

Citizenship learning activities

A game of two halves: the politics of football

Post-16 Citizenship Support Programme



A game of two halves: the politics of football

Introduction for staff

The world of professional football is always in the headlines. Premier League footballers and their wives and girlfriends ('WAGS') are a key feature of Britain's celebrity culture. The World Cup and Champions League raise vast sums of money through the sale of TV rights, image rights, replica shirts and ticket sales. On an international level, the choice of nations, by FIFA, to host the World Cup has enormous social, economic and political repercussions. In spite of the undoubted success of the sport in the era of all-seater stadia and the decrease in the levels of hooliganism witnessed in the 1970s and 1980s, there remain a number of important issues.

During the 2009–10 season the financial collapse of Portsmouth with four owners and debts of £138m highlighted the rotten state of many clubs' financial position. Outside of the top half of the Premier League many clubs are faced with escalating costs, mainly in the form of players' wages, and rising debts. The operation of the free market has allowed investors to borrow huge sums of money to buy clubs and then saddle the club with the debts. This has happened most notably to Manchester United and Liverpool. In the face of the rich and powerful owners, football supporters' trusts have tried to make their voices heard. In the 2010 General Election both Labour and Conservative manifestos referred to co-operative ownership to give fans a greater say.

The famous Bosman ruling by the European Court enabled players to leave for no transfer fee at the end of their contract and prevented countries from imposing quotas, which would have limited the numbers of foreign players in their teams. The effect was rapid wage inflation and a decline in home-grown talent in British clubs. Top footballers are now more likely to live in gated communities than in the streets where they grew up, which was often the case before the 1960s.

Football is part of society, not separate from it, and it has often highlighted underlying problems in society. In particular, the numbers of black and foreign players entering the game in recent years raised the spectre of racism. Anti-racism campaigns have been a feature of the work in all clubs, and action to counter homophobia and sectarianism has also been important. The question of civil liberties and concerns about the 'surveillance society' are also highlighted in the experience of fans attending football matches. The controversial police practice of 'kettling' (the formation of cordons of police officers to contain a crowd) was refined on football fans, and punishments meted out to fans have been criticised as infringing human rights.

Citizenship learning opportunities

Many young people are interested in football as a spectator sport and may also be interested in hearing about the lives of their sporting heroes. However, much of what they are likely to read is uncritical and does not examine some of the important political and social issues underlying the game. The activities in this supplement are aimed at post-16 learners and should be adapted to suit the level of learners you are working with. The activities enable young people to debate the following issues: FIFA's decision on the World Cup host nation; football ownership and democracy; fans' campaigns; players' salaries and fairness; anti-racism; and football in the community.

Suggestions for using the materials

- **Football headlines** (pages 4–5) uses football headlines and articles to highlight some of the important issues affecting professional football today including: players' high wages; club ownership and democracy; and bad management and administration. These stories have been compiled from different sources. International issues raised are terrorism at the World Cup and racism in Italy. Give out copies of the articles and ask learners in groups to discuss the questions. This opener raises problems that are addressed in more detail in other activities.
- **Football World Cup** (pages 6–7) provides some background information on the FIFA World Cup. The decision made by FIFA on the World Cup host nation is based on their own criteria which are not always transparent. Learners are asked to prioritise criteria from a list including social, economic and political factors. This list is also used in the next activity. Please note that the FIFA current rules mean that a country cannot bid if either of the previous two tournaments has been held in the same continent, for example Africa will be eligible again in 2026.
- **World Cup 2026** (page 8) asks learners to select a bidding country for this forthcoming tournament. In reality, Europe is excluded for 2026 as a European country will be awarded the 2018 finals. Working in teams they should research the country and its football using the websites listed. They should prepare a short presentation to FIFA (use PowerPoint, if possible, to allow photographs of stadia and the country's attractions to be used). A group of learners will take on the role of FIFA scoring the presentations using the method described and then announcing the results in reverse order. You can ensure certain factors are prioritised by giving FIFA slips of paper with messages such as 'World Cup faces terror threat', 'FIFA needs to maximise profit from World Cup' etc, to focus on more 'political' considerations.
- **£100,000 per week** (page 9) is a discussion exercise about the very high incomes of top professional footballers and whether this is fair in a just society. Learners can discuss the stimulus material in small groups and you can ask for key points in a plenary feedback session. The £62,000 per year wage was suggested in the Fabian Society/YouGov survey – see www.fabians.org.uk
- **Wages cap** (page 10) is a debate activity. Invite two learners (speaker and seconder) to speak for and against the motion 'This House believes that a wages cap should be introduced into English football'. The issue has a wider application as national debates take place about caps and cuts in public sector pay and how to limit bankers' pay and bonuses.
- **Anti-racism campaigns** (page 11) asks learners to investigate the websites and activities of the three UK-based pressure groups that campaign against racism and homophobia in football. Learners could investigate all three organisations or focus on different organisations and then report back to the whole group.
- **Who owns your football club?** (page 12) is an investigation into issues surrounding the ownership of the nearest or their favourite professional football club. The Christian Aid report, *Blowing the Whistle*, is important background reading. This is largely a web-based activity, but they could also contact the club's supporters' trust for more information. Findings could be pooled in a plenary session and/or an exhibition could be mounted to share the findings.
- **Club and Community: Citizenship Index** (page 13) is an investigation into the role of the local club in the community. Learners investigate their local or favourite club and rate them on a ten-point Citizenship Index scale.

