

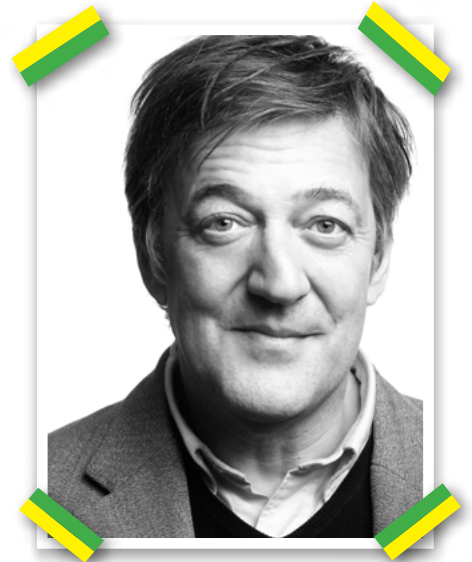


LGBT FAN GROUP TOOLBOX



A FOREWORD FROM STEPHEN FRY

I'm not only pleased to have been asked to write the opening words of this guide for Lesbian, Gay, Bisexual and Trans people planning to establish fan groups at their clubs but, frankly, I'm delighted to be deemed a 'Tool'.



I'm the honorary president of Norwich City FC's supporters' group – Proud Canaries – and as such I'm happy to have helped highlight their aim of making it easier and more enjoyable for LGBT fans to support their team.

I'm convinced this Toolbox will help LGBT supporters' groups develop effectively – it's a fast growing movement and one which seems to be making the experience of watching football more pleasurable, not just for LGBT people, but for everyone.

Stephen Fry.



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INTRODUCTION

Conservative estimates suggest around 6% of the population are Lesbian, Gay, Bisexual and Trans; in football terms that's more than 2000 LGBT fans at an average Premier League game or 5000 at Wembley.

And yet little has been done to curb the homophobic abuse regularly heard in English and Welsh Football stadia, or to make LGBT supporters feel welcome.

Recently supporters at a number of clubs took the initiative and set up LGBT fan groups to establish a dialogue with their own clubs to improve their match day experience – focusing on improvements in areas such as Steward Training, Incident Reporting and Signage as well as generally promoting the visibility of their clubs' LGBT fan-base via Banners displayed at grounds or club presence on Pride Parades for example.

In the last year the number of supporters' groups advocating for LGBT fans has more than trebled and the pace of development looks set to continue for the foreseeable future. As a result, working with campaigning organisations Football v Homophobia and Kick It Out, four Fan Groups; Gay Gooners, Proud Canaries, Proud Lilywhites and Canal Street Blues undertook the formation of an umbrella alliance of LGBT Fan Groups – Pride in Football to share Good Practice, help new groups form and represent needs and views to Football administrators and others.

This Toolbox is the result of the steps taken by individual fan groups and the Pride in Football alliance and is also informed by the broader Pan-European Queer Football Fan movement via discussion at the FVH 2015 Manchester conference which sought ideas to promote inclusion and target LGBT-phobia in football.

It's hoped that these resources will enable fans to work with their clubs to improve the spectacle of the National game for everyone.



TOOLS IN THE BOX



HOW MANY FANS DOES IT TAKE?

Getting started can be problematic - given that groups are a response in part to the invisibility of LGBT fans and the reluctance for many of that community to be 'Out'. Existing groups show that once there's a Twitter Account and Facebook Page other supporters will join. It's crucial though to engage people; an ongoing, lone Twitter presence can give the impression of a flourishing group and prevent others from becoming involved.

#RESULT:

THE GROUP AT NOTTS COUNTY STARTED AS A RESULT OF JUST 3 FRIENDS GETTING TOGETHER; WITHIN MONTHS THEY HAD AN OFFICIAL PITCHSIDE LAUNCH AND A PHOTO OF COUNTY'S WEMBLEY BOUND WOMEN'S TEAM POSING WITH LGBT PIES BANNER.





