

Many Voices One Goal



**FAI Intercultural Football Programme
and National League of Ireland**

Intercultural Standards Report
a programme of the National Action Plan
Against Racism



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Foreword

The League of Ireland Intercultural Standards have been developed with a view towards helping various clubs unite with their communities and in particular our growing ethnic minority communities.

The Intercultural Standards has also involved clubs sign up to the UEFA 10 Point Plan against racism. The FAI is committed to work towards supporting integration of all within the mainstream of football.

I am delighted to see how the Club Promotion Officers in the League of Ireland have driven this work. The benefits of this programme have been to help embed clubs into their communities and build links with immigrant communities in particular. It has also served to make the clubs a resource of the community.

Through developing this work, League of Ireland clubs are winning the loyalty not only of those within the new communities but all those touched by the progressive work clubs have been engaged in both before and during this programme.

Finally, I would like to thank the Department of Justice for their support and funding through the National Action Plan Against Racism and I would encourage all League of Ireland clubs to continue to build on the good work of this programme.

Yours in Sport

Fran Gavin
Director
FAI League of Ireland

Foreword from National Coordinator Intercultural Programme

Irish Society has changed at a rapid pace, the everyday signs of these changes can be seen in almost every community in Ireland whether through the diversity of languages being heard on the streets or through sometimes more visual displays as seen with new customs and cultural practices. How we as a society are able to celebrate and bring together these differences and work towards a common goal is a key challenge for us all.

The FAI's has recently developed an Intercultural Football Strategic Plan among the key objectives set out within this plan are to:

Challenging racism within the game

Increase participation of ethnic minorities in football

And contributing towards the process of integration through football

The Football Club can often provide a focal point for a community providing some common ground through which people can collectively come together. Setting Standards around what the football club is about in terms of the clubs ethos and image has benefits for the club its supporters and the community at large.

These Intercultural Football Standards establish a basis for clubs to work towards both achieving good practice and supporting the FAI's Intercultural Football Programme's aims; in this regard it has been heartening to see the many examples of good practice that clubs and their Club Promotion Officers have been involved with.

Des Tomlinson
FAI National Intercultural Football Programme Co-ordinator

Introduction

The Football Association Ireland has developed a concerted approach to promoting integration of minority communities within the mainstream structures of Irish football.

In February 2006, the Football Intercultural Advisory Group was formed to inform the development of a strategy to promoting integration of minority communities within the fabric of football. The Football Intercultural Advisory Group involved alongside the FAI representatives from partner agencies. The National Consultative Committee on Racism and Interculturalism, Sport Against Racism in Ireland, Show Racism the Red Card and the Department of Justice, Equality and Law Reform were represented in the Advisory Group. In April 2006, the FAI appointed an Intercultural Co-ordinator to oversee the development and implementation of the Intercultural Plan of the association.



The Intercultural Plan of the FAI, launched in June 2007, seeks to address how the changing demography can be turned into an opportunity to enhance participation in football, develop the ethos of the sport and contribute to the task of integration in Ireland.

The Intercultural Plan impacts at all levels of the 19 programmes of the FAI, in that the programme objectives should impact at every level of football from grassroots through to international level.

In December 2006, the Department of Justice, Equality and Law Reform through the National Action Plan against Racism awarded a grant of €60,000 to the Football Association of Ireland to support best practice in implementing integration.

The FAI Intercultural Advisory Group agreed that the best opportunity of presenting a programme of best practice was through clubs in the League of Ireland and specifically clubs with the capacity to drive the programme to a high standard with a full-time club promotions officer.

The League of Ireland Handbook for the Implementation of the Football Intercultural Plan was circulated to clubs inviting applications to participate in the Intercultural Standards initiative.

12 clubs applied to be part of the initiative and had access of up to €5,000 to support the implementation of the Intercultural Standards. This document sets out the principle of the Intercultural Standards and to highlight best practice. This report will convey the methods developed towards promoting integration within the League of Ireland.

It is not possible to report on all the work of the clubs but this report will highlight best practice and common strategies, which illustrate how football and League of Ireland Football can promote integration. It is also not possible to conclude that this has been an entirely success integration plan, rather it is a key stage in the process of providing and promoting pathways to integration.

Garrett Mullan - Author

Background

“As a goal, we need to ensure that there are equal opportunities for all- from those who wish to be involved in football as spectators through to players, coaches, administration and volunteers. From the national team down to football at local club and community level we need to maximise football talent we have in Ireland.

Ireland is rapidly becoming a more diverse country, building on the diversity that has always existed including the Traveller community, people from black and minority ethnic groups and the Jewish community. According to the Census 2006, 420,000 of our population of 4.2 million were born outside Ireland.

