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Many people do not participate in sport as they feel the culture around sport can be unwelcoming, exclusionary and intimidating. If people have experienced discrimination or other negative incidents in sport, they are unlikely to want to take part again. For example, research by the National Union of Students (NUS) in 2014 revealed 46.8% of gay students avoided sports at university because of the culture around sport.

If incidents do arise in student sports teams, it can have long term implications on individuals and the university the team belongs to. There have been many high-profile cases where a university sports team has engaged in discriminatory activity. One incident made the news after a university banned four of its football teams from training or playing after some students blacked their faces up as part of a themed event. Elsewhere, a men’s rugby club at a top university was disbanded after sexist and homophobic leaflets were handed out.

Despite the negative impact discrimination and exclusion can bring, sport has the power to unite people from different backgrounds. Sports teams should be encouraged to lead by example when it comes to challenging discrimination/ exclusion and promoting equality and diversity. This booklet will help support teams looking to do just this by encouraging students to support Kick It Out and #TakeAStand.

In this booklet, Kick It Out will show you how you can #TakeAStand by getting involved in:

- Campaigning
- Training
- Challenging discrimination
- Celebrating diversity
- Weeks of Action
#TAKEASTAND

#TakeAStand is a campaign aimed to make the university sport experience as inclusive and accessible as possible.

It is in place to provide support to institutions when having deal with problems associated with anti-social behaviour when they arise, alongside developing sustainable prevention techniques. The initiative was set up by BUCA in 2014 in response to an overwhelming demand from members seeking support.

It was identified that we all need to work together to reduce the negative press surrounding university sport, and increase the positive coverage of the talent that our programme boasts. To continue in line with the strategy, BUCA see it important to be proactively working with members to ensure that our sporting offer is the best in the world, including the behaviour associated with the sport. A steering group was created including members of staff from Stonewall UK, LSE, Gloucester University and BUCA. The group has since expanded and now hosts NUS and NGB members who now also sit in advisory positions.

Anti-social behaviour can mean different things to different people; equally there is no one solution that we can apply to all scenarios. It was established that anti-social behaviour and discrimination within the ‘university sport culture’ fell under 8 key themes. The campaign aims to address these, both by sharing good practice from within the sector and from drawing upon external guidance also. A guidance document has been produced based on feedback submitted by sabbatical officers, detailing real life situations they have encountered. Click here to download it.

#TAKEASTAND VIDEO

Click the image above to see the #TakeAStand video

#TAKEASTAND CHARTER

We have also produced a charter document, a piece we hope universities will use to pledge against anti-social behaviour in sport and one that BUCA most definitely will use as a bench mark to an inclusive and effective higher education sporting offer.

Click the image to download the #TakeAStand charter
Kick It Out offers a wide range of activities to help university students understand about equality inclusion within football and across society. Through the organisation's Education Programme, universities nationwide have learned and discussed the topic of discrimination and how it can be perceived and acted upon. Interactive workshops, assemblies and presentation can be delivered to students with the option of creating bespoke lessons and activities to a specific group.

WANT TO WORK IN FOOTBALL?
Kick It Out's Raise Your Game events are open to those interested in making football their profession. The biggest names from across the entire industry of football give up their time to provide guidance and personalised support to those hoping to advance along their personal pathway into football.

Sign up [here](#) to receive the latest Raise Your Game events, news and jobs.

HOW CAN KICK IT OUT SUPPORT STUDENTS?

- **INTERNSHIPS/ WORK PLACEMENTS:**

  Are you doing a sports-related degree that requires a work placement, or are you a student looking to enhance your CV? Get in touch with Kick It Out so see if we have any opportunities for you to join our team.

- **DISSERTATIONS:**

  Can Kick It Out provide you with some answers to your research questions? Kick It Out will endeavour to assist students by answering interview questions about our work in equality in football. Email [info@kickitout.org](mailto:info@kickitout.org) to enquire about this.

