



Ethnic Minorities and coaching in elite football in England: 2017 update

**A report from the Sport People's Think Tank in association with the
Fare network and the University of Loughborough**

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1. Introduction

This is the fourth year the SPTT and Fare have worked with Loughborough University to present data on the number of ethnic minority coaches in English football. Over that period the figures have remained largely static and continue to present a pessimistic picture. At the beginning of this season the number of Black, Asian and Minority Ethnic (BAME) coaches employed in senior positions in professional football was 4.6% and the number of BAME first team coaches is 3.3%.

Many people in the game, and those observing from outside, cannot understand why a sport in which up to 30% of professional players are ethnic minorities has only 3.3% of managers and head coaches from similar backgrounds. The situation clearly reflects a denial of opportunities, but perhaps worse, it affects the core business of football. It can be argued that to ignore the performance gains that diverse coaching teams offer is a form of professional neglect; the financial structuring of professional football places a premium on winning like never before, so why would the industry be closed to finding the most talented coaches, regardless of ethnicity?

However it would also be unfair to suggest that the problem has been entirely ignored by football. We commend those individual clubs in the English Premier League (EPL) and the English Football League (EFL) that are doing things well. The data shows that 9 out of 22 BAME coaches in senior positions at professional clubs (41%) are employed at just four clubs: Brighton and Hove Albion, Crystal Palace, Reading, and Queens Park Rangers.

We also want to give recognition to the efforts of the EFL over the past two years. The introduction of the mandatory code of recruitment for academy coaches and the voluntary code for managers are significant steps on the journey to recognising that something meaningful needs to be done.

However we maintain the view that for the EFL schemes to be successful they need some fundamental re-working. The mandatory code for academy level coaches has been positive but we understand there is no consistent monitoring of the scheme. The indications we have are that it is helping coaches from BAME backgrounds but mostly those applying for part-time positions, where minorities are clustered. There seems to be little hope of the scheme producing coaches who will be elevated from academy positions into senior coaching jobs.

The EFL have now also introduced the voluntary code of recruitment to all of their 72 clubs, which again would seem to be a positive development. But the issue remains the 'optional' nature of the scheme. As Dr Bradbury notes within the report, "the extent to which the voluntary code of recruitment will engender... results at the first team level of member clubs remains a moot point, and is arguably undermined in its capacity to do so by a series of embedded caveats in its wording". In short, until the code becomes a 'must do' there is likely to be little change in the overall picture among EFL clubs.

The English Premier League also seem to understand the problem but significant action to address the issue is not in evidence. The argument is often made that they are a global brand, their clubs recruit from an international talent pool which does not allow for considerations of equal representation. These responses seem credible on the surface until one considers that only 11 of 20 EPL clubs employ foreign managers, 9 clubs (40% of the league) have UK-born managers.

The data for the EPL shows that 9 out of 120 senior coaching positions at the 20 clubs are held by BAME coaches, this is 7.5%. However, when one understands that 4 of those roles are at two clubs, Brighton and Hove Albion, and Crystal Palace, the picture begins to look quite different.

The EPL is highly attuned to the necessity of footballing innovation and to meet its social responsibilities, so it is difficult to see why they are so slow off the mark in this area.

The governing body, the Football Association, has let down the sport over the past year. The Eniola Aluko affair has given us many insights into the FA's organisational culture, which includes the way that a lack of leadership diversity within the technical department affected decisions about the England women's team.

Two years ago in front of the All-Party Parliamentary Football Group, a senior representative from the FA announced that the technical department would immediately implement positive action measures, specifically referencing the Rooney Rule, in the recruitment of staff at all levels. Over time it has become clear this public promise has not been kept, as the Aluko revelations showed, and as the low number of ethnic minorities employed in senior coaching positions at the FA testify.

The FA are continuing with the bursary programme for BAME coaches. This is resulting in many becoming better qualified. The scheme is aimed at increasing the 'pipeline' of elite-level qualified coaches and enhancing employability. A free-flowing pipeline of qualified individuals remains important but the question remains, where do those coaches go once they complete their courses? It is unlikely to result in significant changes at elite level.

We believe it is possible to create the change that most people in the industry want to see. We believe it is time for English football to implement a full 'Rooney Rule' scheme. Without facing up to the fundamental and positive benefits it can bring, the industry will remain caught up in a cycle of expressing the desire to see change but not having the bravery to introduce the mechanism that will bring it about.

