

# CLUB TOOLKIT

# FAN BEHAVIOUR AND SAFETY

2022/23 SEASON



**FSA.**

**LOVE FOOTBALL. PROTECT THE GAME.**

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# OVERVIEW

As the 2022/23 Season commences, The FA, in conjunction with all Leagues of the National League System, are introducing a package of policy measures, actions and sanctions to tackle anti-social behaviour (and at worst criminal activity) at football matches.

The football organisations will collectively reiterate that these behaviours do not represent the majority of fans and will underline the importance of a safe matchday environment for everyone.

We are specifically addressing behaviour including:

- Pitch incursions (individual and mass invasions)
- The use of smoke bombs and pyrotechnics
- Throwing objects
- Drug-taking
- Discriminatory behaviour

This toolkit outlines the key messaging and introduces an all-football campaign for clubs to use.

Together, we can send a clear message from all of football, to make it clear there is no place for this behaviour in the game and ensure everyone feels safe attending matches this season.

We recognise that the National League System is a broad church and so Leagues and Clubs should assess their capability to undertake this guidance, seeking advice from their Local Authority, Safety Advisory Groups and others.

Campaign content will launch on Friday 12th August supported by a statement from football organisations to outline the collective approach and strong measures in place.

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

Love Football. Protect the Game.



**TOGETHER, WE CAN SEND A CLEAR MESSAGE FROM ALL OF FOOTBALL, TO MAKE IT CLEAR THERE IS NO PLACE FOR THIS BEHAVIOUR IN THE GAME AND ENSURE EVERYONE FEELS SAFE ATTENDING MATCHES THIS SEASON**



# KEY MESSAGING

## Primary messaging

- Every football fan should feel safe when attending matches and/or watching their team.
- The FA, in conjunction with all Leagues of the NLS are bringing 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.
- For everyone's safety, clubs will report anyone carrying out these offences to the police.
- Anyone who enters the pitch and those carrying or using smoke bombs or pyros will now be ejected from the ground and where systems allow, be automatically banned by their club.
- Prosecution by the police can result in a permanent criminal record, which could affect your employment and education, and result in a prison sentence.
- The FA and the NLS Leagues are working with clubs and the Football Supporters' Association to help keep football a safe and welcoming environment, by cracking down on dangerous behaviour that can put fans, players, staff and match officials at risk.
- Pyrotechnics can burn at 2000 degrees Celsius and can cause life-changing injuries and potentially fatal asthma attacks.
- Entering the pitch endangers everyone because it's impossible to tell the difference between a celebrating fan and a violent attacker.
- The pitch must remain safe for players, managers and match officials, just as the stands, terraces and hard standing should be for supporters
- Let's protect each other, your club and the game.
- Love football, protect the game.

## Secondary messaging

- We all have a part to play in making sure everyone feels safe on matchdays - from parents taking their children to their first game, and older fans who have been attending for decades, to the players, stewards and our volunteers who make the matches happen.
- The FA and the NLS Leagues are taking an all-football approach to tackling these behaviours.
- From the start of the 2022/23 season, anyone who takes part in these activities may be automatically banned by their club, may need to take part in club education programmes provided by clubs, or be prosecuted.

# UNIFYING LINE

## ‘LOVE FOOTBALL. PROTECT THE GAME.’

This line has been designed to act as a unifying ‘sign off’ message, to unite our efforts around a clear call to action that speaks to the majority of fans and encourages self-policing.

Please note, this is not a standalone strapline and should not be used without context.

Where used, this must follow a specific message about antisocial and criminal fan behaviour. For example, at the end of a web news story, media statement or social media caption relating to one or all of these behaviours.

For shorter form assets where space is limited (e.g. social media assets), the statement itself should follow a core line about specific behaviours and consequences. For example:

- Anyone carrying or using pyros will be reported to the police and may be banned. Love football, protect the game.
- Anyone invading the pitch will be reported to the police and may be banned. Love football, protect the game.
- Anyone throwing objects will be reported to the police. Love football, protect the game.
- Anyone engaging in antisocial and criminal behaviour will be reported to the police. Love Football. Protect the game.



**ANYONE CARRYING OR USING  
PYROS WILL BE BANNED AND  
REPORTED TO THE POLICE.  
LOVE FOOTBALL. PROTECT  
THE GAME.**



# COMMUNICATIONS AMPLIFICATION

The following communications recommendations highlight options and materials available to clubs to tackle criminal and antisocial behaviour across football.