- **GROUP FOR YOUNG PEOPLE:**

  In February 2016, Kick It Out launched a new group aimed at young people aged between 16-21, to advise the organisation on how to help promote the message of equality in the game and society. Current members of the group include students from University of Warwick, University of Chester, BPP University and Southampton Solent University.
CAMPAIGNING ACTIVITIES

IDEAS TO HELP YOU CAMPAIGN FOR KICK IT OUT

DEDICATED FIXTURE
You can take the lead from professional football clubs around the country who use games to raise awareness of our cause.
- Select a fixture and inform players from both teams that the game will be dedicated to the work of Kick It Out.
- Show you are dedicating a game by giving players a Kick It Out t-shirt to warm up in, or displaying a flag during the game.
- You can use the fixture to demonstrate your commitment to the organisation’s messages by asking the captain to read a team statement before the fixture starts.

ACTIVITIES
- Host a mini tournament to raise awareness of Kick It Out. You can source teams from within your university or even invite other universities, local teams and community groups.
- Put on a football session for those who may not have played football before.
- #TakeAStand: Run a workshop on one of the 7 themes and add in some 5-a-side football afterwards to get everyone playing together

GET COMPETITVE
- Use activities like the crossbar challenge, or a penalty shoot-out to fundraise for Kick It Out.
- you can also run a quiz night between teams and societies. Use some questions relating to football and equality to raise awareness about the issues Kick It Out are challenging.
- #TakeAStand: how many of your clubs can sign the charter and integrate improvements based on that into their membership?

SHOW YOUR SUPPORT
- Create posters to display around the sports facilities at the university. Kick It Out can provide you with a template for this.
- Show that your sports teams support diversity by creating and displaying a banner during fixtures.
- You can even transfer the Kick It Out logo onto your kit using an iron-on patch.
- #TakeAStand: Wear the wristbands, add the logo to your university sports club page and sign up to our weeks of action

TIPS
- Remember that campaigning is all about creating an impact; involve as many people as possible in your activities.
- Promote your activities using social media and posters. Use the hashtag #TakeAStand and tag @BUCSSPORT and @KickItOut in your posts.
- Get in contact with Kick It Out to see how we can support your campaigning ideas and promote them too!
SUPPORTING YOUR OWN CAMPAIGNS

Kick It Out wants to help university sports teams in creating their own campaigns. We can offer guidance, share best practice and contacts, as well as support organisers of the campaign.

CASE STUDY — UCLAN ‘OUT IN SPORT’ CAMPAIGN BY TOM DALY (ACTIVITIES AND PARTICIPATION OFFICER AT UCLAN STUDENTS’ UNION)

- “So far this campaign, we have looked at what research completed by NUS is regards to LGBT students within sport. The findings found were generalised so, we decided to look at our own unique settings for LGBT students.
- To do this we had a focus group made up of different students from different backgrounds and orientations with some in sport and some not in sport. The group helped shape the plan of the campaign and where the focus would go and what opportunities would people want to do and be willing to get involved in.
- The campaign ideas were designed to be fashionable and current in order to create a buy in from sports students who are notoriously difficult to engage at UCLan. The beginning started with a pledge board that any sports students could sign in order to launch the campaign. After this, we compiled a naked calendar with the following;
- ‘Out in Sport is a campaign to show that any LGBT student is welcome to play sport here at UCLan. This calendar conveys the message that it's good to be who you are. So, to emphasise that message, our sports teams have got their kit off to show we are not ashamed of who we are and neither should anyone else.’
- This actually encouraged students to approach myself and most of them were willing to give quotes as to why they were not out. I asked if I could use the quotes and I then put on an ‘Out in Sport’ session.
- Finally, we have made participation for Out in Sport a criteria for our Sports Awards at the end of the year.”

What we plan to do this year...