If mere words are enough then change will remain stagnant, but if we believe in the value of action then it seems clear what it should be. Above all, we as campaigners and as spokespeople for those seeking a level playing field, remain optimistic because we see and believe in the talent that exists, it will continue to be the driver for us and many others to create the change needed.

SPTT, Fare, November 2017

2. BAME coaches in elite level football in England: 2017 update

Prepared and written by Dr. Steven Bradbury, School of Sport, Exercise and Health Sciences, Loughborough University

2.1 The research context

In November 2014, the Sports People's Think Tank in association with the Fare network and Loughborough University produced a report entitled 'Ethnic minorities and coaching in elite level football in England: a call to action'. This original report provided statistical data identifying the low levels of representation of BAME coaches undertaking coaching qualifications and in employment as coaches at professional football clubs. It also drew on the qualitative experiences of elite level BAME coaches to identify a series of institutionally embedded barriers to career progression across the transition from playing to coaching in the professional game. Since 2014, the SPTT, Fare network and Loughborough University have produced two further follow up reports in 2015 and 2016 focusing on BAME coach representation in professional football. Findings from all three of these annual reports have been presented to the All-Party Parliamentary Football Group at the House of Commons, and have engendered significant media coverage and debate.

This report is the fourth annual report of its kind and is designed to identify levels of ethnic diversity within the professional football coaching workforce in 2017 and to monitor any upward or downward trends over time. The report also provides some analysis of these statistical findings and offers additional comments as to the likely effectiveness of recent stakeholder interventions and potential future directions for impactful equality practice in this area.

2.2 Key findings: BAME representation in coach employment

Table 1 outlines the levels of BAME coaches in employment in six identifiable categories of senior coaching positions at 92 professional clubs on **1st September 2017**. Whilst most professional clubs employ coaches in all six of these senior coaching positions, some (mainly) EFL clubs employ coaches in only some positions of this kind. This is especially the case with respect to First Team Coach and Senior Professional Development Phase Lead Coach (U21s or U23s) positions at less well-resourced clubs and at clubs with lower level (CAT 3) youth academy status.

Table 1: BAME coaches in senior coaching positions: categories	
Senior coaching positions	1st September 2017
First Team Manager	3/92 - (3.3%)
First Team Assistant Manager	3/92 - (3.3%)
First team Coach	4/65 - (6.2%)
Senior Professional Development Squad Lead Coach (U23/U21s)	4/57 - (7.0%)
Professional Development Squad Lead Coach (U18's)	5/87 - (5.7%)
Academy Director	3/89 - (3.4%)
Overall figures	22/482 (4.6%)

Analysis: overall

- 22 out of 482 senior coaching positions at professional clubs are held by coaches from BAME backgrounds: 4.6% of all positions of this kind
- 10 out of 248 senior coaching positions at first team level at professional clubs (4%) are held by BAME coaches
- 12 out of 234 senior coaching positions at youth team level at professional clubs (5.1%) are held by BAME coaches
- 17 out of 92 professional clubs (18.5%) employ BAME coaches in senior coaching positions
- 9 out of 22 BAME coaches in senior coaching positions at professional clubs (41%) are employed at just four clubs: Brighton and Hove Albion, Crystal Palace, Reading, and Queens Park Rangers

Analysis: EPL

- 9 out of 120 senior coaching positions at 20 EPL clubs are held by BAME coaches: 7.5% of all positions of this kind
- 4 out of 60 senior coaching positions at first team level at 20 EPL clubs (6.7%) are held by BAME coaches. These include: one first team manager, one assistant first team manager, and two first team coaches
- 5 out of 60 senior coaching positions at youth team level at 20 EPL clubs (8.3%) are held by BAME coaches. These include: two U23/U21s coaches, and three under 18s coaches
- 7 out of 20 EPL clubs (35%) employ BAME coaches in senior coaching positions
- 4 out of 9 BAME coaches in senior coaching positions at EPL clubs (44%) are employed at just two clubs: Brighton and Hove Albion, and Crystal Palace.

