



END OF SEASON 2014/15

REPORTING REVIEW

1. EXECUTIVE SUMMARY

1.1 The reporting of discriminatory and abusive incidents in football is critical to ensuring fairness and equality across the game, and has been an important element of Kick It Out's work over the last 20 years.

1.2 Kick It Out continues to see an increase in reporting, and is expecting the rise to continue with the raised profile of the organisation's role in the reporting process and the release of a second version of its app. Over the the season incidents reported to the organisation increased by 109 individual cases compared to the 2013/14 season, which marks an increase by 38%. However, these figures demonstrate that racist incidents reported to Kick It Out have fallen by 9%, and faith by 3.5%, yet reports have increased in other areas of abuse relating to sexual orientation, gender and disability.

Incidents reported to the organisation increased by

109
individual cases

1.3 The season has shown the amount of reports relating to the professional game increased from 26% during 2013/14 season, to 37% in 2014/15 season. The largest amount of reports received still remains to be those that have occurred on social media (42%).

42%
of reports occurred on social media



2. INTRODUCTION

2.1 Over the 2014/15 season, Kick It Out dealt with 393 incidents covering the professional and grassroots football, as well as incidents of discriminatory abuse that occurred on social media. The incidents reported have increased by 38% compared to the previous season, when the organisation in total received 284 complaints. The most common types of discrimination that were reported were racist behaviour (57%) and faith-based abuse (17%). However, the percentage statistics on the types of abuse vary depending on which area of the game the incident has taken place. Therefore, the following results are divided into Professional Game, Participants Professional Game, Grassroots and Social Media.

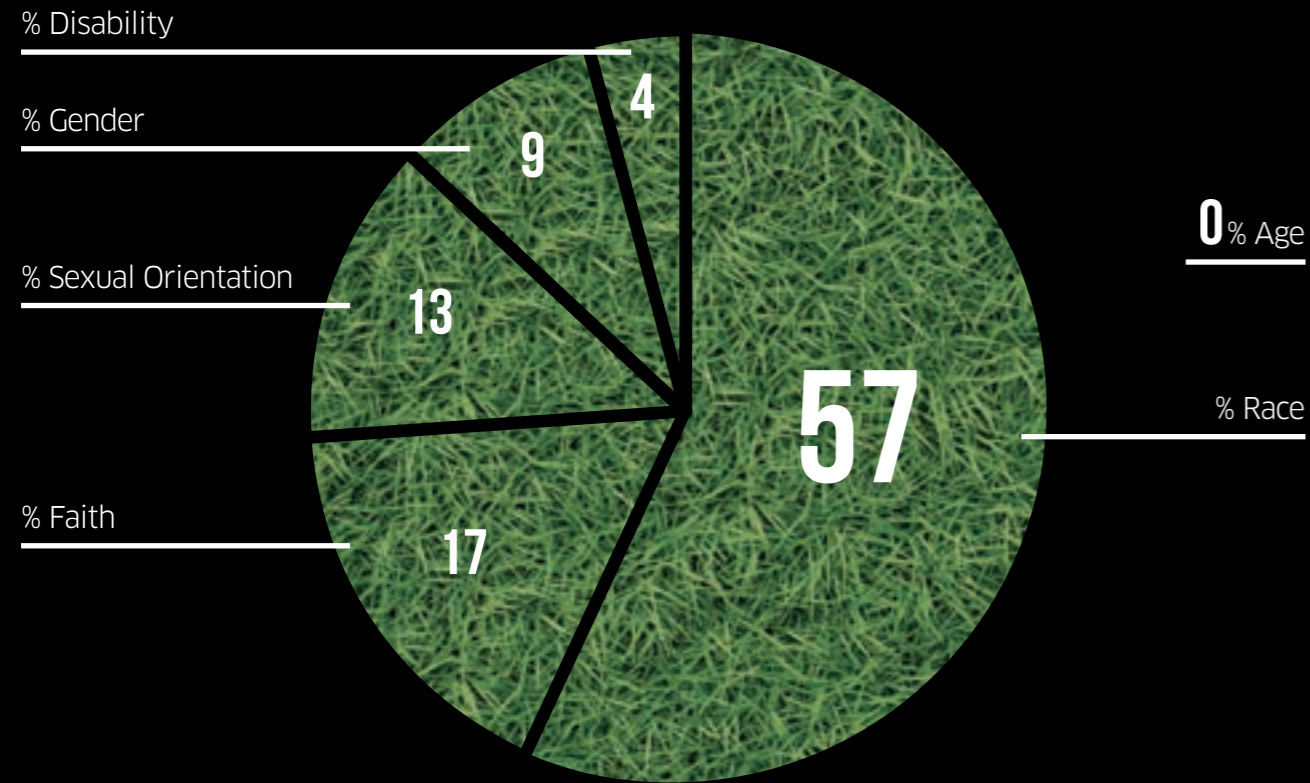
Incidents reported have increased by
38%
compared to last season

2.2 The table below reflects on all incidents Kick It Out has dealt with this season:

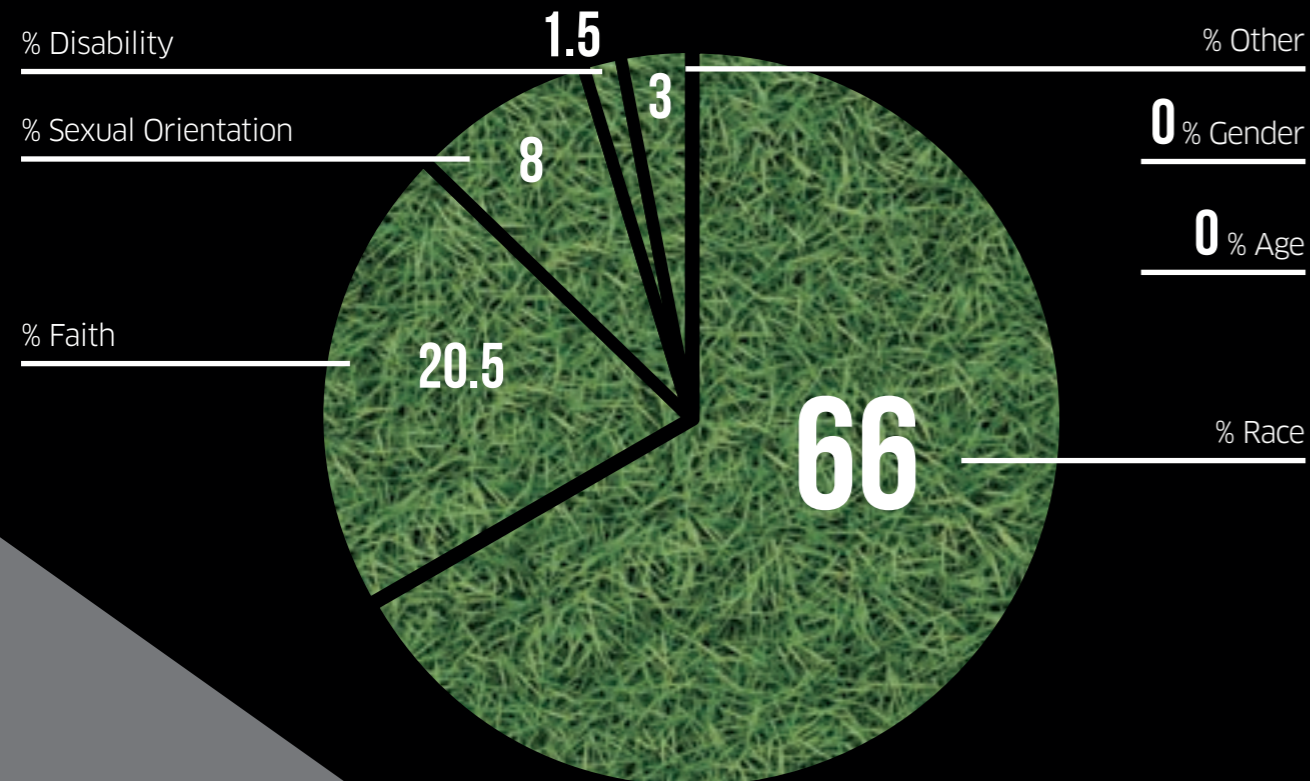
TYPE OF INCIDENT	NUMBER	ACTIVE	CLOSED	CASE PROVEN
Race	225 (57%)	88 (39%)	137 (61%)	43 (31%)
Gender	35 (9%)	17 (49%)	18 (51%)	7 (39%)
Disability	15 (4%)	3 (20%)	12 (80%)	7 (58%)
Faith	68 (17%)	35 (51%)	33 (49%)	12 (36%)
Sexual Orientation	50 (13%)	15 (30%)	35 (70%)	13 (37%)
Age	0 (0%)	-	-	-

Overall number of incidents > | **393** | **158** (40%) | **235** (60%) | **82** (35%)

