

On the sidelines? Exploring how alcohol may present a barrier to British Asians engaging in sport

**Prepared by Magpie
for Alcohol Change UK**

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Introduction

Alcohol Change UK is a leading UK alcohol charity working to significantly reduce serious alcohol harm in the UK. We want to change the national conversation about alcohol in a way that makes it easier for people to take control of their own drinking, and to ask for and access help when they need it. We want to see better, evidence-based policy-making that takes the steps that will work to reduce harm.

Alcohol Change UK's strategy commits us to tackling the White-centric approach to reducing alcohol harm and our values include compassion for everyone affected by alcohol harm. We have committed to do more to centre the voices of Black people and other people of colour in the alcohol sector, listening to what people and communities need, and how we can do better.

Part of this conversation means examining how non-White communities are excluded from parts of mainstream society and specifically the role alcohol may play as a barrier to inclusion.

One particular area of interest is sport, a key component of life in the UK but where it is acknowledged reside deep-rooted inequalities, and consequently adversely impact on Black and minority ethnic communities' access, participation, and experiences of sport. This may manifest in overt racism such as direct verbal and/or physical abuse, but also include perpetuating stereotypes based on cultural or ethnic backgrounds and failing to accommodate cultural needs, thereby limiting or preventing inclusion.

Alcohol Change UK commissioned Magpie to explore the attitudes to, and experiences of, British Asians (a multi-ethnic group of British citizens who are of Asian descent, comprising predominantly British Muslims and Hindus) in watching and participating in cricket and rugby union, specifically examining how a culture of drinking may present a barrier for this group and a source of exclusion.

Rugby union and cricket were selected because both are sports in which spectators can consume alcohol in sight of the pitch, and both have been described as sometimes having troublesome relationships with alcohol.

Methodology

Magpie used a behavioural science informed and evidence-based method, to understand the experiences of British Asians in watching and participating in cricket and rugby union, specifically examining how a culture of drinking may present a barrier for this group and a source of exclusion.

The methodology can be seen on page 5.

About Magpie

Leaders in life-changing campaigns for social good.

Magpie is a creative behaviour change agency. Its team creates insight, brands, campaigns and interventions that create healthier and happier communities.

The agency's interdisciplinary teams focus on campaigns and behaviour change interventions that speak to the United Nations Sustainable Development Goals.

www.wearemagpie.com

Introduction

This approach tackled the following research questions:

1. Is British Asian people's enjoyment of watching and/or playing cricket and rugby union adversely impacted by a perceived culture of heavy drinking?
2. What are the experiences of British Asian people in attending cricket and/or rugby union matches where alcohol is present? How do British Asian people navigate situations at sports stadiums where alcohol consumption and drunkenness are visible and commonplace?
3. What are the experiences of British Asian people in participating in these sports at a community level? Do they feel welcome at their local clubs and does a culture of heavy drinking mean such clubs are places to avoid, accommodate, negotiate, and/or challenge?
4. What (more) do British Asian people think governing bodies of cricket and rugby union, community clubs and stadia, can do to make British Asians feel (more) welcome?

To do so Magpie:

- Conducted a comprehensive review of the interdisciplinary literature and of existing external alcohol and sport related research.
- Worked closely with Alcohol Change UK (using our expertise in social psychology and behaviour change) to finalise a survey, to understand and answer each of the four research questions.
- Conducted focus groups to dig deeper with research participants, to understand the influence of the alcohol culture on watching and playing cricket and rugby union.
- Conducted data analyses, descriptive statistics and correlation analyses on the survey data, exploring whether the findings vary by (up to three) socio-demographic factors such as gender and religion. Magpie also examined how insights vary by whether people play or watch, by type of sport, and by current level of engagement.
- Conducted further in-depth analyses of the survey data, using regression analyses and mediation analysis, to further examine the psychological processes involved in engagement of sport.
- Conducted thematic analyses on the transcripts from four focus groups.
- Finally, Magpie drew on all collated evidence and developed key conclusions and a set of research-based recommendations included within this final report.

Methodology

Magpie used a behavioural science informed and evidence-based method to understand the experiences of British Asians in watching and participating in cricket and rugby union.

This focused specifically on examining how a culture of drinking may present a barrier for this group and a source of exclusion.

