



CASE STUDY

Chelsea FC Foundation, Standing Together

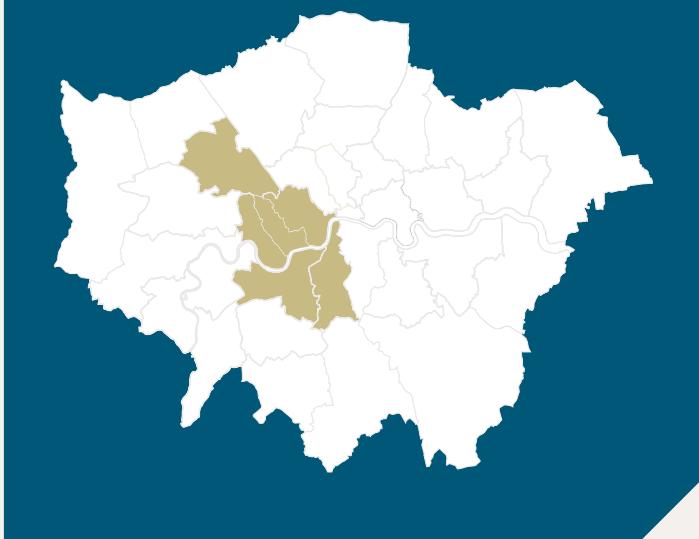
[Email](#)
 [Website](#)

ABOUT

Standing Together is a school- and community-based discrimination awareness and anti-hate activism project working with students and young people in out-of-school settings (aged 12–18). Beneficiaries are selected based on need and in cooperation with school safeguarding leads and local Prevent teams, using the Foundation's risk assessment framework. The project uses sport and the Chelsea FC brand to engage young people and delivers a mix of activities in schools and Chelsea's Stamford Bridge stadium. Students are introduced to the project and anti-hate activism through school assemblies before taking part in a campaign-building course, ending with a competition for the best initiative. During the project, students and other young people from the community also attend a day of workshops at Stamford Bridge to hear from extremism experts. Through these activities, the project raises awareness, promotes tolerance and self-esteem, and equips young people with the skills and confidence to challenge hate. The winning teams from the campaigning competition are also supported to present their initiatives to their peers.

BENEFICIARIES

257 secondary education students
117 young people
9 schools
6 boroughs



THEMES

Types of prejudice/discrimination: General; Racism; Anti-Muslim hate; Extreme misogyny.

Extremist ideologies: General.

Prevention topics: Understanding prejudice; Radicalisation/radicalisation reporting; Media/digital literacy; Hate crime/hate reporting; Bystander intervention; Anti-hate activism.

PROJECT ACTIVITIES

School and Community Activities:

Stadium Workshop Days – Alongside the schools-based activities, the project also runs two stadium workshop days for students and seven for young people from the local community. These events include a tour of Stamford Bridge followed by a carrousel of workshops on identity-based discrimination, media and digital literacy, incident reporting and bystander interventions delivered by experts at the Metropolitan Police, BE LADS, Kick It Out, Hope Not Hate, Maccabi GB and Shout Out UK.

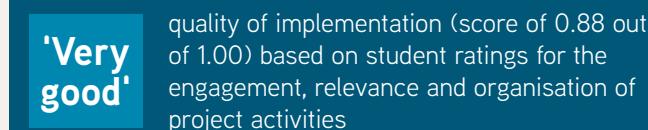
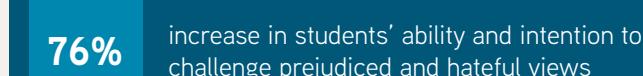
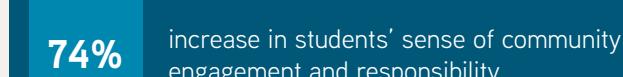
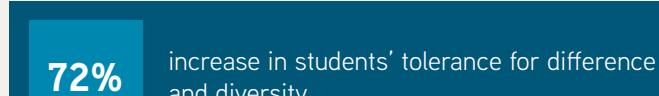
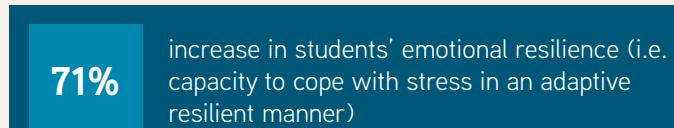
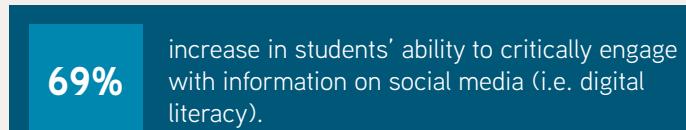
School Activities:

Campaign Building Course – This course consists of an introductory assembly followed by five one-hour workshops delivered weekly to groups of 25 students from each school. During the sessions, beneficiaries learn about identity-based discrimination, media and digital literacy, incident reporting and anti-hate activism, while working in small groups to develop social action campaigns. The workshops develop students' critical thinking, creativity and self-esteem, providing them with practical tools to turn their ideas into tangible actions.

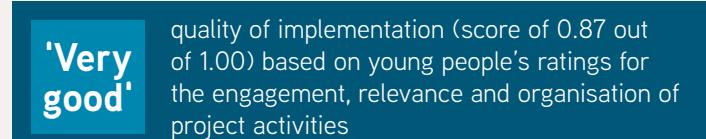
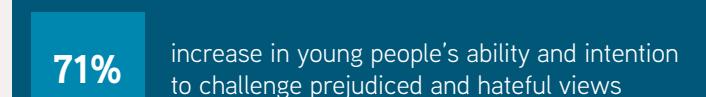
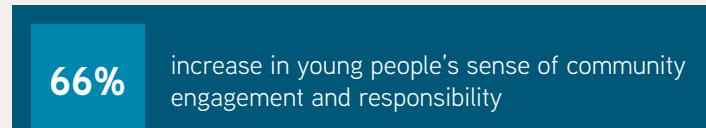
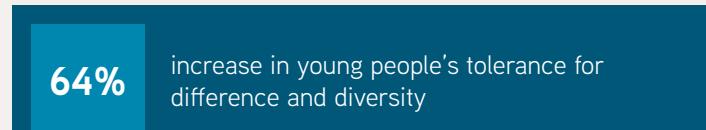
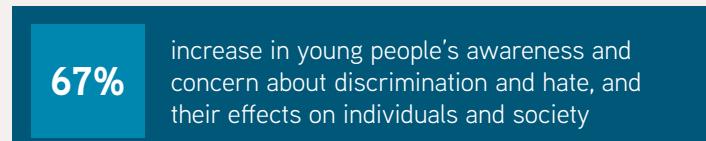
Campaign Competition Events – At the end of the project, the winning group from each school comes to Stamford Bridge to present their campaigns to an expert judging panel. These events provide students with the opportunity to showcase their campaigns and receive feedback and recognition. The winning campaigns from each school are also presented through assemblies, while the overall winners receive matchday tickets.

PROJECT RESULTS

Schools:



Community:



TESTIMONIAL

B was referred to Standing Together by their school out of concern for their social isolation and continued reluctance to engage with school activities or peers due to low self-esteem and difficulty communicating as a person with English as an additional language. B's engagement in Standing Together turned out even better than anticipated – they experienced noticeable improvements in their self-confidence, as well as their knowledge and understanding of hate and intolerance. Thanks to their efforts during the project, B was eventually part of the winning group in the campaigning competition, delivering an outstanding presentation and campaign on anti-Muslim hate. B also spoke in public when presenting the campaign – something they had been unwilling to do before the project.