In recent years, many new communities have come to live in Ireland, mainly from Central and Eastern Europe but also from Asia, Africa and Latin America. Religious diversity has also increased, including the numbers of people who are Muslim, Christian Orthodox, Hindu and Sikh.

The changing demographics provide huge opportunity for growth and development of sport in Ireland through increased participation and new expertise. With this opportunity there is the twin challenge of integration and racism.” (FAI Intercultural Plan, 2007).

The FAI Intercultural Plan of which the League of Ireland Intercultural Standards are part, has a twin track approach of promoting anti-racism through Rule 73 of the association's rulebook which is specific to racism and the UEFA 10 point plan against racism and positive intercultural activity which support integration. Aspects of this have included Intercultural Awareness Seminars for staff and FAI members, Club Open Days targeting children from minority ethnic backgrounds and Youth Urban Football Blitzes, which provide pathways to integration with the fabric of club structures for those interested. A key first stage of the implementation of the implementation of the FAI Intercultural Plan has been the introduction of Intercultural Standards with League of Ireland clubs, so that they would become standard bearers for integration in football in Ireland. Indeed the FAI hopes that these initiatives, including this report can provide a resource to other sporting bodies to undertake similar initiatives.

National Action Plan Against Racism

The overall aim of the National Action Plan Against Racism, which funded the intercultural standards, on which the lead government department is the Department of Justice, Equality and Law Reform and which funded this programme, is to 'provide strategic direction to combat racism and to develop a more inclusive, intercultural society based on inclusion by design, not as an add-on or afterthought and based on policies that promote interaction, equality of opportunity, understanding and respect'.

The action plan specifies sport as an arena for the promotion of cultural diversity and recognises the role that non-governmental organisations play in tackling racism and encouraging intercultural activity. Football is a genuinely global game. That is why the FAI and the League of Ireland are so keen about the development of Intercultural Standards.

To assist the development of work to promote intercultural activity and the implementation of standards, a Handbook was produced for guidance to support clubs.

About the Handbook for the Implementation of the Intercultural Plan within the League of Ireland

The specific objectives of the Handbook were:

- To develop intercultural standards (levels 1-3) for football clubs in the Eircom League of Ireland
- To provide guidance and criteria for Football Clubs to enable them to meet these standards
- To provide funding to support clubs to develop the standards

The Football Intercultural Standards - Anti-Racism and Intercultural Activity

The Football Intercultural Standards recognise that some clubs are bigger than others, have varying levels of both human and financial resources as well as different levels of ethnic minority community within their locality.

The Football Intercultural Standards recognised the importance of promoting intercultural activity and anti-racism as the dual platform, which offers pathway to integration.

Research shows a direct positive correlation between higher level of interaction between people of different cultures and lower level of racism.

The Football Intercultural Standards set out three levels of achievement- **preliminary, intermediate and advanced**. The emphasis of the preliminary stage is to establish an anti-racism culture within the League of Ireland clubs. The emphasis on the intermediate and advanced stage moves toward incorporating anti-racism to developing intercultural approaches to support integration.

Clubs were expected to address three areas of action:

- 1) **Stadium and Outreach**
E.g. club sign up to Implement UEFA 10 Point Plan and the Show Racism the Red Card poster campaign
- 2) **Administration and Management**
E.g. Written Action Plan

3) Policy and Planning

E.g Complaints policy/ procedures in place and routinely monitored

The standards developed challenge clubs accomplishments in promoting equality and diversity through sport and good practice in dealing with racism. A verification committee was established, including National Club Promotions Officer Noel Mooney, National Intercultural Co-ordinator Des Tomlinson and the Co-ordinator of Show Racism the Red Card Garrett Mullan. They met with clubs throughout the year at different stages to oversee the implementation of the standards.

Each of the committee members was allocated a cohort of clubs to work with and engage in the process of verification. Each of the committee visited the clubs and met with the Club Promotions Officers responsible for overseeing the implementation of the Intercultural Standards.

The purpose of the meeting was to establish progress, verify and take notes on the Standards implementation process.

The clubs who participated in the programme include:

Bohemian FC	Dundalk FC
Bray Wanderers FC	Galway United FC
Cobh Ramblers FC	Limerick 37 FC
Cork City FC	Sligo Rovers FC
Drogheda United FC	St Patricks Athletic FC
Derry City FC	UCD FC

Clubs who have developed a programme of anti racism intercultural work and not part of the standards include: Finn Harps FC, Longford Town FC, Monaghan United FC, Shamrock Rovers FC, Sporting Fingal FC, Waterford United FC.