There were four key research questions that looked at:

1. The impact of perceived heavy drinking culture on British Asian people's enjoyment of watching and/or playing cricket and rugby
2. British Asian people's experiences attending cricket and/or rugby union matches where alcohol is present
3. British Asian people's experiences of participation in these sports at a community level
4. Recommendations for governing bodies, community clubs and stadia to make British Asian people feel (more) welcome



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Research process

- **Literature review** (interdisciplinary and existing research)
- **Survey** (n831)
- **Focus groups** to understand the influence of the alcohol culture on watching and playing cricket and rugby union, including:
 - Factors that affect the participation of women and children as well as men
 - What could be improved to make men, women and children more welcome and willing to participate

Analysis

- **Descriptive statistics** and correlation analyses on the survey data
- **Variations** according to whether people play or watch, by type of sport, and by current level of engagement
- **Regression analyses and mediation analysis** to further examine the psychological processes involved in engagement of sport
- **Thematic analyses** on the transcripts from four focus groups
- Finally, Magpie drew on all collated evidence and developed key conclusions and a set of **research-based recommendations**

Executive summary by source

Literature review

The research papers identified focus on how alcohol features in cricket, or in sports more generally. Magpie did not identify any papers that focus specifically on rugby, although the challenges that alcohol presents for cricket are likely to be similar for rugby.

- Social alcohol drinking is **embedded within every level** of cricket, from youth and amateur to professional sport.
- There is **research evidence of a fractured system**, with two different cricket cultures, one - with better facilities - involves primarily White players and the other - with poorer facilities - primarily British Asian.
- Rather than post-match drinking being perceived as problematic, the **blame is placed** on people who do not participate, who are **viewed as self-segregating**.
- A drinking culture can also act as a **barrier to both children's participation** in sport and the number of British Asians in **coaching** positions.
- As well as alcohol consumption, there are a number of **other barriers** to Muslim men and women taking part in sport.
- **There are ways in which professional sports clubs can make spectating and participating more inclusive for British Asian fans.**



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Executive summary by source

Survey

- The British Asian population is diverse, with a range of views and attitudes towards and relationships with alcohol.
- As well as alcohol consumption, respondents also cited **cost, time and televised sport** as a reason not to attend matches.
- For some, alcohol is an **important part of the matchday experience, while for others it actively deters** them from getting involved in cricket or rugby union.
- The importance of **feeling safe, a good atmosphere, family friendly and alcohol-free zones** to the match day experience, were reported by fans of cricket and rugby alike.
- Most respondents don't want to see alcohol banned from stadia, however **zoned seating, alcohol-free and family areas** (along with clear signage on expectations in the stadia and at the point of sale) would improve the match day experience for many.
- The impact of alcohol on cricket was particularly significant. Indeed, **nearly a half of British Asian cricket fans (42%) reported that alcohol deters them from attending** and nearly three quarters (72%) reported that when there is trouble at matches, it's usually due to alcohol.
- **Twice as many British Asians believe that alcohol has a detrimental effect** on the atmosphere of the game (50%) than those who believe it has a positive effect (25%).
- Both sports have a **structural dependence on revenues from alcohol sales and sponsorship**. This brings risk to inclusiveness in the game, and represents a possible barrier to behaviour change. Some participants were **sceptical that anything will change** given the commercial implications and the perceived absence of other revenue sources. **38% of respondents said that they believed that alcohol protects the financial status of clubs.**

Executive summary by source

Focus groups

- No generalisations can be made from the focus group data as participants reported a **range of experiences**.
- However, it was noted that **perception of heavy drinking cultures could prevent people from attending matches, or playing the sport** (particularly cricket) as a result of television and radio coverage showing drunken and rowdy behaviour.
- Alcohol can have a **marginalising effect on players** that don't drink alcohol. Seeing players being marginalised can deter spectators from wanting to play the sport themselves.
- At matches there is a **"tipping point"** when people's behaviour shifts from being fun or exuberant, to being annoying, rowdy, or threatening. This can also lead to racism, sometimes directed at players.
- There is a **difference between spectator experiences at community sports and at a stadium**. At a community level, participants talked about how they enjoy watching friends and family members playing.
- Alcohol is not a large barrier to spectating at community level, but it is more problematic for players. **Post-match socialising with a drink is often part of the club culture**. Participants had different experiences of this, many negative and uncomfortable.
- **Positively, some participants talked about how they have already seen changes implemented to make cricket more welcoming to people from different cultures**. Participants offered a host of ways for professional sports clubs and community clubs to be more welcoming to British Asian people.

Literature review

Literature review methodology

Magpie used the following search terms in the academic database search:

- Alcohol AND rugby
- Alcohol AND cricket
- Drinking AND (British Asian Or Muslim OR Islam) AND sport
- Culture AND alcohol AND (cricket OR rugby)
- Alcohol (report) in rugby UK
- Alcohol (report) in cricket UK
- Alcohol in cricket Wales
- Alcohol in rugby Wales

Magpie included all papers published to the present date and those published in English language only.

Magpie searched academic literature sources:

- Scopus database
- Reference and citation searches

Magpie also searched non academic literature sources:

- Key organisations (such as Alcohol Change UK and Sport England)
- Google search

The searches found:

- 15 academic research papers
- 9 reports

The abstracts of the papers identified were screened, and reference and citation searches were conducted on those selected for inclusion.

