social or political consideration; nor is it simply a question of personal attitude or behaviour. It is an historical and cultural phenomenon arising out of religious and political differences and perpetuated by group and self-interests.”

KEN LOGUE, 1993, CRC



SOMETHING TO THINK ABOUT...

HAVE YOU EXPERIENCED ANY PROBLEMS WITH SECTARIANISM WITHIN YOUR GROUP/ORGANISATION?

WHAT COULD YOUR GROUP/ ORGANISATION DO TO RAISE AWARENESS OF ANTI SECTARIAN INITIATIVES?

DO YOU THINK SECTARIANISM IS SOMETHING WHICH IS STILL AN ISSUE IN NI FOOTBALL? CAN YOU THINK OF ANY EXAMPLES?



LOVE FOOTBALL HATE BIGOTRY

#footballforallNi | ffa@irishfa.com



football for all

Community Relations Council





FOOTBALL FOR ALL

SEA OF GREEN

www.ifa.com #footballforallni



HEALTH

In order to do well in sports, it is important that you stay fit and healthy. While being able to keep up with the pace is essential, health issues include much more than physical fitness.

In Northern Ireland, there are around 150 suicides each year and according to the Public Health Agency, 44% of these individuals are young males. Mental health has become a popular topic within sports over recent years. This has been due to unfortunate incidents in all areas of the sporting world relating to suicide. People have been motivated to try and implement change to the way mental health is addressed within sport.

“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

WORLD HEALTH ORGANISATION

DID YOU KNOW...?

During your lifetime, you'll eat about 60,000 pounds of food. That's the weight of about 6 elephants.

- 80% of the brain is water. If you feel tired, you should take a drink of water! It can often be due to dehydration, so insize.
- The surface area of a human lung is equal to a tennis court. Smoking drastically reduces this healthy tissue and causes breathing difficulty.
- We are about 1 cm taller in the morning than in the evening. The cartilage between our bones gets compressed by standing, sitting and other daily activities as the day goes on, making us just a little shorter at the end of the day than at the beginning.
- You use 200 muscles to take one step. That's a lot of work for the muscles considering most of us take about 10,000 steps a day.

WHAT DOES FOOTBALL FOR ALL DO TO TARGET HEALTH ISSUES?

Through partnership with many different physical and mental health organisations, football for all facilitates workshops for different clubs and groups.

When working with individuals within our Grassroots projects, we have also used our contacts with these partners to signpost individuals to specialised treatment.

Mental Health and Medical First Aid Training for leaders can be useful in order to identify signs and symptoms of mental or physical health problems.





SOMETHING TO THINK ABOUT...

WHAT DO YOU THINK ARE THE MAIN HEALTH ISSUES FACING YOUNG PEOPLE TODAY?

HOW DO YOU THINK THESE ISSUES CAN BE EFFECTIVELY ADDRESSED THROUGH FOOTBALL?

THINK OF A WAY YOUR GROUP COULD PROMOTE A HEALTHY LIFESTYLE?

HOMELESSNESS

Homelessness in Northern Ireland has been increasing since the early nineties. In 2010/2011, 20,158 people were presented as homeless. Homelessness is defined by the Northern Ireland Housing Executive as an individual falling into one of the four following categories:

- Rooflessness
- Houselessness
- Insecure housing
- Inadequate housing

Research has shown that there are different reasons and trends in homelessness, with the majority of people both entering and exiting homelessness relatively quickly.

Three main trends have been identified within the homeless population:

- **TRANSITIONAL HOMELESSNESS**
That is those who enter the process and are promptly assessed and rehoused and do not return to being homeless.
- **EPISODIC HOMELESSNESS (REPEAT HOMELESSNESS)**
Brought about by changes in circumstances or events.
- **CHRONIC HOMELESSNESS**
This tends to be long term users of emergency services, particularly rough sleepers.



WHAT DOES FOOTBALL FOR ALL DO TO WORK WITH PEOPLE EXPERIENCING HOMELESSNESS?

Through partnership with many of the organisations named above, football for all facilitates football tournaments for different individuals working with them.

When working with individuals within our Grassroots projects, we have the opportunity to link in with people who are currently experiencing homelessness and also use our contacts with these partners to signpost individuals to specialist treatment.

Through various training workshops, we can help those involved with football to gain skills and qualifications and get back into their community.



SOMETHING TO THINK ABOUT...

HAVE YOU EVER SEEN A HOMELESS PERSON? WHERE WERE THEY?

HOW COULD YOUR GROUP/ ORGANISATION SUPPORT HOMELESS PEOPLE?

THINK OF A WAY YOUR GROUP/ORGANISATION COULD TAKE STEPS TO PREVENT MEMBERS EXPERIENCING HOMELESSNESS...

UNEMPLOYMENT

In Northern Ireland, around 8% of the population is currently unemployed. While this figure is slowly falling, those who are experiencing long term unemployment can find it hard to become motivated and can become excluded from society.

Those who are unemployed can often find it difficult to get back to work, due to an increased requirement of qualifications, skills or experience.