Process of Implementation

On August 23rd 2007, Club Promotion Officers from League of Ireland clubs attended a training day to support the implementation of the intercultural standards. The training was delivered by the FAI Intercultural Co-ordinator and Show Racism the Red Card. It addressed issues of prejudice, discrimination and the intercultural plan.

Two weeks later all clubs submitted an action plan as part of their application to become part of the Intercultural Standards. Aspects of the Standards had been completed already by some clubs from 2006 by clubs who had already worked with Show Racism the Red Card.

The verification committee subsequently met to develop a verification checklist to ensure implementation (appendix 1).

Community Partners

1. The members of the FAI Intercultural Advisory Group contributed to the development of the standards through research and contributions at meetings. Sports Against Racism in Ireland researched extensively and contributed to the structure of the Intercultural Standards.
2. The Show Racism the Red Card project had established a pilot project in 2006 with three League of Ireland clubs- Drogheda United, Galway United and Shamrock Rovers. The principal aim of Show Racism the Red Card is to harness the profile of sports stars for an anti-racism education message.

The pilot project which involved the launching the affiliation of clubs to the poster campaign, served to link clubs with community organisations. In the case of each event, the support of the local authority, local area partnerships, community organisations and migrant support organisation was crucial to the success of each event.

14 Club Promotions Officers were appointed for the first time in January 2007 to promote attendance and support for Eircom League of Ireland football. Show Racism the Red Card provided 5,000 poster to each of 14 clubs in 2007 and again in 2008.

3. Integrating Ireland is a national member network organisations which proved invaluable in providing

contacts for immigrant community organisations for Club Promotions Officers in the preparation of implementation.

4. Local Sports Partnerships are now present around the country and proved to be very useful in providing links and ongoing support to organisations and communities during the implementation process. The launch of the Club Intercultural Standards and the developing links with minority communities, served to establish the presence of the Local Sports Partnership.
5. Clubs through the process of delivering the Intercultural Standards have formed links with community organisations in their own areas; Doras Luimni, Donegal Asylum Seekers Support Group, Sligo Immigrant Organisation, Polish/ Lithuanian schools, Immigrant Churches and others.

Verification of Intercultural Standards – Action against Racism —

The Preliminary Standard places a strong emphasis on zero tolerance of racism. Everyone from supporters, players to administrators and stewards need to be aware of Rule 73, in the FAI rulebook, and the changes in reporting procedures about racism. While clubs have responded well, there is no room for complacency.

In 2008, Drogheda United FC and Shelbourne FC banned supporters for racist abuse of players on the pitch, while Galway United FC and Cobh Ramblers FC were fined following reports of racism in their grounds.

The Preliminary Standard covers areas such as demonstrable approaches to reviewing policies and procedures to stadium announcements, season ticket conditions.

Most clubs have been successful in achieving the preliminary level of the Intercultural Standards. All clubs have highly visible signage in their grounds. This signage includes an anti-racism message and a framed copy of the UEFA 10 Point Plan in a prominent Place.

Show Racism the Red Card worked with clubs for an intensive programme of work in preparing to launch the club sign up to the poster campaign and UEFA 10 point plan.

In 2007, the sign up to the UEFA 10 point plan occurred at poster launch events at Bohemian FC, Bray Wanderers, Cork City FC, Cobh Ramblers FC, Drogheda United FC, Dundalk FC, Galway United FC, Shamrock Rovers FC, Sligo Rovers FC, St Patricks Athletic FC, UCD FC.

In 2008, the campaign continued with events at Finn Harps FC, Longford Town FC, Monaghan United FC, Sporting Fingal FC, and continuing work with the other clubs.

Verification of Intercultural Standards – Intercultural Action —

The preparation meetings prior to the launch events developed organisational capacity, which would serve to be crucial to the implementation of intercultural standards.

In the case of Galway United, Dundalk and a number of other clubs, the capacity building meetings preparing for the sign up to the launch of the Show Racism the Red Card poster campaign served as the basis for progress on to achieving the Intermediate Standards level.

The verification of the Standards achieved, attempts to support clubs in the process of embedding the anti-racism and intercultural message and approach within club procedures. Therefore verification covered areas such as changes that the club have made subsequent or just prior to the poster launch.

The Intermediate Standard challenges the clubs at a more developed level and serves to support a continued programme of intercultural work. It covers verification of strategies that can serve to engage minority ethnic communities and activities which place the club at the centre of community intercultural work.

A club that has achieved an intermediate standard will show evidence of common strategies between the club and Gardai for dealing with racist abuse. It will show evidence of audit of marketing strategies and a written action and timetable for the UEFA supported FARE (Football Against Racism in Europe) week.

