



Scottish FA & BEMIS

Football Equity Survey

March 2013

Football Equity Project and this Football Equity Survey

The Scottish Football Association (the SFA) is committed to ensuring that football in Scotland is open to all and that barriers, real and perceived, are removed particularly in relation to under-represented groups. This will ensure participation, fairness, and equality are promoted across our national game.

Equity is integrated into the work of the SFA as set out in its Equity Framework and Action Plan (the EFAP). The Football Equity Project is integral to the EFAP, comprises a strategic partnership with BEMIS, and is funded through the Scottish Government's Cashback for Communities (CashBack).

The EFAP, Football Equity Project, and this Football Equity Survey are part of a long term SFA-BEMIS partnership to increase awareness, participation, and cultural change in football, so that groups across Scotland's ethnic minority communities access and participate in Scotland's national game.

Football Equity Project and Scotland's Ethnic Diversity

Scotland is becoming more ethnically diverse. Ethnicity data from the 2011 Census has not yet been published but will be later this year. However, the ethnicity figures from the 2001 Census showed there were approximately 100,000 persons of ethnic minority background or 2% of the population¹.

However, in 2013, Scotland enjoys unprecedented diversity: from Pakistani, Indian, Bangladeshi, Afghani, and Arab; through to African and Caribbean; onto newer migrant communities from central Europe, especially Poland, as well as other groups including Gypsies and Travellers, Irish, and Italian.

Significantly, nearly all ethnic minority communities have a younger age distribution (over 20%), than the White Scottish community (just under 20%), and this is projected to become a trend in the coming decades².

More recent data from the Scottish Household Survey 2011³ conveys this acceleration in Scotland's ethnic diversity, with 3.2% of adults recorded as non-white and 3.3% as white other, with notable increases reported in African and Central European communities.

Scotland's accelerating and unprecedented ethnic diversity confirms football equity as a strategic priority for the SFA, for its key partner BEMIS, as well as all those with an interest

¹ *Analysis of Ethnicity in the 2001 Census - Summary Report*, (2004), (Edinburgh: Office of the Chief Statistician). See hyperlink: <http://www.scotland.gov.uk/Publications/2004/02/18876/32939>.

² *Ethnic Population Projections in the UK, 2001-2051*, Journal of Population Research, March 2012, Volume 29, Issue 1, pp.45-89.

³ *Scotland's People Annual Report: Results from 2011 Scottish Household Survey*, (2012), (Edinburgh: The Scottish Government).

in promoting football in Scotland, including local clubs, professional clubs, and indeed The Scottish Government.

Football Equity Project: Outcomes, Objectives, and Operations

The key outcome for the Football Equity Project is to increase participation in football across Scotland's diverse ethnic minority communities. This drive includes initiatives to promote greater participation by girls and women, especially of ethnic minority heritage, in Scotland's football.

To assist in meeting this outcome, the Football Equity Project has three objectives:

- Identify interest in, knowledge, and perceptions of football across ethnic minority groups.
- Develop practice to remove barriers and increase participation via research and pilot projects.
- Contribute to national outcomes on inequalities, healthier lives, and inclusive national identity⁴.

The Football Equity Project has already started. This SFA-BEMIS partnership began in April 2012, comprises an Equity Coordinator and Officers for the 6 regions of Central, East, North, South East, South West, and West, and has organised a successful national 16-team multi-cultural tournament.

The Football Equity team undertakes coordinated, proactive outreach with diverse ethnic minority communities, local clubs, and the grassroots game; to increase awareness, build links between communities and local clubs, and ultimately engender greater participation in affiliated football.

Football Equality Survey

This survey is an integral part of the Football Equity Project. It provides a baseline of interest and knowledge, perceptions and barriers, and participation, of ethnic minority communities, in football and the SFA. The survey has and will continue to inform strategy for the Football Equality Project.

The survey was designed and disseminated both online and using outreach and, particularly, through BEMIS' extensive and ethnically diverse membership. This approach generated approximately 1,000 responses, spanning the White Scottish as well as Scotland's diverse ethnic minority communities.

⁴ Please see, respectively, the national outcomes on (i) longer healthier lives (no.6), (ii) tackling significant inequalities (no.7), and (iii) inclusive national identity (no.13), at <http://www.scotland.gov.uk/Resource/0038/00387872.pdf>.