Football headlines

Here are some recent newspaper stories about the current state of football. Read the stories and discuss these questions:

- What is the main problem raised by the story?
- What, if anything, should be done about the problem?

Green and gold campaign

Thousands of Manchester United fans waved their green and gold scarves at the last home game of the season.

The protest against the Glazers' ownership of the club has been increasing in intensity for most of the season. The protests are organised by the Manchester United Supporters' Trust (MUST). Supporters have also been taking direct action. A smoke bomb was set off in the Club Megastore and stink bombs were let off near the directors' entrance. Before kick-off, a plane with a 'Glazers Out' banner flew over the ground. At the start of the second half thousands of protestors blew whistles and held up placards handed out before the game. Green and gold were the colours of the Newton Heath club that became Manchester United in 1902.

Police foil world cup bomb plot

South African police arrest five suspects in raids across the country.

Officers have discovered a far-right plot to sabotage the World Cup by letting off bombs in the black townships. During the tournament 44,000 police will protect players and fans. The South African police have been under pressure to reassure visitors that they will be safe. South Africa has high rates of crime including the second highest murder rate after Colombia. This reputation has put off potential visitors as World Cup tourist bookings are well below expectations.

No black Italians

Mario Balotelli or 'Super Mario' as he is called by Inter Milan fans is a target of abuse whenever he plays.

Juventus fans went so far that the club was fined and forced to play a match 'behind closed doors'. Born of Ghanaian parents but adopted by Italians, Mario has turned down offers to play for Ghana and wants to play for Italy. One of the popular chants of Italian Ultras (extremist fans) is 'There are no black Italians'. In Serie A only Sampdoria and Siena have active anti-racist policies. However, Balotelli's manager, Jose Mourinho said "I don't think it's racism. It's an ignorant, stupid, infantile way to show that I don't like this player". He argued that if it was really racism they would also abuse their own black players, which they do not.

Football violence falls

The Home Office reports that there were no arrests in 67 per cent of all international and domestic matches in the 2008–09 season.

Only 354 fans were arrested for violent offences from 37 million attending matches. There were 1.18 arrests per game and there were only 30 arrests among the 105,000 fans travelling to 49 European club games abroad. There were 956 new banning orders imposed preventing offenders from attending football matches. Nevertheless, hooliganism has not completely gone away as the widespread trouble at the Carling Cup match between West Ham and Millwall in August 2009 showed.

Pompey go into administration

Portsmouth FC have been taken over by administrators UHY Hacker Young to sort out their debts of £138m.

The club owes £17.3m in transfer fees, £9.7m to players' agents, £17.1m in unpaid tax and £38.2m in loans. Much of this money is owed to four owners that Portsmouth had during the 2009–10 season. These included a French businessman with an Israeli passport; an Abu Dhabi-based businessman who had Googled 'Portsmouth'; a Saudi-based businessman who promised £50m investment which did not arrive; and a Hong Kong businessman. The nine-point deduction meant relegation for the Premiership's bottom club.

Footballers should take a pay cut

Most people think that top footballers should take a pay cut.