The Advanced Standard ensures continued monitoring of increased frequency anti-racism and intercultural days and an ongoing process of reviewing policies and strategies which can be successful in placing the club at the centre of the community and as a standard bearer for promoting integration.

Report of club activities

This report is based on written reports sent in by clubs and using the attached interview schedule to establish more detail (Appendix 5).

Galway United FC

Following a highly successful launch at the City Museum of the Galway United FC Show Racism the Red Card poster in October 2006, the club has developed its work to a very high standard. The Club Promotion Officer and the club continued to develop an intercultural plan jointly with the involvement of Galway City Partnership, Galway City Council as well as the local officer of Integrating Ireland, Galway Refugee Support Group and the FAI Development Officer.

A copy of the UEFA 10 Point Plan is displayed prominently in the clubhouse at Terryland Park. The club promoted its sign up to the 10 Point Plan through a press release early in 2007 and promotion on its website. The Facilities Committee has undertaken training on how to tackle the issue.

The club has a weekly statement in its match programme and has numerous signs around the ground on its stance on racism and promoting intercultural activity. These include Show Racism the Red Card signage and signage with the FAI's Intercultural slogan Many Voices One Goal. There is also an announcement made at each game. The club is regularly in liaison with the Gardai in regard to match day protocol

It has amended its season ticket conditions for supporters and has a disciplinary procedure for players/ staff in regard to racism.



Community engagement

The club outreach strategy has involved visits to 30 clubs and 30 schools in 2007 and again in 2008 with the distribution of 12,000 posters. In December 2007, Galway United FC ran an intensive three week period where all members of the squad went on the road in the Galway area hosting workshops with the Show Racism the Red Card DVD. The club engaged the support of the local sports partnership Co-ordinator and the Equality officer of Galway City Partnership in facilitating the workshops.

Galway United FC led the way in that they were the first club to develop the programme of visits to large numbers of schools.

Cobh Ramblers FC

The club action plan for achieving Intercultural Standards pledges the following:

- Training for stewards
- Sign up to the UEFA 10 Point Plan
- Display the 10 Point Plan in a prominent place
- Continue to issue statements of club anti-racism policy
- Continue half-time announcements regarding club anti-racism policy
- To encourage non-Irish national groups to be part of Cobh Ramblers FC
- Keep the ground free of graffiti and racist graffiti in particular
- To have a plan in place with the Gardai, Stewards and event controller on how to deal with racism
- To promote the club to people from minority ethnic backgrounds

Following the launch of the Cobh Ramblers FC Show Racism the Red Card poster, which took place aboard the LE Roisin Navy ship the club developed an outreach programme using the posters in 2007.

In 2008, Cobh Ramblers FC followed up with visits to 32 schools in the Cobh and East Cork area with the Show Racism the Red Card DVD education pack. Players joined the Club Promotion Officer in introducing the pack to each school. Children took part in forums with the players on the issues raised in the DVD.

Among the questions raised were:

What are the different types of racism?

Why are people racist?

Would it be fun to learn about other cultures?

What do the students know about racism?

How can your school help with anti-racism?
What to do when you hear/ see racism?

Schools were encouraged to organise intercultural days which would work around displays from different countries, music, food stalls, traditional sports and maps of countries.

World Refugee Day

Cobh Ramblers partnered with the local Family Resource Centre to organise a community festival at St Colmans Park to mark World Refugee Day on June 20th. There was a cookery competition, local bands and fun football activities. Despite the terrible weather hundreds attended. The event served to link different cultures and groups to each other as well as the club.

Club Promotion Officer, Paul Reidy said: 'The Show Racism the Red Card Education pack was an excellent introduction of the club to the schools. It gave me something to present to the schools. It had the double edge effect of promoting education and promoting the club standing with potential fans of the future'.

Finn Harps FC

A Club Promotions Officer was appointed to Finn Harps FC in 2008 and while not formally part of the Intercultural Standards, the CPO developed an action plan. Finn Harps FC and Sligo Rovers FC engaged with supporters and their local immigrant community to host an Intercultural Football Tournament at the Showgrounds in Sligo.

This event served to unearth new talent and resulted in Finn Harps signing new players for the U18 and U20 squad. This event received significant coverage in the local media in both Donegal and Sligo.



Further to this event, contact was initiated with Donegal Asylum Seekers Support Group and a coaching programme sponsored by Finn Harps FC and with the involvement of the Local FAI Community Development Officer (CDO) was delivered over a five week period.

In October, after months of planning, the Finn Harps Show Racism the Red Card poster was launched at an event at the Aura Centre. The event was organised in conjunction with Donegal Sports Partnership and Letterkenny Community Development Project with support from the FAI CDO as well as participation and representation from Badminton Ireland, Basketball Ireland, Cricket Ireland, GAA. More than 100 children from local schools attended.



