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**“Burnley Football Club, Ethnic
Diversity and the Asian
Community: an Analysis of
Leisure and Community
Programmes and Youth Player
Recruitment”**

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Introduction **and Context**

Burnley Borough Council: Facts and Figures

- Population: 88,500
- Approx: 92% White British / 8% Asian Heritage and black ethnic background (predominantly Pakistani or Bangladeshi)
- Listed in the Top 50 most deprived areas in the country (2004 Index of Multiple Deprivation)
- 25% of the population live in some of the most deprived areas in the country (2004 Deprivation Indices)
- Over 50% of population had an average income of less than £15,000 (Experian Income Data)
- 18.6 of households receive income support (Housing Benefit Statistics 2004)

(Source: www.burnley.gov.uk)

Ethnic Composition within Schools

Lancashire Education Authority information (2003 – most up to date):

- Total number of schoolchildren: 175,908
- White British schoolchildren: 157,731 (89.7%)
- Asian Heritage schoolchildren: 12,131 (6.9%)
- Others: 6,046 (3.4%)

Ethnic Composition by District:

District	Total	White British	Asian Heritage
Hyndburn & Ribble Valley	21,242	18,614 (87.6%)	2030 (9.6%)
Burnley	14,779	12,385 (83.3%)	2060 (14%)
Pendle	13,697	10,153 (74.1%)	3136 (22.9%)
Rossendale	11,473	10,353 (90.1%)	688 (6%)
Totals	61,191	51,505	7,914
Combined Districts % White British school children – 83.9% Combined Districts % Asian Heritage school children – 13.1%			

The Riots of Summer 2001

Racial violence which occurred in Burnley, Oldham and Bradford in the summer of 2001 highlighted the divisions between different ethnic communities. Consequently the Government commissioned the Cantle Report to investigate the causes of the disturbances in the three towns.

Government-commissioned Cantle Report:

“Work on the main report for the Home Office began after the worst racial violence Britain had seen since the 1980s. Chairman of the Community Cohesion Review

Team, Ted Cantle, said there was a lot of anxiety about discussing the causes of the trouble openly among people his team spoke to in the three towns.

The key findings of the report include:

- Different communities lived ‘parallel lives’
- Fear grew from ignorance about other communities and was exploited by extremists
- More than 67 recommendations made covering areas including housing, education, youth, leisure facilities and regeneration
- Weak local leadership, national and local government and policing policies all criticised
- Government policy of encouraging single-faith schools criticised for raising possibility of deeper divisions
- A meaningful concept of citizenship should be found
- Immigrants could take an oath of allegiance setting out a ‘clear primary loyalty to this nation’
- Open and honest debate about multi-culturalism in Britain needed.”

(Source: <http://news.bbc.co.uk/1/hi/england/1703432.stm#burnley>)

Burnley Task Force Report

“The Burnley Task Force was formed after violent clashes between groups of whites, Asians and police in the town between 23 - 25 June. The trouble began when cars and property were damaged after two gangs of white and Asian men were involved in a fight. An Asian taxi driver was attacked with a hammer and racial abuse was hurled at Asian-owned businesses. Asian men threw bricks through the window of a pub

which they thought was being used to prepare an attack on them and groups clashed with police.

Led by Lord Tony Clarke, the Task Force team found that:

- Civil disturbances were not ‘race riots’
- A series of violent incidents were sparked by a war between Asian and white drug gangs
- The clashes were deliberately exploited by organised white racists
- ‘Grinding poverty’ further exacerbated the situation
- Government must provide funding for regeneration tackling ‘the chronic problems associated with inner city deprivation’
- Government must work with local police to tackle poor housing, unemployment, drug abuse and petty crime
- Council must communicate effectively to white people its spending on projects for ethnic minorities
- Greater integration of Asian people through community projects.”



Burnley clashes ‘not race riots’

(Source: <http://news.bbc.co.uk/1/hi/england/1703432.stm#burnley>)

Burnley FC – ‘A Club for Its Community’

Dave Edmundson, Chief Executive of Burnley Football Club, presented a paper on Burnley FC and the re-imaging of the club as a ‘club for its community’ at the

International Football Institute Conference, *European Football: Influence, Change and Development* in September 2004. Part of the presentation focused on the club's need to engage more with the local Asian community and the proactive actions of the club in seeking to promote widening participation, ethnic diversity and support for the 'Kick Racism Out of Football' campaign. 'The Ten-Point Plan', initiated in response to Lord Clarke's Task Force Report as a "bedrock of action", also received attention:

1. To issue a statement saying the club will not tolerate racism, spelling out the action it will take against those engaged in racist chanting. The statement should be printed in all match programmes and displayed permanently and prominently around the ground
2. Make public address announcements condemning racists chanting at matches
3. Make it a condition for season ticket holders that they do not take part in racist abuse
4. Take action to prevent the sale of racist literature inside and around the ground
5. Take disciplinary action against players who engage in racial abuse
6. Contact other clubs to make sure they understand the club's policy on racism
7. Encourage a common strategy between stewards and police for dealing with racist abuse
8. Remove all racist graffiti from the ground as a matter of urgency
9. Adopt an equal opportunities policy in relation to employment and service provision
10. Work with all other groups and agencies, such as the Professional Footballers' Association, supporters, schools, voluntary organisations, youth clubs, sponsors, local authorities, local businesses and police, to develop pro-active

programmes and make progress to raise awareness of campaigning to eliminate racial abuse and discrimination