SUMMARY OF INCIDENTS 2014/15



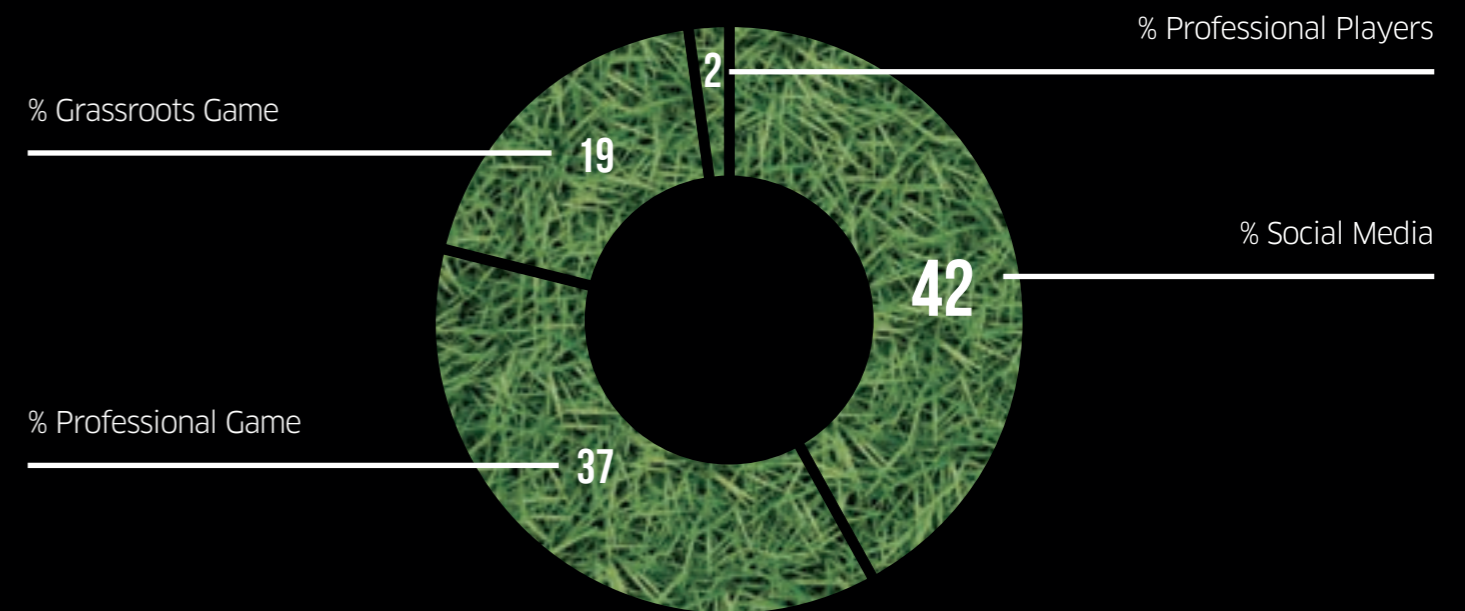
SUMMARY OF INCIDENTS 2013/14



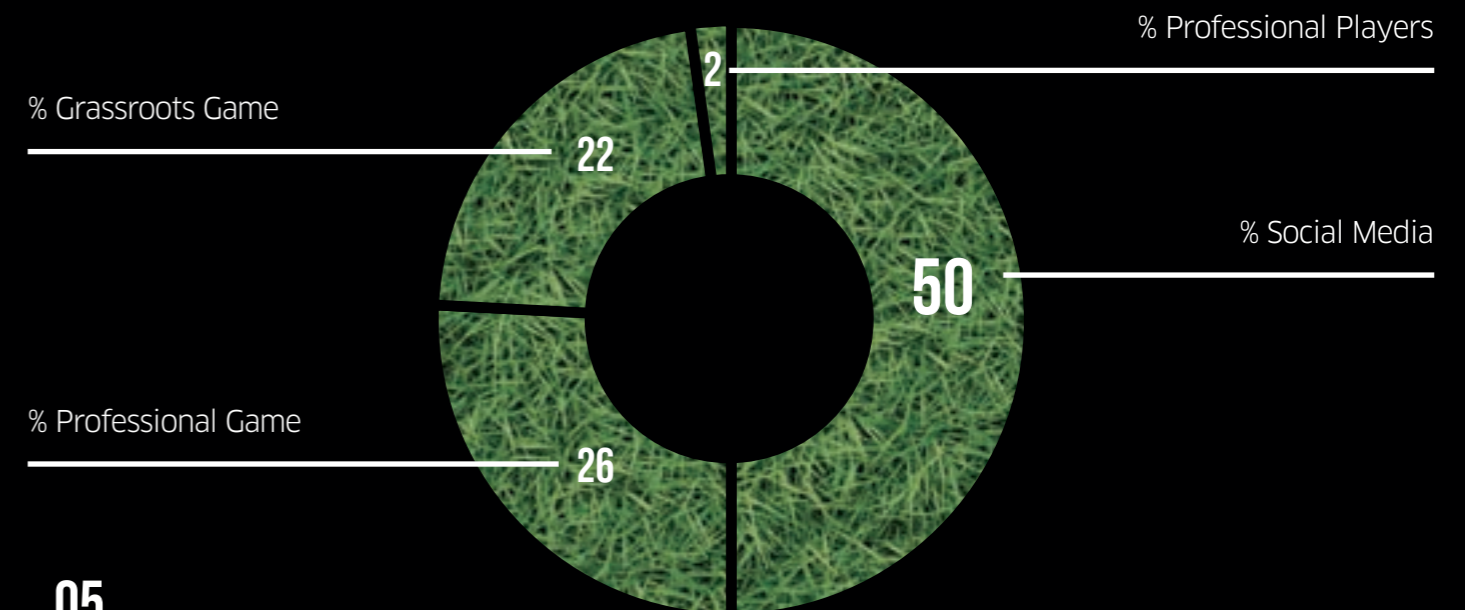
2.3 At the start of the 2014/15 season, Kick It Out released its reporting statistics to media for the first time in the organisation's history. The statistics were released to show transparency to help increase confidence in reporting and greater awareness around the incidents occurring in the game. The statistics were widely reported in newspapers across the country, as well as on Sky Sports News and BBC. Immediately after the release, an increase could be seen in incidents being reported which continued throughout the season.