The Club Promotions Officer and players visited 30 schools with the posters and education pack between March 2008- June 2008 and linked in to visit the Summer Soccer Schools held in Donegal by the FAI CDO.

Finn Harps FC also hosted a special event to show the Ireland V Poland game on Nov 19th and worked hard to provide a sense of occasion to the game. Posters advertising the event were distributed in Polish and English with supporters enjoying Polish and Irish food on the night.

Drogheda United FC

Drogheda United took the initiative of placing signage in a prominent place. The Show Racism the Red Card sign on the club house is regularly featured in television matches. Other clubs have since followed their lead with the placing of such signage.

The club were the first club to organise on the pitch anti-racism displays at their UEFA Champions qualifier match. The Club Promotions Officer Terry Collins has also



organised a series of Diversity Days inviting local school children to play at United Park in a tournament and meet the players. The club has also organised annual matches between Drogheda Gardai V Mosney United.

Dundalk FC

In the preparation for the Dundalk FC launch and sign up to the Show Racism the Red Card poster campaign and 10 Point Plan, the Club Promotions Officer Paul Johnston engaged with both mainstream Irish stakeholders including the Town Council, Schools, Home school liaison officers Dundalk Institute of Technology and immigrant group representing African, Latvian and Lithuanian communities. 120 students from 10 schools in the Dundalk area attended this event.



Other sports such as Ice Hockey and Basketball were engaged to support the launch because of the popularity of these sports with the town's large eastern European community in particular.

The Club Promotions Officer visited 30 schools in 2007 and again in 2008 with the Show Racism the Red Card posters.



Africa Day

The work in the preparation of the launch event placed the club in a good position to make a successful application for a €5,000 grant to support an Africa Day event on 25th May 2008, funded by Irish Aid. More than 600 African, Irish and people from other nationalities attended the Dundalk FC Africa Day event. It involved football tournaments, music, African- Irish Choir and African food stands.



Monaghan United

Monaghan United FC shines out as a club striving to develop its intercultural practice and has a detailed plan, which has been agreed at board level of the club which rationalises the club approach to intercultural activity. Monaghan United without applying to be part of the Intercultural Standards has achieved a level that comfortably complies with the checklist set out for intermediate standards.

The Club Promotions Officer Julie Ann Sherlock has visited schools and services in the Monaghan area with the Show Racism the Red Card posters and pack.

Monaghan United FC also establish a newly formed working group to help promote interculturalism in County Monaghan. The committee for this working group consists of Monaghan United's Club Promotions Officer, Show Racism The Red Card, Monaghan County Partnership, Monaghan Sports Partnership, Integrating Ireland, the FAI, County Monaghan VEC and the Garda Ethnic Liaison Officer. The remit of this group is to work together to try and develop further programmes to involve marginalised communities in the mainstream activities of the community.

World Cup Tournament leads to integration

On July 20th 2008, Monaghan United hosted a World Cup Tournament to promote intercultural activity around the club. A successful tournament, attended by 150, was followed by a lively presentation and music from a local Lithuanian band. The event was highly successful. 10 teams registered including a team of asylum seekers, 4 Lithuanian teams (including one from across the border Dungannon), 1 Portuguese/ Brazilian, 1 Mixed European team, 1 Russian team and two Irish teams including local clubs. Representatives of the local leagues were also present for the event.

The event on July 20th placed the club at the centre of the community. The Club Promotion Officer was seen by immigrants in Monaghan as the point of contact for sports activity.

As a result of the Intercultural Tournament a team from the local refugee/asylum seeker hostel has formed and are currently, with the support of Monaghan United FC, receiving coaching sessions. Two of the players, have completed their Kick Start 1 coaching course and others have requested places on future Kick Start 1 courses.

Some of the children from the refugee/asylum seeker centre have joined the Monaghan United Mini Leagues

coaching sessions which helps to further integrate them with the local children playing at Monaghan United. Monaghan United with the aid of Monaghan Sports Partnership provide a bus to take the children to and from Mini Leagues.

These intercultural events send out a message to people from all backgrounds that the club is a welcoming environment and inclusive of all, while the prominent anti-racism signage in the ground leaves visitors with a clear understanding that this is a progressive community based club with a zero tolerance of racism.

Sligo Rovers FC

Sligo Rovers have developed an ongoing programme of activity with the immigrant community. The Club Promotion Officer Keith O' Dwyer has visited 30 schools and youth services in the Sligo area with the poster and education pack.

The Club Promotions Officer engaged the Local Sports Partnership and others including Globe House Asylum Seekers Support group in the exhibition game with Finn Harps immigrant supporters for the May and June bank holiday weekends.

