

#CallitOut – a report of a meeting
reviewing the growth of LGBT+ Fan
Groups



The Event

There's been an exponential rise in LGBT+ fan groups at UK league clubs in the last three years – this programme was designed to bring together Fans, Club Staff, Police, Campaigners, Academics and other stakeholders to review progress and address issues for the future.

In advance of the weekend, Pride in Football platformed an awareness raising campaign on Twitter; launched by Stephen Fry

The schedule of panels and keynote speakers at the National Football Museum on 24th June 2017 was complemented by supporting elements at venues across Manchester. See the full programme in the Appendix.

Immediate Feedback

The full programme was well attended and the main agenda on Saturday had a full delegate complement and healthy interaction. The audience were highly engaged by keynote speakers Mark McAdam, Danny Watts and Paul Elliott and panels lead by Rachel Mann and Jon Holmes generated creative debate and agendas for action. The Hashtag #CallitOut trended locally on Social Media and there was considerable broadcast and press coverage.

Outcomes

i) Attendance/Reach
103 delegates registered with Eventbrite,

Of these 80 attended with another 7 registering on the day.

Including media, panellists and speakers and their networks as well as organisers there were 112 people involved in the event on the day.

In addition, as the programme was in the Hall of Fame through which museum patrons had a right of way to other galleries, it was noticeable that many of these members of the public were stopping to listen to the discussions; and even tweet about them.

ii) Number of Groups
Before the event was planned there were 24 LGBT+ fan groups. A number of delegates have since helped to grow groups at their own clubs so as a direct result of the event there has been an increase of 7 – there are now 31 LGBT+ supporter groups in the Pride in Football network.

New Groups
Amber and Proud (Cambridge United)
Marching Out Together (Leeds United)
Proud Cherries (AFC Bournemouth)

Proud Jags (Partick Thistle)
Proud Trickies (Nottingham Forest FC)
Proud Seagulls (BHAFC)
Rainbow Rangers (QPR)
Turfed out (Burnley FC)

In Development at
Newcastle United FC
Sheffield United FC
Sheffield Wednesday FC
Southampton FC
Wolverhampton Wanderers FC

iii) Media/Social Media

In the month of the event (June 2017) the @PrideinFootball account gained 164 new followers and 545 mentions

The number of #CallitOut tweets in the build up to the event and on the day exceeded 250, (the hashtag trended at one point for our peer channel on the platform)

iv) Media Coverage

Video Reports on Sky Sports News:

<http://prideinfootball.co.uk/index.php/2017/06/26/callitout-pics/>

Blogs <http://www.fsf.org.uk/blog/view/call-it-out-event-energises-lgbt-fan-groups>

https://everydayrambler.wordpress.com/2017/06/24/_trashed/

Pieces on line

<http://www.skysports.com/football/news/11095/10870434/pride-in-football-raising-awareness-of-lgbt-fans-inclusion>

<http://www.skysports.com/football/news/11095/10920387/pride-in-footballs-callitout-event-for-lgbt-fans-in-manchester-this-weekend>

<http://www.fsf.org.uk/latest-news/view/june-event-to-recognise-lgbt-supporter-movement>

Contacts Development

i) Consolidated relationships in preparation and delivery of the programme with these organisations and individuals:

FA
UEFA
FIFA
EPL
Football v Homophobia
FARE
Just a Ball Game
Kick it Out
Level Playing Field
Fans for Diversity
Football Supporters Federation
Football Supporters Europe
Queer Football Fans
Greg Clarke, Chair FA
Jon Holmes - Sky Sports News Digital
Amal Fashanu
Stephen Fry
The Rev Rachel Mann – Manchester Cathedral
Russian LGBT Sports Federation
Supporter Liaison officers/Equality staff at:
AFC
CAFC
CUFC
NCFC
MCFC
MUFC
THFC
WHUFC

ii) Developed new relationships in preparation and delivery of the programme

Jaime Fuller - Skins
International Gay Rugby
United Kingdom Roller Derby Association
David Haigh (Stirling Haigh)
International Network for Hate Studies
Centre for Hate Studies
Mark Walters (Sussex Hate Crime Project)
Ditch the Label
Manchester Chamber of Commerce
Attitude Magazine/Winq Magazine (Mark McAdam, Darren Styles)
National Football Museum
Danny Watts (Watts Racing)
Paul Elliott – FA Inclusion Advisory Board
Leroy Rosenior – Show Racism the Red Card
Peter Allen, Darren Balkham Sussex Police
Eddy Newman Lord Mayor of Manchester
Andy Burnham Mayor of Greater Manchester