Long term unemployment can sometimes lead to low self esteem, poor mental health, dependence on drugs and alcohol and other personal problems.

WHAT DOES FOOTBALL FOR ALL DO TO TARGET UNEMPLOYMENT?

Through engaging with our Grassroots projects, individuals have the chance to get involved with different football for all workshops and training opportunities.

These training workshops address the needs of the participants and can help to identify key areas of need regarding skills development through working with our partners.

Through this regular engagement and training, we can help people to develop key employability skills and experience which will be invaluable as they try to find employment.





SOMETHING TO THINK ABOUT...

IN WHAT WAY COULD YOUR CLUB/ORGANISATION SUPPORT UNEMPLOYED PEOPLE?

WHAT SORT OF EMPLOYMENT / VOLUNTEERING OPPORTUNITIES COULD YOUR ORGANISATION OFFER?

WHAT SKILLS AND QUALITIES FOR WORK CAN VOLUNTEERING IN SPORT HELP YOU DEVELOP?

RACISM

There have been many high profile incidents relating to racism in football, which have sparked controversy and disappointment within football leagues, supporters' opinions and the public's perceptions of football.

Racism can occur intentionally, or through a lack of understanding or ignorance. It may manifest itself openly or covertly. It occurs at all levels of an industry or organisation – within football it may range from fans hurling racial abuse to exclusionary practices by governing bodies at all levels, clubs or other partners of the game.

Racism is a problem across Europe with ethnic minorities and immigrants usually the focus of abuse, harassment and discrimination.

WHAT DOES FOOTBALL FOR ALL DO TO TARGET RACISM?

Through partnership with different anti racism organisations and initiatives, the football for all project works with clubs and community organisations to promote a strong message of inclusion through workshops, seminars and respect campaigns.

We use Show Racism the Red Card resources, which include famous faces from football endorsing the message and campaign. These workshops are done on a regular basis with many different groups from a variety of backgrounds, cultures, ages and races.

We actively promote the annual Football Against Racism Europe campaign, through events, seminars, tournaments and billboard campaigns.

“Racism is the belief in the superiority of a race, religion or ethnic group.”

UEFA



SOMETHING TO THINK ABOUT...

HAVE YOU EVER ENCOUNTERED RACISM IN SPORT? IF SO WHEN?

CAN YOU THINK OF ANY HIGH PROFILE EXAMPLES OF RACISM IN FOOTBALL?

WHAT COULD YOUR GROUP/ORGANISATION DO TO RAISE AWARENESS OF ANTI RACISM INITIATIVES?

CASE STUDY 1: NEIL LENNON AND NI FOOTBALL



Neil Lennon was capped 40 times by Northern Ireland and also captained the side for a time.

He moved to Celtic FC and started receiving sectarian abuse when playing for his national team.

Before an international match against Cyprus in 2002, Neil received a death threat against

him and his family from a paramilitary group. He was warned that if he, as a Catholic, continued to play in the NI team, he would be shot during the game.

He retired from international football shortly after this, stating that he could not put his family at risk.



WHAT DO YOU THINK?

WHAT DO YOU THINK OF THIS CASE STUDY?

DO YOU THINK PLAYING FOR THE NI TEAM IS DIFFERENT NOW? HOW?

WHAT STEPS COULD YOUR GROUP/ORGANISATION TAKE TO PREVENT ATTITUDES LIKE THIS FROM SUPPORTERS?

CASE STUDY 2: LIMESTONE UNITED



BACKGROUND

Limestone United is made up of two communities based on the interface in North Belfast between Tiger's Bay and Newington.

The project was started due to a high level of anti social behaviour, generally motivated by sectarianism.

The cross community project is managed by the PSNI Neighbourhood Officers and youth workers in the area.

The work has an anti-sectarian focus and uses football to unite the two communities through a common passion.

This project has not only operated to divert from interface violence, but it has vastly improved relationships between young people and the PSNI in the area.

OPERATION

Limestone United aims to bring together individuals to train and play together. The team has competed in various tournaments and matches, often dominating the scoreboard.

There are also educational workshops, team building and mentoring training for the people involved, to bring an extra dimension to the project. Participants who show good commitment and participation have the opportunity to complete coaching qualifications.

There are weekly training sessions for the team and an annual residential to allow for focused, intensive training and workshops.





CASE STUDY 3: STREET LEAGUE



BACKGROUND

Street League is a 5 a side weekly tournament for disadvantaged groups such as the homeless, drug and alcohol dependent, refugees, asylum seekers and long term unemployed. They come together from various hostels, community groups and action projects to compete in the weekly matches.

The project depends on partnerships with different organisations to ensure its effectiveness and dynamic nature. We work with many groups including FASA, East Belfast Mission and Hosford House.

The league allows people who have become disconnected from society to develop football and personal skills and helps them to develop a positive lifestyle.

OPERATION

Street League runs in Belfast and in Derry/Londonderry, usually in 8 week blocks. The matches run as a 5 a side tournament, with various teams from across the 2 cities. This provides the opportunity for the participants to develop their football skills and to meet new people.