Sligo Rovers as well as other clubs have helped to support the involvement of asylum seekers in sport. Asylum seekers receive only €19 per week and this low level of income results in their exclusion from leisure activities as well as work and study which law prevents. Following the exhibition game, Sligo Rovers have made their all weather facility available to residents in Globe House free for one hour every week.

The club developed its intercultural programme with other groups of immigrants making links with the Indian Association of Sligo, the Polish school and the Sligo Immigrant Workers Association.

St Patricks Athletic FC

A distinction with the work of St Patricks Athletic is the approach to developing support amongst targeted immigrant communities. The Club Promotion Officer Declan White engaged with key Polish supporters to discuss what would help establish the club with the Polish community in Dublin.

The club has made its ground available for numerous events organised by the Polish community. A key investment by the club in establishing its presence in the minds of the Polish was the friendly game with Wisla Krakow in November 2007. More than 2,000 Polish supporters turned up for this game adding greatly to the atmosphere.

In September 2008, Richmond Park was host to a game to raise support for Polish schools in Ireland. The game entitled Polish celebrities V Polish journalists was attended by over 1,000 Polish on the day.

Themes

League of Ireland clubs have established themselves in the period of this programme as standards bearers of promoting integration of immigrants in their communities. By bringing in statutory and voluntary agencies, they have established a template which can be followed by other parts of the FAI and indeed by other sports.

The template represents a twin track approach of addressing racism in a concrete manner combined with outreach work and partnership development with stakeholders to organise intercultural activity.

Common to all clubs has been the Show Racism the Red Card campaign and the UEFA 10 point plan. 150,000 posters have been distributed to supporters in the grounds and to young people in schools in areas around the clubs.

Key to the implementation of intercultural football related activity for clubs has been the work which has engaged with Garda Siochana, Local Area Partnerships, Local Sports Partnerships, VEC, Local Authorities and crucially, Integrating Ireland and other immigrant support groups.





A whole number of League of Ireland clubs are leading the way with special initiatives in supporting asylum seekers and the children of asylum seekers and refugees to be part of the football fabric of Ireland. They include Drogheda United FC, Dundalk FC, Finn Harps FC, Limerick 37 FC, Monaghan United FC and Sligo Rovers FC.

The launch of the clubs poster campaign served to influence other sports to develop intercultural work. There was strong representation of other sports and their respective role models and officials from Athletics Ireland, Badminton Ireland, Basketball Ireland, Cricket Ireland, GAA, Ice hockey and Special Olympics at events around the country.

Clubs have developed their intercultural work to reflect their area as appropriate. Cork, Limerick and St Patricks Athletic establishing links with the Polish communities, Sligo and the Indian workers, Dundalk and the African community, Monaghan working with Lithuanian communities, Immigrant Student societies in UCD. Derry City, Finn Harps and Monaghan United have all used the intercultural standards to impact on a cross border and cross community level.

Conclusion

This report has set out the context for the implementation of Intercultural Standards within the League of Ireland. The implementation of Intercultural Standards was assisted by funding from the Department of Justice, Equality and Law Reform.

A successful League of Ireland club will be defined by:

- Embedded in the local community
- Investment in facilities for club and community
- Continued commitment to players success
- Supported Club Promotions Programmes

The clubs which delivered best practice were the one's that demonstrated a 'whole organisational approach'. These were the clubs which ensured the Intercultural Standards were discussed and approved at board level and where there was shared responsibility.

The Intercultural Standards was seen as a well designed programme to support clubs to develop their work. The process of implementation added significantly to the community capacity of clubs in the League of Ireland.

The Intercultural Standards and the drive to develop this work, is part of the answer to current difficulties clubs face in regard to their own structures. Indeed the intercultural and anti-racism programme in the League of Ireland could be characterised as a bold initiative in developing a virtuous circle of improving performance, rising support and enhanced resources.

Through developing status within the immigrant community, League of Ireland clubs are winning the loyalty not only of those within the new communities but all those touched by the progressive work clubs have been engaged in both before and during this programme. There is a lot more work to be done. With continued support from government, the league will attract other support for its intercultural work.

In addition, the League of Ireland clubs have proved to be valuable resources to the community in the period of this programme. Strengthening minority participation at all levels is part and parcel of ensuring that more people support and volunteer and put the sport on a stronger social foundation.

The League of Ireland clubs have proven to act as standard bearers for promoting integration and can continue to make a significant contribution to the wider public good of a more integrated Irish society. Harnessing the profile of League of Ireland clubs for intercultural activity has proven to influence others within sport and the community in support of intercultural activity.

