

Rainbow Laces 2020

Introduction

We're delighted that you will be part of the Rainbow Laces campaign 2020. This year's campaign will take place from 26 November to 13 December.

Throughout this period we will see a huge range of support, not only at elite level but right across your communities, as we work together to *Make Sport Everyone's Game*.

This pack is designed to help you make the most of your involvement in the campaign. It includes key dates, messages, and statistics, and suggestions for showcasing your commitment to LGBT inclusion.

If you have any questions or require further support, contact us at:
Sport@stonewall.org.uk

COVID-safe campaigning

Every sphere of life has been impacted by Coronavirus, and the sporting world is no exception. We've taken that into account when producing this guidance, so that you and your community can engage with each other safely.

Our recent survey about LGBT people's experiences during COVID-19 showed that loneliness and isolation are badly affecting LGBT communities. This pack offers guidance on running an impactful digital campaign to bring communities together and inspire, educate and encourage LGBT people and allies at this especially challenging time.

Detailed information about COVID-safe campaigning is contained throughout this pack. You will find info on:

- How LGBT people have been disproportionately impacted by COVID-19 – and how sport and physical activity can help counter this
- How to play your part for LGBT people in your sport during COVID-19
- How to ensure LGBT people are included when you're able to enjoy live sport again

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Your impact

Over the last four years, your support has helped generate a huge amount of awareness around LGBT people in sport. 12 million people in Britain saw the Rainbow Laces campaign in November 2019, including a massive 35 per cent of all sport fans. More importantly, **Rainbow Laces has helped foster positive attitudes towards LGBT people in sport and persuaded allies to play their part.**

We found that, after seeing the campaign:

- 62 per cent of fans feel they have a responsibility to stick up for LGBT fans of the teams and sports they follow, compared to 48 per cent who didn't see the campaign.
- 66 per cent of fans feel more confident that reports of anti-LGBT language at live sport fixtures will be taken seriously.
- 46 per cent of sports fans believe they would be more likely to challenge anti-LGBT language at live sport fixtures, and 45 per cent would be more likely to challenge it on social media.

With your ongoing support, we're sure to make 2020 another impactful year.

2020 campaign

Campaign focus

Rainbow Laces has always campaigned to make sport everyone's game. We've focused on inspiring, educating and encouraging allyship to support LGBT inclusion in sport.

The events of 2020 have highlighted long-standing inequalities across society. We've seen the disproportionate impacts of the pandemic on marginalised groups and the results of structural racism throughout society, including in LGBT communities and across sport.

The events of this year have also shown us how much community and allyship matter. We've seen the role that sport and fitness play in bringing us together, and so many LGBT people and allies have been doing amazing work to make sport everyone's game.

To take this work even further, we have to fight racism in all forms and strive for anti-racism in our own organisations. Stonewall is on a journey towards more meaningful anti-racist campaigning and we ask you to join us in this.

It's vital that the 2020 campaign properly reflects the current climate. As such, this year we will:

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- Ensure our messaging is closely linked to the impact of COVID on our communities and how sport is helping us get through
- Focus throughout the campaign on stories about how sport helps LGBT people and shows what we contribute to sport
- Represent LGBT people of colour and/or trans people across our content – and we're encouraging our partners to do the same

We've included advice throughout this pack to help you address these important points. We've also made the following campaign updates:

- All Rainbow Laces branding now uses the inclusive or progress Pride flag. This flag was designed to raise the visibility and mark the importance of trans and BAME/PoC LGBT people. It incorporates black and brown stripes, along with the colours from the trans flag. We have updated our graphic assets to use in your activations.
- You can now buy a wider range of laces that reflect a range of identity flags, including: trans, bi, non-binary, lesbian, pan and ace. You can find more information about these laces further down.

Key messages

- Sport and physical activity are vital to life in Britain. Sport brings our communities together and, whether we're watching or taking part, it makes our lives richer and can help our mental health.
- COVID-19 is having a big impact on LGBT communities. Many of us are experiencing isolation and poor mental health.
- Trans people, bi people, LGBT people of colour, disabled LGBT people and LGBT people in poverty are having particularly tough time during the pandemic.
- The impact of COVID-19 means many of us need sport and physical activity more than ever – whether we've just started to get active or we've relied on our sport community to get us through.
- Sport should be a safe haven for LGBT people. But too many of us don't feel welcome.
- Together or apart, online or on the pitch, we need to build on our work to make sport everyone's game.
- Wear Rainbow Laces and play your part.

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Key stats

Unless specified, all statistics are from Stonewall's LGBT in Britain: Hate Crime and Discrimination Report (2017) and School Report (2017).