Template copy and assets are covered in this toolkit.

## 12 AUGUST - LAUNCH

On Friday August 12th, The FA alongside all Leagues in the NLS will issue a joint media statement outlining the measures being introduced to tackle criminal and antisocial behaviour across football.

We hope clubs will support and amplify this message to present an aligned and clear stance to fans ahead of the new season.

Recommended activity for clubs at launch:

- News article on club website (template provided on page 13)
- Social media posts on club channels ([example captions on page 11, assets available here](#))
- Where available, email to fan database (example copy provided on page 12)

## PRE-MATCH / MATCHDAY CONTENT

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

- Player or manager video message on club channels (example script on page 15-16)
- Programme ad copy
- PA script (using key messages)
- Scoreboard

All clubs should consider publishing regular content to promote key messages and reiterate to all fans that criminal and antisocial behaviour will not be tolerated.

## RECOMMENDED ONGOING ACTIVITY

- Player and manager quotes and messages - video content and using press interview where appropriate
- Highlighting bans - maximising communication opportunities to demonstrate that action is taken and there are consequences
- Quotes from fans, volunteers, stewards and other voices who have been affected by antisocial or criminal behaviour on matchdays ([editable quote cards available here](#))
- Reword and share assets on matchdays through the season to remind fans about what is and is not acceptable ([GIF and infographic available here](#))
- Continue to seed quotes from fans, volunteers, stewards and other voices who have been affected by antisocial or criminal behaviour on matchdays ([editable quote cards available here](#))
- Continue to build messaging into programmes, websites and PA announcements on matchdays, as appropriate
- Consider how training and development of Club Officers / Volunteers / Staff may assist in managing difficult situations.

# RECOMMENDED COPY

The below example copy can be amended and used as appropriate on your channels. In addition to the statement, which will be provided on Monday 25 July, the below example copy can be amended and used as appropriate on your channels ahead of and during the season.

## Recommended Short Copy

We are supporting strong measures across football to tackle antisocial and criminal behaviours within football grounds – including entering the pitch without permission and carrying or using smoke bombs or pyros. These are illegal, dangerous and have serious consequences. They have no place in our game. Anyone involved in these activities will be banned by their club and reported to the police.

Love Football. Protect the Game.

## Recommended Medium Copy

Every football fan should feel safe when watching their team. But last season we saw a minority of supporters ruining the game for others. That's why we're supporting strong measures across football to tackle antisocial and criminal behaviours within football grounds.

These include entering the pitch without permission, carrying or using smoke bombs or pyros and throwing objects onto the pitch, as well as discriminatory behaviour and taking drugs. All of these are illegal, dangerous and have no place in our game. For everyone's safety, clubs will report anyone carrying out these offences to the police, which can result in a permanent criminal record. These measures could also now apply to the parents or guardians of children involved in these activities.

From the start of the 2022/23 season, anyone who enters the pitch and those carrying or using smoke bombs and pyros will now automatically be banned by their club. These measures reflect the seriousness of the risks to fans and staff – pyros can burn at 2000 degrees Celsius and cause life-changing injuries, while entering the pitch endangers players, managers and match officials – it is impossible for anyone to tell the difference between a celebrating fan and a violent attacker.

The football authorities are working with clubs and the Football Supporters' Association to make sure everyone feels safe on matchdays. We ask all fans to come together to show that those who commit these illegal acts do not represent the majority of supporters.

Love Football. Protect the Game.

“

**EVERY FOOTBALL FAN  
SHOULD FEEL SAFE WHEN  
WATCHING THEIR TEAM.**

”

# SUGGESTED SOCIAL COPY AND ASSETS

Assets include: Statement Cards



Infographic for use on club websites (JPEG). [Download all assets here.](#)

