

Respect



Respect Programme

Westmorland Football League

November 2010



Respect



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Respect



Time to
Change!



Outcomes:



- Recognise what The FA **Respect** programme is and identify the key initiatives within the professional and national game
- Know how to implement **Respect** to the Westmorland League
- To understand your responsibilities

Lose Respect. Lose the game.



“The **RESPECT** programme is aimed at helping us all work together to change the negative attitudes and abusive behaviour on the sideline and on the pitch. It's a long-term commitment, but if we all play our part, together we can really make a difference”.

Brian Barwick, FA Chief Executive Officer

Why Respect?



- **Response to largest ever football consultation ‘Your Game, Your Say’ involving 37,000 stakeholders**
- Abuse towards referees and sideline behaviour are the top two issues football wants The FA to address.
- 98% of referees have received verbal abuse and 27% have received physical abuse
- One in three grassroots matches are now played without a qualified match official
- 846 grassroots matches were abandoned last year due to unacceptable behaviour from players and/or spectators

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Core to The FA Strategy:



- **Respect** is one of 14 critical milestones in **The FA Vision**
- Critical to **The National Game Strategy** targets of:
 - 20,500 new teams
 - 8000 new referees
 - Better players (5-11)

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Pro Game



Professional Game - Five key practical steps:

- Referee managing the game
- Captain taking more responsibility
- Pre-match briefing meeting with referee & managers/captains
- Team handshake before kick-off
- Protection of the technical area

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National Game



National Game - Four key practical steps:

- Codes of conduct – players, spectators, refs, coaches
- Designated Spectators' Areas
- Referee managing the game
- Captain taking more responsibility

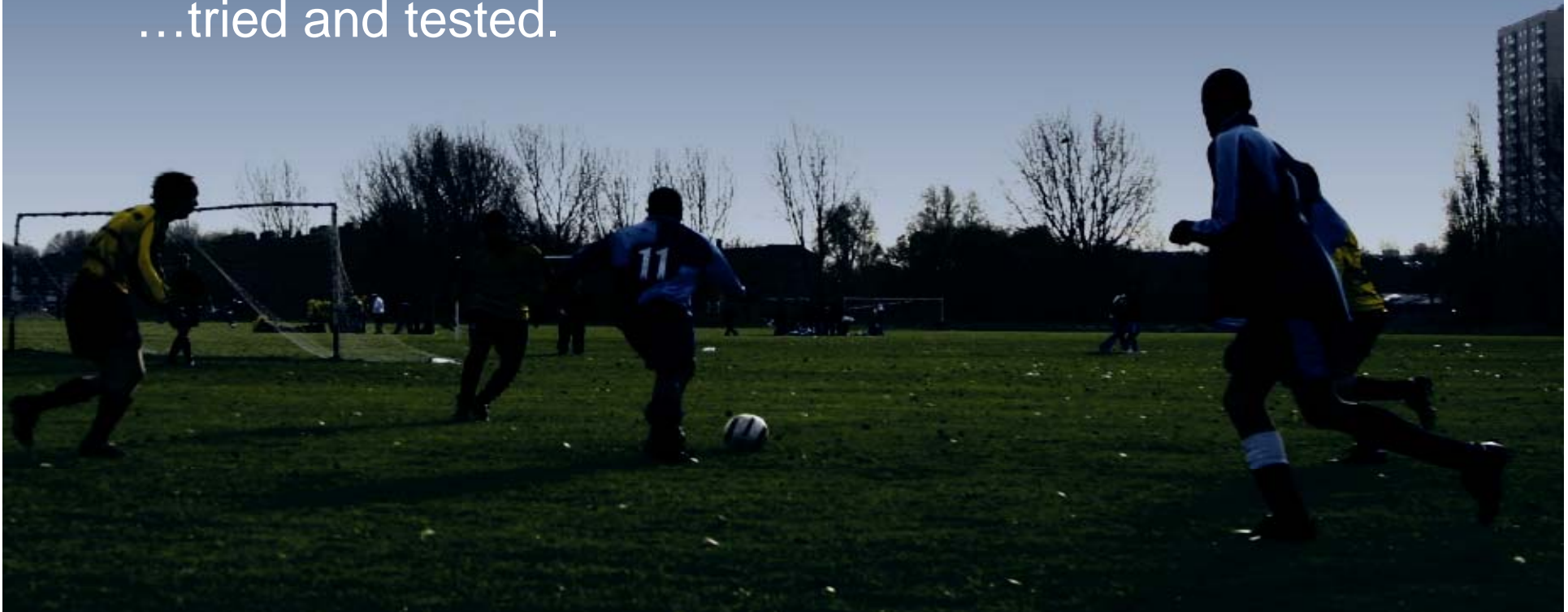
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Respect