Sport can help with some of the challenges LGBT people face

- Half (52 percent) of LGBT people experienced depression in the previous year.
 - Young LGBT people (68 per cent), trans people (67 per cent), Black, Asian and minority ethnic LGBT people (62 per cent), and LGBT people on lower incomes (64 per cent) experienced depression in that time.
 - More than a quarter (27 percent) of LGBT people said isolation was a top concern for them during lockdown. (*LGBT Foundation, May 2020*)
- The majority of people (65 per cent) believe exercise is helping them with their mental health during the outbreak (*Sport England, April 2020*)

Even if we aren't currently gathering for sport, too many LGBT people don't think sport is welcoming.

- More than two in five LGBT people (43 per cent) think public sporting events aren't a welcoming space for LGBT people. (Stonewall LGBT in Britain 2017)

And when we are taking part in sport together, too many LGBT people who love sport have bad experiences:

- One in five (18 per cent) LGBT young people (18 to 24) experienced discrimination while exercising at a fitness club or at a sport group in the previous year.
- Three in ten (28 per cent) trans people have been discriminated against while exercising at a fitness club or taking part in group sport in the previous year

Exclusion in sport starts from a young age

- One in seven LGBT pupils (14 per cent) – including three in ten trans pupils (29 per cent) – have been bullied during school sports lessons.
- Nearly two in three trans pupils (64 per cent) say they are not able to play for the sports team they feel comfortable in.

Activating your sport community

Over the course of the campaign (26 November to 13 December) we encourage you to take these actions in whatever way fits your schedule. **The main activation day is Rainbow Laces Day on 9 December, when everyone will come together online to show their support.**

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This year the campaign is designed to be activated entirely online so that you and your community can take part safely. But that doesn't mean the impact can't be just as significant, if not even more significant. This is an opportunity to celebrate, support and galvanise LGBT people and allies in your communities at a time of deepening inequality.

SHARE THE STORIES OF LGBT PEOPLE IN YOUR SPORT COMMUNITY

Real stories of LGBT people in sport help create understanding and support

- 77 per cent of sport fans who saw the campaign in 2019 considered LGBT people part of the sport community, compared to 64 per cent of sport fans who didn't see the campaign

By sharing LGBT people's stories, you are showing LGBT people they can thrive in sport too

- Stonewall will be sharing 'profiles' of LGBT people in sport, highlighting how sport has helped them in this difficult year and how they are making sport everyone's game.
- We encourage you to join in the storytelling – please seek out stories from your sport community and create profiles that inspire others to champion LGBT inclusion.

ENCOURAGE YOUR COMMUNITY TO STEP UP AS ALLIES

Allies are vital to making sport everyone's game, and LGBT people can be allies to others within the LGBT community. The campaign encourages us to stick up for one another.

- After seeing the Rainbow Laces campaign, 45 per cent of sport fans would be more likely to challenge anti-LGBT language on social media and 46 per cent would be more likely challenge at live sport fixtures.
- By talking about allyship and making it feel real and achievable, you are making it easier to step up as allies to LGBT people within the sport community
 - Stonewall will provide high-level tips on how to be a good ally to LGBT people in sport with clear, simple steps people can take
 - These will include specific tips on being an ally to LGBT people of colour, and tips formatted as Instagram posts.
 - Stonewall will provide these tips in a Word doc so you can adapt them for your own channels.

WEAR AND SHOW YOUR SUPPORT

Wearing Rainbow Laces – in person or online – is an important way of showing you support LGBT inclusion in sport

- One million pairs of laces have gone out since the campaign started in 2013!

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- By wearing Rainbow Laces you are showing you value inclusion for all LGBT people, at every level of your sport. Use your Rainbow Laces as a talking point to change attitudes in your community.
 - Stonewall will provide a broader range of Rainbow Laces, including a number of identity-specific laces. More details below about what we will provide and how you can purchase more.
 - Stonewall will share other digital ways for people to showcase their support for LGBT communities. These are available in our [assets folders](#).
 - Use these laces to support people across your community in showing their support for LGBT people in sport – from high profile stars to community teams who are doing great inclusion work, on Rainbow Laces Day or any other day!

Using and ordering Rainbow Laces and armbands

Stonewall will provide you with XX pairs of laces this year. This will include XX Rainbow Laces and XX laces.

As an organisation, you can order further pairs of Rainbow Laces for your community at XX price by contacting XX.

You can publicly encourage your community to order Rainbow Laces from this link.
<https://stonewalluk.myshopify.com/products/rainbow-laces-all>

In addition to Rainbow Laces, you can now celebrate and show allyship to specific LGBT identities with a range of new laces. Here's a run through of the different laces you can buy, and what each flag means.

