

LOVE FOOTBALL. PROTECT THE GAME.

OVERVIEW

In 2022/23 The FA, Premier League and EFL introduced a package of policy measures, actions and sanctions to tackle dangerous and illegal behaviour at football matches. This included enhanced sanctions applied for people identified entering the pitch, using pyros, taking drugs to games, throwing objects or for discriminatory abuse.

Those efforts will continue through the 2023/24 season as we continue to collectively reiterate that there are consequences for these behaviours while reiterating the importance of creating a safe and enjoyable matchday environment for everyone.

For the new season, the English football authorities are introducing a series of measures, including the introduction of a new participant charter, to help improve the behaviour of players, managers and coaches – or ‘participants’ - across the professional and grassroots game.

In addition, football authorities, supporter groups and law enforcement organisations, including the police and CPS, have united to crack down on the issue of football tragedy abuse with the introduction of tougher new measures to combat those who participate in this vile behaviour. This builds on the work carried out last season and is supported by the ‘Love Football. Protect the Game’ football-wide campaign.

This toolkit provides an overview of the key changes that are being introduced this season and provides a variety of assets to support your engagement with supporters.

Together we can send a clear message from all of football, to make it clear that there is no place for unwelcome behaviour in the game. Whether on the pitch, on the touchline or in the stands, we all have a role to play to ensure that our game is passionate, but remains a safe and enjoyable place for all to work, attend and experience.

We will continue to work together to sustain this messaging throughout the season.

LOVE FOOTBALL. PROTECT THE GAME.



LOVE FOOTBALL. PROTECT THE GAME.

KEY MESSAGING

PARTICIPANT BEHAVIOUR

- The FA, Premier League and EFL are introducing a series of measures to help improve the behaviour of players, managers and coaches across the professional and grassroots game, as well as addressing the issue of tragedy abuse.
- The FA, Premier League, EFL and referees' governing body PGMOL, supported by the LMA and PFA, have collectively launched a new Participant Charter for the professional game, which will see stronger measures for players, managers, coaches, support staff and club officials to adhere to on a matchday.
- Match officials will be empowered to use yellow and red cards to take more robust action when participant behaviour falls below expected standards
- New measures will include a re-written technical area code of conduct to encourage managers, coaches and other club staff members to behave in a responsible manner. This will include:
 - Captains will be expected to take responsibility for their teammates, who will receive cards for any confrontation, surrounding or invasion of the match official's personal space.
 - Increased financial penalties for serious and repeat offenders
 - Academy scholars will undertake refereeing courses to improve players' education into officiating
- In the grassroots game new regulations will include points deductions for players and coaches who commit repeated offences of serious misconduct, while match officials will be further empowered to use temporary dismissals to combat dissent

FOOTBALL TRAGEDY ABUSE

- In 2023-24 regulation changes and tough new measures have been introduced to challenge the totally unacceptable presence of football tragedy abuse
- The issue is focused on offensive chanting, gesturing and displaying offensive messages based on football-related tragedies, which causes significant distress to the victims' families, survivors and affected-club supporters
- Football authorities, supporter groups and law enforcement organisations, including the police and CPS, have united to crack down on fans who participate in this vile form of abuse. People who are found guilty of offences face stadium bans and criminal prosecution
- To support the rehabilitation of those identified as having engaged in negative matchday behaviour, a new pilot scheme is in development phase which will refer young people to a restorative justice education programme that will seek to inform and educate about the impact of their behaviour on others
- The scheme is being run by the Premier League, EFL, Premier League Community Fund, EFL Trust with support from local police forces and will be trialled at ten clubs across the Premier League, Championship, League One and League Two



LOVE FOOTBALL. PROTECT THE GAME.

CROWD BEHAVIOUR

- In 2022-23 The FA, Premier League and EFL brought in strong measures across the whole of football to tackle antisocial and criminal behaviours within grounds
- This includes entering the pitch without permission, carrying or using smoke bombs or pyros and throwing objects, as well as drug use and discriminatory behaviour
- These are illegal, dangerous and have serious consequences. They have no place in our game
- The pitch must remain safe for players, managers and match officials, just as the stands should be for supporters



LOVE FOOTBALL. PROTECT THE GAME.

COMMUNICATIONS AMPLIFICATION

The following communications recommendations highlight options and materials available to clubs to tackle participant behaviour and football tragedy abuse.

Template copy and assets are provided throughout

31 JULY - LAUNCH

On Monday 31 July, The FA, Premier League and EFL will issue a joint media statement outlining the measures being introduced to tackle the issues of participant behaviour and criminal and antisocial behaviour across football.

You could amplify this message to present an aligned and clear stance ahead of the new season.