2.4 Area of the game where the incidents have occurred:

AREA OF GAME 2014/15



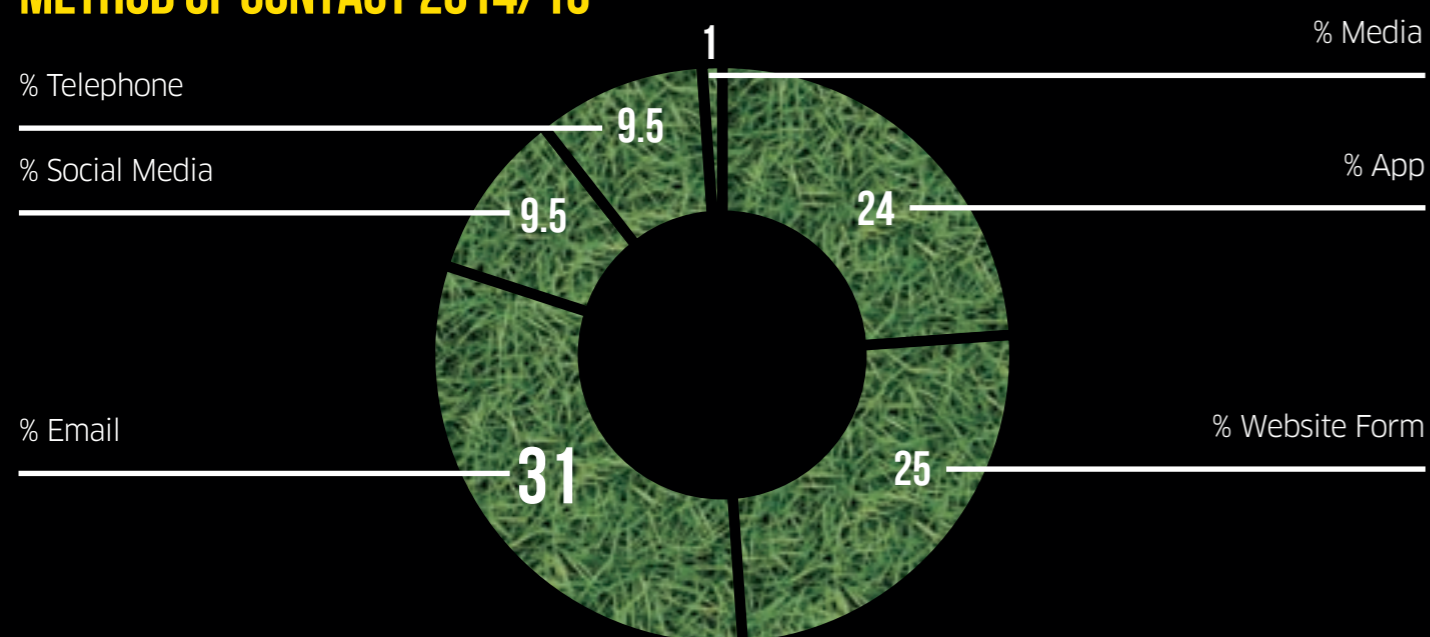
AREA OF GAME 2013/14



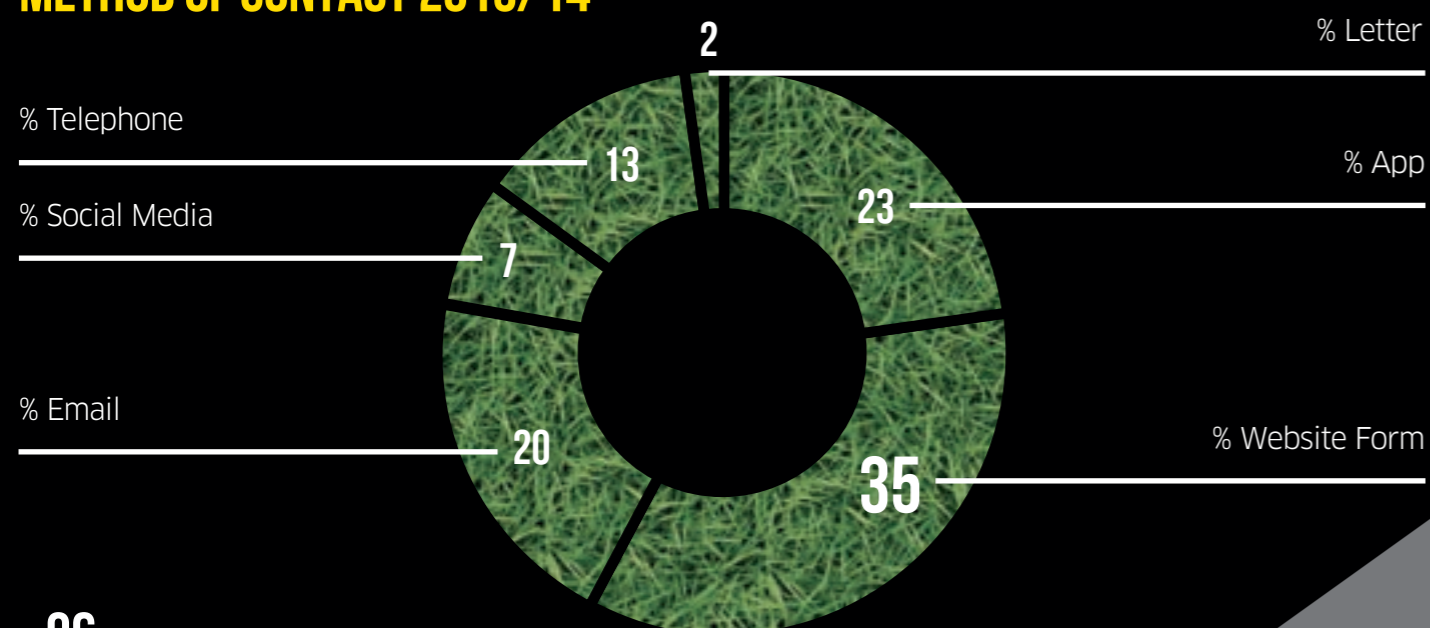
2.5 As previously mentioned, Kick It Out has experienced an increase in reporting by 38% compared to the 2013/14 season. Incidents being reported in the Professional Game are notably higher compared to the other areas, with 37% of the reports occurring there, compared to 26% last season.

2.6 Method of contact with Kick It Out (social media incidents are excluded as they are mainly reported via the platform they occur on and would distort the result):

METHOD OF CONTACT 2014/15



METHOD OF CONTACT 2013/14



2.7 At the start of the 2013/14 season, Kick It Out released a free app which was released to act as an additional method of reporting. It had an immediate effect on the levels of incidents being reported to the organisation during the 2013/14 season, and this trend continued throughout the 2014/15 season. During the 2013/14 season, Kick It Out received 34 complaints via the app. During the 2014/15 season, Kick It Out received 54 complaints via the app, which is an increase of 59% in app usage.

59%
increase in
app usage

3. PROFESSIONAL GAME INCIDENTS

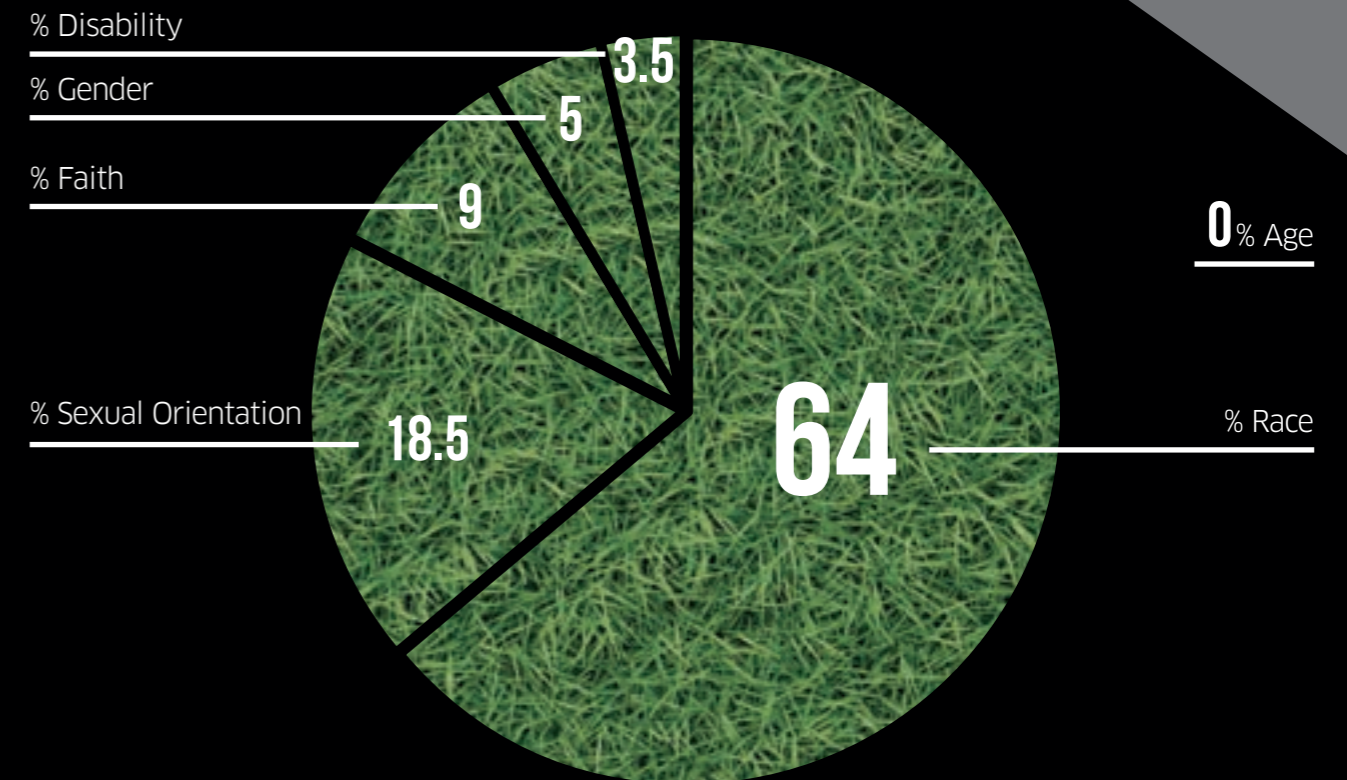
3.1 During the season, Kick It Out received 180 complaints in total within the professional game, relating to 146 incidents. 64% of these incidents were related to racist behaviour, 18.5% to sexual orientation, 9% to faith, 5% to gender and 3.5% to disability.



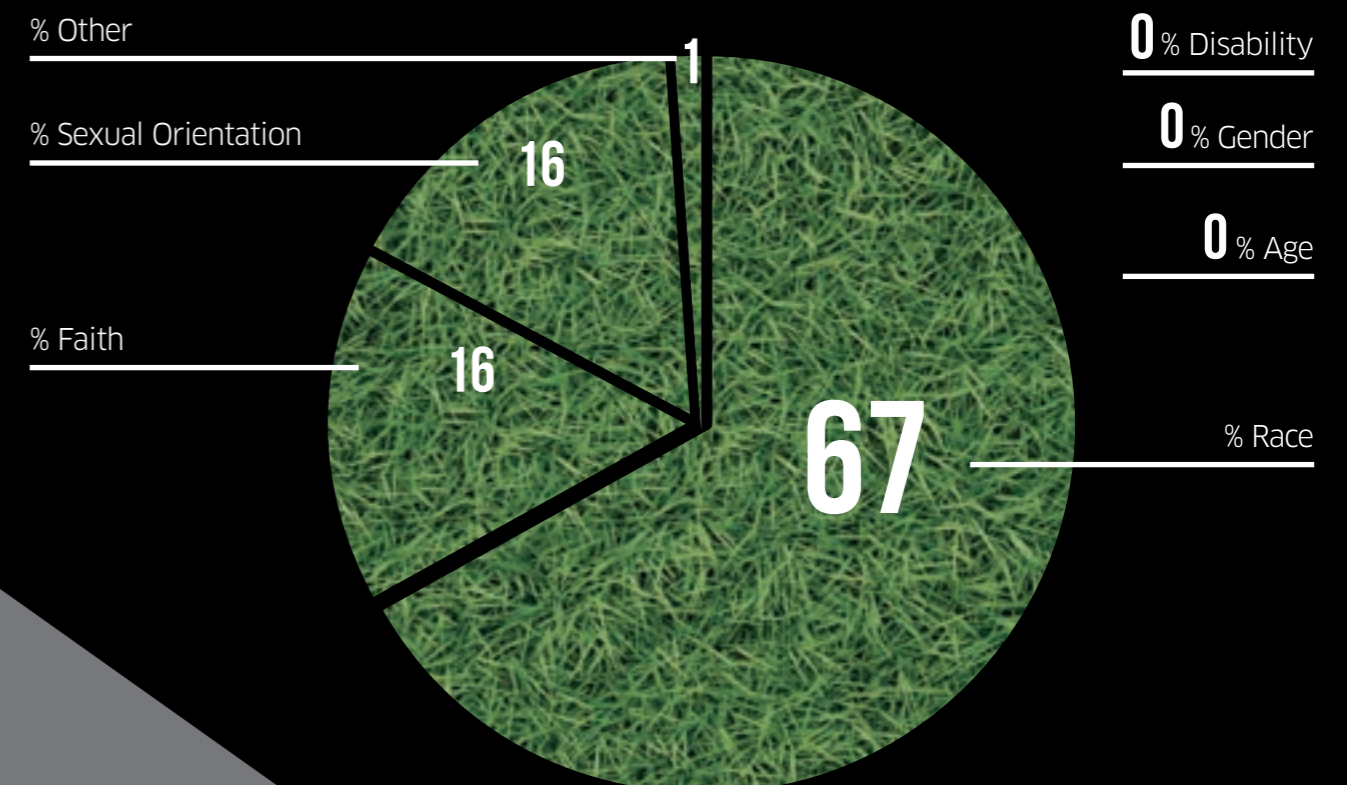
3.2 During the 2014/15 season, Kick It Out dealt with 146 incidents, marking an increase in reporting of 95%. Below details the breakdown of incidents reported as of 1 July:

AREA OF THE PROFESSIONAL GAME:	OVERALL NUMBER OF INCIDENTS	NUMBER OF COMPLAINTS	ACTIVE	CLOSED	CASE PROVEN
Across all areas:	146	180	40	106	26
Premier League clubs	56	87	17	39	7
Football League clubs	52	52	15	37	8
Lower league, friendlies and Cup-fixtures	31	34	7	24	11
International	7	7	1	6	0

SUMMARY OF INCIDENTS 2014/15



SUMMARY OF INCIDENTS 2013/14



3.3 Note on the statistics

3.3.1 Of the 146 incidents reported, 40 (27%) of cases still remain open. This is either due to a lack of response from the club or the case is still being investigated by the Police, The Football Association (FA) or the club.

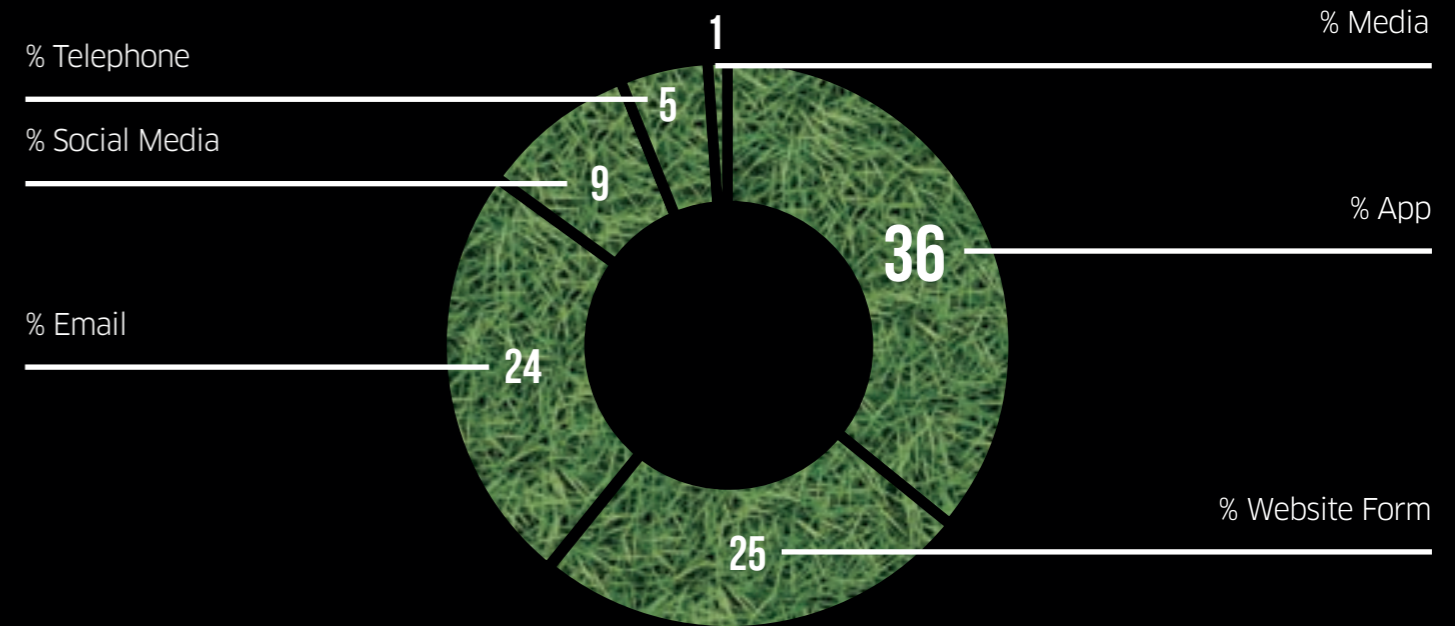
3.3.2 As previously mentioned, there has been an increase in incidents being reported by 95%. A notable increase is that gender, sexual orientation and disability related incidents have all seen a significant rise compared to the 2013/14 season. As there is at times a perception that Kick It Out only deals with racist incidents, it is encouraging that supporters are realising that other forms of discrimination can also be reported.

3.4 Level of incidents for gender, sexual orientation and disability abuse

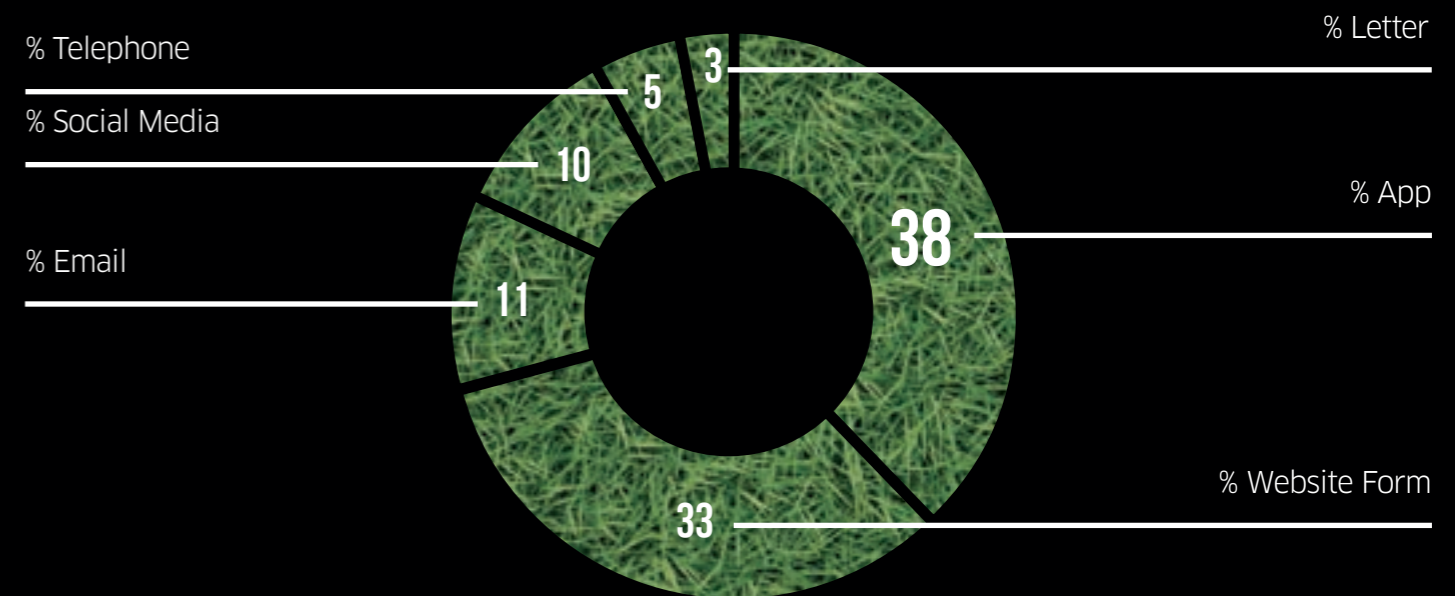
TYPE OF ABUSE	LEVEL OF INCIDENTS 2013/14	LEVEL OF INCIDENTS 2014/15
Gender	0	8
Disability	0	4
Sexual Orientation	12	27

3.5 Method of reporting

SUMMARY OF METHOD OF CONTACT 2014/15



SUMMARY OF METHOD OF CONTACT 2013/14



3.5.1 As can be seen in the pie chart above the app is the most preferred method of contact, as it was during the 2013/14 season.

3.6 The App

The Kick It Out app has been the most-used method of reporting during both the 2013/14 and 2014/15 seasons.