GET BUY-IN AT THE TOP AND HAVE A KEY CONTACT

The most successful LGBT Fan Groups to date have gained recognition at Board Level (although this needs to be sustained). Email and phone the Chief Executive for an initial meeting and, once the relationship is established, diary a regular review meeting. At some clubs the ongoing relationship may be maintained via a global group such as a Supporters' Trust, or at Liverpool FC the Supporters' Committee. It's important to have a named contact for regular communication – perhaps the SLO (Supporters' Liaison Officer) or Safeguarding Officer – and to report any significant difficulties.

Clubs may agree to display flags, run programme and scoreboard messages, offer rooms and refreshments for meetings.



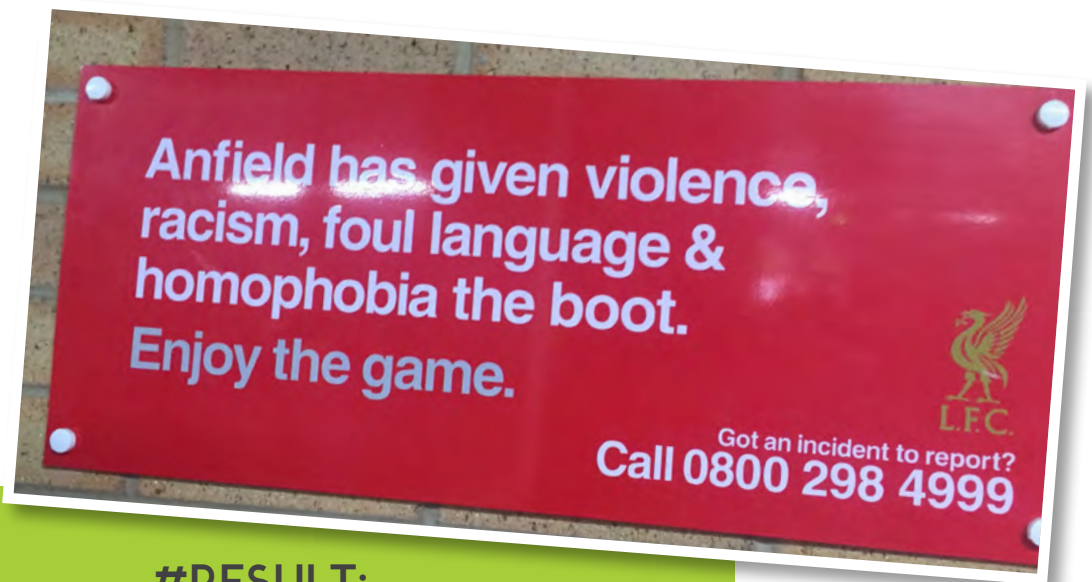
#RESULT:
CANAL STREET
BLUES GAINED
THE SUPPORT OF
MANCHESTER CITY'S
MOONBEAM AND
MOONCHESTER
TO ESCORT THEIR
BANNER AT THE
CITY'S PRIDE
PARADE.





ANNUAL CHECK UP, SERVICE AND ROUTE PLAN

You're unlikely to achieve everything in a season; consult with members of the LGBT Group to establish priorities for the short and medium terms and gain the club's commitment to these. Then keep the momentum going – book a regular review with your key contact at least annually to assess progress and agree new targets.



#RESULT:

ALL CLUBS SHOULD HAVE THESE; THE RESULT
OF EXCELLENT JOINT WORKING BETWEEN
LIVERPOOL FC AND LFC LGBT



SOCIAL MEDIA/ PUBLICITY

Twitter and Facebook are essential – liaise with the club who may help with designing a logo. Run a competition for a name and/or logo and send local press releases and use Facebook shares with influential local LGBT campaigns (such as the nearest Pride). Try to get an email address with the name of your group in – domain names are available free or for a few pounds.

Follow other LGBT Fan Groups and campaigning organisations and many will follow back; Check who Pride In Football and Football V Homophobia follow and set social media alerts for key words so that you can be ready to welcome a new fan group or respond to a News Story or query.



