

Institution: Leeds Beckett University		
Unit of Assessment: 34: Media, Communication, Culture, Libraries and Information Management		
Title of case study: Creating and Developing Coaches for Diversity		
Period when the underpinning research was undertaken: April 2016 to present		
Details of staff conducting the underpinning research from the submitting unit:		
Name(s):	Role(s) (e.g. job title):	Period(s) employed by submitting HEI:
Daniel Kilvington	Senior Lecturer in Media and Course Director	2015 to present
Period when the claimed impact occurred: April 2016 to present		
Is this case study continued from a case study submitted in 2014? N		
1. Summary of the impact (indicative maximum 100 words)		
<p>Creating and Developing Coaches for Diversity (CDC) is a grassroots challenge to cultures of Black, Asian and Minority Ethnic (BAME) exclusion in football. It has increased diversity in the coaching structures of football by creating networks and opportunities for BAME communities to join the coaching infrastructure. It has developed support mechanisms, showcasing role models and by helping communities to access qualifications and funding streams. CDC has worked with over 250 current and aspiring BAME football coaches across the country, by collaborating with the Football Association (FA), and the Zesh Rehman Foundation (ZRF), who implemented the CDC initiative into their Strategic Plan 2019-22.</p>		
2. Underpinning research (indicative maximum 500 words)		
<p>Over the last decade, Kilvington's research has been concerned with participation and exclusion in football. While BAME and especially Black players are increasingly visible in the field of play (constituting 30% of professional players), they are largely excluded from the coaching and management structures of elite football (there are only 6 Black managers across the 91 clubs of the English football league). The situation for players and participants of Asian origin is even more stark. There are only 12 British Asian professional footballers in England out of approximately 3,700 players, and only 2 senior level football coaches out of 522, despite the fact that football is the number one sport among British Asian communities.</p> <p>Up to 2016, Kilvington's research had focused on identifying the fundamental barriers that systemically and culturally exclude BAME players at all levels of the game. These include: a lack of opportunities; racism; and a lack of role models. As an impact researcher, he offered recommendations for reform, based on 75 oral testimonies with key figures, in the concluding chapter of his 2016 monograph (3.1). These reform strategies were further emphasised and developed in a 2017 journal article in <i>Soccer & Society</i> (3.2), which argued that increasing</p>		

diversity in off-field roles, and particularly among coaches, is fundamental to the achievement of greater diversity and positive cultural change within football.

CDC was formed in response to these findings as coaches were identified as key figures to alleviate said socio-cultural barriers. But, the barriers to coach inclusion had to be empirically understood and Kilvington therefore conducted research with BAME football coaches to identify the barriers to socio-cultural inclusion and uncover what actions could be undertaken (3.3, 3.4, 3.5). The barriers include: institutionalised practices of racism which exclude BAME coaches; racialised and cultural stereotypes concerning the perceived inability of BAME coaches; a lack of contacts and networks with key stakeholders such as the FA or professional clubs; and a lack of role models.

Kilvington's research advocates that in order to increase BAME participation on the field, particularly among British Asian communities, we must create and develop opportunities for football coaches as they provide opportunities for players. Coaches become role models; they provide a space for community, bonding, and for socio-cultural belonging; and they promote healthy lifestyles. In addition, by diversifying coaches at elite levels, 'white-to-white' scouting networks will be destabilised, and coaches and scouts' racialised and cultural stereotypes regarding players will be challenged.

In sum, CDC challenges inequality and increases diversity both on and off the field. Based on empirical data, CDC offers BAME communities an opportunity to meet, and network with, key and influential stakeholders within football who are provide support and highlight funding and mentoring opportunities.

3. References to the research (indicative maximum of six references)

3.1 Kilvington, D. (2016) *British Asians, Exclusion and the Football Industry*. London: Routledge, <https://doi.org/10.4324/9781315737096>

3.2 Kilvington, D. (2017) Two Decades and Little Change: British Asians, Football and Calls for Action, *Soccer & Society*, 20 (4): 584-601, <https://doi.org/10.1080/14660970.2017.1366902>

3.3 Kilvington, D. (2018) Does English Football Warrant the Rooney Rule? Assessing the Thoughts of British Asian Coaches, *Sport in Society*, <https://doi.org/10.1080/17430437.2018.1490269>

3.4 Kilvington, D (2019) 'British Asians, Racial Framing and Football Exclusion', in S. Dagkas, L. Azzarito and K. Hylton (Eds.) *'Race', Youth Sport, Physical Activity and Health*, London: Routledge, pp. 141-152

3.5 Kilvington, D (2020) British Asian Football Coaches: Exploring the Barriers and Advocating Action in English Football, in S. Bradbury, J.V. Sterkenburg,, and J. Lusted (Eds.) *'Race', Ethnicity, and Sports Coaching*, London: Routledge

Kilvington's research demonstrates **significance** by its focus on an urgent social problem; it is **original** in its empirical focus on voices that have not generally been heard in football. Its **rigour**

is evidenced by the peer review process, which has been consistent across all the references included here.

