



Vision

Total & comprehensive LGBT+ equality, diversity & inclusivity at Sheffield United Football Club.

Mission

To bring the LGBT+ communities and Allies of Sheffield United together to celebrate the diversity of the club, highlight inclusivity and increase LGBT+ visibility. Ensuring a safe and inclusive environment for all Blades at a progressive football club.

Core Values

We base all our decisions on our Core Values. Everyone who joins the group agrees to uphold them. Our aim is for an LGBT+ Football Fan Group that

- Can change the experience of all Fans for the better
- Is Inclusive
- Is Accessible
- Promotes Equality
- Celebrates Diversity
- Develops Community
- Educates and raises awareness of LGBT+ issues
- Overcomes intolerance and prejudice of any kind
- Changes negative attitudes
- Is ethical and sustainable
- Encourages enthusiastic volunteers
- Treats people with respect at all times and avoids abusive or discriminatory language
- Works positively and creatively to ensure everyone feels welcome whatever their age, sex, gender, race, disability, sexual orientation, religion or belief

Aims

- Provide a network for LGBT+ supporters, Allies and friends of, including social events such as meet ups, and core events such as the Sheffield Rainbow Laces Tournament.
- Affiliated with Kick It Out, Pride in Football and Football v Homophobia, Football Supporters Association, Fans for Diversity.
- Encourage communities and fans to come together to support the club.
- Celebrate diversity and provide a safe and welcoming environment for LGBT+ fans and Allies both on match days and beyond.
- A forum for LGBT+ fans & Allies voices to be heard and influence change.
- Attract new fans to the club, speak proud and highly of the club. Be part of a step change for the club.
- A group to be consulted with on club and stadium changes, improvements and direction of travel.
- Re-engage fans who may feel lost connection with the club.
- Communicate to membership and the communities through regular updates via a range of media.
- Seek feedback from all stakeholders.



RAINBOW BLADES

- Work with SUFC management to champion awareness of and tackle LGBT+ issues at the Club.
- Hold regular meetings with nominated officers of SUFC to discuss LGBT+ issues.
- Provide advice and guidance on LGBT+ issues.
- Partner with other SUFC fan groups to work together.
- Be an active member of the SUFC Supporters community.
- Actively promote the work of other SUFC fan groups seeking support from those groups.
- Actively support agreed LGBT+ Organisations/charities who share common goals.
- Be a visible part of the LGBT+ community, both locally and where appropriate, nationally.

Short Term Goals

- Respond to LGBT+ and other discriminatory news through social media (Group statement) to show a united front to our fans and the football community. Do the same for positive equality, diversity and inclusion news.
- Consistently post content on social media channels.
- Rainbow Laces stadium tour in November for LGBT+ fans, allies, charities, organisations. Fan day experiences with members that the chair could chaperone.
- Pre-match member socials.
- Establish a meeting schedule.
- Player of the season award as voted by the membership.
- WhatsApp group for committee.
- Form partnerships with Pride in Football, Football V Homophobia, Fans for Diversity, kick it Out, football supports association.
- Attend and have representation at fan forums.
- Consistent dialogue with the club to consult on club and stadium matters.
- Work on and improve reporting LGBT+ phobia, the channels the club use, promotion around this, fan welfare and data analysis.
- Create and distribute an online survey for members and/or potential members to find out what they want.

Medium/Long Term Goals

- Provide opportunities for younger members to take an active role in the group.
- Engage with local communities, charities, community centres, youth groups and schools. (SAYIT, Trans Active, Bi-Social, LGBT+ Asylum seekers, LGBT football team and Sheffield Vulcans LGBT+ rugby team)
- Submit applications for local and national awards. i.e.) Fans for Diversity & Football V Homophobia.
- Dedicated Football V Homophobia match in February. Work with organisation on educational material and onsite training.
- Message on printed tickets.
- Continue to use and share best practice through supporters' groups, organisations and documents such as Football V Homophobia Toolkit for Professional Clubs.
- SUCF/SUFC Ally training.



RAINBOW BLADES

- Merchandise for members, staff and superstore. i.e.) Pin badge, scarf.
- LGBT+ Fan Group branded t-shirts for players to wear during warm up before a Rainbow Laces match.
- Work with SUFC on community and school outreach.
- Apply for local and national grants.
- Feedback and be the voice from the fans to SUFC board.
- Work on video content with the club.
- Work with the club to find ways to get more people to report incidents at the ground and online.
- Annual LGBT+ 'moment in football' i.e.) Watford rainbow mosaic
- Establish a media presence.
- Look into charitable work we can do with the club.