



#MERKY FC

MAKE THE ASSIST.
CHANGE THE GAME.

THE REPORT

COMMISSIONED BY ADIDAS & STORMZY

TO HELP ADDRESS
THE LACK OF
ETHNIC DIVERSITY
IN THE FOOTBALL
INDUSTRY, **ADIDAS**
AND **STORMZY**
COLLABORATED
TO FORM



#MERKY FOOTBALL CAREERS

A MULTI-YEAR NATIONAL CAREERS
PROGRAMME, **DEDICATED TO ENHANCING**
AND PROTECTING DIVERSE REPRESENTATION,
BOTH ON AND OFF THE PITCH.

#MERKY FC ALLYSHIP
COULD INCREASE
REPRESENTATION BY 40%



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#MERKY
FOOTBALL
CAREERS

NOW IN ITS **SECOND YEAR**,
AND WITH OVER **THREE**
TIMES THE NUMBER OF
PLACEMENTS AVAILABLE,

#MERKY
FOOTBALL
CAREERS
WANTED
TO BETTER
UNDERSTAND
THE BARRIERS

THAT STOP YOUNG PEOPLE **FROM BLACK OR**
MIXED (BLACK HERITAGE) BACKGROUNDS
APPLYING FOR ROLES IN FOOTBALL.





**BUT
INDUSTRY
WIDE,
THERE IS
A LACK
OF DATA**

SO, THIS YEAR, **ADIDAS** AND **STORMZY**, COMMISSIONED A REPORT TO UNDERSTAND HOW THE WHOLE FOOTBALL COMMUNITY CAN MAKE THE ASSIST **TO CHANGE THE GAME.**

HERE'S WHAT WE FOUND...



**YOUNG BLACK
PEOPLE **ASPIRE**
TO HAVE CAREERS
IN FOOTBALL**

56%

**OF PEOPLE FROM BLACK OR MIXED
(BLACK HERITAGE) BACKGROUNDS
WOULD LIKE TO GET AN OFF-PITCH
ROLE IN FOOTBALL**

FROM A SURVEY OF 501 UK 18-24 YEAR OLDS WHO IDENTIFY AS HAVING HERITAGE FROM ANY OF THE FOLLOWING ETHNICITIES (BASED ON UK CENSUS DATA): BLACK, BLACK BRITISH, CARIBBEAN, OR AFRICAN – WHICH WE REFER TO HERE AS HAVING BLACK OR MIXED (BLACK HERITAGE) BACKGROUNDS

**WE NEED MORE
ROLE MODELS
FOR YOUNG
BLACK PEOPLE
IN FOOTBALL**



27%

ARE **MORE LIKELY TO APPLY** FOR A ROLE IN FOOTBALL IF THEY KNOW SOMEONE FROM **BLACK OR MIXED (BLACK HERITAGE) BACKGROUNDS** WHO WORKS IN THE INDUSTRY...BUT ONLY,

90%

COULD RECALL ROLE MODELS **WHO ARE FORMER PLAYERS** FROM BLACK OR MIXED (BLACK HERITAGE) BACKGROUNDS

FROM A SURVEY OF 501 UK 18-24 YEAR OLDS WHO IDENTIFY AS HAVING HERITAGE FROM ANY OF THE FOLLOWING ETHNICITIES (BASED ON UK CENSUS DATA): BLACK, BLACK BRITISH, CARIBBEAN, OR AFRICAN - WHICH WE REFER TO HERE AS HAVING BLACK OR MIXED (BLACK HERITAGE) BACKGROUNDS

**BLACK
PEOPLE
NEED MORE
ALLIES IN THE
FOOTBALL
COMMUNITY**



72%

**ARE MORE LIKELY TO APPLY
FOR A #MERKY FC ROLE IF IT'S
RECOMMENDED BY A FRIEND**

FROM A SURVEY OF 501 UK 18-24 YEAR OLDS WHO IDENTIFY AS HAVING HERITAGE FROM ANY OF THE FOLLOWING ETHNICITIES (BASED ON UK CENSUS DATA): BLACK, BLACK BRITISH, CARIBBEAN, OR AFRICAN - WHICH WE REFER TO HERE AS HAVING BLACK OR MIXED (BLACK HERITAGE) BACKGROUNDS

UK-WIDE, CANDIDATES
FROM BLACK AND MIXED
(BLACK HERITAGE)
BACKGROUNDS **FACE**
MULTIPLE CHALLENGES
ENTERING THE FOOTBALL
INDUSTRY



SO, HOW CAN
THE FOOTBALL
COMMUNITY &
INDUSTRY HELP
ADDRESS THESE
BARRIERS?