#RESULT

PROUD CANARIES
POSTED AN
ANIMATION ON
YOUTUBE AS AN
INVITATION TO THEIR
FIRST MEETING AND
TO EXPLAIN WHY
THEY WERE NEEDED



LAUNCH

Once clubs have committed to official endorsement of an LGBT Fan Group they tend to want to publicize it so a substantial launch should be feasible. The club may want to manage press and social media – if so ask to include quotes in the releases and be aware of when Tweets will be issued so you can RT. Make sure that you (or the club photographer) get plenty of shots. A sample Press Release is in the *Useful Doc's* section.

#RESULT:

ARSENAL FC
AGREED THAT PAT
RICE UNFURL THE
GAY GOONERS
BANNER AT THEIR
LAUNCH IN 2013.

IT'S NOW A
REGULAR FIXTURE
AT THE EMIRATES





MEETING OTHER GROUPS

GFSN the Gay Football Supporters' Network has always helped individual LGBT players and fans to meet up socially as they travel around the country; similarly Pride in Football members may wish to meet their counterparts campaigning at other clubs not only for a drink or a cuppa but to share good practice, problem solving and current issues. Pride in Football can also help to establish the legitimacy of other groups and broker introductions – in the last year two malicious 'Rogue' Groups (Charlton Rainbows and Blues Rainbows) appeared and were exposed by joint FvH/Pride in Football operations.



REPORTING LGBT-PHOBIA

Kick It Out suggest that currently Homophobia at football games is under-reported. Increased visibility of LGBT Fans may mean that more supporters at your club are prepared to report abusive behaviour and language – be aware of the Club's procedure and email and phone contact details as well as the Kick It Out app and be prepared to react with these and liaise with the club should reports come direct to you. Ask the club to keep you informed as investigations progress and as they publish outcomes.



#RESULT:

IN THE SEASON PROUD CANARIES WERE LAUNCHED THERE WERE 4 REPORTS OF HOMOPHOBIC BEHAVIOUR; ALL WERE INVESTIGATED AND DEALT WITH BY NCFC



OFFICERS/FUNDING/ CONSTITUTION, SUPPORTING COMMITMENTS AND DOCUMENTS

The club may require that for official recognition, the fan group must have designated officers and a constitution. If the group aims to raise funds – for example for banners, to attend events – then the group will need a constitution and officers anyway to open a Bank Account. A sample constitution is attached. It's also important to have ground rules, for the operation of the group and its members and for meetings. A sample set is attached but it's important that these are to be owned by members and ownership comes with generating and tailoring them as a group. And why not agree a set of core values – useful to state them overtly and the process can be an effective team exercise. Again a sample set is attached; but again ownership is essential and the group should produce its own. Principles of Equal Opportunities are key – rather than relying on assumptions it may be helpful to agree your own policy; a sample is attached.



CHILDREN AND YOUNG PEOPLE/VULNERABLE ADULTS

People under the age of eighteen support football teams and may have an interest in things LGBT; groups should be welcoming and safe for people of all ages. It's useful to have a Safeguarding Policy – a sample is attached. In the event that the group feels a Policy on Safeguarding Vulnerable Adults is needed guidance will be available from the Local Authority.



VISIBILITY

It will cost, but a Banner or Flag will generate a massive return, especially if the group has a member with a seat in the line of sight of TV Cameras! It will also gain you new members when paraded at the Local Pride or even other National Prides and Demos. Try to have Facebook and Twitter links on it.



#RESULT:
THE PROUD
LILYWHITES' FLAG
CAN BE REGULARLY
SEEN BY THE CORNER
FLAG AT WHITE
HART LANE ON SKY
SPORTS AND MATCH
OF THE DAY



PATRONS

Try to find a prominent LGBT or allied patron, preferably someone social-media savvy. Well-timed tweets will raise the group's profile and increase followers and the association will make any press release more likely to be published.



#RESULT:
GAY GOONERS HAVE
MATT LUCAS AS A
PATRON



MEDIA RELATIONS AND PRESS RELEASES

Make sure that you let your local papers and Radio (BBC, Commercial and Community Stations) as well as regional TV, know about anything you're up to via Twitter or through a Press Release – a sample is attached, as is an outline Media Contact List. Try and get regular spots as pundits on the local soccer preview and review shows. Follow the key commentators and journalists on Social Media.