The key findings of the survey are presented using headings of (a) interest and knowledge; (b) perceptions and barriers; and (c) participation; in terms of football generally and the SFA specifically.

Interest in and Knowledge of Football and the SFA

- 73% of respondents, including White Scottish, were interested or very interested in football.
- 70% of ethnic minority respondents were interested or very interested in football.
- 42% of ethnic minority female respondents were interested or very interested in football.
- 75% of respondents, including White Scottish, had no awareness of SFA programmes.
- 82% of respondents from ethnic minority communities were unaware of SFA programmes.

Perceptions of and Barriers to Football and the SFA

- 21% of respondents from ethnic minority communities have a fear that racism exists in football.
- 26% of ethnic minority female respondents believe that sexism is an issue.
- 81% of respondents of White Scottish background disagree that racism is barrier in football.
- 33% of respondents from ethnic minority communities said they could not find a team.
- 25% of female respondents from ethnic minority communities said they could not find a team.

Participation in Football and with the SFA

- 83% of ethnic minority respondents play football spread evenly across 5, 7, and 11-a-side games.
- 46% of ethnic minority respondents play affiliated football in a club, school, or FE / HE team.
- 17% of ethnic minority respondents volunteer, 8% coach, and 4% officiate in football.
- 58% of all respondent play, 39% coach, 28% volunteer, and 13% official in football.
- 85% of all, and 89% of ethnic minority, respondents were not involved in SFA programmes.

Recommendations

This survey is an important, early, contribution to the Football Equity Project, the long term SFA-BEMIS strategy, to make Scottish football more inclusive for not only ethnic minorities, but women, disabled persons, and other communities in Scotland under-represented in affiliated football.

The survey is a basis for more research, actions, and practices to make football equity drive cultural change across Scottish football and the SFA. This drive should include ethnic minorities, women and girls, persons with disabilities, as well as sexual orientation minorities and the White Scottish group.

No.1 Increased Participation across Ethnic Minority Communities

The SFA should accelerate its promotion of football with ethnic minority communities to harness their high levels of interest and participation in the unaffiliated game identified in this survey, to:

- (a) Translate this interest into participation in affiliated football - in coaching, officiating, playing, volunteering - by raising awareness, involvement in SFA programmes, and access to the local game.
- (b) Ensuring the drive for higher participation proceeds through the SFA's Scotland United: 20:20 Vision, its EFAP, with Football Equity Project leading and, in time, to expand to other equality groups.
- (c) Continuing to focus the drive on participation on four areas: playing, coaching, volunteering, and officiating with delivery through a mix of targeted and mainstream programmes in, specifically:
 - (i) Pathways to Playing Football;
 - (ii) Regional Participation Centres, including through "Free to Play" programmes;
 - (ii) Coach Education Programmes; and
 - (iv) Officiators' coordination, forums, training, and outreach.

No.2 Ensure Respect for and Participation by Girls and Women in Football

The SFA builds on the significant interest, identified in the survey, of girls and women from ethnic minority communities in football, by:

- (a) Ensuring they benefit equally from the activities in the wider drive for participation in Recommendation 1, through football training opportunities for ethnic minority girls and women.

- (b) Working with girls and women from ethnic minority communities to see if they would like to become part of the excellent SFA programmes for football for girls and women generally.
- (c) Supporting ethnic minority girls and women involved in unaffiliated football - coaching, officiating, playing, volunteering - to develop and then make the transition into the affiliated game.

No.3 Researching and Tackling Prejudice and Exclusion in Football

The SFA build on the baseline established by this Football Equity Survey by undertaking a programme of research on the nature and extent of prejudice and exclusion in football by:

- (a) Research into the extent and nature of prejudice and exclusion in football, especially racism and sexism, but also in terms of persons' disabilities, sexual orientation, faith or beliefs, including sectarianism; with the research including any prejudicial intersections between them.
 - (b) Comparative research into the successes, weaknesses, and learning points relating to anti-prejudice campaigns, awareness raising, and training against race-based and other forms of prejudice in sport, particularly but not limited to football.
 - (c) Applying research learning into the SFA's FEAP, the strategic development of Football Equity Project, and front-line practice, ensuring this encompasses the "protected characteristics" in the Equality Act 2010, and efforts to achieve intermediate status in the Equality Standard for Sport.
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