Premiership footballers all earn over £1m a year. Players' bonuses vary but can double their salaries. They often get signing on fees, win bonuses and own 'image rights'. A survey found that people thought that, in a fair society, footballers should only earn on average £62,000 a year.

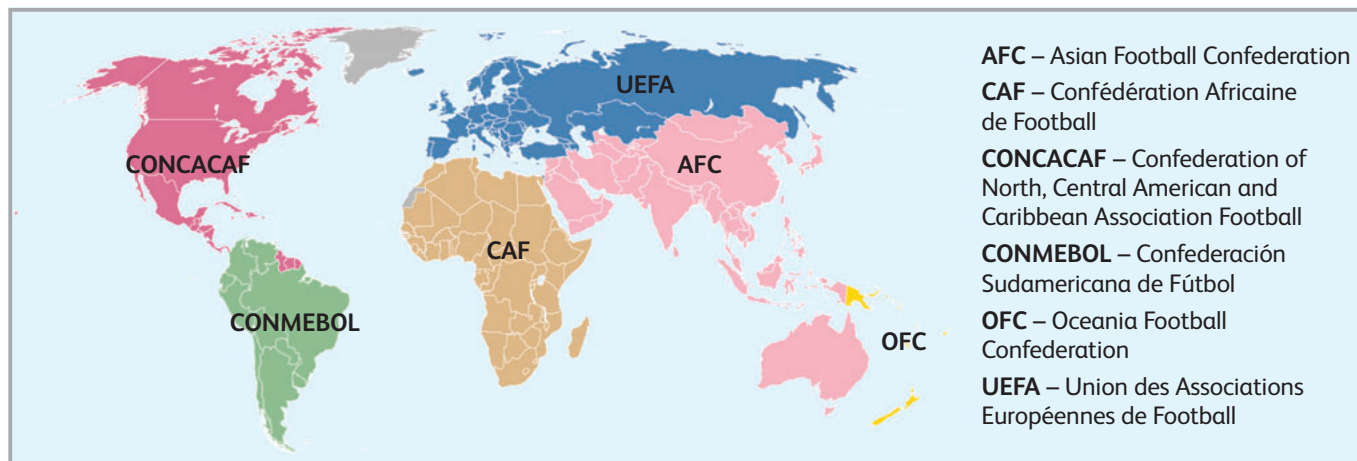
We can all be like Barcelona

Not in the way we play football obviously but in how the clubs are run.

FC Barcelona is famously owned by its supporters, and in Germany's Bundesliga fans must hold 51 per cent of shares. A radical proposal from the Labour Party gives football fans the first option to buy their clubs when they are put up for sale. The proposals also require clubs to hand over 25 per cent of shares to supporters' groups. The move is seen as a way of bringing democracy into football.

Football World Cup

The World governing body for football is FIFA (www.fifa.com). Every four years the World Cup finals are held. There have been 19 competitions including the first World Cup in Uruguay in 1930 and the World Cup 2010 in South Africa. The football world is divided into six confederations representing footballing countries in each of six continents. You can see these in the map below.



The spread of World Cup host nations has been as follows:

- **Europe** – 10 World Cups: Italy 1934 and 1990; Switzerland 1954; Sweden 1958; England 1966; West Germany 1974 and Germany 2006; Spain 1982; France 1998.
- **South America** – 5 World Cups: Uruguay 1930; Brazil 1950 and 2016; Chile 1962; Argentina 1978.
- **North and Central America and the Caribbean** – 3 World Cups: Mexico 1970 and 1986; USA 1994.
- **Asia** – 1 World Cup: Japan/South Korea 2002.
- **Africa** – 1 World Cup: South Africa 2010.
- **Oceania** – 0 World Cups.

World Cup 2018

The 2014 World Cup is being held in Brazil, South America and a decision on the 2018 host nation is due in December 2010. England is bidding alongside Australia, Spain/Portugal, Belgium/Holland, Russia and USA. However, Sepp Blatter, FIFA president, announced that the 2018 World Cup should be held in Europe, so there are four bids left in the running. The key marketing message for the England bid is that it offers a ‘low-risk, high-income option with a strong global legacy’. The bid proposes founding a new charity, Football United that will raise hundreds of millions of pounds for football projects around the world. David Beckham’s Soccer Academy will be rolled out around the world. The bid says that £750m will be invested in grass-roots football in England producing 4.5 million new young players, 20,000 more referees and 100,000 more coaches. Each city hosting games will have two ‘fan fests’ – one for families with funfairs, camping and football pitches; and the other screening matches in 3D. The aim is to raise £602m in ticket sales and £268m from hospitality profit. The government backs the bid with guaranteed funding of £400m which is mainly the cost of ensuring security.