From pilot to programme ...

...tried and tested.



What was the scope of the Respect pilot?



We worked with:

- 7 County FAs, 20 Leagues, 345 teams
- 10 weeks - during second half of last season
- The active leagues uploaded their fixtures to Full Time
- Supported by online feedback system
- Analysis conducted by independent experts
- Backed up by marketing and PR activity

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What interventions were used?



Grassroots Respect Pilots – 4 interventions

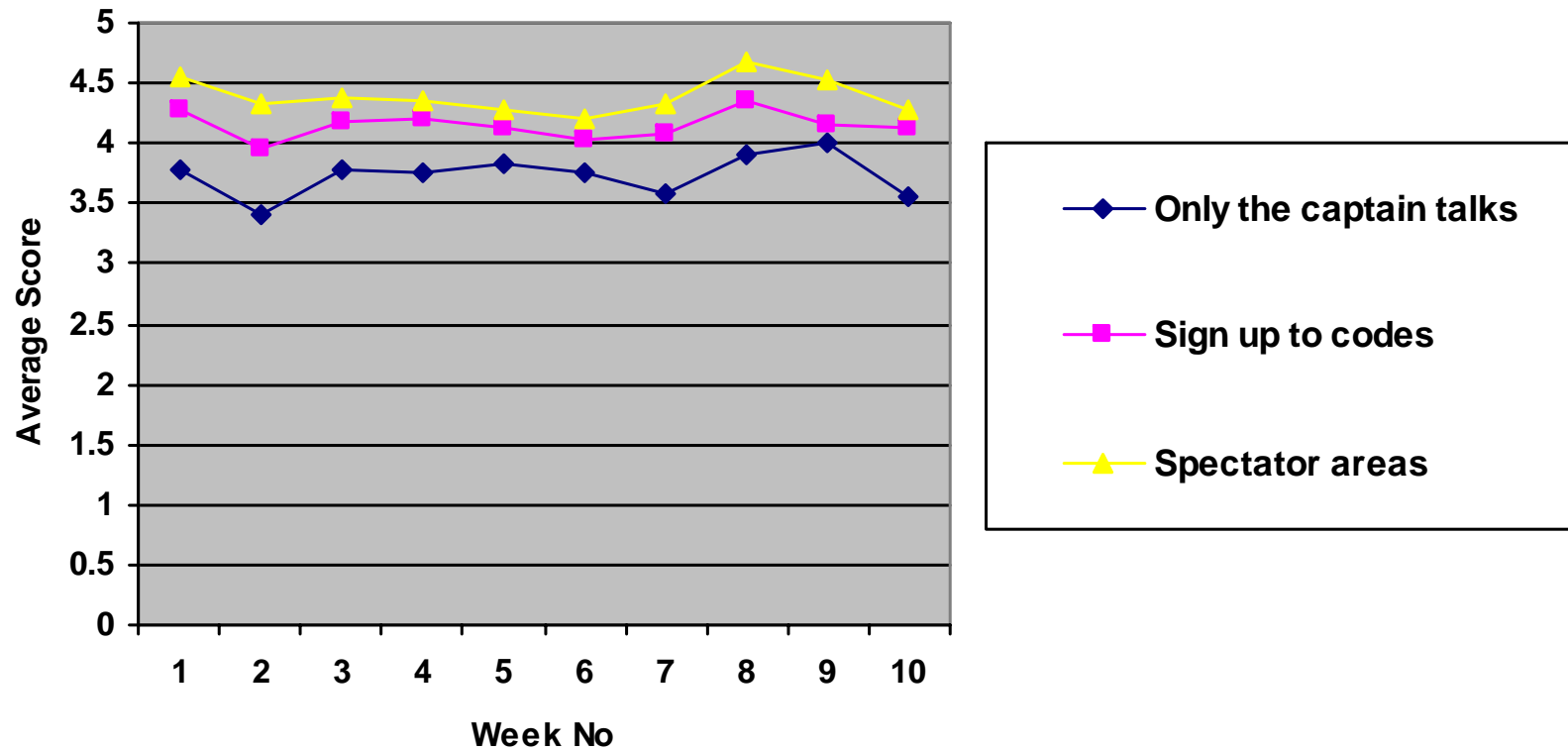
- Designated touchline areas for spectators
- Codes of Conduct with sanctions
- Only Captain speaks to the referee
- Regular feedback on behaviour from stakeholders