- “We are looking at doing a ‘reaction cam’ to the 14 statements from sports club members to see what they thought of what other students go through just to play sport.
- We plan to include a pledge every time someone signs up to a new sports team online. The plan is also to roll it out to other student groups, such as societies.
- We are creating a brochure explaining the plans for the future and how the inclusivity training within LGBT will now be a part of the training. This will be available at Varsity with Rainbow Laces.
- Finally, we are looking to have Gender Neutral Toilets and Changing Rooms at our sports facilities.”

Follow Tom’s work on Twitter @UCLanSU_APO
Education is the best tool for equipping teams to challenge discrimination in sport. Not only can training provide the opportunity for students to discuss issues relevant to their university sports teams, but also form part of their continued professional development to benefit them long term.

**KICK IT OUT TRAINING**

Kick It Out offers training for university sports teams looking to empower students as leaders in sport. Valuing diversity, and being able to challenge discrimination is a skill needed by leaders in any field. Through training sessions, Kick It Out will support students in gaining these skills early on in their careers. All training sessions are based the needs of the audience.

What are the aims of the training?
- Increasing your knowledge and understanding equality and diversity
- Developing your confidence in communicating about equality and diversity
- Reflecting on what can impact teams
- Discussing ideas for how you can celebrate diversity in your team

The workshop provided really useful and insightful information for our students as well as providing them with confidence and skills to address, confront and deal with situations that they or their teammates may find themselves in. It also involved thoughtful debate on a range of real life scenarios which the students found extremely useful.

James Ayres:
Sport Roehampton Manager,
University of Roehampton

Hayley Bennett at Kick it Out delivered an excellent workshop and stimulated the sports clubs to create a more inclusive atmosphere within Team Hallam and their own clubs. The workshop provoked students to have open discussions about the barriers BME students face to participating in sport and how to challenge unacceptable language and behaviour.

Emily Wilkes: Sports & Physical Activities Officer, Sheffield Hallam Students' Union
If you feel comfortable with the idea of delivering training yourself, Kick It Out has produced a sample session plan for an Inclusion in sport workshop.

**ABOUT THE WORKSHOP:**
- It will take around 60 minutes.
- Relevant to team leaders or captains from across all sports.
- Covers all equality strands by using examples.

**HOW TO PREPARE:**
- Ensure you have a good understanding of inclusion yourself.
- Get to know key definitions.
- Read through the entire session plan first.
- See where you can adapt the session to fit your university/ team. Using examples that the participants can relate to will make a greater impact.
- The session will have more of an impact on an audience of up to 25 people, but deliver to a number you feel comfortable with.
- You should think about how you will divide the participants into groups.
- Lay out the room in a way that is conducive to engagement. For example, in small groups or tables.
- Ensure you have all of the required materials for each session.

**TIPS:**
- You will be presenting information about a sensitive topic. It might be the case that someone gets offended by discussions that take place. This is why setting the ground rules at the beginning of the session are so important.
- Be confident and passionate – participants will engage with you if they can see you believe in what you are saying.
- It is not your job to answer all questions, but to start a conversation and raise awareness.
- In advertising the session, use positive words and imagery so that people don't think they are attending a lecture on discrimination.

**CLICK HERE TO DOWNLOAD THE SESSION PLAN**
People often take no action when they encounter discrimination as either a victim or a witness. This can be because they do not know how to challenge it, or think that challenging it would be difficult due to the feeling of intimidation, humiliation and hurt.

There is no clear cut or easy way to respond to discrimination when it occurs. In the heat of the moment, emotions will dictate how people respond to incidents, even if they would like to respond in another way.

Here are some guidelines and tips on how to challenge discrimination when it occurs during a fixture or within your team:

**DURING A FIXTURE**
- You should always look to adhere by BUCS’ rules and regulations which state: “Every member institution and its clubs shall be responsible for ensuring that its players, officials and all persons purporting to be its supporters or followers conduct themselves in an orderly fashion whilst attending or taking part in BUCS competitions.” (REG 17 Misconduct/Bringing BUCS into disrepute)
- Tell the referee or official.
- Report the incident following the match.
- Take photographs or record videos if possible.
- Record accounts from all who were involved or witnessed the incident as soon as possible.
- Prepare witnesses who may need to provide a statement later on.
- Providing emotional support to the victim or victims is the most important thing.
- Try not to post about the incident on social media as it can have a negative impact on the outcome of any investigation.
- For the long term, use the incident to educate your own team about what can happen and how it makes people feel.