ALLIED GROUPS

If they don't ask you first, consider joining your club's Supporters' Trust. And investigate forming allegiances with other campaigning groups such as Safe Standing, Disabled Supporters Groups. Use Social Media and the Kick It Out app to highlight any discriminatory behaviour; not just LGBT-Phobia.



SURVEY - FIND OUT WHAT MEMBERS WANT AND WHAT ISSUES SHOULD BE ADDRESSED

No two LGBT Fan Groups are the same; some have a strong social element, others are primarily campaigning bodies, some make links with other groups for attending away games, and where some memberships want to meet regularly, others simply want to be informed of how LGBT inclusion is being progressed and prejudice challenged at their club. Check on a regular basis what's needed via email, facebook and or meetings (and if you have a constitution make sure that the group satisfies the requirements for meeting).

Issues addressed to date have included

- Steward and front of house staff training (it may be an option for members of the LGBT Fan Group to be involved)
- Programme notes, electronic scoreboard messages, tannoy announcements, media comments welcoming the group and confirming the club's stance on LGBT-Phobia and Inclusion
- Signage mentioning Homophobia
- Clarifying processes for reporting and investigation of abusive behaviour
- Club support for Pride Events
- Club support for the Football v Homophobia campaign and the February Month of Action
- Club provision of branded and/or signed merchandise for fundraising
- Agreement over in-stadium banners
- Scripts for dealing with low level abuse
- Involvement of group members in Schools and Academy LGBT Awareness training



FUNDS FOR RESOURCES, CAMPAIGNING OR AWARENESS-RAISING

It's useful to have a flag or banner and it's great to be able to give away badges and stickers so you may want to run a quiz, five-a-side or other fundraiser to generate income. And local, national and international LGBT or anti-discrimination organizations periodically invite bids for projects that might benefit your group – watch out for invitations to apply on Twitter.



PRIDE IN FOOTBALL

The umbrella organization can share the experiences of LGBT Fan Groups from across the Football Leagues – and offer advice on many of the issues discussed here; and more. Contact is via info@prideinfootball.org or @PrideinFootball

Pride In Football Member Groups

This is a list of groups established and officially recognised by their clubs as at 1st October 2015


- Canal St Blues (Manchester City) @canalstblues
- FC United of Manchester LGBTQ @FCUnited_LGBTQ
- Foxes Pride (Leicester City) @FoxesPride
- Fratton Fever (Portsmouth) @FrattonFever
- Gay Gooners (Arsenal) @Gaygooners
- Liverpool FC LGBT @LFC_LGBT
- LGBT Pies (Nott's County) @LBGTPIes
- Pride of Irons (West Ham) @Prideofirons
- Proud and Palace (Crystal Palace) @proudandpalace
- Proud Canaries (Norwich City) @proudcanaries
- Proud Lilywhites (Spurs) @spurslgbt
- Proud Pirates (Bristol Rovers) @proudpiratesgas
- Proud Valiants (Charlton) @CAFC_PV
- Rainbow Toffees (Everton) @RainbowToffees
- Rainbow Tractors (Ipswich Town) @RainbowTractors



ALLIED ORGANISATIONS

- Football V Homophobia info@footballvhomophobia.com
- Kick It Out info@kickitout.org
- FSF info@fsf.org.uk
- GFSN <http://www.gfsn.org.uk/contact.html>
- QFF info@queerfootballfanclubs.org
- FARE info@farenet.org

USEFUL DOCS

A soccer ball with black and white panels is shown hitting a white goal net. The background is a blurred green field. A yellow sticky note is placed over the right side of the image, listing various sample documents.