3.6.1 At the beginning of the season it was identified that an upgrade of the app needed to be developed. This was due to the impact it had during its first season in use, but also reflecting on feedback from complainants. The development of the new version started in February 2015 and was completed in July to be ready for release at the start of the 2015/16 season.

3.6.2 Added features in the new version are:

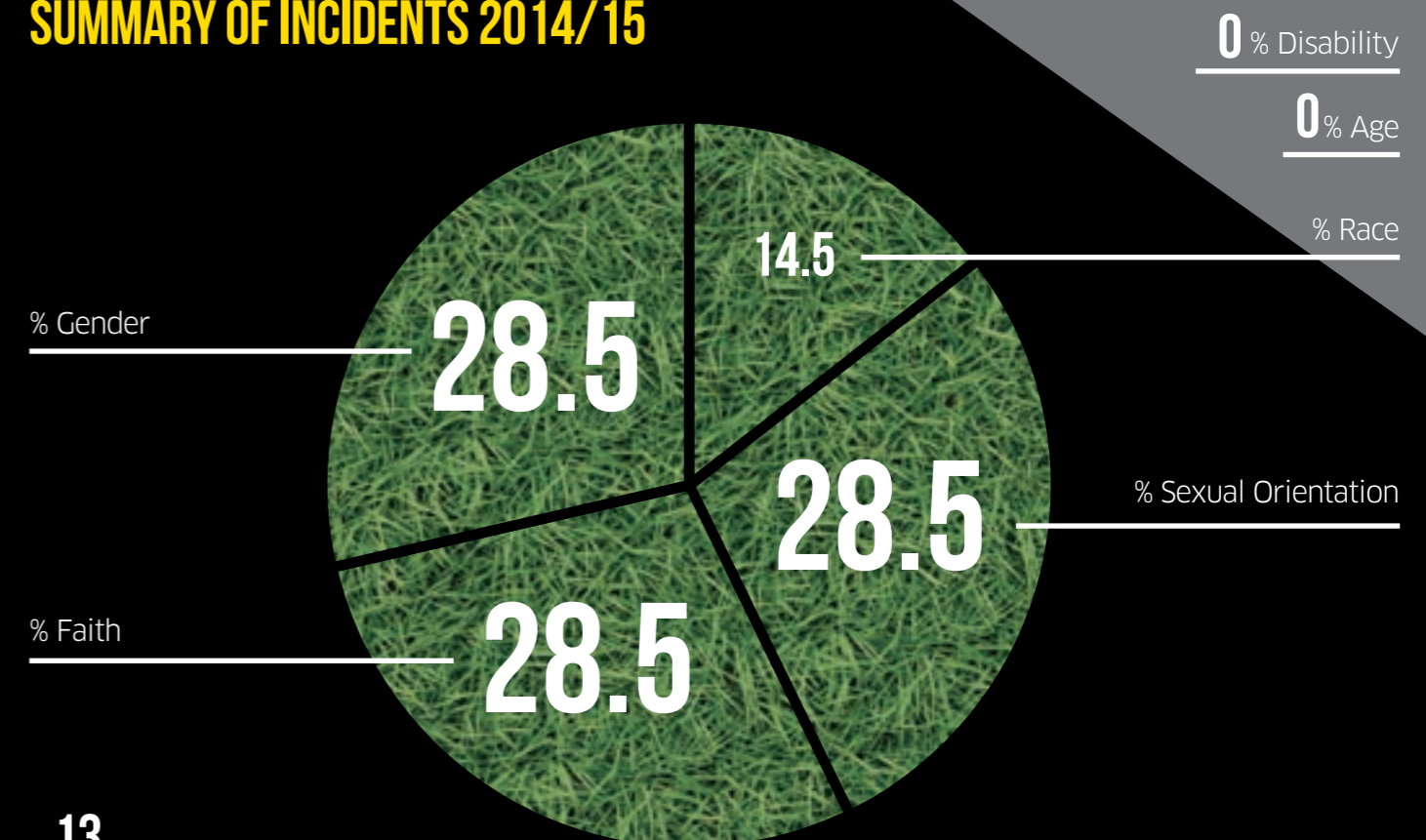
- Higher level of anonymity
- The ability to attach audio, video and pictures to provide supporting evidence to the complaint
- The FA WSL clubs have been included, to complement the men's professional clubs
- Users can now report social media abuse via the app and attach screenshots
- A new back system for logging complaints has been built, to improve the way the organisation logs and follows up on complaints.

4. PARTICIPANTS PROFESSIONAL GAME INCIDENTS

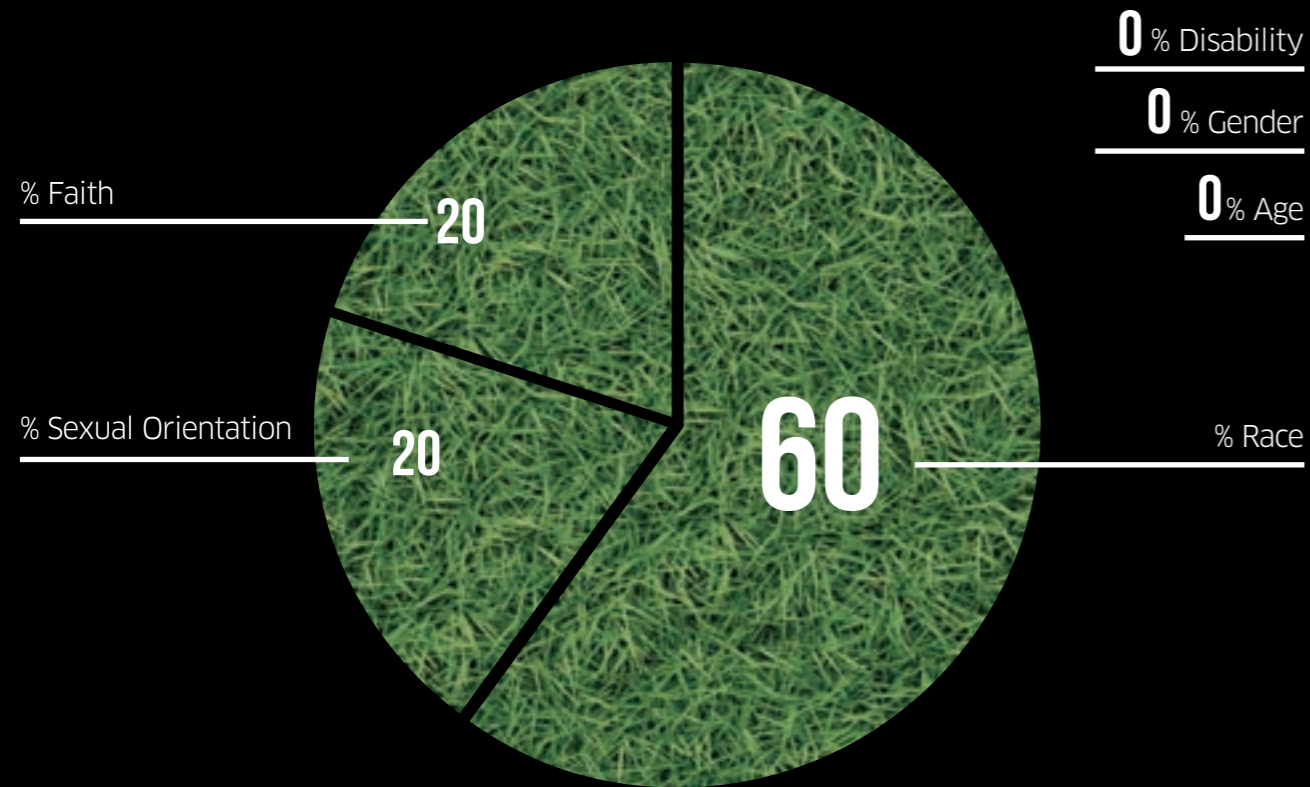
4.1 During the season, Kick It Out received eight complaints, relating to seven incidents. 14.5% of these incidents are related to racist behaviour, and 28.5% respectively to sexual orientation, gender and faith. Below is a table providing more detailed information about the complaints received:

OVERALL NUMBER OF INCIDENTS	NUMBER OF COMPLAINTS	TYPE OF DISCRIMINATION	NUMBER	ACTIVE	CLOSED	CASE PROVEN
7	8	Race	1 (14.5%)	0 (0%)	1 (100%)	1 (100%)
		Gender	2 (28.5%)	0 (0%)	2 (100%)	2 (100%)
		Disability	0 (0%)	-	-	-
		Faith	2 (28.5%)	0 (0%)	0 (100%)	1 (50%)
		Sexual Orientation	2 (28.5%)	0 (0%)	2 (100%)	1 (50%)
		Age	0 (0%)	-	-	-