PHOTO: FIFA president Sepp Blatter (right) poses after receiving the bid books for 2018 and 2022 FIFA World Cups from former England football captain David Beckham (centre) as Coaching for Hope participant Nothemba Bambiso (left) looks on during an official handover ceremony at FIFA’s headquarters on May 14, 2010 in Zurich.



World Cup host nation

FIFA, the body governing world football, makes the decision on which countries host the World Cup finals. Countries are invited to bid for future World Cups. The decision to award the World Cup finals to a particular country brings with it many benefits for that country and raises money for FIFA. There are also many costs associated with improving stadia and infrastructure. Infrastructure means the facilities like transport links and accommodation available for fans and players.

What are the most important things that FIFA should consider when making its decisions?

Look at the list of factors below and choose what you think are the **six** most important things. Note that FIFA does not publish the criteria it uses when making their decision – those in the list have been made up. Discuss and agree these decisions in your group. When you have selected six, put them in rank order from 1 to 6. Write numbers in the box provided.

No.	World Cup host nation – key factors	Top six	Rank order
1	The country must be a democracy		
2	The government must support the bid and back it with money, mainly for policing and security		
3	The tournament should generate a large profit for FIFA and for investment in the development of the game		
4	There must be a strong professional football league in the country and enough stadia with capacity over 50,000 spectators (or willingness to build new stadia)		
5	There should be a legacy plan to help young people and the development of football in the country (e.g. to fund football camps and coaching)		
6	The transport links should be good so that fans can easily get to and from games		
7	There must be good hotel accommodation for fans and players near to where matches are being played (including good training facilities for teams)		
8	Police and security forces should be able to ensure the safety of the public		
9	There should be a minimum risk of terrorist attack		
10	There should be guarantees that grounds will be full for all matches by selling cheap tickets to locals		
11	It should create jobs and develop skills to help unemployed people		
12	There should be measures to support sustainability, e.g. using locally sourced materials and food/drink products		

World Cup 2026

You should now understand some of the important factors in hosting a World Cup. Your task now is to work in a group to prepare a sales pitch for a country to host the World Cup 2026. You have a choice of one country (or one joint bid) from those listed below for each of the six continents represented by FIFA Confederations. FIFA, the governing body for World football, has a website where you can find out about football in your chosen country – www.fifa.com. You can find out further information on your country from the World Factbook on the USA’s Central Intelligence Agency website – www.cia.gov

Your sales pitch should last no more than three minutes and should address the questions:

- **Why your country should host the World Cup 2026.**
- **What benefits would this bring to the country and to world football?**

Your sales pitch should highlight some of the key factors that FIFA may be looking for. You will have to make your presentation to FIFA officials who will rate your bid.

<p>North and Central America and Caribbean: Canada or Caribbean Islands (Jamaica, Barbados etc – joint bid)</p> <p>Europe: Poland or Slovenia and Croatia (joint bid)</p> <p>Oceania: New Zealand</p>	<p>Africa: Egypt or Ivory Coast, Ghana, Nigeria and Cameroon (joint bid)</p> <p>Asia: China or India</p> <p>South America: Argentina or Chile</p>
--	--

FIFA team score card

You are the members of the FIFA team hearing bids from countries for the World Cup 2026. Meet in your group and decide on the six most important factors you are looking for from the list provided. If country teams mention any of the six factors, they score 3 points on the score card for each factor. They will score a maximum of 18 points. The teams do not know which factors you consider most important – you need to keep this secret. When you have heard all six presentations, meet to agree the scores and announce the results in reverse order (lowest scoring first).

Country:	Factors (use number in the list)						Total
1.							
2.							
3.							
4.							
5.							
6.							

£100,000 per week

The table below shows the top 20 earners in world football in 2010. Even below this very top level of football stars, Premiership players all earn between £1 million and £5 million per year.