SAMPLE CONSTITUTION
SAMPLE CORE VALUES
SAMPLE GROUND RULES
SAMPLE SAFEGUARDING POLICY
SAMPLE EQUAL
OPPORTUNITIES POLICY
SAMPLE PRESS RELEASE
MEDIA CONTACTS LIST
OTHER USEFUL STUFF CHECKLIST

SAMPLE CONSTITUTION

It's advisable to supplement the constitution with set of Core Values and another of Ground Rules for conduct at meetings and towards each other in general – members may wish to generate these themselves



Rainbows United Constitution

THE NAME OF THE GROUP shall be Rainbows United

MEMBERSHIP OF THE GROUP WILL BE MADE UP OF:

Membership is open to supporters of United City Football Club from the Lesbian, Gay, Bisexual Trans and QI (LGBTQI+) community, their friends, families and anyone who agrees with our aims.

AIMS:

Rainbows United aims to be a friendly, welcoming and inclusive United City Fan Group from the LGBT community for everyone. We want to help make United Stadium and Football in general inclusive spaces where everyone feels safe to be themselves.

ANNUAL MEETING:

The Group will hold an Annual Meeting each May to elect and appoint a Committee and receive the Group's accounts. Members seeking to stand for the Committee should submit their name to the Secretary, together with a statement in support at least a week before the Annual Meeting. Nominations to join the Committee may be made at the Annual meeting. The Committee will consist of a Chair, Treasurer, and Secretary plus two other members.



COMMITTEE'S ROLE:

The Committee shall implement the aims of the Group and ensure its efficient running and financial sustainability. Any changes to these aims will require the ratification of the Group at the AGM or through an email ballot. A simple majority of returned votes shall be sufficient for ratification. The Committee shall have full delegated authority to raise funds and vary membership or other charges. The quorum for the Committee will be four of its members.

FINANCIAL AFFAIRS OF THE GROUP

There shall be three signatories to the bank account, Chair, Treasurer and one Committee member. Each cheque to be signed and countersigned by any two of the designated signatories.

The Treasurer and co-signatories shall have the authority to pay reasonable costs incurred in the operation of the Group. Claims for expenses incurred on behalf of the Group are to be submitted to the Treasurer for payment accompanied wherever possible with receipts.

The Treasurer shall be responsible for keeping a record of membership of the Group, all membership subscriptions and all other income and expenditure.

In the event that the group shall seek to dispose of its funds for purposes other than the ordinary running of the Group, e.g. disbanding the group, the disposal must be approved by ballot and agreed by the majority of voting members.

AMENDMENTS TO THIS CONSTITUTION:

This constitution can be amended either at the AGM or at a Group meeting called for that purpose of which reasonable notice has been given.

SAMPLE STATEMENT OF CORE VALUES AND GROUND RULES

Core Values

We base all our decisions on our Core Values. Everyone who joins the group agrees to uphold them. Our aim is for an LGBTQI Football Fan Group that

- Can change the experience of all Fans for the better
- Is Inclusive
- Is Accessible
- Promotes Equality
- Celebrates Diversity
- Develops Community
- Educates and raises awareness of LGBT issues
- Overcomes intolerance and prejudice of any kind
- Changes negative attitudes
- Is ethical and sustainable
- Encourages enthusiastic volunteers
- Treats people with respect at all times and avoids abusive or discriminatory language
- Works positively and creatively to ensure everyone feels welcome whatever their age, sex, gender, race, disability, sexual orientation, religion or belief

GROUND RULES FOR MEMBERS OF THE GROUP

These Ground Rules are essential for ensuring we have efficient meetings and build an effective campaign.

- Uphold our Core Values
- Do what you say you will do
- Be accountable for what you do
- Behave responsibly when acting in name of the group
- When in meetings speak one at a time
- Respect one another's abilities and energy levels
- Dream but be realistic and practical about what we can achieve
- Be open and honest – if you have concerns or worries, express them but try to focus on the positives
- Trust one another
- Respect confidentiality
- Work democratically – you won't agree with every decision made in the group but you should respect it
- Avoid emails/texts that might cause distress – talk to one another about important issues
- Discuss any differences considerately and directly; not behind people's' backs – ask for a referee if necessary!

SAMPLE SAFEGUARDING CHILDREN POLICY

This policy outlines the ways in which the group will contribute to the safeguarding of children and young people.

For the purposes of this policy “child”, “children”, “young person” and “young people” means a person/people under 18 years of age.