Mick Wilkinson West Midlands Football Police Unit
Louisa Jones (Uni of Central Lancashire)
John Goldring (MMU)
Peoples History Museum
Hotel/Café Football
Malmaison Hotel group
Supporter Liaison officers/Equality staff at:
AFC Bournemouth
BHAFC
BCFC
NCFC
SCFC
SFC
WFC

Key Discussions

i) Homophobic Hate Crime and Hate Speech in Football

Discussion concerned the rise in Hate Crime and incidents and the changing nature of abuse, the need for accurate football related LGBT+ data, the requirement to recognise intersectionality and take account of Trans, Bi and Non-binary targets - marginalised within an already marginalised community. In Football the lack of consistent training and deployment of stewards across the leagues should be addressed. Delegates welcomed Pride in Football's developing #CallitOut campaign underpinned by the ethic of fan dynamism – if its safe to challenge another supporter's LGBT+phobia; do it.

ii) Russia World Cup (the topic was Workshopped and a Panel discussion)

A number of LGBT+ England fans had been attending qualifiers and friendlies and hoped to be able to attend some of the World Cup games. There was little appetite for boycott – with the sense that where travel to Qatar was unfeasible; Russia would be possible and the compelling message from counterparts in Russia delivered by the Russian LGBT Sports Federation: that they want to know that LGBT+ supporters are attending the tournament and that the Russian anti propaganda legislation will have triumphed if non Russian fans don't use the privilege afforded by access to tickets. There was a proviso that no LGBT+ delegation should meet with (and so offer credibility to) any political figure in the country. It was predicted that as with the Winter Olympics the authorities would strive to give the impression of a safe and liberal environment.

There was concern for maximising safety of any travelling supporters – through a Pride House and possibly via Fan Zones although the latter had potential to render LGBT+ fans more rather than less vulnerable. Just how visible any group might be was unclear. It was imperative not to be reckless but a secure opportunity to show solidarity would be welcome.

Key allies would be: FSF, FSE, FIFA, UEFA, Police Football Unit and travelling Police and Spotters, FARE and their own Spotter team and it would be important to work with the Embassy and FO, allied England/Home Nations fans and LGBT+ fans from other countries. It might be useful to harness celebrity patrons linked to a number of existing LGBT+ club fan groups if they were prepared to travel too, and cultivate interest from journalists and film makers to provide multi tiered and spot lit protection from opportunistic or targeted abuse.

iii) LGBT+ Fan Groups

The rise in groups was providing the only source of visibility in the elite men's game – with banners like the Proud Lilywhites Rainbow flag displayed at White Hart Lane - mascots, banners and shirts on Pride Parades, a presence on social media, announcements in the programme, LEDs and Screens. The groups were helping making stadia more pleasant for everyone, home and away.

It was important to gain recognition from the club if possible and meet with SLO and/or Equality Team/Senior Management or at Board Level. Allegiances with other Supporter Organisations and Trusts as well as Community Foundation were valuable. Finding an LGBT+ or allied patron was a huge bonus. It was useful for groups to have priorities and review them, working with their club. Pride in Football had produced a Toolbox to help get started and develop. Future focus should be on the Trans fan experience, on fans at smaller clubs where a group might not be viable and on clubs still resisting the recognition of and on-going dialogue with their LGBT+ supporters.

iv) #Call It Out – Challenging LGBT+ abuse

Delegates explored how homophobia, transphobia and biphobia could be effectively challenged by supporters in football settings. The overwhelming majority of the group had experienced or witnessed incidents involving supporters in a number of venues including football grounds, clubs and pubs. The session began with an exercise to define exactly what constituted abusive behaviour. Forms of abuse identified by the group, included jokes, insults, incitement in the form of chanting, graffiti and physical assault. There was a consensus that some incidents could be unintentional and whilst everyone agreed that this form of abusive behaviour had no place in football, many expressed concern about directly challenging perpetrators. The second part of the session focussed on how to safely challenge. Three scenarios were given to participants to discuss and to identify strategies for dealing with them appropriately. Issues that were discussed, included safety, context, allies, impact of taking/not taking action and follow up.