A BBC survey in 2006 also showed that age and playing position also made a difference to earnings. Strikers earned the most, then midfielders, then defenders and with goalkeepers earning the least. Championship players earned about a third of Premiership players' salaries and League One players earned a third of Championship players' wages. League Two players still earned an average of £49,000 in 2006. Highest earnings were made by players aged from 27–30.

World football top earners 2010

- 1 Cristiano Ronaldo (Real Madrid, £11.3 million)
- 2 Zlatan Ibrahimovic (Barcelona, £10.4 million)
- 3 Lionel Messi (Barcelona, £9.1 million)
- 4 Samuel Eto'o (Internazionale, £9.1 million)
- 5 Kaka (Real Madrid, £8.7 million)
- 6 **Emmanuel Adebayor (Manchester City, £7.4 million)**
- 7 Karim Benzema (Real Madrid, £7.4 million)
- 8 **Carlos Tevez (Manchester City, £7 million)**
- 9 John Terry (Chelsea, £6.5 million)
- 10 **Frank Lampard (Chelsea, £6.5 million)**
- 11 Thierry Henry (Barcelona, £6.5 million)
- 12 Xavi (Barcelona, £6.5 million)
- 13 Ronaldinho (AC Milan, £6.5 million)
- 14 **Steven Gerrard (Liverpool, £6.5 million)**
- 15 Daniel Alves (Barcelona, £6.1 million)
- 16 **Michael Ballack (Chelsea, £5.6 million)**
- 17 Raul (Real Madrid, £5.6 million)
- 18 **Rio Ferdinand (Manchester United, £5.6 million)**
- 19 Kolo Toure (Manchester City, £5.6 million)
- 20 **Wayne Rooney (Manchester United, £5.2 million)**

(Source: [http:// thetotalfootballer.com](http://thetotalfootballer.com))

A Fabian Society/YouGov survey showed that people in Britain think that a fair average salary for a professional footballer would be £62,000 per year.



© Alejandro Gonzalez/Real Madrid via Getty Images



© John Peters/Manchester United via Getty Images

Discussion

- Why are footballers paid such high salaries?
- What effect do these salaries have upon players and society?
- What problems have arisen for football clubs from paying such high salaries?
- What do you think is a fair salary for a professional footballer?

Wage cap

One possible solution to the problem of players' ever-rising pay demands is to have wage caps. Some clubs are paying 85 per cent of their income out in players' wages. The result is that in the end they make losses and are effectively bankrupt. A wage-capping scheme has been successfully introduced in League Two. Here clubs must keep players' wages to 60 per cent of their income. Some people think it is a matter of time before all professional clubs introduce similar caps. A similar scheme introduced in Rugby Union saw many top players move to French clubs where they could earn more money as there was no wage cap in France. Below are debate arguments for and against introducing a wage cap.

Arguments against wage capping

- Footballers have a very short working life – 18 to 35 if they're lucky – and need to maximise their earnings for future years.
- Footballers actually earn far less than some other sportsmen, such as Grand Prix drivers, boxers and baseball stars.
- Top players are as much entertainers as Hollywood actors and actresses who can earn millions for just a few months of filming.
- Top players earn as much as their salaries if not more for their club in ticket sales, merchandise sales and brand marketing.
- Supply and demand. In a free market economy, why shouldn't players demand as much as clubs are prepared to pay? If the market collapses, wages will soon decrease as happened in snooker.
- Wage caps would just complicate matters further as clubs would seek to bend the rules using bonuses and secret offshore payments.
- A percentage cap is not fair as the clubs with the highest income would still be able to pay the highest wages.
- The English game would suffer as the best players could move to Spain or Italy to earn more money.

Arguments for wage capping

- It is obscene that a man kicking a ball can earn as much in a week as a doctor dedicated to saving lives can earn in a year.
- Huge salaries for players highlight the inequalities in our society and create a massive gap between players and fans.
- Top clubs need help in implementing a cap in the face of growing player power.
- Wage caps for clubs would prevent one or two sides buying up all the best talent.
- More of the money currently pouring into the pockets of a few highly-paid individuals would filter down to the grass roots of the game.
- Clubs are being forced to take big risks – gambling future success against increased losses.
- Some clubs spend more than 80 per cent of their income on wages and are still relegated.
- Owners and managers buy players they cannot afford and put the club into serious debt.
- Without wage caps more and more clubs will go bust.