As football fans, working to improve the stadium experience for everyone, the group aims to ensure that its central events are safe and welcoming to children and families.

As a voluntary group we may have a role to play in helping to safeguard children and young people.

The group will organise public campaigning or fund raising events and meetings which may be attended by people of all ages, including children and young people (subject to licensing laws and restrictions)

In the case of children and young people who, due to age/ability, are not independent enough to be unsupervised in public, the group expects that parent(s)/carer(s) will appropriately supervise their children. This includes remaining with children. The group does not provide child care services; it does not offer to take over responsibility for the care of children and young people.

In the case of children and young people who, due to age/ability, are independent enough to be unsupervised in public, the group recognises that such children and young people may participate in events unaccompanied by parent(s)/carer(s).

The group recognises that children and young people of all abilities are vulnerable. Just because a child/young person may be independent enough to be unaccompanied at a meeting or event, this does not mean s/he is not vulnerable.

The group will be guided by the Local Safeguarding Children Board's protocols

The group will designate a member of the steering group as having a specific safeguarding role. A deputy will also be designated.

Reporting concerns

Any group member who has concerns about harm being caused or likely to be caused to a child/young person should report this to the designated safeguarding steering group member (or deputy).

The designated safeguarding steering group member (or deputy) should ensure that a written record is kept of the concerns that the volunteer has raised, and should consider whether the concern should be passed on to local Children's Services.

In an emergency, concerns should be raised immediately with police or Children's Services. In an emergency, it is important not to delay reporting to police or Children's Services if the designated safeguarding steering group member (or deputy) is unavailable.

Where there is a concern that the designated safeguarding steering group member (or deputy) has harmed or is likely to harm a child / young person, then the concern should be reported directly to Children's Services or police.

Police can be contacted on 999 (for emergencies) or 101 (for non-emergencies).

Investigation

The group is not responsible for carrying out child protection investigations. It will co-operate with Children's Services and police with regard to child protection investigations.

SAMPLE EQUAL OPPORTUNITIES POLICY

Group membership is open to people from the lesbian, gay, bisexual and trans (LGBT) community, their friends, families and supporters and anyone who agrees with our aims.

Details are publicised on our website, on Facebook and via email.

The group recognises that everyone has a contribution to make to society and a right to equal opportunities.

No member or organisation/individual to which we provide services will be unfairly discriminated against by us on the grounds of:

- Gender (including sex, marriage, gender re-assignment)
- Race (including ethnic origin, colour, nationality and national origin)
- Disability
- Sexual orientation
- Religion or belief
- Age
- Class
- Pregnancy
- Association to any of the above

We aim to promote equal opportunities, eliminate discrimination and eliminate harassment through the following:

- Opposing all forms of unlawful and unfair discrimination.
- Treating all members fairly and with respect.
- Membership that is open to all.
- All vacancies to the committee will be advertised to everyone and will include a statement on equal opportunities.
- All members have a legal and moral obligation not to discriminate and to report incidents of discrimination against any individual or group of individuals.

- Ensuring that our meetings and events are fully accessible to all groups and individuals.
- Having a consideration for affordability in organising events.

Our commitment:

- To create an environment in which individual differences and the contributions of all our members are recognised and valued.
- Every member is entitled to be part of an environment that promotes dignity and respect to all.
- No form of unfair discrimination, intimidation, bullying or harassment will be tolerated.

Breaches of our equal opps policy will be regarded as misconduct and could lead to:

- Membership disqualification.

This policy is fully supported by the officers and has been agreed with members

The policy will be monitored and reviewed annually.

The successful implementation of this policy depends on the awareness and commitment of all of the group. This means that all new members will be made aware of its existence on joining the group.