SUMMARY OF INCIDENTS 2014/15

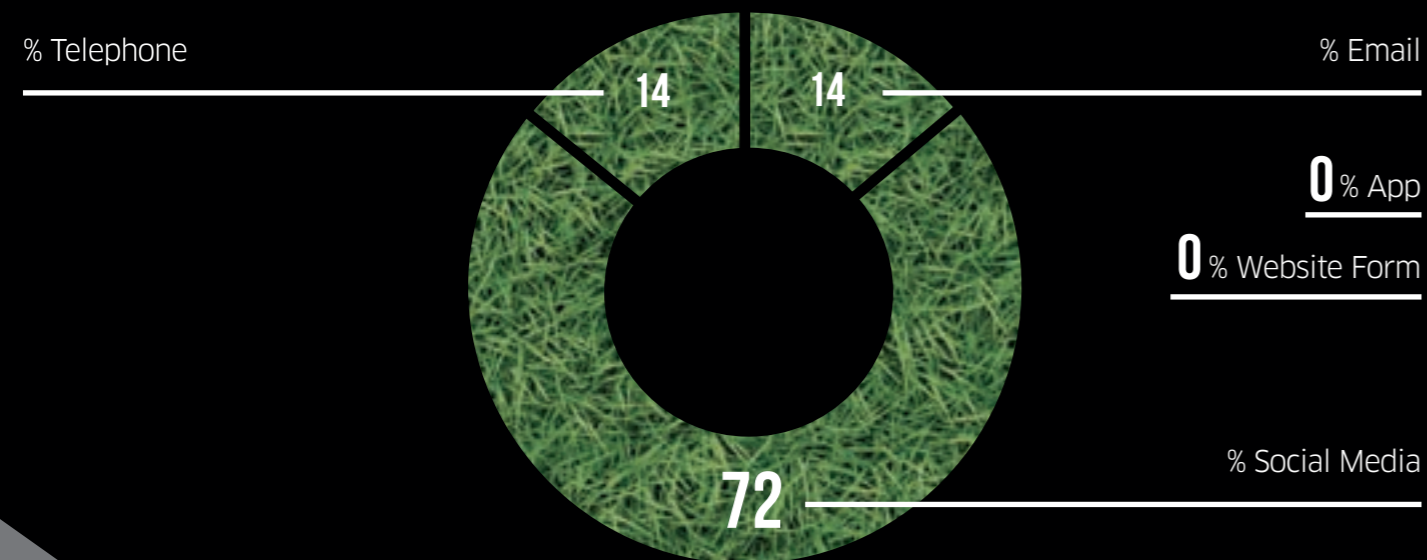


SUMMARY OF INCIDENTS 2014/15

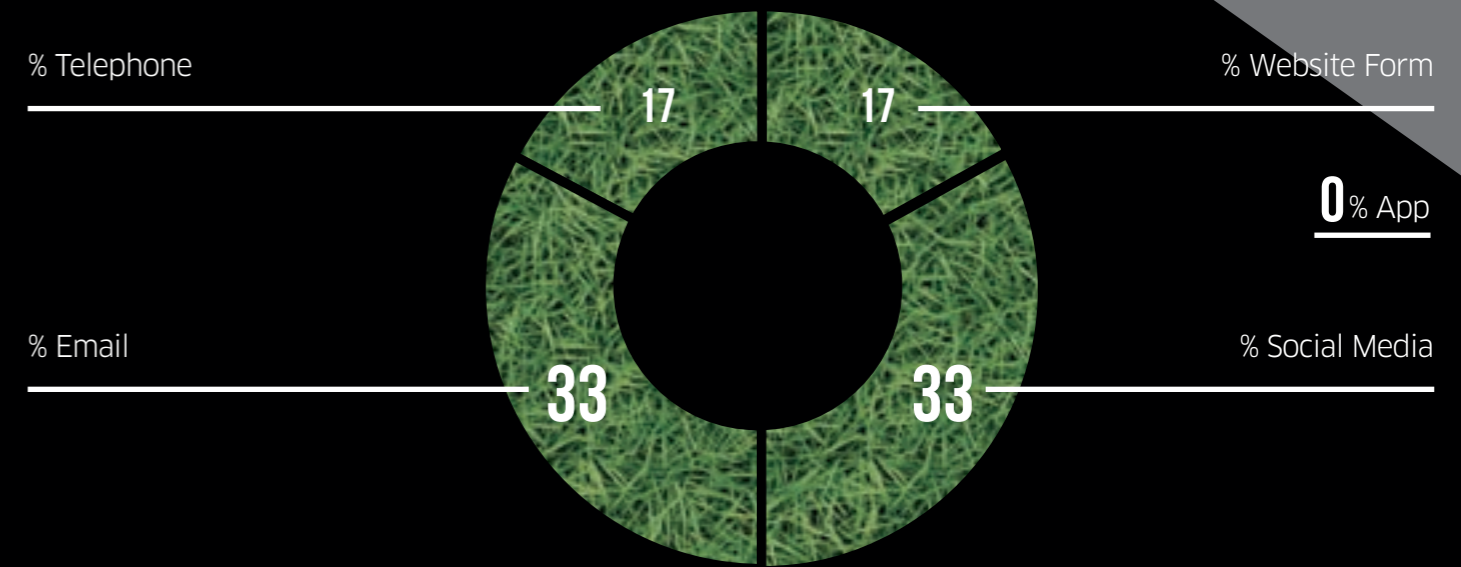


4.2 Method of reporting

SUMMARY OF METHOD OF CONTACT 2014/15



SUMMARY OF METHOD OF CONTACT 2013/14



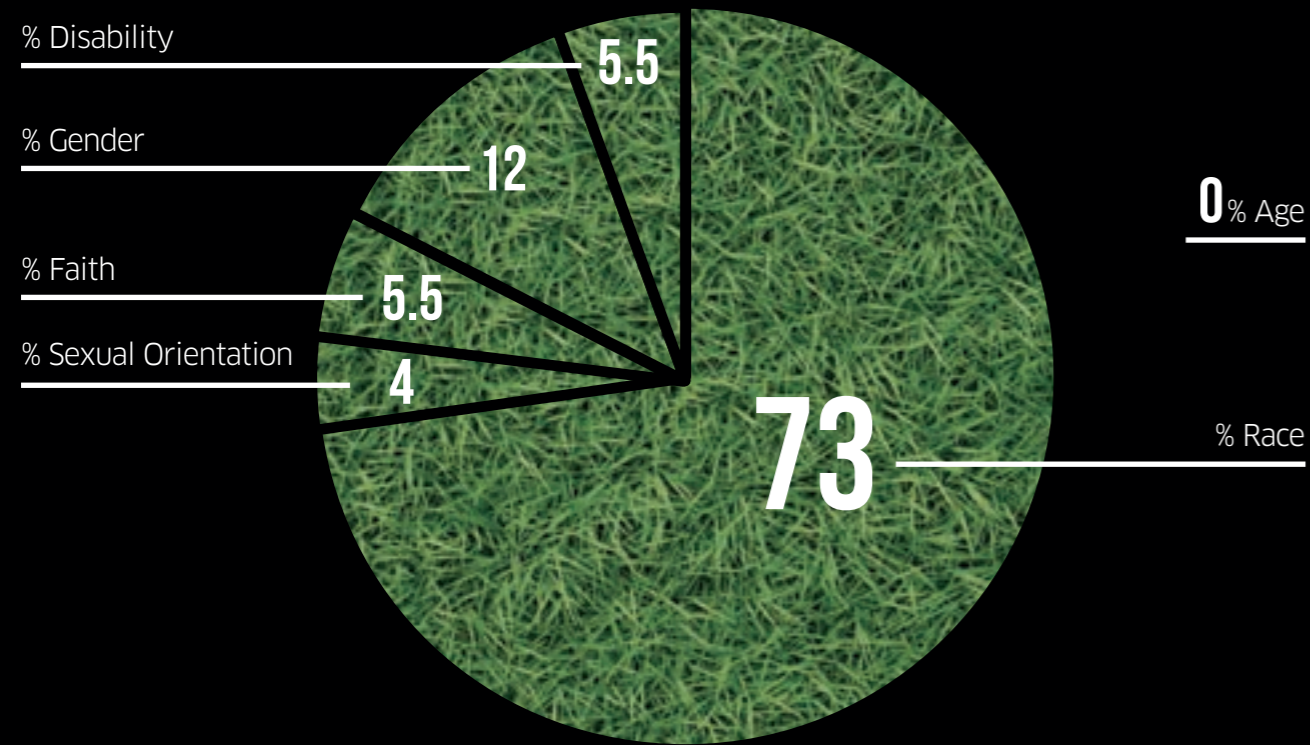
5. GRASSROOTS COMPLAINTS FOR 2014/15:

5.1 During the 2014/15 season, Kick It Out received 75 complaints in grassroots football, with 74 being under The FA's regulation. 73% of these incidents are related to racist behaviour, 12% to gender, 5.5% respectively to disability and faith, and 4% to sexual orientation.