ACTS OF ALLYSHIP



ALLYSHIP CAN **DISRUPT THE CYCLE OF INEQUALITY**. PROACTIVE SUPPORT & INITIATIVES CAN PROVIDE **CLEAR PATHWAYS** INTO THE FOOTBALL INDUSTRY.

IN TURN, THIS CAN CREATE **MORE ROLE MODELS TO INSPIRE TALENT** THAT ARE OFTEN OVERLOOKED, HELPING THEM **REACH THEIR POTENTIAL** IN A MORE **INCLUSIVE AND DIVERSE** WORKPLACE.

ALLYSHIP ALONE **CANNOT TACKLE EMPLOYMENT BARRIERS** FACED BY PEOPLE OF BLACK & MIXED (BLACK HERITAGE) BACKGROUNDS, HOWEVER, **WHEN APPLIED ALONGSIDE OTHER MEASURES**, IT CAN OFFER THE INDUSTRY **A TOOL FOR LONG-TERM CHANGE**.



**MAKE THE ASSIST.
CHANGE THE GAME.**

**THE #MERKY FC APPROACH
TO ALLYSHIP**

1. REFER

2. MENTOR

3. ROLE MODEL



REFER

OUR EVIDENCE SHOWS THAT **72% OF YOUNG BLACK PEOPLE ARE MORE LIKELY** TO APPLY TO #MERKY FOOTBALL CAREERS IF **RECOMMENDED** BY A FRIEND.

ACTIVELY RECRUITING TALENT FROM **UNDERREPRESENTED** COMMUNITIES **COULD BOOST** REPRESENTATION OF THOSE WITH BLACK OR MIXED (BLACK HERITAGE) **BY 8.3% OVER 5 YEARS.**

FROM: HARVARD BUSINESS REVIEW



MENTOR

OUR EVIDENCE SHOWS THAT **73% OF YOUNG TALENT** FROM A BLACK OR MIXED (BLACK HERITAGE) BACKGROUND **HAVE NOT BEEN OFFERED** ETHNICITY-SPECIFIC MENTORING PROGRAMMES AT WORK.

PROGRAMMES THAT PROVIDE MORE **TAILORED** GUIDANCE AND SUPPORT **COULD BOOST REPRESENTATION BY 18%** OVER 5 YEARS.

FROM: HARVARD BUSINESS REVIEW



ROLE MODEL

OUR EVIDENCE SHOWS THAT THOSE WHO KNOW SOMEONE **WORKING IN FOOTBALL** ARE **27% MORE LIKELY** TO APPLY TO AN INDUSTRY ROLE.

MORE ROLE MODELS COULD **BOOST THE LIKELIHOOD** OF APPLICATIONS **BY UP TO 34%**

FROM: BEHAVIOURAL INSIGHTS TEAM



**TO SHOW THE
POTENTIAL IMPACT
OF ALLYSHIP - EVEN
SIMPLY REFERRING
A FRIEND - WE'VE
PROJECTED HOW
#MERKY FOOTBALL
CAREERS COULD
INCREASE
REPRESENTATION
IN THE FOOTBALL
INDUSTRY OVER THE
NEXT 5 YEARS**



PROJECTING THE **#MERKY FC** EFFECT

SHARING A **#MERKY**
FOOTBALL CAREERS
APPLICATION **WITH**
A FRIEND COULD
HELP BOOST
REPRESENTATION BY
MORE THAN 40%
OVER 5 YEARS.

TO TEST HOW CREATING MORE CHANGES = MORE GOALS,



WE DEVELOPED **A PROJECTION TO MODEL** THE IMPACT OF **#MERKY FC** ON BLACK REPRESENTATION IN FOOTBALL.