(**Source:**<http://www.burnleyfootballclub.premiumtv.co.uk/page/AgainstRacismDetail/0,,10413~89970,00.html>)

It was also mentioned at the conference that Burnley FC's Leisure and Community Programme had held a successful pilot of the SCARF Project (Schools, Citizenship, Anti-Racism, Football) in 2004 which promoted anti-racism and multi-cultural education through football for local school children. The pro-active nature of Burnley FC was welcomed and discussion with the audience centred on the under-representation of Asian Heritage professional players. It was recognised that towns like Burnley, with a well established professional club, a substantial local Asian community and a recent history of racial tension were important to delivering future football opportunities for British Asian youngsters.

'Asians Can't Play Football' – 'Asians Can Play Football'

The 'Asians Can't Play Football' report, compiled by Jas Bains with Raj Patel (1996), produced information on the experiences of Asians footballers, professional club's perceptions of the Asian community with regard to playing football, and also structural and organisational issues regarding opportunities for minority communities to play football. Graham Kelly, the then Chief Executive of the Football Association, commented that:

The Football Association, as the governing body of the sport in England, has a clear responsibility to ensure that the world's most popular game is enjoyed by

every section of the community. We welcome the contribution made by the Asians Can't Play Football project and look forward to working with other football bodies to encourage greater participation of Asians at all levels, including the professional game (cited in Bains with Patel, 1997, p.3).

Gordon Taylor, Chief Executive of the Professional Footballers' Association, also commented that:

The Professional Footballers' Association has been pleased to contribute financial support to the Asians Can't Play Football project with a view to proving that the title is wrong and that members of the Asian community can indeed play football very well. However, it must be acknowledged that there is a need to create a structure that allows young Asian players to achieve their ambitions in professional football (cited in Bains with Patel, 1997, p.3).

Since the report the *Barclays Premiership*, and to a lesser degree the *Coca-Cola Football League*, have become increasingly multi-national and multi-ethnic. The ethnic composition of the England national squad is also becoming increasingly diverse with players of White British ethnicity less represented than in previous times. However ethnic minority representation features only black Caribbean Heritage and black African Heritage players. No England international player of British Asian Heritage has yet to be selected at full international level and in season 2004-5 only two players – Zesh Rehman at Fulham FC and Michael Chopra of Newcastle United FC – are of British Asian heritage (out of over 700 players at the 20 Premier League Clubs).

In September 2005 the report 'Asians Can Play Football – Another Wasted Decade' was produced from the *Asians in Football Forum*. Despite much change in the English game since the production of 'Asians Can't Play Football' (1996) the report's "core conclusions regarding the massive under-representation, lack of access and denial of opportunity for young Asian players, coaches and administrators in football in England, arguably, remain the same" (p.5). In particular the lack of Asian

representation within the supporter base, at senior positions within English clubs and as professional players are highlighted. In 1996 the figure of Asian players at professional football clubs was 0.2% and in the nine years since has risen to an estimate of only 0.8%.

The report also indicates success stories and examples of good practice at different clubs at youth, amateur and semi-professional levels. The future as one of “Looking Forward – Not Back” is clearly outlined:

Whilst we remain frustrated, we prefer to look forward rather than back because of what is at stake. We owe it to new generations of young British Asian footballers and administrators in this country. The British game will remain poorer without their vital contribution at the very top. Both the social ‘inclusion’ and business case arguments grow stronger as we, in the UK, undergo major demographic changes and, in particular, as many of the heavily urbanised sections of towns and cities gravitate towards British minority ethnic majority status (p.7).

According to the report, the ‘football potential’ within Britain’s Asian population needs ‘releasing’.

Terms of **Reference**

Lancashire Education Authority (LEA) – county education authority that comprises of 12 districts

White British – term used by LEA and used in the report accordingly to describe the indigenous white population

Asian Heritage – term used by LEA to describe ethnic categories:

- Asian or Asian British – Indian (AIND)
- Asian or Asian British – Pakistani (APKN)
- Asian or Asian British – Bangladeshi (ABAN)
- Any other Asian background – (AOTH)

Used in the report to describe the population grouping from the above categories

Ethnicity – cultural values, norms and practices of a given group that make them different from other groups and provide a sense of cultural identity

Ethnic Diversity – the range and scope of different cultural groups within the same population

Proportionate – a reflection of the balance of population demographics with regard to ethnic composition

School Children – registered child at primary / secondary school up to the age of 16

Centre of Excellence (COE) –national coaching and excellence scheme designed and monitored by the Football Association

Aims of **Project**

Aims of Project

- To research Leisure and Community Programmes and consider ethnic diversity levels with regard to participants of Asian Heritage
- To study youth player recruitment at Burnley FC's Centre of Excellence with regard to players of Asian Heritage
- To study conversion rates of players of Asian Heritage at Burnley FC's Centre of Excellence

Leisure and
Community
Programmes

Burnley FC Leisure & Community Programmes

The department was formed as 'Football in the Community' in 1988 as part of the Professional Footballers Association (PFA) national programme involving 95 professional clubs. Under the guidance of Burnley FC and the PFA the department quickly established itself into a major scheme within the national programme. In 1999 the department expanded its operations to encompass the Leisure & Education facility at Turf Moor and became a limited company and charity.