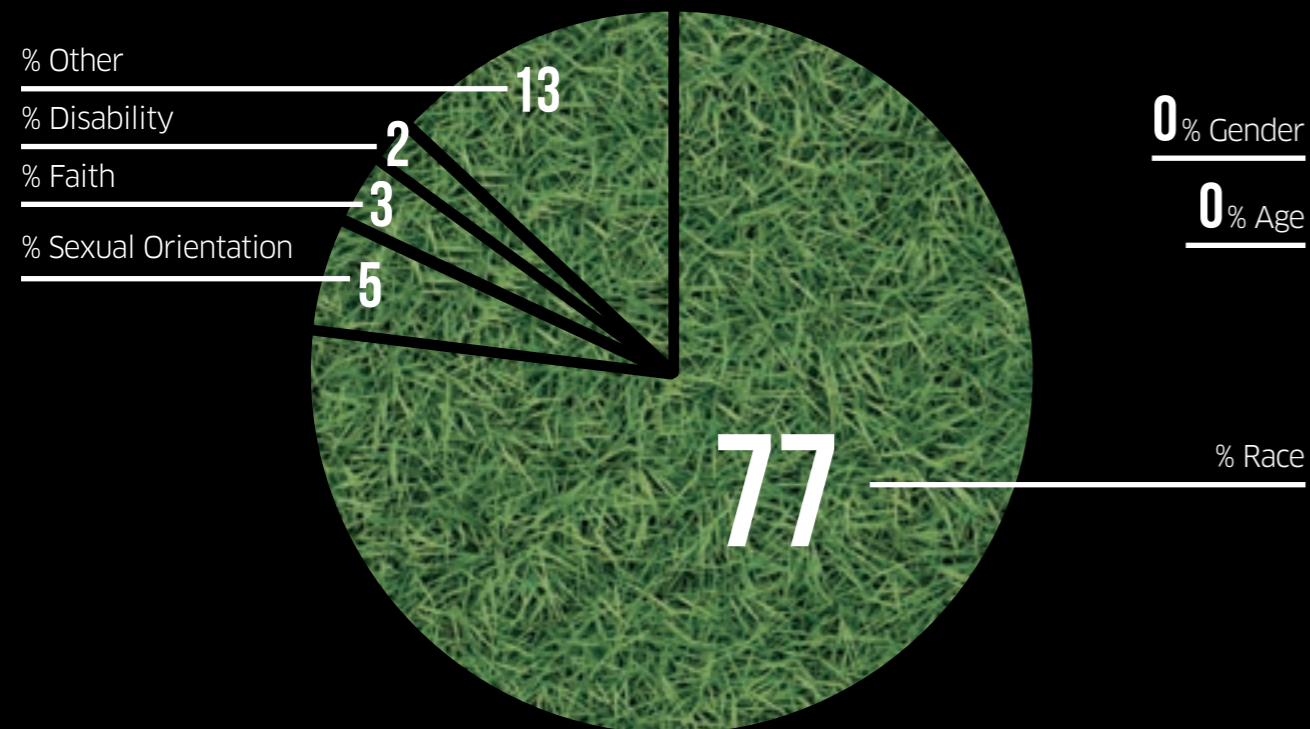
5.2 During 2013/14 season, Kick It Out had dealt with 62 complaints in total, noting an increase this season by 21%. Below details the breakdown of incidents reported during the 2014/15 season to date:

SEASON	OVERALL NUMBER OF INCIDENTS	NUMBER OF CASES INVESTIGATED BY THE FA	ACTIVE	CLOSED	CASE PROVEN
2014/15	75	74 (99%)	26	47	15
Across all areas:					

SUMMARY OF INCIDENTS 2014/15



SUMMARY OF INCIDENTS 2013/14



5.3 Note on the statistics

5.3.1 Of the 75 incidents reported, 26 (35%) remain open and are still under investigation by the regulatory bodies.

5.3.2 As previously mentioned there has been an increase in reporting at this level by 21%. In total, 32% of closed cases has led to an allegation being proven.

Of the incidents reported,

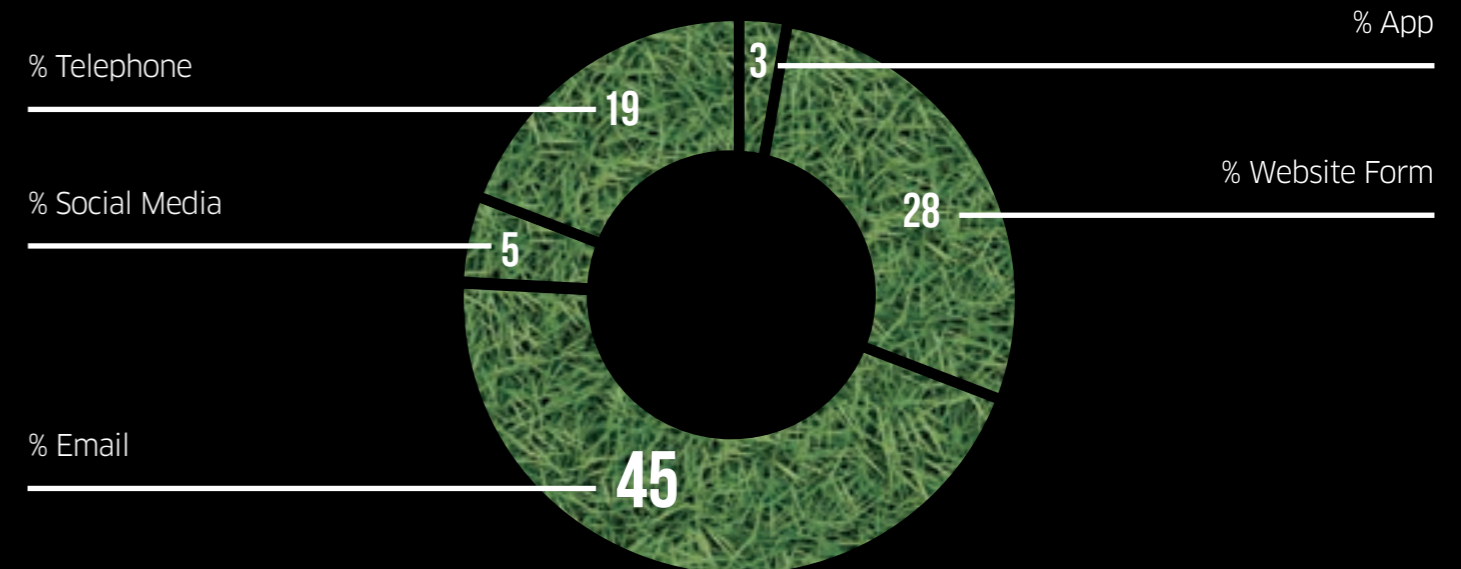
35%

remain open and are still under investigation

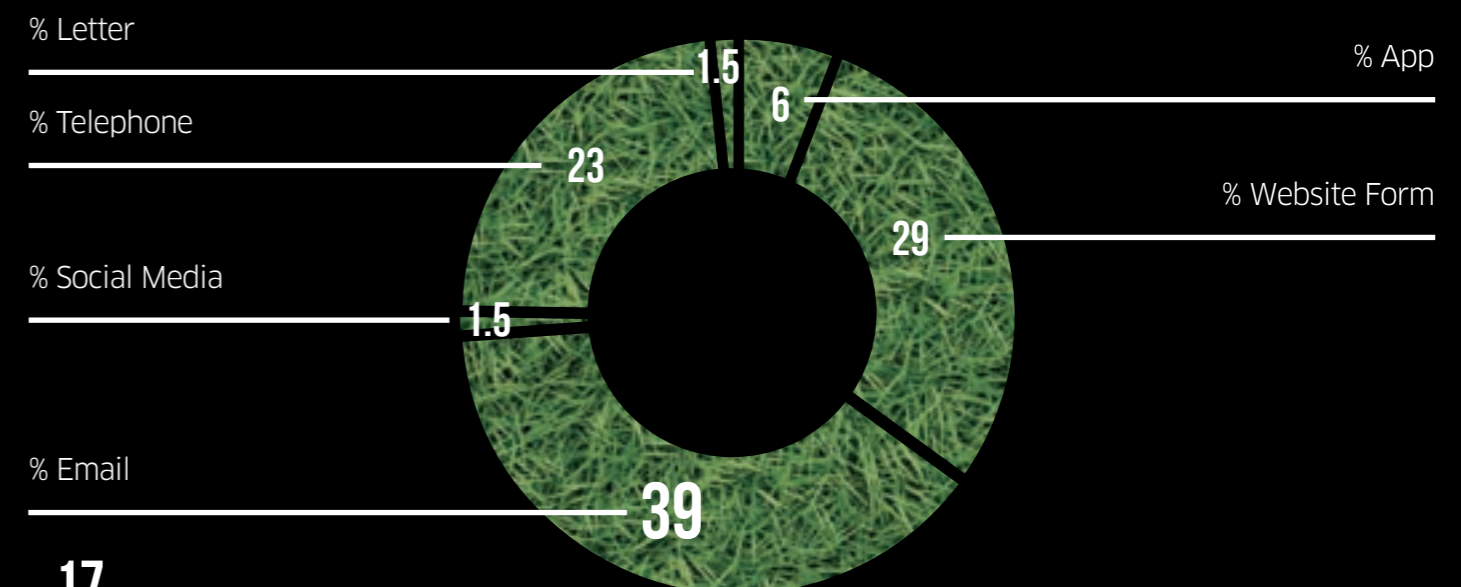
5.4 Method of reporting

5.4.1 As can be seen in the below pie charts the most preferred method of contact during the 2014/15 season was via email, which was also the case during the 2013/14 season.

SUMMARY OF METHOD OF CONTACT 2014/15



SUMMARY OF METHOD OF CONTACT 2013/14



5.5 Reporting Advisors

Kick It Out is rolling out a Reporting Advisors pilot scheme between September and November which will see seven Advisors encouraging reporting and promoting the app at grassroots fixtures. The Advisors will be working across three County Football Associations - Birmingham FA, Essex FA and West Riding FA - with the voluntary roles seeing them offer extra support to those reporting incidents of discrimination, and providing greater visibility for Kick It Out and the reporting mechanisms. The roles will also ensure there is a greater knowledge of the cultural and procedural changes being implemented by The FA and County Football Associations.

