



**SHOW RACISM THE RED CARD** 

**CHALLENGING RACISM IN FOOTBALL**

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**REFLECTING ON YOUR CLUBS  
CULTURE AND ENVIRONMENT**



# Reflecting on your clubs culture and environment:

This factsheet aims to help clubs evaluate the current culture and environment of their club and provide questions to reflect on what they do currently and consider where improvements can be made to create a more inclusive culture and environment to prevent racist bullying.

## Reflective questions to ask:

- ✓ Is our commitment to preventing and addressing bullying around racism, culture and religion clearly stated in the clubs ethos and codes of conducts?
- ✓ Is our commitment to preventing and addressing racism and racist bullying clearly stated around at our club through posters, displays and all communications?
- ✓ Do we have guidelines about dealing with racist bullying and does it include reference not only to prejudice around colour and appearance but also prejudice around religion and culture, for example, Islamophobia and anti-Semitism?
- ✓ Do we have written guidelines, which clearly outline the specific club procedures to be followed for recording and dealing with a racist incident? Are these records analysed to acknowledge training needs for club officials and used to identify any patterns?
- ✓ Are all club members aware of our clubs documentation about dealing with racist incidents and has racism been thoroughly discussed at club meetings and kept under review by all club officials.
- ✓ Do we provide training for all club members on how to recognize and respond to racism and racist bullying?
- ✓ Do we provide training for all club members on how to follow the clubs policy and procedures in reporting incidents?
- ✓ Does a club member have responsibility for ensuring that incidents of racism and racist bullying are appropriately dealt with and recorded? Are all club officials aware of this designated person?
- ✓ Does the general ethos of the club (including the clubs social media platforms) reflect and affirm diversity of language, culture, religion and appearance?
- ✓ Is the club involved in national projects such as Show Racism the Red Card – Month of Action, Black History Month, Stonewalls Rainbow laces campaign and Refugee Week?
- ✓ Do we have working relationships with local schools, youth clubs, faith groups / places of worship and ethnic minority groups?
- ✓ Do we make good use of guidance and advice provided by Show Racism the Red Card and the Football Association of Wales in connection with preventing and addressing bullying around racism, culture and religion?
- ✓ Do we have sufficient materials and resources available to all club members for educating players, coaches and club officials / members about anti-racism and equality?
- ✓ Do we have a whole club approach to challenging and dealing with racism?

After reflecting on the clubs culture and environment, we recommend that clubs develop an action plan for diversity and inclusion.

A template plan that can be amended specifically for your club can be found at:

[www.theredcard/challengingracisminfootball](http://www.theredcard/challengingracisminfootball)

# What is a whole club approach?

Racism affects everyone and it is everyone's responsibility to challenge racism and racist bullying together. Tackling racist bullying as part of the whole clubs ethos is the most effective way and promotes a positive culture and environment for everyone. But what does this look like in practice?

## Set a stance:

- ✓ Let everyone know where you stand on racism and racist bullying. Make sure that club members know you will not tolerate racism or bullying and that you will always deal with it.
- ✓ Coaches and club officials should always be available and approachable to talk about any issues with players or other club members.
- ✓ Reinforce this principle through displays, newsletters / emails, club website and social media.
- ✓ Ensure that all club members and officials – have a shared clarity of understanding about the nature of racism and racist bullying and where the club stands on the issue.

## Listen:

- ✓ It is important to always listen to players and club members.
- ✓ Never dismiss the experiences of racism and racist bullying, or put them down as unimportant.
- ✓ Acknowledge their feelings and give them enough time to tell you everything they need to. It is often difficult for a victim to talk about what has happened to them.
- ✓ If a witness or a participant in the incident or racist bullying is also willing to talk to you, that individual will also need enough time to explain their feelings and to be heard.
- ✓ Take the results of what individuals are telling you very seriously.

## Involve:

- ✓ Make sure you involve players and other club members in solutions; they have a good insight into their experiences and have a sense of what works.
- ✓ You can involve and empower players and other club officials, through individual and group activities, and through developing structures such as club champions, this could be the club captain(s).
- ✓ Involve and empower parents/carers and other club officials.

## Take Action:

- ✓ Make sure that your club records, reports and takes action on racist incidents. Never turn a blind eye to an incident, or consider it too insignificant to follow up. Always take action when an incident occurs, using the most appropriate of a range of strategies. (See our factsheet on responding to and reporting racism for internal & external incidents)
- ✓ Provide training and professional development for all club officials through courses, meetings, policies and group activities.
- ✓ Establish shared responsibility and strong leadership amongst all club officials. Countering racist bullying is the responsibility of the whole-club and everybody must know what his or her role is.
- ✓ Ensure that club officials / coaches discuss the topic of racism with players to provide education and prevent issues of racism and bullying.

## Reflect:

- ✓ Include racism and racist bullying in your clubs self-evaluation, and monitoring. Utilize the use of surveys for club member / officials.
- ✓ Analyse trends and use the information to identify training and educational needs of club members and players.
- ✓ Analyse if the educational work you are delivering or any procedures / policies are working.