Purpose & Mission Statement

The charity's objective is to further and assist in the education of children attending schools within Burnley and the surrounding areas through the use of the game of football and other sports activities as educational tools. A furtherance of the objective is to provide facilities at Burnley FC for meetings, lectures and classes for the benefit of children in Burnley and the surrounding areas.

Focus & Types of programmes

Within the Leisure & Community Programme there are the following types of programmes:

- 'Sport in the Community' – Delivering multi-sports to over 250 schools and local groups
- 'Leisure Centre' – 6 Badminton court Sports Hall, Changing rooms, Classrooms. Casual Football, 5 / 7 a side Football & Netball Leagues & Badminton

- ‘Stadium Fitness’ – State of the Art CV and Resistance equipment, Sauna, Sunbeds & Aerobics room with over 900 members
- ‘Playing for Success’ – Take children for after school lessons in numeracy & literature. The lessons are for both children who are doing well at school and children who are struggling in lessons.

Staffing

The Leisure and Community Programmes Manager is supported by 28 staff members.

Achievements

- National Example of Excellence (2004 & 2005)
- Visited by HRH Prince of Wales (October 2005)
- Recognised by the PFA as the best scheme within the National Programme.
- Recognised by Richard Caborn, Minister of Sport, as an “asset to the Community involving multi-sporting activity”
- Recognised in government as outstanding programme for multi-sport and education

Programmes for Analysis

Following discussions with Nick Harrison, Assistant Leisure Centre Manager, regarding the types of ‘Sport in the Community’ activities provided by the Leisure and Community Programmes it was decided to focus the project on Free Curriculum Coaching Schools (FCCS), the New Opportunities Fund (NOF) Programme, and

Football Development Centres (FDCS). This provided a range of a ‘free of charge’ programme (FCCS), an externally funded programme (NOF) and a ‘payment’ programme (FDC).

Free Curriculum Coaching Schools

- These sessions are delivered in school time
- Each session lasts for 45 minutes – 1 hour
- Free of charge to the schools
- Delivered to all classes in the schools
- Open to boys & girls
- Each session consists of low technique and skill drills

Records from Leisure and Community Programmes files indicated the total number of Primary (151) and Secondary (31) schools within the catchment area of the education district of Burnley. Each school was categorised in terms of the extent of their ‘involvement’ with the FCCS programme. The ethnic composition of each school was then calculated from the data provided by LEA with regard to percentage of White British and Asian Heritage school children. The average percentage of White British school children in each category of ‘involvement’ was then calculated and tables were constructed for Primary School and Secondary School Levels. It was not possible to provide ethnic composition percentages for Primary and Secondary Schools separately so the district figure of 83.3% White British school children in Primary **and** Secondary Schools will be applied.

Primary School Level

Total number of schools	Involved	Approached but want no involvement	Approached but will not arrange meeting	Never Been Approached
151	102 (67%)	3 (2%)	13 (9%)	34 (22%)
Average % White British children in these schools	88.4%	95%	91.5%	80%

Of the Primary Schools in the Burnley education district, 67% are **Involved** with FCCS programme. In terms of ethnic composition the average percentage is 88.4% White British school children, marginally higher (by 5.1%) than the district figure of 83.3%. Thus more White British school children participate within FCCS than is proportional for the district. However it is fair to point out that of the 102 schools involved there are examples of schools that have predominantly Asian Heritage school children (such as Accrington Hyndburn Park PS – 81% Asian Heritage; Accrington Spring Hill PS – 77% Asian Heritage; Burnley Stoneyholme PS – 97% Asian Heritage; and, Nelson Lomeshaye Junior School – 96% Asian Heritage). Without these schools the ethnic composition figure would be than the present 88.4% White British school children involved in the programme.

The categories **Approached but want no involvement** (3 schools – 2%) and **Approached but will not arrange meeting** (13 schools – 9%) whilst rather small have higher percentages of White British school children (95% and 91.5%

respectively) than the district average (83.3%). This suggests that the schools that have been approached but are not part of the programme are ones of predominantly White British school children. With regard to Asian Heritage school children Rawtenstall Cloughford PS, who refused a meeting regarding involvement with the programme, has the highest proportion (28%) in the categories of **Approached but want no involvement** and **Approached but will not arrange meeting**. Consequently schools that have opted out of involvement with FCCS have predominantly White British school children and this non-involvement is at an above proportion rate (Primary school level – 95%; Secondary School level – 91.5%) when compared against the district average (83.3%).