Analysis: EFL

- 13 out of 362 senior coaching positions at 72 EFL clubs are held by BAME coaches: 3.6% of all positions of this kind
- 6 out of 189 senior coaching positions at first team level at 72 EFL clubs (3.2%) are held by BAME coaches. These include: two first team managers, two assistant first team managers, and two first team head coaches
- 7 out of 173 senior coaching positions at youth team level at 72 EFL clubs (4%) are held by BAME coaches. These include: two U23/U21s coaches, two U18's coaches and three academy directors.
- 10 out of 72 EFL clubs (14%) employ BAME coaches in senior coaching positions
- 5 out of 13 BAME coaches in senior coaching positions at EFL clubs (39%) are employed at just two clubs: Queens Park Rangers and Reading

Analysis: continuity and change

- In the period between 1st September 2016 and 1st September 2017, 9 BAME coaches accessed senior coaching positions at professional clubs. This included externally appointed coaches with experience of coaching at other clubs and internally appointed coaches from within club youth academies
- In the period between 1st September 2016 and 1st September 2017, 7 BAME coaches vacated senior coaching positions at professional clubs. Reasons included being relieved of duties, voluntary pursuit of other sports/non-sports career options, and in one case due to sudden fatal illness

- Recalculation of figures collected as part of annual reviews indicate that levels of BAME representation in senior coaching positions at professional clubs have remained relatively stable over time
 - 2014 = 18 BAME coaches = 3.7%
 - 2015 = 25 BAME coaches = 4.9%
 - 2016 = 20 BAME coaches = 4.1%
 - 2017 = 22 BAME coaches = 4.6%
- In 2017, levels of BAME representation in senior coaching positions at professional clubs (4.6%) remain significantly lower than BAME representation as professional players (around 25%) and within the UK population more broadly (around 14%)

Table 2 outlines the names of BAME coaches in senior coaching positions and the professional clubs at which they were employed on the **1st September 2017**

Table 2: BAME coaches in senior coaching positions: names and clubs		
Senior coaching positions	Name	Club
First Team Manager	Chris Hughton	Brighton Hove Albion
	Nuno Espirito Santo	Wolverhampton Wanderers
	Keith Curle	Carlisle United
First Team Assistant Managers	Terry Connor	Ipswich Town
	Curtis Fleming	Queens Park Rangers
	Orlando Trustfull	Crystal Palace
First team Head Coach	Paul Nevin	Brighton Hove Albion
	Chris Allen	Oxford United
	Claude Makele	Swansea City
	Said Bakkati	Reading
Senior Professional Development Squad Lead Coach (U21/U23's)	Radhi Jaïdi	Southampton
	Richard Shaw	Crystal Palace
	Jason Euell	Charlton Athletic
	Paul Hall	Queens Park Rangers
Professional Development Squad Lead Coach (U18's)	Paul Furlong	Queens Park Rangers
	Kwame Ampadu	Arsenal
	Danny Cadamarteri	Burnley
	Carl Martin	Watford
	Michael Gilkes	Reading
Youth Academy Director	Jon De Souza	Colchester
	Sevvay Aslam	Port Vale
	Antoine Thompson	Cheltenham Town

- The above table does not account for managerial and coaching changes which have taken place in the period after the 1st September 2017 and prior to the publication of this report in November 2017. Notable changes during this period include; the 'release' of Orlando Trustfull as assistant manager at Crystal Palace, and the appointments of Jimmy Floyd Hasselbaink as manager at Northampton Town, Jack Lester as manager at Chesterfield Town, and Steven Reid as first team coach at Crystal Palace.
- In addition to BAME coaches in senior coaching positions at professional clubs, there is a small number of BAME staff working in senior football development and technical positions at a small number of professional clubs.

These include; Les Ferdinand and Chris Ramsey at Queens Park Rangers, Brian Tevreden and Mikele Leigertwood at Reading, and Eddie Newton at Chelsea.

- In addition to BAME coaches in senior coaching positions at professional clubs, there is a small, but, significant, number of BAME staff working in full-time or part-time coaching support roles at youth academies at professional clubs. These include; Michael Donaldson, Will Antwi, Mehmet Ali, Justin Cochrane (Tottenham Hotspur), Ryan Garry, Alex Nichols (Arsenal), Andy Myers (Chelsea) Darren Moore (West Bromwich Albion), Derek Scale (Bristol Rovers), Ammy Ninje (Notts County), Jonathan Hunter Barrett, Marc Campbell, Leon Jackson (Wolverhampton Wanderers), Ebon Thomas, David Powderley (Charlton Athletic), Kevin Austin (Sheffield Wednesday), Paul Palmer (Millwall), Damian Briggs (Southend FC), and Tom Harban (Barnsley).