COMBINING DATA **ON EXISTING REPRESENTATION**, APPLICATION **BIAS** AND **JOB OPENINGS**, WE ESTIMATED THE NUMBER OF APPLICANTS OF BLACK & MIXED (BLACK HERITAGE) AND EMPLOYEES IN THE FOOTBALL INDUSTRY TODAY.

WITH **THIS BASELINE**, WE THEN MODELLED THE COMBINED IMPACT OF **ADDING 150 #MERKY FC ROLES** AND INCREASING JOB REFERRALS **FROM ALLIES BY 72%**, TO PROJECT A **40% INCREASE** IN BLACK REPRESENTATION OVER 5 YEARS.

- ① ADIDAS RESEARCH
- ② FARE NETWORK
- ③ OFFICE FOR NATIONAL STATISTICS (ONS)
- ④ JOBSINFOOTBALL.COM



WHILE THIS SHOWS THE POTENTIAL OF **#MERKY FC TO CREATE LASTING CHANGE** IN THE FOOTBALL INDUSTRY, OUR GOAL IS TO **INSPIRE** THE WIDER COMMUNITY TO THINK ABOUT THEIR OWN **ACTS OF ALLYSHIP**.

SO THE BEAUTIFUL GAME REFLECTS THE **DIVERSE COMMUNITY OF FANS IT SERVES**.

**MAKE
THE ASSIST.
CHANGE
THE GAME.**

REPORT SUMMARY

**#MERKY FC ALLYSHIP
COULD INCREASE
REPRESENTATION BY**



#MERKY

FC



6.7%

**#MERKY
FOOTBALL
CAREERS**



#MERKY FC

APPENDIX



#MERKY FC SURVEY

PANEL PROVIDER: FOCALDATA

SAMPLE SIZE: N=501

FIELDWORK: 14 SEP-18 SEP 2023

RESPONDENTS: UK, 18-24, IDENTIFYING AS
HAVING HERITAGE FROM THE FOLLOWING
ETHNICITIES: BLACK, BLACK BRITISH,
CARIBBEAN, OR AFRICAN

SOURCES

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WHY DIVERSITY PROGRAMS FAIL

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CENTRE FOR SOCIAL INVESTIGATION (2019)
**ARE EMPLOYERS IN BRITAIN DISCRIMINATING
AGAINST ETHNIC MINORITIES?. OXFORD
UNIVERSITY**

http://csi.nuff.ox.ac.uk/wp-content/uploads/2019/01/Are-employers-in-Britain-discriminating-against-ethnic-minorities_final.pdf

INDUSTRY RESEARCH CARRIED OUT BY FARE
(FOOTBALL AGAINST RACISM IN EUROPE)
BETWEEN SEPTEMBER - OCTOBER 2022



DESCRIPTION OF PROJECTION MODEL



72% OF PEOPLE ARE MORE LIKELY TO APPLY FOR A #MERKY FC ROLE IF IT'S RECOMMENDED BY A FRIEND.

PEOPLE WITH BLACK OR MIXED (BLACK HERITAGE) **OCCUPY 6.7%^③** OF SENIOR JOBS IN FOOTBALL INDICATING AROUND **1,052 OF THE 15.7K^④ ROLES AVAILABLE** IN FOOTBALL ARE HELD BY PEOPLE FROM **BLACK OR MIXED (BLACK HERITAGE)** BACKGROUNDS.

IF BLACK APPLICANTS FOR ROLES IN FOOTBALL WERE TO INCREASE BY 72%, **THERE WOULD BE AN ESTIMATED 55 ROLE** CONVERSIONS PER YEAR FOR PEOPLE OF BLACK OR MIXED (BLACK HERITAGE).

OVER THE NEXT 5 YEARS **THE #MERKY FC EFFECT COULD CONTRIBUTE OVER 400 NEW ROLES** (150 DIRECTLY, 275 THROUGH ALLYSHIP) FOR PEOPLE OF BLACK HERITAGE IN THE FOOTBALL INDUSTRY, **AN INCREASE OF 40%.**

① ADIDAS RESEARCH ② FARE NETWORK

③ OFFICE FOR NATIONAL STATISTICS (ONS) ④ JOBSINFOOTBALL.COM