



FAIR GAME UK STRATEGY

Timeline: 2022 - 2024 (2 years)

OUR VISION

Our Vision is that football is a sport where every fan can put their shirt on in the morning proud in what it stands for, safe in the knowledge that the traditions and heritage of their club will always be there.

VALUES

Fairness & Integrity

- We seek to do what is right, acting with humility, treating people fairly and honouring our standards and commitments.

Open & Transparent

- We are honest and we tell people what we are doing. We welcome challenge and are always open for ways to improve how we work.

Collaborative & Engaging

- We believe that we are more effective when we work together and we are ambitious in engaging and working with all stakeholders in football.

Guided By Experts

- We strive to reach the best solutions and always look to improve. We listen and learn to the expertise and experiences of people in academia, football and the wider society.

Community-focused & inclusive

- We are motivated by the benefits football brings to communities when done right, and we are conscious of the need to include people from all backgrounds.

MISSION

- We are led by clubs, supported by experts and backed by politicians.
- We believe in sustainability, integrity and community.
- We wish to see football governed with fairness, openness and transparency at its core; honouring the mantra that the game can be a force for good and putting clubs at the heart of the communities they serve.

We aim to achieve our mission through the following objectives:

OBJECTIVES

1) Turning our manifesto into reality

We will campaign for independent legislation that works and incentivises good management of football clubs.

By:

- Engaging with politicians and Councils to back the Fair Game Manifesto
- Support Tracey Crouch's Fan Led review and campaign for the implementation of legislation
- Influence the legislation to ensure it reflects the Fair Game Manifesto

2) Being a voice for clubs

We will speak on behalf of our clubs giving them a collective voice on the most important issues.

By:

- Engaging and consulting member clubs on a regular basis.
- Recruiting new clubs throughout the pyramid (including the Women's Game) as members of Fair Game
- Listening to clubs and influence the areas that matter most to them

3) Protect the future of football

We will promote and champion initiatives to support the sustainability of clubs in their communities.

By:

- Being at the forefront of research into the sustainability of Football
- Sharing and championing best practice across the game
- Partnering with Her Game Too to reduce Sexism in the game
- Delivering events to raise awareness of inequalities

4) Developing Fair Game UK

We will work to secure the future of Fair Game UK by evolving the organisation and sustaining its future.

By:

- Establishing the appropriate governance structure.
- Creating a variety of income streams to sustain the organisation.
- Appointing a core staff team of paid employees



FAIR GAME

In the wider
interests of
football

**DO YOU WANT
A FAIR GAME?**

WWW.FAIRGAMEUK.ORG

 [@FAIRGAMEUK](https://twitter.com/FAIRGAMEUK)

 [FAIR GAME UK](https://www.linkedin.com/company/fair-game-uk)

 [FAIRGAME_UK](https://www.instagram.com/FAIRGAME_UK)