Ireland has entered challenging times economically and in these times, it is likely that racism will be posed in starker terms than before as stress resulting from economic difficulties manifests itself in different ways. Equally, the League of Ireland has proven the possibility of delivering successful integration strategy.

The Intercultural Standards programme of the League of Ireland has a crosscutting impact with other aspect of

the Government Integration Strategy in relation to Gardai, Local Sports Partnerships, Local Authorities and Education.

Community partners have proved vital to ensuring the success of intercultural events. Community partners had demonstrated their role in ensuring success of intercultural events through their connections to the community, the standards targeted.

Recommendations

The FAI Intercultural Programme Co-ordinator and National Club Promotions Officer to develop joint intercultural plan activity schedule.

The FAI Intercultural Programme Co-ordinator and National Club Promotions Officer to ensure joint co-operation between Club Promotions Officers and Community Development Officers in developing intercultural work.

FAI Commercial Department to identify national commercial sponsor for League of Ireland Intercultural Standards

Continued support for the development and monitoring of Intercultural Standards from the FAI and the Office of Integration

Continued funding for the programme to require clubs have a community partner, so as to promote genuine community partnership

Clubs to liaise with National Intercultural Co-ordinator with a view to ensuring appropriate anti-racism and diversity training for staff and volunteers

Clubs to form intercultural working groups with a view to increase frequency of anti-racism and intercultural days

FAI to develop FARE week activities as a key platform for its anti-racism and intercultural platform as well as national days such as Chinese New Year, Africa Day, International Day against Racism, World Refugee Day

Clubs to ensure responsibility for Intercultural Standards at board level and allocate responsibilities as appropriate to Club Promotions Officers, Event Controllers and others

Clubs to develop timetable of ethnic minority initiatives to develop continuity in intercultural programme

Clubs to monitor and review targets for promoting ethnic minority use of club grounds thereby facilitating familiarity and attendance at games

FAI to increase work with Show Racism the Red Card to have all 22 clubs signed up to annual poster campaign and UEFA 10 point plan

FAI to introduce Many Voices One Goal as platform for intercultural activities

References

FAI Intercultural Plan

Migration Nation – Ministerial Statement on Integration and Diversity Management.

National Action Plan Against Racism

Show Racism the Red Card Project Summary

Appendix I

Preliminary level Verification

Stadium and Outreach	Completed
1 Signed copy of UEFA Point Plan displayed in a prominent place	
2 Minutes of capacity building meetings	
3 Launch events well publicised examples shown	
4 Reports and Press Releases e.g. Internal/External newsletters of community projects supported by club	
5 Reports and Press Releases e.g. Internal/External newsletters of clubs commitment to UEFA 10 Point Plan sign up all staff and members	
6 Show Racism the Red Card Posters campaign implemented	
7 Statement from club saying they will not tolerate racism and spelling out actions	
8 Statement printed in match programme and displayed permanently and prominently around the ground	
9 Public address announcements condemning racist chanting at game	
10 Review/Audit stewarding staff training/operational protocols to take action to prevent sale of racist literature inside or around the ground	
11 Remove all racist graffiti from the ground as a matter of urgency	

Administration and Management

1 Minutes from meeting where individuals have been allocated responsibility for implementing UEFA 10 Point Plan	
2 Copy of Written Action plan	
3 Example of condition in season ticket terms and condition	
4 Review club disciplinary policy/procedure for staff and audit of complaints	

Policy and Planning

1 Example of policy, letters and/or minutes of meetings	
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Intermediate level

Stadium and Outreach	Completed
1 High profile anti racism/discrimination activities by players during FARE week (on pitch and/or community based)	
2 Written action plan with timetable of events for FARE week	
3 Encourage a common strategy between stewards and gardai for dealing with racist abuse. Included in stewards/safety officers operational protocol. Audit protocol	

Administration and Management

1 Example of marketing strategy covering written, communication, website, radio and use of minority media to promote club events to ethnic minorities and the wider community	
2 Training timetable and example of training content. Audit of trained staff	

Policy and Planning

1	Audit of example if promotional material representative of club/areas ethnic/ cultural diversity	
2	Complaints policy & audit complaints submission form for reporting racist incidents & chanting inside the ground	
3	Policy statement. Minutes of meeting where policy has been ratified by the board	

Advanced Standard Verification

Stadium and Outreach

Completed

1	Ongoing monitoring of increased frequency of anti-racism and Intercultural days	
2	Community timescale and ongoing monitoring to extend plans on ethnic minority initiatives to cover ongoing and evolving activities	
3	Ongoing monitoring of encouragement for ethnic minority use of clubs grounds thereby facilitating familiarity	
4	Review targets and promotion strategy to determine targets for ethnic minority representation amongst supporters	