4. Details of the impact (indicative maximum 750 words)

CDC's impacts include: building racially diverse networks; providing support mechanisms; highlighting opportunities; equipping participants with qualifications; highlighting funding; showcasing role models; influencing policy change.

8 CDC events took place in Bradford, Leeds, Huddersfield, Burnley, Manchester and West Ham football stadiums and county FAs. CDC invited 250 current and aspiring football coaches from under-represented backgrounds to network with key stakeholders including the FA, Kick It Out and coaching organisations. Keynote speakers provide inspiring talks and acted as role models for aspiring coaches. Thanks to CDC new BAME personnel are: working full-time within football; delivering quality coaching sessions for young footballers; officially linked within FA channels of communication; and are recipients of funding. For some participants, CDC has been life changing. This is on-going work: future events are planned in partnership with ZRF.

Networks

Kilvington demonstrates that white networks exclude BAME people from football. By facilitating networking with key stakeholders, CDC challenged this exclusion **5.1; 5.3**. As Ahmed Elotaibi comments, CDC helped to “develop networks we might not ever get a chance to [access]” **(5.1, p.1)**. Asad Qureshi used his experience and contacts to help launch a charity, and also helped Zaheer, a British Asian football coach, gain employment at a professional club **(5.2, p.3)**. Kevin Coleman, FA Diversity & Inclusion manager, reflects on how he supported Shadab and Nas, who have since progressed further in football following a CDC event **(5.5)**.

Building networks also benefited stakeholders **(5.2, p.3)**. Qureshi discusses the collaborative projects he's created. For example, the FA are now collaborating with Liverpool FC on an Asian inclusion project, thanks to CDC **(5.5, p.1)**. Networks have flourished since the CDC events and further projects have been established.

Support and Opportunity

Before attending a CDC event, Qureshi reports: “I was at a crossroads in my life [... I] had been rejected countless times for jobs in football” **(5.7, p.1)**. At the event, he met Steve Dorey from West Riding FA, who helped him with his successful application for Football Development Office at Sheffield FA. The network generated crucial support, enabling him to gain his position with the FA (Qureshi is the only BAME member of staff in a county with 16% BAME population).

Coleman, through his role at the FA, has offered considerable support to participants. He has promoted and collaborated on inclusion events organized by the Muslim Council of Britain who were present at the West Ham CDC **(5.5, p.2)**.

CDC provided opportunities for coaches to gain experience in non-threatening environments. Asad Qureshi offered participants shadowing opportunities at his club because some BAME coaches were uncomfortable delivering sessions in predominantly white spaces **(5.2, p.2)**. Some stakeholders also benefited from CDC by gaining full-time work in football. Asad Qureshi credits CDC for securing his role at West Riding FA while Tahir Akram thanks “CDC for helping change

[his] life” (5.7, p.2). Steve Smithies (5.6) and Kevin (5.5) also provide multiple examples of how they have used their roles to help CDC participants to progress.

Qualifications

A major impact of CDC has been the completion of FA and UEFA qualification badges. 25 participants gain football qualifications. Four participants have since completed the UEFA B badge. Four participants from Phoenix Juniors, a predominantly British Asian club, have undertaken their FA Level 1 and 2 badges which “has huge benefits for the community and the kids they’re working with” (5.6, p.2). CDC recognised the economic barriers to qualification and secured a reduced price for the FA Level 1 qualification. This meant several amateur St. Pauli FC coaches could attend, one of whom was an asylum seeker, for whom the qualification was key to his successful right to remain. He now works as a personal trainer, “partially [due] to his qualification as an FA coach” (5.4, p.2).

Funding

CDC has helped marginalized communities to access funding streams. For instance Coleman has helped one participant win funding (5.5, p.1).

Role Models

Role models play a key role in providing belief for marginalized groups. The survey responses emphasized the importance of role models as they helped “open eyes”, “encourage belief”, and provide “confidence” (5.3). One respondent recalls the profound effect of seeing role models, noting that “believing it’s possible wouldn’t have happened without your event” (5.2, pp.1-2). Including a successful BAME keynote at each event provided the spark for success.

Influence

CDC, as an inclusion strategy, has been used to inform FA policy and practice (5.2, p.2). CDC is also an official inclusionary strategy of ZRF and will continue to impact on the lives of BAME football coaches from across the country (5.8; 5.9).

“I will forever be indebted to Dan Kilvington, Steve Dorey and CDC for helping change my life and allowing me to work in football [...] initiatives such as CDC are a huge positive for the BAME community” (5.6, p.2).

5. Sources to corroborate the impact (indicative maximum of 10 references)

- 5.1 Ahmed Elotaibi, participant testimony
- 5.2 Asad Qureshi, stakeholder testimony
- 5.3 CDC Survey (feedback survey of participants)
- 5.4 Chris Webster, St. Pauli F.C., participant testimony
- 5.5 Kevin Coleman, stakeholder testimony
- 5.6 Steve Smithies, stakeholder testimony
- 5.7 Tahir Akram, participant testimony
- 5.8 Riz Rehman, CEO of Zesh Rehman Foundation Charity, stakeholder testimony
- 5.9 ZRF: Strategy Document 2019-22 – (p.20)