Anti-racism campaigns

The UK has led the way in Europe in forming pressure groups that have tried to counteract racism in football. The three main organisations involved are Let's Kick Racism Out of Football (usually referred to as Kick It Out); Football Unites, Racism Divides; and Show Racism the Red Card. They have excellent websites and use a wide range of methods to get their messages across.

Kick It Out works throughout the football, educational and community sectors to challenge racism and work for positive change. The campaign is supported and funded by the game's governing bodies, including its founding body the Professional Footballers Association (PFA), the FA Premier League, the Football Foundation and The Football Association. www.kickitout.org

Football Unites, Racism Divides (FURD) is a community project and charity based in Sheffield, England, which works locally, nationally and internationally to combat racism and increase understanding between different communities. www.furd.org.

Show Racism the Red Card is an anti-racist charity which was established in January 1996 with the aim of using professional footballers as anti-racist role models. Although racism is on the decline in professional football, it is unfortunately still significant in British and indeed European society. The aim of the campaign is to combat racism through anti-racist education, and professional footballers are showing the way in terms of making a stand and fighting racism. www.srtrc.org

Visit the sites and think about the following questions:

- **What are the similarities and differences between the organisations, their campaigns and websites?**
- **What are the main messages they are trying to communicate? To what extent are the main messages the same or different?**
- **How do they try to tackle homophobia?**
- **What different methods do they use to reach their target audiences?**
- **How can you as an individual or your organisation get involved in any of these campaigns?**

You can also conduct a sample survey among your fellow learners to test out their level of awareness of the campaigns run by these two organisations. This would be one small indication of the relative success of the campaigns.

When you have evaluated the campaigns, email the organisations and let them know what you think. Let them know of any other creative ideas you have come up with to achieve the goals of these anti-racist pressure groups.

Who owns your football club?



How much do you know about the people who own the football club you support? Finding this out should be straightforward. In reality it is anything but easy.

A recent report produced a league table of clubs according to how secretive they were. Many companies that own clubs are registered outside of the UK in tax havens to avoid paying tax in the UK. A tax haven is where the government asks few questions about the source of money and where little or no tax is payable.

Christian Aid Football Secrecy League

Club	Ranking	Where registered
Manchester United	1	USA (Nevada)
Tottenham Hotspur	2	Bahamas
Manchester City	3	Abu Dhabi
Liverpool	4	USA
Aston Villa	5	USA
Sunderland	8	Jersey
Birmingham City	10	Cayman Islands
Fulham	12	Bermuda
Arsenal	13	Various offshore
Blackburn Rovers	15	Jersey
Hull City	16	Jersey
Portsmouth	17	British Virgin Islands
West Ham United	19	?
Wolverhampton Wanderers	20	Guernsey
Bolton Wanderers	21	Isle of Man

(Source: *Blowing the whistle* report, May 2010)

Investigate the ownership of your favourite or local club. Try to find out answers to the following questions. In addition to the club and supporters' trust websites, local and national newspapers may have articles which discuss these questions.

- What is the name and company number of the owners? Where is the company registered? Visit the club website and try to find out this information. This should be on the club's website and on other things it publishes.
- Visit the supporters' trust website for your club. This is likely to have a lot of information relating to the ownership of the club.
- Can you find out the names of the individual people who own the club? Are they genuine fans of the club or do they have other motivations such as just making money? Have they explained their motivations for buying the club?
- Is the company that owns the club registered in an offshore tax haven? This is a way of avoiding paying tax in the UK.
- Can you find out if the money is theirs or has it been borrowed? Have they passed the debt on to the club?
- Can you find out if they are taking money out of the club, e.g. in salaries, dividends payments on shares, or interest on loans?
- Write to your MP to share your findings and ask what the government is planning to make sure people buying clubs do not bankrupt the clubs while paying no tax themselves.

Club and Community: Citizenship Index

Football clubs are part of their local community and they should be good corporate citizens.

Investigate your local club and see how they rate on the Citizenship Index. Visit the club website and the supporters' trust website to find out some of the information you seek. There may be a fanzine that has relevant information. You may also need to contact the club or the supporters' trust to find out more.