**WITHIN YOUR TEAM**
- The most important thing to do when discrimination occurs is to take into consideration the feelings of the victim/victims. Ensure they receive ongoing support going forward.
- Just because the incident was not directed at someone in particular, does not mean it has not caused offense. Similarly, just because some people are not offended, it does not mean that the incident is not offensive.
- Often people will not challenge discrimination because it feels humiliating enough to be a victim of discrimination, and they do not want to feel even more excluded or rejected. Leaders in the team should show support to victims and act in their interest.
- Get the facts and make sure you understand the situation and who was involved. Initially you should show impartiality when asking for accounts from everyone involved.
- When deciding what the outcome should be, take into consideration the victim’s thoughts about what should happen.
- Severe and ongoing discrimination needs to be taken very seriously. Give a formal warning and education to people who offend for the first time or act out of character. If you have educated the person already and they offend again, the individual is solely responsible for their actions and you can act accordingly.
- Think about how you can achieve a positive long-term outcome from the incident. Use the incident to educate your team, and look to see what more you can do to promote equality, diversity and inclusion proactively.
CELEBRATING DIVERSITY

ARE YOU PROACTIVELY SHOWING THAT YOUR TEAM IS COMMITTED TO EQUALITY AND DIVERSITY?

DOES EVERYONE IN YOUR TEAM FEEL VALUED?

Here are some ideas to help you celebrate diversity in your sports team:

TEAM UP WITH EQUALITY CAMPAIGNS BEING RUN BY THE STUDENT UNION OR NUS
Case study: Sport Roehampton worked closely with Roehampton Students Union on the #LetsStop campaign.

EQUALITY CALENDAR
Significant dates and celebrations can be highlighted throughout the year through events and activities.

Some of the key dates include:

- Month of October: Black History Month
- 22 November – 22 December: UK Disability History Month
- 27 January: National Holocaust Day
- Month of February: LGBT History Month
- 8 March: International Women's Day

Click here for all key dates

DIVERSITY ASSESSMENT
If you are unsure about how you can make everyone in your team feel valued, you should think about asking their opinions through a survey. By putting some key questions together, you can understand better the diverse needs, values and circumstances of students. This can help you shape your efforts to meet their requirements effectively.

SIGNING A TEAM PLEDGE/ #TAKEAstand CHARTER
As part of #TakeAstand BUCS have produced a charter document for teams to pledge against anti-social behaviour in sport. Click here to download it.

You can also create your own pledge similar to UCLan’s ‘Out In Sport’ pledge board by coming up with your own statement or points, then asking students to sign up to it.
The week of action aims to raise the profile of the campaign amongst the student football and futsal community.

BUCS ran a week of action in partnership with Kick It Out between 7-13 March 2016. Universities and colleges around the country took part in various football activities to raise awareness and show support of Kick It Out and #TakeAStand.

Examples include:
- Small-sided football tournaments (Team Twenty Three festival)
- Workshops
- Turn up and play recreational sessions
- Open coaching sessions
- Guest appearances
- Showcase matches

If you have queries, email Lee Warren, BUCS Football Development Coordinator, on lee.warren@bucs.org.uk or Kiri Madhani, leader of the BUCS #TakeAStand campaign, on kiri.madhani@bucs.org.uk.
INFORMATION SOURCES

Below is a list of links to give you information and inspiration to #TakeAStand

- Citizens Advice: Hate crime
- What is discrimination? by Equality and Human Rights Commission
- Pride In Sport
- CPS Race and Religion Hate Crime Educational Resources
- English Federation of Disability Sport
- Women In Sport
- Muslim Women's Sports Foundation (MWSF)
- Sport England - Equality and Diversity

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