APPENDIX

Twitter Analytics

1) Event month

Jun 2017 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 6,435 impressions

Join @markmcadamtv @Amalfashanu @watts racing & @bydarrenstyles at #CallItOut; delivering #LGBT Fan inclusion Free eventbrite.co.uk/e/pride-in-foo... pic.twitter.com/pECdNsIVUD

A programme exploring fan-based responses to LGBT Profiles in Football with workshops, panels and speakers on Saturday and additional strands on Friday and Sunday for those who can make a weekend of it.

Friday 23rd June - pm
Speaker: View with whom: Continuum - Racing, Tara Lives in 21st, Anthony Brown, Manchester Town FC, Mike Houghton with the

Saturday 24th June
National Football Museum, Speakers: recently out gay racing driver Danny Webb, Sky Sports host @Amalfashanu, Manchester's Devon Byers and award-winning footballer, host of @Amalfashanu.

Panelists: Ben Tackett (Manchester Cathedral Race in Manchester), Sam Stevens (The Digital Sports Jobs Hub), Catherine Carter (The Hubs 21st), Professor Jon Garland (International Network for Football FC Data), Benjamin (The Football List), Matt Cripps (Sergent Head of the Football List), John (The Football List), Matt Cripps (Sergent Head of the Football List), Benjamin (The Football List), Matt Cripps (Sergent Head of the Football List).

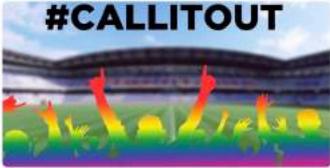
24 23

View Tweet activity View all Tweet activity

Top mention earned 1,880 engagements

sky sports Sky Sports PL Jun 19 @SkySportsPL

A landmark event for #LGBT fans organised by @prideinfootball will be held in Manchester this weekend. #CALLITOUT skysports.tv/nS3m5C pic.twitter.com/x77QBoerXZ



5 62 120

View Tweet

JUN 2017 SUMMARY

Tweets	102	Tweet Impressions	83.6K
Profile visits	6,508	Mentions	545
New followers	164		

2) Event Day

PrideinFootball   [Sign up for Twitter Ads](#)

 Jun 24 – Jun 24, 2017  [Export data](#)

20.0K YOUR TWEETS

During this 1 day period, you earned **10.7K impressions** per day.

3) Trending

1 **#ArmedForcesDay**

Events are taking place to mark Armed Forces Day

2 **Lions**

Standout try from British and Irish Lions

3 **#OLSummer17**

4 **#CEconf17**

5 **#WestEndLIVE**

6 **#CALLITOUT**

@jonboy79 and @Jon_Garland67 are Tweeting about this

7 **#NZLvBIL**

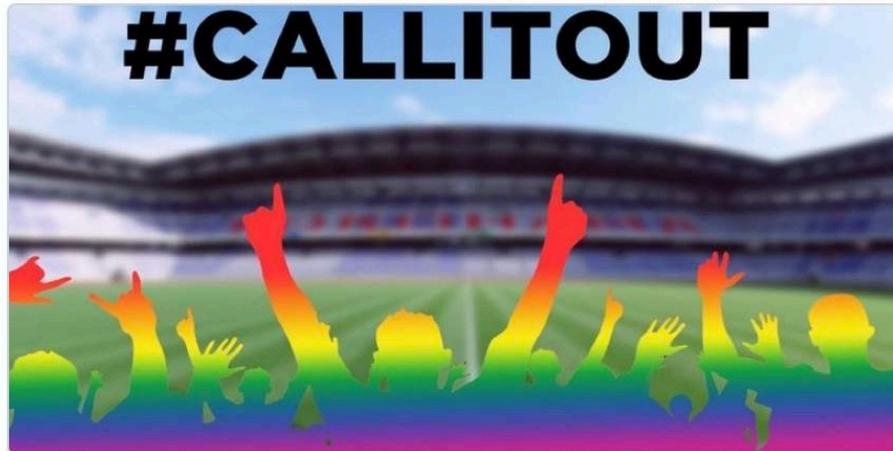
4) Top Tweets



Sky Sports PL 🏆 @SkySportsPL

24 Jun

What will the Russia World Cup be like for fans who are LGBT?
@prideinfootball's #CALLITOUT event on Sat to discuss
skysports.tv/727mCM