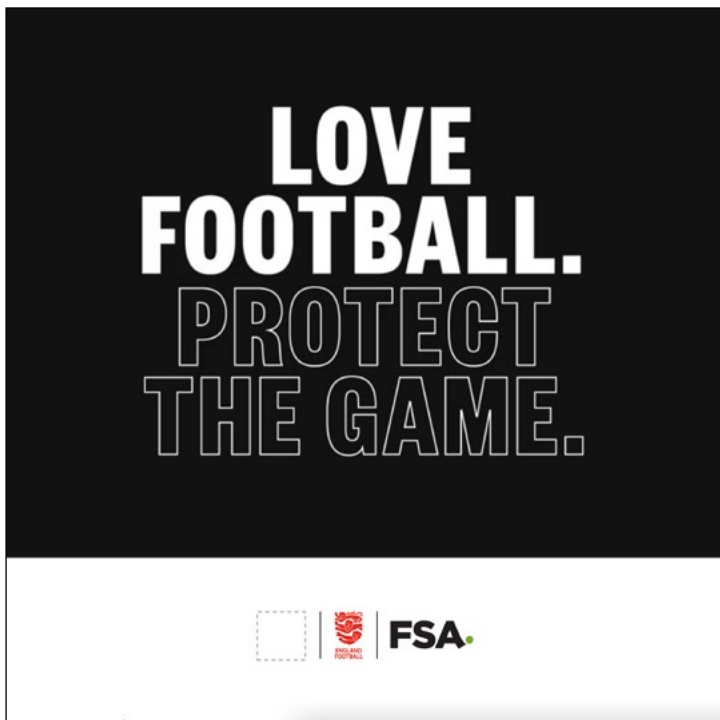
Hashtags to use:

#LoveFootball #ProtectTheGame





Editable end-frame to use on player and manager videos – please note this requires PhotoShop in order to edit



Editable quote cards – square and portrait (to add a message from your own club’s spokesperson, manager, players, stewards or fans) – please note this requires PhotoShop in order to edit. These are for use post 25 July. [Download all assets here](#)



Animated GIF of key messages - square



## Twitter Copy

### For use from 12 August

Every fan should feel safe attending matches at **(Insert Club Name)**. That's why football has come together to tackle people entering the pitch without permission, smoke bombs and pyros and other criminal behaviours. Read more: [\(URL to news story – in shortened link if required\)](#)

#LoveFootball #ProtectTheGame

Example two tweets posted...

#### Tweet 1

- ✘ Entering the pitch
- ✘ Carrying or using smoke bombs or pyros
- ✘ Throwing objects
- ✘ Discriminatory behaviour
- ✘ Taking drugs

Football is coming together to bring in strong measures to tackle antisocial and criminal behaviour  
**(insert quote card or gif)**

#LoveFootball #ProtectTheGame

#### Tweet 2

The minority who commit these illegal acts are putting themselves, their fellow supporters, our volunteers and staff in danger.

Anyone who enters the pitch and those carrying or using smoke bombs or pyros will now be automatically banned by **[Insert Club Name]**

## Supporting messages for subsequent use

Entering the pitch without permission, smoke bombs and pyros are illegal, dangerous and carry serious consequences. They have no place in our game and clubs will issue automatic bans and report anyone carrying or using smoke bombs or pyros to the police. #LoveFootball #ProtectTheGame **(insert quote card or gif)**

Antisocial & criminal acts like entering the pitch without permission, pyros and throwing objects not only ruin the matchday experience for other fans, but risk serious injury or worse. That's why we support strong measures for these across football **(insert quote card or gif)**

We all have a part to play in making sure that everyone feels safe on matchdays. Those who commit these illegal acts do not represent the majority. #LoveFootball #ProtectTheGame. **(insert quote card or gif)**

Pyros can burn at 2000°C and cause life-changing injuries. For everyone's safety, clubs will issue automatic bans and will report anyone carrying or using smoke bombs or pyros to the police. #LoveFootball #ProtectTheGame **(insert quote card or gif)**

Entering the pitch endangers players, managers and match officials. For everyone's safety, clubs will issue automatic bans and will report anyone carrying out these offences to the police. #LoveFootball #ProtectTheGame **(insert pitch invasions quote card)**



#### Instagram and Facebook captions

Every football fan should feel safe when watching their team, including at **[name of stadium]**. Football is coming together to bring in strong measures to tackle antisocial and criminal behaviour. This includes:

- ✘ Entering the pitch
- ✘ Carrying or using smoke bombs or pyros
- ✘ Throwing objects
- ✘ Discriminatory behaviour
- ✘ Taking drugs

Anyone who enters the pitch without permission and those carrying or using smoke bombs or pyros will automatically be banned by their club. These measures could also now apply to the parents or guardians of children involved in these activities. We know that those who commit these illegal acts do not represent the majority of supporters.