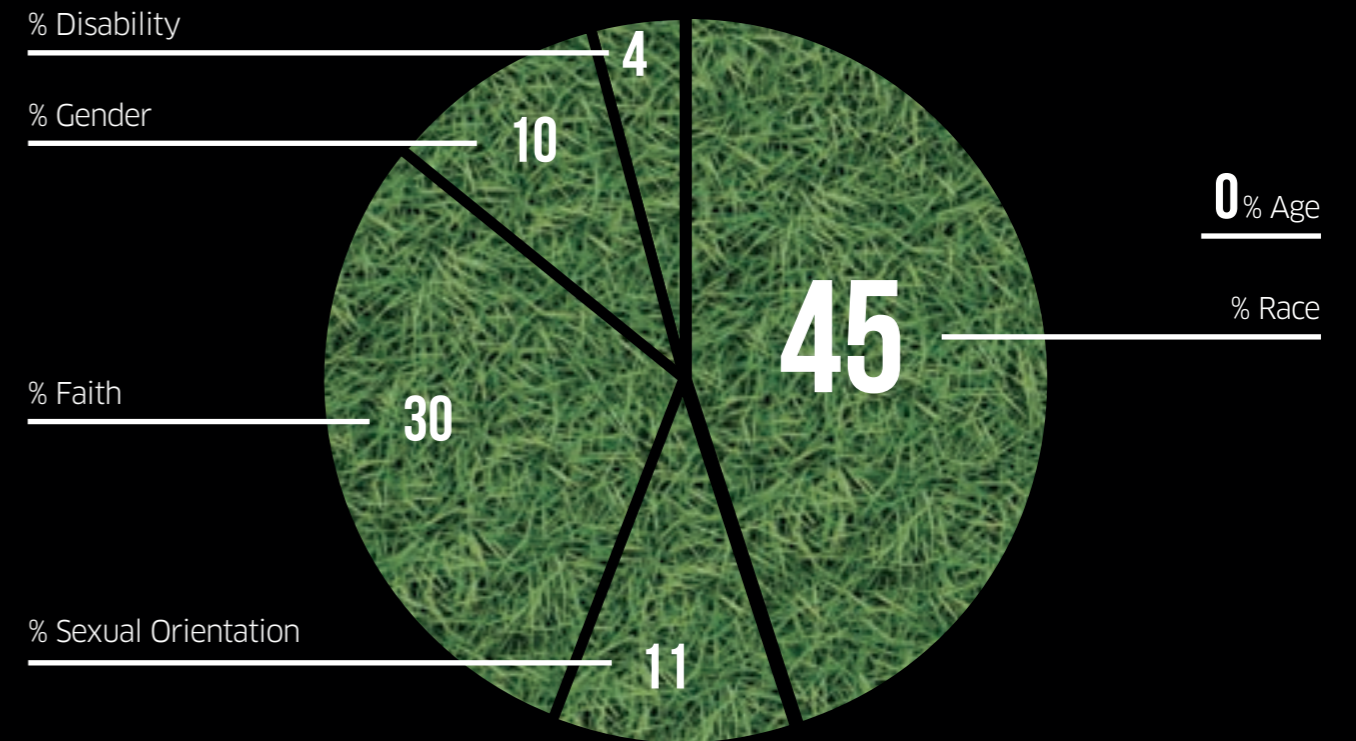
6. SOCIAL MEDIA INCIDENTS

6.1 During the season Kick It Out received 165 complaints relating to incidents that took place on social media. 45% of these incidents are related to racist behaviour, 30% to faith, 11% to sexual orientation, 10% to gender and 4% to disability abuse.

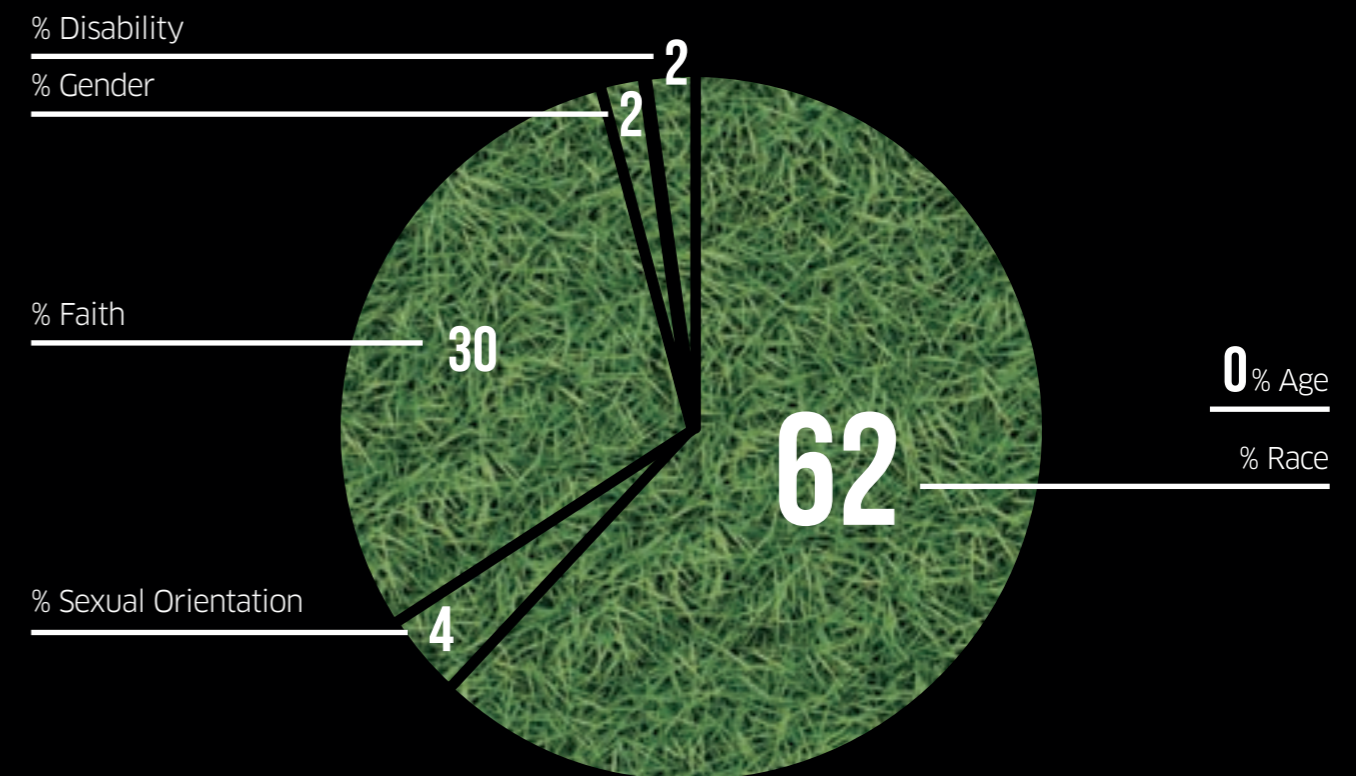
6.2 During the 2013/14 season Kick It Out in total dealt with 142 incidents, marking an increase in reporting to the campaign by 16% during the 2013/14 season. Below is a table providing detailed information about the complaints received:

		ACTIVE	CLOSED	CASE PROVEN
Overall Social Media incidents	165	93	72	33
Reported to Police	80	61	19	16
Reported to platform	80	30	50	16
Referred to a club	5	2	3	3

SUMMARY OF INCIDENTS 2014/15



SUMMARY OF INCIDENTS 2013/14



6.3 *Note on the statistics*

- 6.3.1 Of the 165 incidents reported, 93 (56%) cases still remain open. This is a significant improvement compared to the 2013/14 season when 74% cases was still open at the end of the campaign.
- 6.3.2 As shown in the pie charts to the left, the number of incidents relating to race remains the largest type of discrimination reported, and is at a similar level to last season. It is noticeable that there are more incidents related to gender, sexual orientation and disability being reported to the organisation.
- 6.3.3 As previously mentioned, there continues to be an increase in reporting on social media, however there continues to be a lack of action taken by the Police and the platforms. To increase the satisfactory outcomes of incidents, Kick It Out is aiming to further liaise with the platforms and local Police forces, and recently launched an expert working group to address the issue.

7. CONCLUSION

7.1 This season has been an effective but challenging time for Kick It Out in addressing discrimination within the game. The actual rise in reporting which Kick It Out experienced during the 2013/14 season has not been as big this campaign. However, the organisation still had an increase of 109 cases which marks a 38% increase.

7.2 While the rising confidence participants and supporters feel in reporting is welcomed, it poses a challenge for the organisation. Kick It Out will only continue to be successful in this area of work through strong partnerships with the football authorities, communities, clubs, fans and players. It is through robust partnerships the organisation can continue to deal with incidents in an effective manner, despite limited resources.

Effective reporting guidelines continues to be essential and closer links with The FA's Disciplinary Team and Equality Team, club safety officers, Police forces and fans organisations is to be welcomed.

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Kick It Out is supported and funded by the game's governing bodies, including The Football Association, the Premier League, the Professional Footballers' Association, and the Football League