22% of Primary Schools in the district are in the **Never Been Approached** category with the average ethnic composition of 80% White British school children, marginally lower than the district average of 83.3%. This means that schools that have not been approached are not reflective of the district proportion – if it were the average percentage of school not approached would have 83.3% White British school children. Therefore Asian Heritage school children are afforded marginally less opportunity to become involved with the programme as a consequence of contact not being made with the schools in this category. To clarify, some schools that have never been approached are amongst the highest in the district in terms of the percentage of Asian Heritage school children, like Accrington Spring Hill (77% - Asian Heritage), Accrington Woodnook PS (42% - Asian Heritage), Bradley PS (85% - Asian Heritage), Nelson Whitefield Infant School and Nursery Unit (92% - Asian Heritage) and Marsden Community PS (88% - Asian Heritage). Whilst there are examples of schools with 100% White British school children (for example, Rishton

St. Peter's and St. Paul's Church of England PS) that also have never been approached to take part in the programme, the impact on the overall percentage figure is less than it is when considered against schools with predominantly Asian Heritage school children. Therefore schools that have high numbers of Asian Heritage school children are not being afforded proportionate opportunity to partake in FCCS. This has greater impact when one considers that contact has yet to be made with schools that have some of the highest percentage of Asian Heritage school children in the district.

Secondary School Level

Total number of schools	Involved	Approached but want no involvement	Approached but will not arrange meeting	Never Been Approached
31	19 (61%)	0	0	12 (39%)
Average % White British children in these schools	82%	-	-	90%

61% of Secondary Schools in the Burnley education district are **Involved** with FCCS with an average of 82% White British school children in these schools, almost the same as the district figure of 83.3%. The figure is influenced by the involvement of schools with high numbers of Asian Heritage school children such as Burnley Barden HS (Asian Heritage – 56%), Burnley Walshaw HS (Asian Heritage – 51%) and Nelson Edge End HS (Asian Heritage – 63%). Therefore there is approximate

proportionate opportunity regarding ethnic composition within the Secondary Schools that take part in the programme.

There are no schools in the **Approached but want no involvement** and **Approached but will not arrange meeting** categories whilst 39% of Secondary Schools in the district have **Never Been Approached**. Of these schools the average of White British school children is 90% which is above the district figure of 83.3%. Some schools that have not been approached have a higher percentage of White British school children than the category average (90%), such as St. Augustine's Roman Catholic HS (White British – 99%), Whitworth Community HS (White British – 98%) and Barnoldswick West Craven High Technology College (White British – 97%). Burnley Habergham HS has the highest percentage of Asian Heritage school children (24%) at a school that has not been approached to be part of the programme. There are other schools with a lower average composition of Asian Heritage than Burnley Habergham HS which reduces the average percentage of the category to 90% White British. Essentially Secondary Schools that have not been approached to be part of the programme contain above average numbers of White British school children (90%) to the district average (83.3%).

New Opportunities Fund (NOF) Programme

- Three year externally funded project (2002-2004)
- Free of charge to schools
- 25 – 30 schools took part over a 6 week period
- Each school had 30- 40 free places
- Each school took part in activities for a week

- Sessions consisted of: Football, Cricket, Netball, Visits, Ground Tours, Computer Education, Healthy Lifestyle Education, Cheerleading & Dance

There were no records of attendance with regard to ethnic composition for Summer 2002 but the following table illustrates the figures for Summers 2003 and 2004.

Summer	Total Participants	Number of Asian Heritage Participants	% Breakdown
2003	689	32	95.4% – White British 4.6% – Asian Heritage
2004	510	26	94.9% – White British 5.1% – Asian Heritage
Total	1199	58	95.1% – White British 4.9% – Asian Heritage

Analysis of the above table illustrates a high number of White British participants and low number of Asian Heritage participants on the programme. The total percentage of Asian Heritage participants for both years (4.9%) is less than the district average for Burnley of 14.0% Asian Heritage school children. Whilst there was a slight

increase from 4.6% (2003) to 5.1% (2004) the total number of participants on the NOF Programme was reduced in 2004 (510) which may account for the percentage rise in proportionate terms. This in part explains how there is an increase of 0.5% of Asian Heritage participants even though the number was reduced from 32 (2003) to 26 (2004). However it is clear that Asian Heritage involvement in such programmes across both years is significantly lower than the average for the district and there is an over-proportion of White British school children on the programme.

Football Development Centres (FDC)

- These centres are delivered 7 days a week (Weekdays between 5.00p.m. - 6.00p.m; Weekend between 9.00a.m. – 12.00 noon)
- Each session is 45 minutes – 1 hour
- Open to boys & girls
- £3.00 per session
- Sessions consist of more advanced technical and skill drills

Information was provided regarding FDC operated in the five areas of Burnley and Padiham, Nelson and Colne, Hyndburn & Ribble Valley, Todmorden & Rossendale and Keighley and Skipton. LEA data indicated the ethnic composition of the education district for the areas where individual FDC were located and the nearest three primary schools to each FDC was established. The ethnic composition of each Primary School was calculated from LEA data with the average determined regarding the percentage of White British school children. Tables were then formulated to illustrate a) the location of individual FDC in each area with regard to the percentage average of the nearest local school and its ethnic composition, and, b) the four areas

where FDC are located and the percentage average of the ethnic composition of the nearest local schools for all FDC.

