



A Game for All

Description of project

Over the last ten years, Scotland's demographics have changed massively, with over 200,000 people from ethnic minority backgrounds now living in the country – a 100% increase since 2001. With this in mind, A Game for All was developed to support and empower our grassroots clubs to become truly representative of the communities they belong to.

Targeting 12 clubs based in ethnically diverse areas, local football equity officers delivered cultural awareness workshops designed to give volunteers the confidence to take action. The three main aims of the project were:

- to increase accessibility and opportunities within the game for ethnic minority communities;
- to increase the number of people from ethnic minority backgrounds in all areas of football;
- to empower grassroots clubs to become truly representative of the communities they belong to.



Multicultural Spartans FC celebrate UEFA Grassroots Day

Objectives

- Deliver cultural awareness workshop to 60 individuals by August 2015
- Develop 12 bespoke action plans to increase diversity at clubs by September 2015
- Identify 6 ethnic minority role models by September 2015
- Involve an additional 50 individuals from ethnic minority backgrounds in club activity by December 2015

Results

- 12 clubs involved in and committed to the project
- 119 individuals attended cultural awareness workshops
- An additional 40 individuals from ethnic minority backgrounds involved in weekly club activity (we expect to exceed the target of 50 by the end of 2015)
- A strong, sustainable project that will be delivered for years to come

Tips for replication

Dedicated staff and strong, sustainable grassroots clubs were vital to the implementation of this project. The number of clubs involved was entirely dependent on the level of staff support available (six football equity officers). Being sensitive to the demands on volunteers' time while supporting and driving the clubs forward has been an important part of the football equity officers' work.

Contact information

Should you have any questions with regard to this project, please contact Jennifer Malone (Jennifer.Malone@scottishfa.co.uk)