Comprehensive research programme reviewing the Impact of the pilot.

What did we learn from the research?



Responses - active participants



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What did we learn from the research?



Results demonstrated that all three measures had a positive impact on improving behaviour. The headlines are:

- Referee and club officials reported a reduction of negative behaviour (on and off the pitch)
- Spectator barriers worked across the adult and youth game, but specifically in youth matches
- Codes of conduct worked across the adult and youth game
- ‘Captain only’ worked well as a concept across the game. However, it was clear that there were different interpretations and we needed to instigate a consistent approach.



What are the steps going forwards?

Grassroots Respect – 4 interventions 08-09 season onwards:

1. Codes of Conduct with sanctions
2. Designated touchline areas for spectators
3. Captains taking more responsibility
4. Referees managing the game

This will be underpinned by regular feedback on behaviour from Stakeholders and further research reviewing the ongoing impact.

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How will Respect work in practice?



Step 1 Codes of Conduct

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How will Respect work in practice?



Five Codes of Conduct:

- Young Players
- Adult Players
- Spectators and Parents/Carers
- Coaches, Team Managers and Club Officials
- Referees

Respect works by making individuals responsible and accountable for their actions - '***break your Code, and bear the consequences***'

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Sanctions



- The sanctions are in line with current FA Disciplinary guidance and processes
- Contact the County FA for advice when dealing with misconduct
- A review of sanctions will take place and further guidance will ultimately be provided on what responsibility the clubs, Leagues and the County FA has

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How will Respect work in practice?



National Game: Codes of conduct

Open access:

- FA.com
- Downloadable support materials
- Option to work towards league involvement

League access:

- Hard copies of codes in league support packs

How will Respect work in practice?



Promoting the codes

- Leagues & Clubs to distribute
- Information sessions for:
 - parents
 - coaches, team managers & club officials
 - players
 - referees
- Gain support – ask everyone to sign up to the code
- Display the codes for all to see (inc visitors & spectators)

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How will RESPECT work in practice?



Step 3 Captain's taking more responsibility

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How will RESPECT work in practice?



Captain taking more responsibility

- Elevates responsibility of captain (not immune to Law 12)
- Captains playing their part by:
 - managing their team's behaviour
 - only captain can challenge decisions made by the referee
 - preventing cycle of abusive behavior
 - wearing **Respect** captain's armband (in club pack)
 - making themselves known to referee before game.
 - Ensuring team has signed **Respect** Code of Conduct.
- A team captain's **Respect** guide is part of the **Respect** club pack
- www.TheFA.com/Respect provides further tips for team captains

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How will RESPECT work in practice?