Data regarding the ethnic composition of school children in Keighley and Skipton was not forthcoming and the FDC in this area had to be discounted.

FDC – Individual

Area, School District and Ethnic Composition Breakdown	FDC	Nearest Primary Schools and Ethnic Composition Breakdown	% Average of Nearest Local Schools and Ethnic Composition
Burnley & Padiham Burnley: 83.3% - WB 14 % - AH	Turf Moor Leisure Centre	<ul style="list-style-type: none"> • Burnley Brunshaw (99% WB) • Worsthorne (100% WB) • Burnley St Peter's Church of England (58% WB / 40% AH) 	86% WB
	St Leonards Primary	<ul style="list-style-type: none"> • Padiham St Leonard's Voluntary Aided CofE (97% WB) • Padiham Green CofE (97%) • Padiham (98%) 	97% WB
	Gawthorpe High School	<ul style="list-style-type: none"> • Padiham St Leonard's Voluntary Aided CofE (97% WB) • Padiham Green CofE (97%) • Padiham (98%) 	97% WB
Nelson & Colne	Nelson & Colne College	<ul style="list-style-type: none"> • Barrowford (95% WB) • Barrowford St Thomas CofE (94% WB) • Wheatley Lane Methodist Voluntary Aided (95% WB) 	95% WB

Pendle: 74.1% - WB 22.9% - AH	Lord Street Primary	<ul style="list-style-type: none"> • Colne Lord Street (92% WB) • Colne Park (96% WB) • Sacred Heart Roman Catholic (99% WB) 	96% WB
Hyndburn & Ribble Valley Hyndburn & Ribble Valley: 87.6% - WB 9.6% - AH	Moorhead High School	<ul style="list-style-type: none"> • Accrington St Mary Magdalen's CofE (91% WB) • Accrington Peel Park (93% WB) • Accrington Benjamin Hargreaves VA CofE (87% WB) 	90% WB
Todmorden & Rossendale Rossendale: 90.1% - WB 6.0% - AH	Fearn's High School	<ul style="list-style-type: none"> • Bacup Holy Trinity Stacksteads CofE (99% WB) • Rawtenstall Newchurch CofE (100% WB) • St Joseph's Roman Catholic (99% WB) 	99% WB

Burnley and Padiham area is located in the Burnley education district (83.3% White British school children and 14% Asian Heritage school children) and has three FDC within it. The summary demonstrates that the FDC:

- in the Turf Moor Leisure Centre is located in an area with an ethnic composition percentage of 86% White British school children
- in St. Leonards Primary is located in an area with an ethnic composition of 97% White British school children
- in Gawthorpe High School is located in an area with an ethnic composition of 97% White British school children

All three FDC therefore are in areas with a higher percentage of White British school children than the district average (83.3%). The FDC located in the Turf Moor Leisure

Centre is in an area that is only 2.7% higher than the district average in terms of ethnic composition. This is due to the close location to the FDC of Burnley St. Peter's Church of England PS which has an ethnic composition of 58% White British and 40% Asian Heritage school children. The other FDC are in locations where the lowest percentage of White British school children in the nearest schools is 97%.

Nelson and Colne area has two FDC and is located in the Pendle education district (74.1% White British school children and 22.9% Asian Heritage school children).

The summary demonstrates that the FDC:

- in Nelson and Colne College is located in an area with an ethnic composition percentage of 95% White British school children
- in Lord Street Primary School is located in an area with an ethnic composition of 96% White British school children

Both FDC are located in areas that are 20% above the district figure with regard to the percentage of White British school children in the district.

Hyndburn and Ribble Valley area was located in the Hyndburn and Ribble Valley education district (87.6% White British school children and 9.6% Asian Heritage school children) and had one FDC within it. The summary demonstrates that the FDC in Moorhead High School is located in an area with an ethnic composition of 90% White British school children, marginally higher than the district figure (at 2.4%).

Todmorden and Rossendale area was located in the Rossendale education district (90.1% White British school children and 6% Asian Heritage school children) and has one FDC within it. The summary demonstrates that the FDC in Fearn's High School

is located in an area with an ethnic composition of 99% White British school children, higher than the district figure (at 8.9%).