In addition to the weekly football, the Street League incorporates various training workshops addressing positive mental health, coaching training and skills development training.

The project also supports participants who show commitment and positive attitude during training, to move on and complete their Level 1 Coaching Award.

CASE STUDY 4: VOLUNTEER GOLDMARK



BACKGROUND

GoldMark is a dynamic programme aimed at promoting and recognising sports volunteering for 14 to 24 year olds. It builds on the successes of Millennium Volunteers and is part supported by the Department of Education.

GoldMark is led by Volunteer Now with the Irish Football Association being a delivery partner.

The scheme is aimed at young people who volunteer with their local sports club. It offers recognition of the commitment of young people, and acknowledges it as an achievement.

The GoldMark scheme can also support clubs to clearly define volunteer roles, to ensure that if young people are willing to give their time, both the club and the individual are aware of what is expected of them.

OPERATION

GoldMark is a simple concept, which requires volunteers to maintain a record book, which logs the hours contributed. This is signed off by the club and then by the IFA who offer an award based on the number of hours spent volunteering.

These are the levels of award available:

50 HOURS – Awarded by IFA

100 HOURS – Awarded by Volunteer Now

200 HOURS – Award of Excellence from the Minister of Education

Getting involved in this scheme provides the opportunity to develop learning and new skills in various different aspects. It helps individuals to gain experience and add to their CV which can help in future careers. There is also the opportunity to meet new people and make new links in the community.



CASE STUDY 5: MEN'S & WOMEN'S WORLD UNITED

BACKGROUND

World United is an intercultural football project developed by Football for all.

It is designed to increase the participation in organised football by refugees, asylum seekers and members of 'settled' minority communities becoming players and coaches.

The project is also intended to encourage increased social inclusion and community integration amongst minorities. The project features around forty players drawn from a range of ethnic and cultural backgrounds.

The central focus of World United projects has been to utilise the power of football to promote anti-discrimination, equality, and integration.



OPERATION

World United has support from a wide range of strategic partners including the Northern Ireland Council for Ethnic Minorities (NICEM), UEFA, and the EU PEACE programme.

Both teams meet to train and play regularly together, developing not only team relations but also develop skills in different areas such as language, society and employability.

The men's team has now developed into a self contained organisation, offering anti racism workshops for youth groups and community organisations as a way of generating profit for team funds. As the women's group develops, they will hopefully do the same.



CASE STUDY 6: FOOTBALL AGAINST RACISM EUROPE

BACKGROUND

Football Against Racism Europe (FARE) campaigns to tackle discrimination and use football as a means of overcoming social exclusion.

FARE works through co-ordinated action and common efforts, at local, national and international level, to bring together all those interested in combating discrimination in football. This initiative annually has around 44 countries engaging through football related events.

The Irish Football Association proactively host a number activities throughout the annual action week. These engage professional players, supporters, community groups, young people and internal staff.



OPERATION

FARE Week is promoted association wide by the Irish FA. The football for all project staff take the lead in organising the initiatives during the action week.

This involves engaging a wide variety of groups in the initiative, to ensure the message is well communicated.

We also promote FARE week through a seminar for internal staff, looking at stereotypes, attitudes and promoting good relations through football and the work being conducted.

Through social media, we are able to actively encourage many different people to get involved, through promoting pictures of famous footballers in the FARE T-shirts and running competitions.

Partnership and planning are essential in ensuring a positive and productive FARE week.

SECTION

THREE

Planning Good Relations in Football

In order for football for all to work effectively, there is a lot of thought and planning that goes into each event, project, seminar and workshop.

In this section, you will be required to develop your own ideas and planning to promote good relations through football.

By taking the key areas outlined into consideration, you should develop a project proposal for something you feel would benefit your club, organisation or community and promote good relations.

This section should be creative, fun and filled with ideas. It should help you to develop a template for successful planning.

KEY AREAS TO CONSIDER IN PROJECT PROPOSAL

- **THEME**

Select a key theme or issue that you feel your club or community are currently struggling with, or one that it would benefit them to address.

- **AUDIENCE**

Think about who you want to be there and who you want to communicate the message to.

- **EVENT TYPE**

What are you going to do to promote this theme? It will be important to consider the audience, time, budget etc.

- **BUDGET**

How are you going to fund this? Do you need to apply for funding?

- **LOCATION**

It is important to think of somewhere that all those you wish to invite will feel comfortable and safe to go. It should also be easy to get to.

- **SPEAKERS/PROFESSIONALS**

Do you need to get someone to speak at the event? Do you need any outside contribution? You need to consider what type of person you need.

- **HOSPITALITY**

Do you need to think of food? If so, how will you accommodate special requirements? You need to consider what time of day and where it is.

- **INVITES**

How are you going to tell people about this?

- **ON THE DAY**

Who is helping you to organize on the day? What duties are there that need to be taken care of eg registration, packs?

- **PUBLICITY**

Consider how you can tell people about the event, where it is, what it is, and who should know. Do you need pictures?

- **EVALUATION**

What method will you use to evaluate the event?

MY NOTES

MY NOTES



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