Policy and Planning

1	Quarterly Policy Audit of Copy of club policy & complaints procedure on reporting racist incidents & chanting inside the ground	
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Appendix 2

The UEFA 10 point plan against racism

1. Issue a statement saying the club will not tolerate racism, spelling out the action it will take against those engaged in racist chanting. The statement should be printed in all match programmes and displayed permanently and prominently around the ground.
2. Make public address announcements condemning racist chanting at matches.
3. Make it a condition for season-ticket holders that they do not take part in racist abuse.
4. Take action to prevent the sale of racist literature inside and around the ground.
5. Take disciplinary action against players who engage in racial abuse.
6. Contact other clubs to make sure they understand the club's policy on racism.
7. Encourage a common strategy between stewards and police for dealing with racist abuse.
8. Remove all racist graffiti from the ground as a matter of urgency.
9. Adopt an equal opportunities' policy in relation to employment and service provision.
10. Work with all other groups and agencies, such as the players union, supporters, schools, voluntary organisations, youth clubs, sponsors, local authorities, local businesses and police, to develop pro-active programmes and make progress to raise awareness of campaigning to eliminate racial abuse and discrimination.

Appendix 3

FAI Rulebook RULE 73. RACISM

- a) Any player or member of the technical staff who publicly disparages, discriminates against or denigrates someone in a derogatory manner on account of race, colour, language, religion or ethnic origin, or perpetrates any other racist and / or contemptuous act, shall be subject to match suspension for at least five matches at every level. The relevant disciplinary body shall consider and have the power to impose a fine and / or other sanction as deemed appropriate.
- b) Any club official or spectator who commits such an infringement shall be subject to a stadium ban for two years.
- c) If spectators display banners bearing racist slogans at a match, the relevant disciplinary body shall sanction the affiliate or club which these spectators support with a monetary fine. If the spectators cannot be identified as supporters of one or other club/affiliate the host club/affiliate shall be sanctioned accordingly.

Appendix 4

Show Racism the Red Card A1 Sign



Each club has placed two A1 signs in their ground in prominent locations to ensure the message is clear.

Appendix 5

Club _____

Questionnaire

1. What is your opinion of the Club Intercultural Standards programme?

2. What do you consider your club's opinion is of the Intercultural Standards programme?

3. In what way has the programme helped with the club promotion programme?

4. What opportunities has the intercultural programme and anti-racism programme provided to the club?

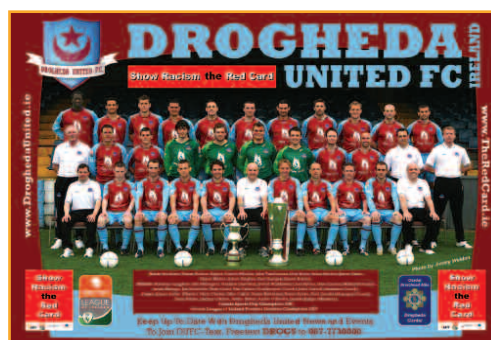
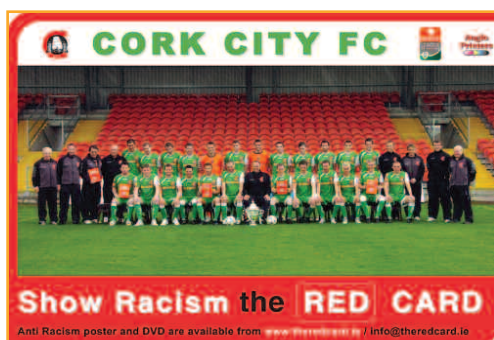
5. Does the club have a strategic plan and if so, how does the Intercultural programme fit within the club strategy?

6. What are the limitations of achieving integration of immigrants through your club structure?

7. What lessons need to be learned from the implementation to date from the perspective of club, FAI and related agencies?

8. Where next for your club intercultural plan?

Appendix 6 Show Racism the Red Card club posters



FINN HARPS FC

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

GALWAY UNITED FC

TERRYLAND PARK

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

LONGFORD TOWN FC

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

MONAGHAN UNITED FC

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

SHAMROCK ROVERS FC

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

SLIGO ROVERS

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

SPORTING FINGAL FC

Keep Up To Date With Sporting Fingal News and Events To Join, Freecall FINGAL to 087-7130009

Show Racism the RED CARD

ST. PATRICK'S ATHLETIC

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

UCD DUBLIN

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

BOHEMIAN FC

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

BRAY WANDERERS FC

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie

DUNDALK FC

Show Racism the RED CARD

Anti Racism poster and DVD are available from www.theredcard.ie / info@theredcard.ie





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