[Buy laces here.](#)



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TEAM PRIDE

 **Stonewall**
Acceptance without exception

Trans laces

[Trans](#) is an umbrella term to describe people whose gender is not the same as, or does not sit comfortably with, the sex they were assigned at birth.

<https://stonewalluk.myshopify.com/collections/accessories/products/trans-standard-laces>

Non-binary laces

[Non-binary](#) is umbrella term for people whose gender identity doesn't sit comfortably with 'man' or 'woman'.

<https://stonewalluk.myshopify.com/collections/accessories/products/non-binary-standard-laces>



Bi laces

[Bi](#) is an umbrella term used to describe a romantic and/or sexual orientation towards more than one gender. Bi people may describe themselves using one or more of a wide variety of terms including, but not limited to, bisexual, pan and queer.

<https://stonewalluk.myshopify.com/collections/accessories/products/bi-standard-laces>



Pan laces

[Pan](#) refers to a person whose romantic and/or sexual attraction towards others is not limited by sex or gender.

<https://stonewalluk.myshopify.com/collections/accessories/products/pan-standard-laces>

RAINBOW LACES



Ace laces

[Ace](#) is an umbrella term used to describe a variation in levels of romantic and/or sexual attraction, including a lack of attraction.

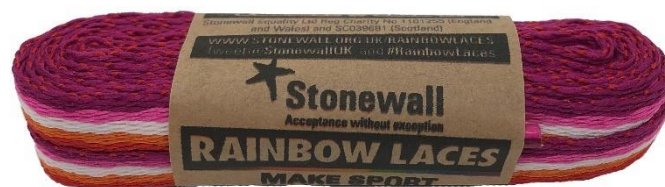
<https://stonewalluk.myshopify.com/collections/accessories/products/ace-standard-laces>



Lesbian laces

[Lesbian](#) refers to a woman who has a romantic and/or sexual orientation towards women. Some non-binary people may also identify with this term.

<https://stonewalluk.myshopify.com/collections/accessories/products/lesbian-standard-laces>



Tips for developing your content

Wearing Rainbow Laces is just one way of showing support. With a big focus on celebrating our community digitally this year, online content is sure to help create a huge impact within your community over the campaign period.

Rainbow Laces design assets

Use our Rainbow Laces design assets to weave the branding into your own assets.

Please download our brand pack for initial design assets [here](#).

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[This will already include core brand assets for you to](#) develop your own content, and from 19 November, will include a wider range of social graphics and allyship content with clear instructions on how and when to use them.

Case studies

Look for people in your community who can talk about adapting their approach to sport during lockdown, or people who've taken up something new during this period. Seek out stories that showcase how the community people find in sport has helped them through a tough time.

Your case studies should:

- Inspire sport fans and participants with the stories of LGBT people in sport. We want LGBT people who've never liked sport to consider taking it up, and to believe that they'll be welcomed if and when they join a club or team.
- Educate everyone about what it's like to be LGBT in sport, the challenges people face, and how they hold a range of LGBT people back.
- Aim to reflect the diversity of the LGBT community. When reaching out to your communities, be explicit that you want to hear from lesbian, gay, bi and trans people and that that you're particularly keen to profile LGBT people of colour.
- If you have the budget, consider offering a small fee (around £50) to the people whose stories you use in the campaign.

LGBT fan/participant engagement.

Whether you have an LGBT fan group or sport team, famous LGBT fans or athletes, or just a handful of active LGBT individuals in your community, it's great to put your LGBT community at the heart of your activation. If you have links, reach out to them early and involve them in your planning. If you don't have links, make them now. These links will lead to genuine and authentic messages which will inspire your wider community.

High-profile events and people

None of us can predict what high-profile sport events will be sanctioned to take place at the time of the campaign. That said, you can still make plans to show support at those events and with high-profile individuals in your sport.

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Even just wearing Rainbow Laces on social media around a key event in your sport calendar is a great way to start a conversation about the campaign and why it matters to you.

Share Stonewall's content

Over the course of the campaign we will share:

- Information about LGBT inclusion in sport
- Articles about LGBT allyship within sport
- Case studies from people involved in grassroots sports
- Activation videos from Sports Champions encouraging supporters to do an activity at home and take part in the campaign
- Laces promotion

Remember to share the content and tag [@StonewallUK](#) in your own posts. We will highlight some of them to celebrate the breadth of groups taking part in the campaign!

Rainbow Laces Day: 9 December

It's simple. Wear Rainbow Laces, show your support, use the hashtag #RainbowLaces. It's a chance for everyone who's part of the campaign to show off their laces and show their support. We recommend using this day to share content from leaders and high-profile individuals in your community, and to bring your colleagues together digitally to celebrate the difference you are making to LGBT inclusion in sport.

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