

## The FA Respect Programme: Summary - July 2008

### 1. Background.

The FA is committed to tackling behaviour across the whole game. Improving overall disciplinary performance (of which behaviour is a key part) is one of the fourteen milestones in the new FA Vision. The FA has been working with its professional and national game partners to develop a number of initiatives to address both on pitch and sideline behaviour.

### 2. Launch

The Respect Programme will be launched at the FA Community Shield. The Marketing and Communication Divisions are currently planning the launch. Activities will include the use of the Wembley perimeter boards and big screen, match day programme, media briefings and a dedicated Respect section on The FA.com.

### 3. Professional Game

The FA has been working with the Premier League, Football League, PFA, LMA and the PCMO to develop the following practical steps in the professional game:

- The Referee to use the captains to help manage behaviour.
- Referees to apply Law 12 and deal firmly with any open show of dissent.
- Pre-match briefing involving the referee, captain and a senior member of the coaching staff.
- A focus on improving behaviour in the technical area including prohibiting the use of TV and other monitors.
- PL Codes of conduct - Chairmen and Managers.
- Both teams to line up and shake hands with the opposition and match officials prior to KO to set the sporting tone.

### 4. National Game

The referee using the captains in the management of behaviour and the firm application of Law 12 will be adopted across the whole game. In addition there are some specific national game practical steps which have been shaped by 7 pilot CFAs. These are:

- Codes of Conduct - the promotion of codes of conduct for players, spectators/parents, managers and referees with appropriate and clear sanctions.
- Designated Spectator Areas - the 'roping off' of pitches to keep spectators away from the sideline

### 5. Implementing Respect within the National Game

- (a) The referee 'using the captains in the management of behaviour' and the application of Law 12
- Information booklet to be distributed to every referee
  - To be embedded into future referee training courses
  - E-comms to every referee on database (21,500)
  - Section on FA.com including educational video clips.
  - Referee Workshops (optional) for Referees in 'Respect Leagues'
  - Information in FAMOA magazine
- (b) Respect Guides and Codes of Conduct
- Downloadable codes on The FA.com
  - Leagues registering as a 'Respect League' can apply for a Respect Pack which includes the following materials:

#### 1. League information guide

#### 2. Club information pack

- Information guide on Respect 'practical measures'
- Guidance on codes and what sanctions a club/league/County FA/The FA can take
- Captain's guidance leaflet on their role
- Code of conduct sign-up sheets - players, coaches, club officials
- Code of conduct laminates for dressing rooms and to display to spectators/parents
- Captain's armband displaying Respect wording

#### (c)

- Designated Spectator Areas
- The opportunity for leagues adopting the Respect programme to purchase barriers at a significantly reduced cost. The product retails on the open market at £150. The FA has negotiated a cost of £65 plus distribution costs.
- The FA is in discussions with the Football Foundation regarding offering a grant aid scheme with a 50% reduction for leagues in the Respect programme.

### 6. The Professional Game roll out

Professional game initiatives being communicated at the PCMO conference, PL and FL pre-season management meetings and broadcast briefings to gain support for the Respect programme. There will also be a reinforcement of the Respect message at the PL pre-season launch.

### 7. The National Game roll out

The FA will:

- Liaise with the Football Conference, Northern Premier, Southern and Isthmian Leagues and the remainder of the National League System to agree relevant initiatives appropriate for each level of the game.
- Liaise with the FA Women's Pyramid of Football Leagues.
- Directly communicate to all leagues and referees on the database.
- Lead the launch of the campaign and raise awareness of how clubs, leagues, coaches and players can get involved in Respect - media launch week of 4<sup>th</sup> August.
- Produce the materials for The FA.com and the League/ Club packs.
- Produce CFA Guides and Referees Guides to Respect.
- Produce promotional materials to be used in 'free' advertising space allocated by The FA's commercial and broadcast partners, e.g. tray liners in McDonald's restaurants and film content for ITV Local.
- Produce and promote three promotional videos (target audience five million viewers)
- Brief the CFAs via the County Support Groups and provide new weekly updates on MYFA.
- Organise the training for CFA 'Lead Officers'
- Agree roles and responsibilities with the CFA - CEO, Development, Welfare and Referees.
- Produce a three hour workshop for Referees in 'Respect Leagues'
- Distribute the league packs in conjunction with the CFAs.

- Work with the Football Foundation and Purchasing Dept to develop a grant aid scheme for designated spectator areas.

The CFAs are requested to:

- Identify a lead person within the CFA to attend a full briefing (this worked well in the pilot phase)
- Discuss and agree roles and responsibilities across key staff e.g. development, referees, and welfare (The FA have drafted some guidelines for discussion)
- Offer advice to leagues wishing to adopt and promote the respect initiatives - e.g. funding, implementing codes, using full time monitoring tools.
- Promote and distribute Referees Guides.
- Respect Leagues utilising monitoring tools-review highlighted poor practice and the implications for Welfare and Referees Officers.