Potential activity for clubs at launch:

- News article on club website
- Social media posts on club channels
- Use of campaign video on social media channels

PRE-MATCH / MATCHDAY CONTENT

Example activity for clubs to use as appropriate from the start of the season:

- Programme ad copy
- LED board presence
- Social posts in pre-match build up
- PA reminders

Recommended ongoing activity:

- Repurpose and share assets on matchdays through the season to remind fans about what is and is not acceptable.
- Continue to build messaging into programmes, LEDs and PA scripts on matchdays, as appropriate.

PROGRAMME COPY

A message from [Name of Club] about antisocial and criminal behaviour

Ahead of the start of the new season we want to make you aware of new measures being taken across all of football to help ensure football remains safe and enjoyable for all.

We are backing the introduction of strong measures across the professional and grassroots game to help improve the behaviour of players, managers and coaches on the pitch, and aiming to address the unacceptable issue of football tragedy abuse in the stands.

Under the new participant charter match officials will be empowered to take more robust action, while the players will receive cards for any confrontation, surrounding or invasion of the match officials' personal space. Our academy scholars will also undertake refereeing courses to improve players' education into officiating.



LOVE FOOTBALL. PROTECT THE GAME.

To challenge the totally unacceptable presence of football tragedy abuse, for season 2023/24, regulation changes and tough new measures have been introduced which will see people who are found guilty of offences face stadium bans and criminal prosecution.

This builds on measures to address dangerous and illegal crowd behaviour which were introduced last year and continue through the 2023/24 season including bans and reports to the police for activity such as entering the pitch without permission, carrying or using smoke bombs or pyrotechnics and throwing objects - as well as drug use and discriminatory behaviour.

These acts are dangerous, illegal and have severe consequences. They have no place in football, or anywhere.

Football should be a safe and enjoyable experience for everyone in the stadium whether on the pitch, on the line or in the stands. We thank you for your support this season.

LOVE FOOTBALL. PROTECT THE GAME.

TEMPLATE WEB NEWS STORY

[Name of Club] tackles participant and crowd behaviour ahead of new season

Ahead of the start of the new season we want to make you aware of new measures being taken across all of football to help ensure football remains safe and enjoyable for all.

We are backing the introduction of strong measures across the professional and grassroots game to help improve the behaviour of players, managers and coaches on the pitch, and aiming to address the unacceptable issue of football tragedy abuse in the stands.

Under the new participant charter match ([INSERT LINK](#)) officials will be empowered to take more robust action, while the players will receive cards for any confrontation, surrounding or invasion of the match officials' personal space. Our academy scholars will also undertake refereeing courses to improve players' education into officiating.

To challenge the totally unacceptable presence of football tragedy abuse, for season 2023/24, regulation changes and tough new measures have been introduced which will see people who are found guilty of offences face stadium bans and criminal prosecution.

This builds on measures to address dangerous and illegal crowd behaviour which were introduced last year and continue through the 2023/24 season including bans and reports to the police for activity such as entering the pitch without permission, carrying or using smoke bombs or pyrotechnics and throwing objects - as well as drug use and discriminatory behaviour.

These acts are dangerous, illegal and have severe consequences. They have no place in football, or anywhere.

Football should be a safe and enjoyable experience for everyone in the stadium whether on the pitch, on the line or in the stands. We thank you for your support this season.

LOVE FOOTBALL. PROTECT THE GAME.






LOVE FOOTBALL. PROTECT THE GAME.

SUGGESTED SOCIAL COPY AND ASSETS

The below example copy can be amended and used as appropriate on your channels.

Tweet 1 – General

-  On the pitch
-  On the touchline
-  In the stands

Football should be a safe and enjoyable experience for everyone.

The FA, Premier League and EFL are introducing a series of measures to help improve the behaviour of players, managers and coaches across the professional and grassroots game, and address the issue of football tragedy abuse.

(LINK TO WEB STORY URL)

#LoveFootball #ProtectTheGame

Tweet 2 – Football Tragedy Abuse

Don't turn the beautiful game ugly. There is no place for football tragedy abuse at any football stadium.

#LoveFootball #ProtectTheGame

(LINK TO WEB STORY URL)

Insert Statement Card/Graphic

Tweet 3 – Participant Behaviour (Option 1)

Match officials are an integral part of the beautiful game, just like players, managers and supporters.

Show your pride and passion – in the right way.

#LoveFootball #ProtectTheGame

(LINK TO WEB STORY URL)

Insert Statement Card/Graphic

Tweet 4 – Participant Behaviour (Option 2)

Time to change – a new participant behaviour charter to protect match officials from abuse has been released

(LINK TO PARTICIPANT CHARTER ON FA WEBSITE)

Insert Infographic

#LoveFootball #ProtectThe Game



LOVE FOOTBALL. PROTECT THE GAME.



PROFESSIONAL GAME
MATCH OFFICIALS



LOVE FOOTBALL. PROTECT THE GAME.