Name of club: _____ **Citizenship Index Score:** _____ (maximum 20)

No.	Citizenship aspect	No evidence score = 0	Some evidence score = 1	Strong evidence score = 2
1	There is a football in the community programme offering a range of activities for local people, e.g. football camps for young people or literacy schemes with local schools			
2	Local community groups are encouraged to use the club facilities for meetings and events, e.g. club conference facilities			
3	The club works closely with its supporters' trust, e.g. there are regular meetings to discuss issues affecting fans such as ticket pricing			
4	The supporters' trust has shares in the club and so fans have a real say in the work of the club			
5	The club has an equal opportunities and diversity policy and uses this in recruiting people to work at the club			
6	The club reaches out to under-represented and disadvantaged groups in the local area, e.g. by offering free match day tickets			
7	The club has a partnership with organisations promoting anti-racist messages in football, e.g. Kick It Out; Football Unites, Racism Divides; and Show Racism the Red Card			
8	The club encourages female supporters and supports women's football, e.g. the club funds a professional women's team			
9	The club promotes fair play and encourages players at every level (from juniors to the first team) to act as role models on and off the pitch			
10	The club makes sure that apprentices keep up with their education and that players not thought good enough to become professionals are well supported to find an alternative career			

Resources

Blowing the whistle: Time's up for financial secrecy, Christian Aid report, May 2010. This is an essential guide to how financial secrecy allows rich individuals to avoid tax and impoverishes the developing world – www.christianaid.org.uk

FIFA is football's world governing body responsible for the World Cup. Their website includes team rankings, and the Confederations pages have links to each country's football information – www.fifa.com

The Football Association is responsible for English football and the England team – www.thefa.com

The Football Supporters' Federation runs a number of campaigns to promote the rights of football fans including 'Watching football is not a crime!'. They also organise an annual Fan's Parliament where people from across the country can meet to discuss how to influence the game. You can read notes about issues discussed at previous parliaments – www.fsf.org.uk

Football Unites, Racism Divides is a pressure group which sets out to promote anti-racism and the power of football to bring people and communities together. The site has useful links and resources – www.furd.org

The Home Office publishes annual statistics of football disorder which provides a good overview of the nature and extent of problems – www.homeoffice.gov.uk

Kick It Out is a pressure group which promotes inclusion and anti-racism in football. *The Football and Freedom Education Pack* offers teaching resources on the 2010 World Cup in South Africa – www.kickitout.org

Show Racism the Red Card is a pressure group campaigning against racism in football and society. The site has useful downloadable publications and DVDs – www.srtrc.org

Supporters Direct is the organisation for supporters' trusts in England. Supporters' trusts were set up in 2000 as a way of bringing some democratic representation for fans. Their website provides links to trust sites in most professional clubs – www.supporters-direct.org

Urban 75 – this website has some very useful pages on the legal rights of football fans – www.urban75.org

Photograph on next page: Lionel Messi, the FC Barcelona and Argentinian international forward and 2009 FIFA World Player of the Year, was appointed UNICEF goodwill ambassador in March 2010 to work on behalf of the world's most vulnerable children.

In 2006, FC Barcelona signed a five-year agreement with UNICEF that placed its logo across the front of its team jerseys, earning the club the distinction of being the first football club to use its shirts to advocate for a cause, rather than advertise a commercial sponsor. See also page 5 for more information about how FC Barcelona is run.



Learning and Skills Improvement Service

Friars House, Manor House Drive

Coventry CV1 2TE

t 024 7662 7900

e enquiries@lsis.org.ukwww.lsis.org.uk**Learning and Skills Improvement Service (LSIS)**

The Learning and Skills Improvement Service's aim is to accelerate the drive for excellence in the learning and skills sector, building the sector's own capacity to design, commission and deliver improvement and strategic change. LSIS's vision is that every learner acquires the skills, knowledge and appetite for learning, living and working and every provider is valued by their community and employers for their contribution to sustainable social and economic priorities.

Disability equality policy

LSIS is committed to promoting equality for disabled people and we strive to ensure that all our communication and learning materials are available in various formats including large font, audio or braille.

Please contact us at enquiries@lsis.org.uk or 0870 162 0632 quoting the document reference number to request an alternative format.

Post-16 Citizenship Support Programme

The Post-16 Citizenship Support Programme aims to disseminate and support best practice in citizenship across all areas of 16–19 education and training and improve coherence and progression from key stage 4 citizenship to the post-16 phase.

www.excellencegateway.org.uk/citizenship