🔄 15 ❤️ 64



Tweet



PrideinFootball @pridei... · 12/05/2017

@StephenFry What do you say to a Homophobe in the stands? #CallitOut

💬 1

🔄 6

❤️ 9



Stephen Fry

@stephenfry

Replying to @prideinfootball

I find homophobes fascinating - but do shut up while I'm watching the game, there's a dear #CallItOut

12/05/2017, 11:10

29 Retweets 77 Likes



5) Museum Visitor Tweets



FASFE @FASFEaficion

24 Jun

Este finde se reúnen en Manchester los colectivos de hinchas #LGTB de Inglaterra en las Jornadas #CallitOut. El fútbol es de tod@s



14

21



Dave

@mcfcnorthstand3

Whilst at @FootballMuseum I caught a bit of @prideinfootball event #CallitOut



24/06/2017, 20:19 from Manchester, England

The Programme



#CALLITOUT

Friday 23rd - Sunday 25th June 2017

A programme exploring fan-based responses to LGBT-Phobia in Football with workshops, panellists and speakers on Saturday and additional strands on Friday and Sunday for those who can make a weekend of it.

Friday 23 rd June - pm	Saturday 24 th June
People's History Museum Never Going Underground & Love is Not a Crime exhibitions	National Football Museum Speakers: recently out gay racing driver Danny Watts, Sky Sports Mark McAdam, Attitude's Darren Styles and Amal Fashanu, niece of Justin.
Private View with wine: Continuum - Framing Trans Lives in 21st Century Britain	Panellists: Rev Rachel Mann (Manchester Cathedral Poet-in-Residence) Jon Holmes (Sky Sports Digital) Stevie Jade Hardy (Leicester Centre for Hate Studies) Professor Jon Garland (International Network for Hate Studies) PC Darren Balkham (Crime Football Unit) Hate Crime Sergeant Peter Allan, Alex Kohnert (Kick it Out) Jonathan Waite (Spurs SLO) Annette Nelson (FvH) Alexander Agapov (Russian LGBT Sports Federation) Tamara Tien (FARE) Andrej Pisl (Out in Slovenia) Lou Englefield (Pride Sports) Paul Elliott (UEFA)
Manchester Town Hall Wine Reception with the Lord Mavor	
Sunday 25th June	Agenda: Stadium Hate Crime and Hate Speech, Review of the LGBTQ fan group movement, Barriers to challenging Homophobia in the stands and a Focus on International Competition hosts' inclusion and diversity protocols.
Brunch	Coffee on arrival and lunch provided + arrive early to secure a Pride in Football Goody Bag.
12pm Pride in Football AGM	The Hidden History of Women's Football project will be inviting perspectives on the NFM Women's Game collection. Delegates can tour the Museum permanent collection and current Pelé Art Life Football exhibition.

Register Free: <https://www.eventbrite.co.uk/e/pride-in-football-callitout-tickets-34107849496>



#CALLITOUT



Pride in Football Go to Manchester!

#CALLITOUT exploring fan-based responses to
LGBT-Phobia in Football

Friday 23rd June

People's History Museum

Individual and curated tours of the permanent collection
and:

Never Going Underground – the Fight for LGBT+ rights

Love is Not a Crime –

10 years of the Lesbian Immigration Support group

4pm Curated Tour of Never Going Underground

BOOK IN ADVANCE ONLY

6pm Private View with wine: Continuum

Framing Trans Lives in 21st Century Britain

BOOK IN ADVANCE ONLY

Manchester Town Hall

7.30pm Mayoral Reception

The Lord Mayor of the City of Manchester will meet

#CallitOut delegates over a glass of wine

BOOK IN ADVANCE ONLY

Gay Village

8.30pm onwards – a presence at various venues to eat,
drink and network

Pride in Football Go to Manchester!