FDC - Area

FDC Area	Local Schools District Ethnic Composition	% Average of Nearest Local Schools and Ethnic Composition for FDCs
Burnley & Padiham – 3 FDCs	Burnley: 83.8% - WB 14% - AH	93.3% WB
Nelson & Colne – 2 FDCs	Pendle: 74.1% - WB 22.9% - AH	95.5% WB
Hyndburn & Ribble Valley – 1 FDC	Hyndburn & Ribble Valley: 87.6% - WB 9.6% - AH	90% WB
Todmorden & Rossendale – 1 FDC	Rossendale: 90.1% - WB 6.0% - AH	99%WB
Average Totals	83.9% - WB 13.1% - AH	94.2% WB

The 7 FDC operated within the four local districts are located in areas where the average ethnic composition is 94.2% White British school children which is 10.3% above the average for the four districts (at 83.9%). All FDC are located in areas where there is a minimum of 90% White British school children with Todmorden and Rossendale the highest (99% - WB) and Hyndburn and Ribble Valley the lowest

(90% - WB). In all cases the White British percentage figure of school children for each FDC area is more than the White British school children figure for the relevant school district the area comes within. For the four districts, the ethnic composition average is 83.9% White British school children yet the average figure for the ethnic composition local to FDC is 94.2%. Thus FDC are located in areas where there is an over-proportion of White British school children for the local education district (as much as 21.1% for Nelson & Colne) and indicates there is disproportional opportunity with regard to location for Asian Heritage school children to participate.

Youth Player

Recruitment

Introduction to Youth Player Recruitment

Burnley FC has a proven record of producing home grown players that have had successful careers in professional football. The most notable recent example to have come through the development system and establish a first team place was Richard Chaplow who was subsequently transferred to West Bromwich Albion for £1.5 million in season 2003/4.

Burnley FC's Centre of Excellence (COE) is situated at Gawthorpe, approximately 2 miles from Burnley town centre. Of the three nearest Primary Schools the ethnic composition is as follows:

- Padiham County Primary - 98% White British school children
- St Leonards: Padiham - 97% White British school children
- Padiham Green - 97% White British school children

The COE operates age groups from Under 9's to Under 16's, registering approximately 12 – 18 players per age group. Registrations are for one year duration for 9-12 year age groups and at 12 years of age, the club is allowed to register players for two or four years. At 16 years of age three year modern apprenticeships are offered to those showing the most potential. The apprenticeship scheme has allowed clubs, through government subsidy, to employ 18 players (6 per year) and develop for consideration at professional level.

The COE is administered from Turf Moor primarily by the Head of Youth Development and a COE Co-ordinator supported by the Youth Team Manager. In

addition, the COE employs 19 part time coaches to deliver the coaching programme throughout the season and act as coaches to the teams at different age levels in COE fixtures each Sunday. As well as COE staff, Burnley FC employs 25 scouts of with 16 based in the local area (primarily Lancashire, North Manchester and parts of Cumbria).

Statistical Information

The purpose of this section is to investigate the recruitment of youth players at Under 14 and Under 16 levels to the COE from seasons 1995-96 to 2004-5 to ascertain the numbers of Asian Heritage players recruited in that period. The age groups were selected because these are critical ages for the development of youth players into the modern apprentice scheme. The modern apprenticeship scheme allows clubs to receive a subsidy from the Learning and Skills Council to support the development of up to 6 players per year. As part of their training, young players are also expected to undertake educational training at a local College and an additional recognised qualification such as “A” levels. The following table demonstrates the recruitment statistics:

Year	Total Number of U14s Signed	Number that were Asian Heritage	Proportion %	Total Number of U16s Signed	Number that were Asian Heritage	Proportion %
1995 – 96	15	0	0%	14	0	0%
1996 – 97	16	0	0%	15	0	0%
1997 – 98	13	0	0%	15	0	0%
1998 – 99	17	1	6%	14	0	0%
1999 – 00	14	0	0%	15	0	0%
2000 – 01	16	0	0%	12	1	8%
2001 – 02	15	0	0%	15	0	0%
2002 – 03	16	1	6.25%	14	0	0%
2003 – 04	15	0	0%	16	0	0%
2004 - 05	18	2	11%	12	1	8%
Totals	155	4	2.6%	142	2	1.4%

Analysis

At Under 14 level 4 players out of 155 were of Asian Heritage in the ten year period - 1 player from 1995 – 2002 and 3 players from 2002 – 2005. This constitutes 2.6% of all players signed for that period. Whilst this is not reflective of the ethnic composition of local Asian Heritage school children (at 14%) the figure of Asian Heritage players signed for 2004-5 season has encouragingly risen to 11%, which is almost proportionate to the district figure.

At Under 16 level 2 players out of 142 were Asian Heritage and were signed in seasons 2000-1 and 2004-5. This clearly is not proportionate of the ethnic composition of the Burnley education district of 83.3% White British school children and 14% Asian Heritage school children. However across both age groups the numbers of Asian Heritage players is rising of late at the COE and in addition Burnley FC signed Ali Akbar from their COE for season 2005-06. His progress will be interesting not only in terms of the success of the youth development programme in producing quality players but also with regard to his Asian Heritage ethnic background.