For additional advice or information:

- Equal Opportunities Commission:
<http://www.eoc.org.uk/Default.aspx?page=19650>
- Commission for Racial Equality:
http://www.cre.gov.uk/gdpract/eop_sample.html
- NCVO:
<http://www.ncvo-vol.org.uk/?id=177>

SAMPLE PRESS RELEASE

- Embed the release in the email in case attachments get junked
- Make sure to include plenty of quotes and high quality JPGs
- Follow up with a phone call and confirm when the story will run so you're ready to Tweet

Contact: Annie Fan annie@rainbowsunited.org.uk 07912345678

Press Release

For Immediate Use: 20 February 2014

Rainbows United and Patron Tinkywinky to parade on Stadium Road Park pitch this weekend

Rainbows United, the Sporting United LGBT supporters' group, will be officially launched on Sunday 23rd February. At half time of the match v City, representatives will parade on the pitch with their new banner which acknowledges organisations across the country campaigning against Homophobia and Transphobia including Football V Homophobia.

The group have already recruited one key player – Tinkywinky, the world's most celebrated gay TV character, has agreed to be the Honorary President. The purple suited Teletubby said:

'I am extremely honoured and excited about this important role. I feel like everyday we are closer in creating a prejudice-free game where no matter who you are, where you come from or what you believe in, you are treated with respect and honour.'

Rainbows United is a member of Pride in Football - an alliance of the Nation's LGBT supporters' groups engaging with their own clubs and combatting prejudice together.

The group is a social forum for Lesbian, Gay, Bisexual and Trans supporters of Sporting United FC but is also working with the Club to make Stadium Road Park a safer and more pleasant place for everyone.

Founder member Annie Fan said: 'we've been warmly welcomed by the club staff and by the Board' and Chief Executive Susan Senior said 'SUFC is fully committed to driving discrimination and hatred from the stands'.

Watch out for the introduction of club branded anti-phobia measures in the ground this weekend.

Representatives from the fan group have also been invited to meet with veteran LGBT rights campaigner Peter Tatchell later this month.

Please follow Rainbows United on Facebook: www.facebook.com/rainbowsunited and Twitter: [@rainbowsunited](https://twitter.com/rainbowsunited)

Photograph: Rainbows United with their new banner

NATIONAL AND LOCAL MEDIA CONTACTS

Complete with your own named contacts or keep your own list - follow key people on Twitter for Direct Messaging potential'.

Organisation	Tel	Email
Local BBC TV News		
Local BBC Radio News		
Community Radio		
Community TV		
Pundit 1		
Pundit 2		
Blogger 1		
Blogger 2		
Talk Sport News		press.releases@talksport.co.uk
Sky News		news.plan@sky.uk
Radio Five Live		5live@bbc.co.uk 606@bbc.co.uk breakfast@bbc.co.uk
Telegraph		dtnews@telegraph.co.uk stnews@telegraph.co.uk
Mail		news@mailonline.co.uk
Guardian Sport		sport@theguardian.com
Guardian Society		society@theguardian.com
Local Daily Paper		
Local Evening Paper		
Local Free Advertiser		
Kick It Out		info@kickitout.org
Huff UK		huffpostuk@huffingtonpost.com
Gay Times		edit@gaytimes.co.uk
Gaystar News		news@gaystarnews.com
So So Gay		newsed@sosogay.co.uk
Attitude		ben.kelly@attitude.co.uk
Diva		edit@divamag.co.uk
Pink News		news@pinknews.co.uk

OTHER USEFUL STUFF CHECKLIST



Some of the tools in this box will be useful to your group and some you may not need but there are additional practical resources that any campaigning group find invaluable: so, ahead of the next Pride Parade or demo, our advice is to remember:

- ☐ Your phone (charged and/or with spare power) – for Photos, Twitter, Facebook, reporting apps and videoing or audio recording as well exchanging contact details with potential members or allies
- ☐ Club shirt – preferably with the LGBT Fan Group name on the back; can be used along with or instead of a banner and makes your allegiance instantly clear
- ☐ Banner – they cost more but consider a lightweight fabric flag; easier to pack and carry
- ☐ Tent poles (great for lightweight, foldable banner poles)
- ☐ Duct Tape (useful for running banner and pole repairs – and now available in rainbow colours!)
- ☐ Cable ties (handy for fixing banners for display but remember that football stadia won't allow you to bring scissors into the ground so string might be easier to undo!)
- ☐ String – see above!