#CALLITOUT exploring fan-based responses to LGBT-Phobia in Football

Saturday 24th June

The National Football Museum Urbis Building Cathedral Gardens Todd St City Centre Manchester M4 3BG

9.15am Registration and Coffee

During the Day:

1. LGBT Fan group Survey

John E. Goldring, Deputy Director of Manchester Metropolitan University's Q-Step Centre and member of Canal St Blues would like delegate input in planning a survey on LGBT Fan Groups – please look out for John

2. Women's Football History

Denise Lambert and Belinda Monkhouse of the Hidden History of Women's Football project will be in the Hall of Fame inviting perspectives on the NFMs Women's Game collection

10am Welcome and Introduction: Di Cunningham, Chair Pride in Football

10.05 Darren Styles (Attitude, Wing in conversation with Mark McAdam (Sky Sports/Attitude)

10.30 Panel on Homophobic Hate-Crime and Hate Speech in Football

Chair: Rachel Mann – Priest, Poet, Writer, Broadcaster

Panellists: Stevie Jade Hardy from Leicester Centre for Hate Studies, Professor Jon Garland from the International Network for Hate Studies, Crime Football Unit PC Darren Balcombe and Hate Crime Sergeant Peter Allan, Alex Kohnert of Kick it Out, Kate Langan, Leicester City and Celtic fan

#CALLITOUT exploring fan-based responses to LGBT-Phobia in Football

Saturday 24th June

11.20 Workshops

1. LGBTQ Fan Groups – how are they doing and how do you set one up? With Jonathan Waite (Spurs SLO) and fan group organisers
2. #CallitOut – Challenging abusive language and behaviour – Annette Nelson (Diversity and Equality trainer)
3. Preparing for the Russia World Cup – with PiF's Di Cunningham and Joe White

12.20 Lunch

1.00pm Attitude's Darren Styles In Conversation with Amal Fashanu

1.20 Feedback from Workshops

1.40 UEFA Fair Play and Social Responsibility Committee member Paul Elliott on recent policy committing member associations to Diversity, Inclusion and Human Rights (including those concerning Gender and Sexuality)

1.50 Panel International Competition Hosts and engagement of LGBTQ fans – with a focus on the Russia World Cup

Chair Jon Holmes (Sky Sports Digital)

Panellists Paul Elliott (UEFA) Alexander Agapov (Russian LGBT sports Federation), Tamara Tien, (FARE), Andrej Pisl (Out in Slovenia) Lou Englefield (Pride Sports)

2.40 Plenary Session

3.30pm Close

The National Football Museum

Individual tours of the permanent collection and the current [PELÉ: ART, LIFE, FOOTBALL](#) exhibition and delegates can offer perspectives on the NFMs Women's Game collection to Denise Lambert and Belinda Monkhouse of the Hidden History of Women's Football project and contribute to John E Goldring's LGBT Fan group survey

Gallery







Sample blog piece

Report on Pride in Football Symposium

For me, it was a first football supporters' event I have ever visited in the UK. I should say it was a totally positive experience. The organizing team of 'Pride in Football' did a great job. To my mind, there could not be a better choice for the symposium than the city of Manchester and the National Football Museum.

The venue was technically very well prepared. A program was also well developed and the list of high-profiled speakers attracted a great number of participants, as well as media's attention.

As a result, I had an opportunity for networking: Paul Elliott (UEFA), Jon Holmes (SkySport), Mark McAdam (SkySport), Darren Styles (Winq, Attitude), Danny Watts (former racing driver) and many others. All of them are very important contacts for us on the way to the FIFA's World Cup in Russia 2018. I'm looking forward to involving them into our activities around the WC-2018.

Another advantage of the symposium was the support of the People's Museum and two exhibitions on LGBTI movement and art in the UK. They were presented there during the symposium and enriched my knowledge about the long journey, which LGBTI community had to pass in the UK.

Of course, it is impossible that such an event would not have at least a few tiny minuses. To my regret, Amal Fashanu did not attend the event while I expected to talk to her there. Also, there was no enough time for workshops. At least, our group didn't have a chance to complete the discussion and to fix a conclusion we would come to.

Nevertheless, I would give a high mark to this symposium and if the organizers have an idea to keep it annually, I would recommend supporting their initiative.



with Mark McAdam



with Paul Elliott

Composed by
Aleksandr Agapov
Moscow, 17th July 2017