The Processes behind COE Recruitment and Youth Players of Asian Heritage:

Preliminary Findings

As well as statistical information informal interviews were conducted with:

- Jeff Taylor: Centre of Excellence Co-ordinator, Burnley Football Club

- Andy Farrell: U16's Manager, Burnley Football Club
- Vince Overson: Head of Youth Development, Burnley Football Club
- Hussain Khalid: Scout, Burnley Football Club
- Afrisiab Anwar: Chairperson Daneshouse FC, Burnley Borough Council
- Jimmy Khan: Preston Sports Development Manager and *Football Association* Advisor on Ethnic Diversity and Race Issues

The purpose of the interviews was to explore the processes that lay behind the COE recruitment policy with regard to youth players of Asian Heritage and a number of preliminary observations have emerged:

- There is a significant amount of positive work being done to establish positive relationships with the Asian Heritage Community and these provide a solid foundation to build upon
- The location of the COE in Gawthorpe is in a primarily White British residential area (97% local White British school children) and has the potential to discourage attendance by youth players of Asian Heritage
- The low number of coaches & scouts of Asian Heritage within the COE does not provide a visible presence for the COE with regard to the recruitment of Asian Heritage youth players
- There is a need to increase the number of Asian Heritage Scouts and Coaches to tap into and develop the potential of Asian Heritage youth players
- The establishment and successful development of clubs like Daneshouse FC (see next section) could act as a pathway between Asian Heritage youth players and the COE (and subsequently Burnley FC in the long term)

- Other clubs like Daneshouse FC would be interested in solidifying links and relationships with the COE with the aim of developing opportunities for Asian Heritage youth players
- Within the Asian Heritage community there can be a lack of parental support which affects participation and manifests itself in issues like providing transport to the COE, especially on week nights
- Within the Asian Heritage community a high priority is afforded to family, religious and cultural activities that often coincide with COE activities and impact upon Asian Heritage youth players attending coaching sessions held by the COE
- There is a lower profile afforded to the sport of football within the Asian Heritage community and issues like how participation activities organised by the COE improve the quality of life, provide career opportunities, and have benefits for social integration and cultural assimilation have limited impact

Daneshouse Football Club – A Case Study

Daneshouse is an area of Burnley that is predominantly Asian Heritage and has experienced racial tension in recent times. The emergence of Daneshouse Football Club in 2002 as a club for Asian youngsters is clearly having an impact with over 100 Asian Heritage school children playing regular football. Importantly for the community is how sessions are delivered by young Asian coaches from the Daneshouse area. Currently Daneshouse have one Under 12 team in the local Warburton League with plans to enter 2 more teams next season. This appears to

have heightened the profile of football in the area and provides an opportunity for the COE to establish a pro-active approach to fostering and nurturing talent of Asian Heritage in the Burnley area. With appropriate support Daneshouse FC can help create a sustainable level of talented young Asian boys progressing to the COE and be a blueprint for other similar clubs to emerge in the area.

Formal and informal links between Daneshouse FC and Burnley FC have since emerged with the delivery of football programmes in the area by Burnley FC and an offer for Daneshouse FC to attend a recent first team game notable examples. The continuation of such relationships is important for the development of football opportunities for youth players of Asian Heritage. The trend of a growing Asian involvement in organised football in Burnley is to be welcomed on several different levels and the contribution that sport can make to wider social issues within the Burnley area cannot be underestimated.

Conclusions and **Recommendations**

Conclusions

It is clear that there is evidence of ethnic diversity with regard to Burnley Leisure and Community Programmes and Youth Player Recruitment at Burnley FC:

Conclusions - Leisure and Community Programmes

- A range of programmes that should be commended for the participation levels achieved but in general the programmes studied in this report (Free Curriculum Coaching Schools; New Opportunities Fund; and, Football Development Centres) offer disproportionate opportunities with regard to the ethnic composition figures (be it at education district, local area or Primary and Secondary School levels)
- Free Curriculum Coaching Schools – the numbers of schools involved in the Burnley area (Primary school level – 67%; Secondary school level – 61%) is commendable but 22% of Primary schools and 39% of Secondary schools have not been approached. Certainly at Secondary level this appears a high figure. In terms of ethnic proportion the schools involved at both levels have an ethnic composition of White British school children that is above the district average for Burnley of 83.3% (Primary school level – 88.4%; Secondary school level – 90%)
- New Opportunities Fund Programme – a high number of participants in both years but the Asian Heritage representation was very low (4.6% - 2003; 5.1% - 2004; Average - 4.9%). This is disproportionate to the district average for ethnic composition.

- Football Development Centres – a very good example of good practice with regard to the outreach of the programme. However the location of individual FDC is in an area where the local number of White British school children is extremely high. The average ethnic composition of the four areas in this report (Burnley and Padiham; Nelson and Colne; Hyndburn and Ribble Valley; and, Todmorden and Rossendale) is 83.9% White British school children but FDC were located in areas with an average ethnic composition of 94.2% White British school children. In the case of Todmorden and Rossendale the district figure was 90.1% White British school children but the FDC was located in an area with 99% White British school children. This could appear to suggest that the location of the FDC does not provide accessibility for Asian Heritage school children to attend