2.3 Concluding comments

The findings presented in this report indicate that the levels of BAME representation in senior coaching positions at professional football clubs remain disappointingly low, and that less than one-in-five clubs employ BAME coaches in positions of this kind. Whilst there have been some minimal numerical advances in the levels of BAME senior coach representation over the three-year period 2014 (3.7%) to 2017 (4.6%), this increase is largely accounted for by the efforts of a small number of more progressive clubs in London and the South East of England with a stronger and more consistent recent track record of hiring BAME coaches. The demographic make-up of senior coaches at these clubs remains in stark contrast to the predominantly white landscape of the senior coaching workforce at the overwhelming majority of professional football clubs in England. It is therefore likely that many of the institutionally embedded barriers which have restricted opportunities for BAME coaches in the past, remain firmly in place in 2017.

In recent years, a number of key stakeholders in professional football in England have developed new programmes and initiatives designed to increase the levels of BAME representation in coach education and coach employment in the professional game. These interventions differ markedly in their resource, scope, and focus and are at relatively formative stage of their implementation. As a result, the extent to which they have been successful in realising their intended outputs and outcomes remains difficult to assess, beyond the less than positive empirical findings provided in this report. This is compounded further in cases where intended measures have remained largely rhetorical rather than being enacted in any meaningful way, where stakeholder bodies have worked singularly rather than in collaboration with one another, and where there appears to be no identifiable mechanisms to measure and report back on the effectiveness of these interventions.

Where independent evaluation of interventions has taken place, there has been some positive initial findings. For example, evaluation of the first year of the newly expanded FA BAME Bursary programme has identified success in enabling significant numbers of BAME coaches to access and complete elite level coaching qualifications and in enhancing their confidence and employability in the professional coaching marketplace. This has been enabled through a strongly collaborative approach with partner organisations such as the LMA, PFA, and BACA. However, the extent to which this programme has increased the overall levels of representation of BAME coaches achieving elite level coaching qualifications, or has enabled them to make successful transitions from employability to employment remains a moot point. This has been underscored by the absence of any wider mechanisms for recording and reporting on data of this kind by the FA, despite stated intentions to implement a whole game 'state of play' approach to data collection across the sport.

The work of the EFL to develop and implement two new codes of coach recruitment designed to embed equitable recruitment practices and increase employment opportunities for BAME coaches at professional clubs, also offers some cause for cautious optimism. This is perhaps mostly the case in relation to the strongly defined parameters of the mandatory code of recruitment which as a result is likely to yield some positive incremental outcomes in increasing the diversity of the coaching workforce at the youth academies of member clubs over time. The extent to

which the voluntary code of recruitment will engender similar results at the first team level of member clubs remains a moot point, and is arguably undermined in its capacity to do so by a series of embedded caveats in its wording, which position it as an 'optional' rather than 'must do' consideration forcing mechanism. The apparent lack of any comprehensive mechanism for recording or reporting on progress is also likely to limit the potential of the EFL to fully assess the impacts and effectiveness of this important positive action intervention.

It is also the case that the lack of any substantive or meaningful approach to specifically address the low levels of BAME coach representation at EPL clubs remains an ongoing cause for concern. There is a strong consensus amongst BAME coaches, campaign groups, and other stakeholder bodies that the EPL should be taking a much stronger and more high-profile leadership role in this area. In particular, in relation to the development and enforcement of positive action measures designed to ensure equitable practices of coach recruitment and to increase the diversity of the coaching workforce at all levels of member clubs. Efforts of this kind would arguably set the tone for establishing best equality practice across the professional game.

Finally, it is the contention here that all of football's key stakeholder bodies should do much more than is presently the case to work in collaboration with one another to develop and implement a more holistic and unified approach to addressing the under-representation of BAME coaches in the professional game. Work of this kind should also include key campaign groups, BAME coaches, and academic researchers and should establish a clearly defined and integrated approach to dismantling those institutionally embedded barriers which continue to impact negatively on limiting equality of opportunities and outcomes for BAME coaches. It is only through the implementation of such an approach that insightful and impactful equality practice can be achieved. It is to this end to which the bodies involved in the production of this report are working.