Open access:

- FA.com
- Downloadable guidance booklet for clubs and Captains

League access:

- League information pack:
 - Club info sessions
 - Codes of conduct
 - Laminated codes for dressing rooms
 - Captain's armbands and flyers on their role

How will RESPECT work in practice?



Captain's taking more responsibility for their team

“The team captain is an important figure in this programme but he or she is not immune from being dealt with under the powers described in Law 12”.



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How will RESPECT work in practice?



Step 4 Referee managing the game

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How will RESPECT work in practice?



What is the referees role in this programme?

- Attend a CFA or League Respect information session
- Sign up to the Referee Code of Conduct
- Understand other Codes of Conduct
- Manage the game effectively, utilising the team Captains' as required
- Monitor behaviour via Full Time in League programme; via surveys & focus groups for all other aspects of football

Referees managing the game



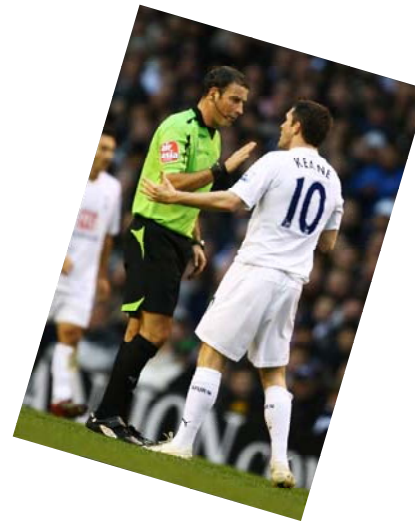
The Referee to use a stepped approach, where appropriate, to managing players:



1. Free Kick



2. Free Kick and
A Quiet Word



3. Free kick with public
admonishment (this is the
time referees should consider
using the captain to more visibly
get the message across)

4. Yellow Card

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How will RESPECT work in practice?



National Game: Referees managing the game

Open access:

- FA.com
- Downloadable guidance booklet for referees
- Contact the RDO to sign up for workshop on **Respect**
- E-comms to 21,500 refs
- Education clips
- FAMOA & RA Mags

League access:

- League identify refs involved
- RDO contact refs to invite to **Respect** workshop
- League link refs via FAN to Full Time Monitoring
- Refs provide online feedback on each match

What does it mean for clubs?



More referee's, more players, more enjoyment for everyone?

- Parental behaviour is one of the main reasons why young players leave the game.
- Poor behaviour by coaches, parents and players towards referees means that thousands of officials are leaving the game each season.
- At the moment The FA has to recruit 7,000 match officials each year just to replace those that we lose from the game!
- Players and teams want a qualified referee for each game – well, let's look after them and that may just happen.

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What do clubs need to do?



Clubs need to understand

- how the attitude/behaviour of coaches/team managers effects players and spectators behaviour
- agreeing to and enforcing **Respect** Codes of Conduct.
- Support referees by ensuring team captain's understand their role
- Utilise Designated Spectator Areas safely, where applicable

The Club Welfare Officer's will play a key role including:

- Supporting league and club **Respect** information sessions
- Help people understand the Codes and to keep in the DSA's
- Liaise with CFA Welfare Officer if incidents arise in the club.

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Managing any issues which arise?



- The CFA have a number of personnel supporting **Respect**
- Contact the CFA **Respect** lead officer in the first instance
- You may then receive the support of the County Referee's Development Officer or the County Welfare Officer
- The CFA staff are able to support you with any issues

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Any further questions?



If you need any further advice/information
please contact your County FA
Respect Project Lead

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Take-home Messages



- This is **the** top priority from our stakeholders
- It's a long term programme of change - across the whole game
- Embedding **Respect** will be a phased approach with Leagues
- 4 grassroots initiatives have been launched – this is a good platform to take us forward
- The FA are reviewing guidance about when a County FA should apply sanctions and when a League or club can take action

Take-home Messages



ANY QUESTIONS ?

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Respect



**Thank you very much... for wanting to
make a difference and playing your part.**

Have a safe journey home.