Recommendations - Leisure and Community Programmes

1. In general, encourage continued efforts but seek to develop greater links (and ultimately participation levels) with schools that have high numbers of Asian Heritage school children
2. Free Curriculum Coaching Schools – approach the schools that have yet to be approached, especially at secondary level, and also revisit those that have rejected involvement with the programme or a meeting
3. New Opportunities Fund – where programmes like this (that is, externally funded) arise in the future careful consideration needs to be given to raising the numbers of Asian Heritage participants to have inclusive engagement

4. Football Development Centres – consider and review the location of current FDC; consider operating a ‘taster’ FDC (perhaps free of charge) in targeted areas where there is a high proportion of Asian Heritage school children; consider the timing of FDC sessions with regard to its suitability for Asian Heritage school children; consider linking FDC and Centre of Excellence programmes with regard to school children / youth players of Asian Heritage

Conclusions - Youth Player Recruitment

- The pattern of Asian Heritage players being offered trials and signed as registered COE players is extremely low and not representative of local ethnic composition. Encouragingly however this figure has risen lately and is getting closer to be representative of the district ethnic composition figure. This, it is hoped, can be maintained and will provide further opportunities to enhance the profile of football and Burnley FC within the Asian community of the Burnley area
- The location of the COE may be problematic as it is in an area of 97% White British school children. This may affect attendance for Asian Heritage school children who require transport to and from the area and also may feel unsafe in an area that may be perceived to have racist attitudes. This is a key issue regarding accessibility of the COE to all communities. In addition, there may be issues surrounding the programme schedule and timing of the coaching session as many Asian Heritage school children have family and religious commitments at the same time. To inclusively engage with such school children the coaching sessions may need alternative schedule and timing

- It is evident that informal links of a positive nature have been made between the COE and Daneshouse FC. This has included opportunities for Daneshouse FC U12 to play at the COE and watch games at Turf Moor
- The profile of football within the Asian community is rising as a result of individual catalysts from that community who are advocates of football participation and its inclusive capabilities. These individuals hold they key to future football development of football among the Asian Heritage community and require support from the Local Authority and Burnley FC to maintain and then increase football participation among Asian Heritage school children
- There appears to be a broader social perception by some non-White British communities that *football* has a problem in relation to racism. This is reinforced and perpetuated by the fact that anti-racist campaigns such as ‘Kick it Out’ exist because if no racist problem was perceived then such campaigns would not be required. This is a broader challenge that faces football and its various organisations and authorities with clubs playing key roles at many levels in order to make the game accessible and welcoming to all by offering a sense of belonging. Presently, the general view is that football is not a sport accessible for ethnic minority groups like those of Asian Heritage.

Recommendations - Youth Player Recruitment

1. Continue to develop the existing good work in relation to the emergence of Daneshouse FC. This may take the form of coaching workshops delivered by COE staff at Gawthorpe where coaches from clubs like Daneshouse FC are invited. Alternatively when the COE are

running in-house coach development sessions for their own staff invite coaches from clubs like Daneshouse FC are also invited

2. Examine the possibility of running a satellite COE that can be used for trials and player development located in the Daneshouse area supported by qualified coaches and scouts of Asian Heritage

General Recommendations

1. Consideration be given to the appointment of an 'Ethnic Diversity Officer' whose remit would be to seek to increase participation opportunities, particularly at proportionate levels, for all ethnic communities and make football in Burnley (through Burnley FC) an inclusive experience
2. Combine the efforts of Burnley FC Youth Player Recruitment and Leisure and Community Programmes with regard to seeking to capitalise on the potential within Asian Heritage school children
3. Establish a formal network of partnerships between Burnley FC and Asian Heritage youth football clubs and school teams
4. Recruit more coaches of Asian Heritage to both Burnley FC and Leisure and Community Programmes and consider supporting the fast tracking of appropriately talented Asian Heritage coaches in terms of Governing Body qualifications
5. Burnley FC provide an 'Action Plan' to develop the '10 Point Plan' with regard to how the Asian Heritage community can feel a valued

part of the club at all levels and acquire a subsequent sense of belonging

Stage 2

It is fair to propose that this report is preliminary in nature in terms of the focus of study and the findings generated. There is significant potential for further research project investigation with the securing of future funding and potential research officers.

Burnley FC and Burnley Leisure and Community Programmes

1. Investigation of a qualitative nature into Leisure and Community Programmes to go beyond the statistics and preliminary analysis of this report and find out why, for example, some schools refuse to take part in the Free Curriculum Coaching Schools, why the New Opportunities Fund Programme did not attract many Asian Heritage participants, and, what areas are viable to locate Football Development Centres that would attract Asian Heritage school children
2. Investigation of a qualitative nature into youth player recruitment and the recruitment processes for Asian Heritage youth players, particularly from the perspective of the Asian Heritage community

The Roll Out

- Extend the project to the other towns (and clubs) affected by the 2001 Riots (Oldham and Bradford)

- Extend the project to other professional football clubs in Lancashire and north Manchester where there is a significant local Asian Heritage population (Blackburn Rovers, Bury, Oldham Athletic, Preston, and, Rochdale)
- Conduct the project at Premier League level with case study clubs
- Incorporate the project as part of Football Association's development plans for increasing ethnic diversity at all levels of the game