#LoveFootball #ProtectTheGame



**WE ALL HAVE A PART TO PLAY IN MAKING SURE THAT EVERYONE FEELS SAFE ON MATCHDAYS.**



**LOVE FOOTBALL. PROTECT THE GAME.**

# EXAMPLE EMAIL FOR FAN DATABASE / MEMBER DATABASE

## SUBJECT: NEW MEASURES AHEAD OF THE NEW SEASON

Dear X,

As we welcome fans back to **[Name Of Stadium/Ground]**, we want to make you aware of new measures being taken across all of football to ensure everyone can have a safe and enjoyable experience. We are supporting strong action across the NLS to tackle antisocial and criminal behaviours that put all of us at risk.

Please remember the following activities are illegal, dangerous, carry serious consequences and have no place in our game:

1. Carrying or using smoke bombs or pyros
2. Invading the pitch or entering the pitch without permission
3. Throwing objects onto the pitch
4. Drug use within the football ground
5. Discriminatory behaviour

For everyone's safety, we will report anyone carrying out these offences to the police, which can result in a criminal record. This could affect your employment and education, and in some cases, result in a prison sentence.

Anyone who enters the pitch without permission and those carrying or using smoke bombs or pyros will now receive an automatic club ban. These measures could also now apply to the parents or guardians of children involved in these activities

These measures reflect the seriousness of the risks to fans, volunteers, players and staff – pyros can burn at 2000 degrees Celsius, and can cause life-changing injuries and potentially fatal asthma attacks. Entering the pitch endangers everyone because it's impossible to tell the difference between a celebrating fan and a violent attacker. That is why the pitch must remain a safe space for players, and the stands for supporters.

The football authorities are working with clubs and the Football Supporters' Association to make sure everyone feels safe on matchdays, by cracking down on dangerous behaviour that can put fans, players, staff, volunteers and match officials at risk.

We know those who commit these illegal acts do not represent the majority. We look forward to seeing you soon for a safe and enjoyable season.

Love Football. Protect the Game.

Football Supporters' Association

# PROGRAMME COPY

## ‘LOVE FOOTBALL. PROTECT THE GAME.’

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

As we commence the new season we want to make you aware of new measures being taken across all of football, and the NLS, to ensure everyone can have a safe and enjoyable experience. We are supporting strong action from the FA, and across the NLS to tackle antisocial and criminal behaviours that put all of us at risk.

Please remember the following activities are illegal, dangerous, have serious consequences and have no place in our game:

- Carrying or using smoke bombs or pyros
- Invading the pitch or entering the pitch without permission
- Throwing objects onto the pitch
- Drug use within the football ground
- Discriminatory behaviour

For everyone's safety, we will report anyone carrying out these offences to the police, which can result in a criminal record.

Anyone who enters the pitch without permission and those carrying or using smoke bombs or pyros will now receive an automatic club ban. These measures could also now apply to the parents or guardians of children involved in these activities.

This reflects the seriousness of the risks to fans and staff – pyros can burn at 2000 degrees Celsius and cause life-changing injuries, while entering the pitch endangers players, managers and match officials. It also impacts the hard working volunteers, who ensure that our special part of the game continues to run.

We know those who commit these illegal acts do not represent the majority of supporters. Please work with us to call out the risks.

#LoveFootball #ProtectTheGame



**ANYONE WHO ENTERS THE PITCH WITHOUT PERMISSION AND THOSE CARRYING OR USING SMOKE BOMBS OR PYROS WILL NOW RECEIVE AN AUTOMATIC CLUB BAN.**





# TEMPLATE WEB NEWS STORY

## ‘LOVE FOOTBALL. PROTECT THE GAME.’

### [Name Of Club] tackles antisocial and criminal behaviour ahead of new season

[Name Of Club] is supporting an all-football approach to ensure that every football fan feels safe attending matches.

As we commence the new season, we’re backing the introduction of strong measures across football to tackle antisocial and criminal behaviours within football grounds. This includes entering the pitch without permission, carrying or using smoke bombs or pyros and throwing objects onto the pitch, as well as discriminatory behaviour and taking drugs. All of these actions are illegal, dangerous and have no place in our game.

For everyone’s safety, all clubs will report anyone carrying out these offences to the police. Prosecution by the police can result in a permanent criminal record, which could affect your employment and education, and in some cases, result in a prison sentence.

Anyone who enters the pitch without permission or uses smoke bombs or pyros will now receive an automatic club ban. This could also now apply to the parents or guardians of children involved in these activities.

These measures reflect the seriousness of the risks to fans, volunteers and staff – pyros can burn at 2000 degrees Celsius and can cause life-changing injuries, burns and potentially fatal asthma attacks. Entering the pitch endangers everyone because it’s impossible to tell the difference between a celebrating fan and a violent attacker. That is why the pitch must remain a safe space for players, and the stands for supporters.

[Insert quote from club spokesperson highlighting key messaging] –

[Insert quote from fan / volunteer who has been affected by these actions]

[Insert quote from player/manager about how these actions can affect the game]

This season, [Name Of Club] is supporting the FA, National League System Clubs and Leagues and the Football Supporters Association to make football a safer and more welcoming environment, by cracking down on dangerous behaviour that can put fans, players, staff and match officials at risk.

We ask our supporters to come together to show that those who commit these illegal acts do not represent the majority of supporters.



**FOR EVERYONE’S SAFETY,  
ALL CLUBS WILL REPORT  
ANYONE CARRYING OUT  
THESE OFFENCES TO  
THE POLICE.**



# EXAMPLE SCRIPTS FOR PLAYER AND MANAGER VIDEOS

Players and managers are trusted messengers who fans will listen to. It would be an effective way to further communicate the importance of protecting the pitch and matchday environment – reiterating the pitch must remain safe for players, managers and match officials, just as the stands are for supporters.

The below are examples only for you to edit as appropriate to your spokesperson.

[\(Editable end frame available here\)](#)

## **Player video – recommended script, spoken to camera and posted on socials**

*“The feeling every player gets when they walk out onto the pitch is like no other, but every football fan, just like you, should feel safe in the stadium/ground.*

*Entering the pitch without permission, smoke bombs and pyros are illegal, dangerous and put everyone, on and off the pitch at risk. When I’m on the pitch, I’m working on playing my best game for you and when people run onto the pitch it’s inevitable that someone is going to get hurt or worse.*

*New measures mean that anyone entering the pitch without permission or carrying or using pyros will be reported to the police. You could even end up with a criminal record.”*

## **Player video – recommended bullet points, spoken to camera and posted on socials**

- Every football fan should feel safe attending matches.
- My League are bringing in strong measures across the whole of football to tackle entering the pitch without permission, smoke bombs and pyros.
- These are illegal, dangerous and will result in serious consequences.
- Anyone carrying or using pyros or entering the pitch without permission will be automatically banned by their club and reported to the police.
- Prosecution by the police can result in a permanent criminal record, which could affect your employment and education, and result in a prison sentence.
- Let’s protect each other, your club, and the game.
- Include how dangerous behaviour makes you feel.



### Manager video - recommended script, spoken to camera and posted on socials

*"It's my job to keep my players safe on the pitch so we can play the best game for you - what we need you to do is keep each other safe in the stands.*

*Your celebrations make the atmosphere at every game electric but it's important to remember that entering the pitch without permission, or using smoke bombs and pyros are illegal, dangerous and will be met with serious consequences.*

*Everyone should know that anyone entering the pitch without permission or carrying or using pyros will be automatically banned by the club and reported to the police. You could even end up with a criminal record."*

### Manager video - recommended bullet points, spoken to camera and posted on socials

- Every football fan should feel safe attending matches.
- Strong measures are being brought in across the whole of football to tackle entering the pitch without permission, smoke bombs and pyros.
- These are illegal, dangerous and will result in serious consequences.
- Anyone carrying or using pyros or entering the pitch without permission will be automatically banned by their club and reported to the police.
- Prosecution by the police can result in a permanent criminal record - which could affect your employment and education, and result in a prison sentence.
- Let's protect each other, your club, and the game.
- Include how you want to keep your players safe on the pitch and make sure supporters are keeping each other safe in the stands.



**LOVE FOOTBALL. PROTECT THE GAME.**



**LOVE  
FOOTBALL.  
PROTECT  
THE GAME.**



**FSA.**