Finding 1: Social alcohol drinking is embedded within every level of cricket

- Social alcohol drinking is embedded within every level of cricket, and this encompasses how teams are selected for leagues, how players are selected for teams, how individual players bond after a match, how spectators experience the game, and even the financial survival of amateur clubs. (Fletcher and Spracklen, 2014)
- Alcohol is an intrinsic part of cricket. Drinking with teammates after a game brings social and cultural capital and consuming alcohol is seen as being natural, traditional and normal. Some players in an amateur league talked about how they wouldn't take part if alcohol was not served. (Fletcher and Spracklen, 2014)
- Drinking alcohol after an amateur cricket match is seen as a ritual; a means of bonding with other players. This leads to ethnic minority grassroots clubs being excluded. Reasons for this include applications to join a league being rejected, because teams don't have a club bar and ethnic minority teams find it more difficult to arrange fixtures, because of perceptions they won't join in the 'social side' of the game. (Fletcher and Spracklen, 2014) (Malcolm, 2010) (MacDonald and Ugra, 1998)



Photo by Yogendra Singh on [pexels](https://www.pexels.com)

Finding 2: There is research evidence of a fractured system, with two different cricket cultures

- As a generalisation, White British cricket has better facilities, more affluent players, and has alcohol as part of its culture. British Asian cricket has poorer facilities, players from a wider socio-economic spectrum, and does not revolve around alcohol. (Fletcher and Spracklen, 2014)
- British Pakistani Muslim amateur players, in a 2016 study, identified that they felt out of place due to the existence of these two separate cricket cultures that play in different leagues and with different facilities. (Ratna et al, 2016)
- There is a bias towards selecting White players to play at higher levels, so that British Asian players need to be markedly better than White ones to be selected. (Ratna et al, 2016)
- Socialising at the clubhouse, with key people such as coaches, players and chairman, was described as a key part of networking and as such, this key element of club progression is unavailable to many British Asians players. (Ratna et al, 2016)

“You need to have a good relationship with every person at the club... If you haven’t got good relations with them, your place is in a bit of doubt... So, if the ‘Asian’ guys aren’t socialising that much, then the selector or captain might think ‘he’s not one of us.’”

Zarheed, quoted in study by Ratna et al. (2016)

Finding 3: Rather than post-match drinking being seen as a problem, blame is placed on people who don't participate

- Contact with alcohol is not permitted according to Islamic faith, so practising Muslims cannot participate in post-match drinking. Rather than this faith being accepted and respected, it can be perceived as a reluctance to participate in sports, or socialise, with non-Muslims or an unwillingness to reject their own 'inferior culture'. (Fletcher and Spracklen, 2014)
- There is evidence that White British players who choose not to drink are accepted, whereas British Muslim players whose faith forbids them to drink are not. (Fletcher and Spracklen, 2014)
- Drinking alcohol is part of sport subculture, with athletes often playing drinking games, drinking to excess and engaging in drunken 'loutish' activities, while those who don't conform are ridiculed or excluded. (Fletcher and Spracklen, 2014)
- Some British Muslim players join their team mates in the bar after a game, or on other social events, and have soft drinks. However, they can face suspicions from friends and family who wonder why they would go into a bar. (Fletcher and Spracklen, 2014)
- Some Muslim players join their team mates and drink alcohol, (usually as a means of being accepted), and therefore risk criticism and loss of acceptance by their Muslim community. (Fletcher and Spracklen, 2014)

“It didn't matter how good you were or how you performed on the pitch, it was all about the drink really.”

Haroon, quoted in study by Ratna et al. (2016)

Finding 4: Drinking culture can be a barrier to children's participation and the number of British Asian coaches

- Both formal (e.g. prize giving) and informal (e.g. barbecues) gatherings often take place in the sports club bar. This presented a barrier to British Pakistani children participating in sports.
(Cockburn, 2017)
- Some parents attended gatherings in the bar, although often felt uncomfortable, while others did not attend at all. This meant British Pakistani families were unable to participate equally in the club, or its identity-building events.
(Cockburn, 2017)
- Research suggests that alcohol presents barriers to becoming a cricket coach via two pathways: contributing to the divided cricket system that privileges White cricket, and making it more difficult for British Asians to build a network that would help them enter and progress a coaching career.
(Fletcher et al, 2021)



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Finding 5: There are additional barriers to Muslim men and women taking part in sport

- Muslim men taking part in sport reported that they had to strike a balance between their sporting interests and their desire to follow their faith. Barriers included:
 - Needing to pray at specific times
 - Finding activity more difficult during Ramadan
 - A sport culture that had norms of coarse and sexualised language
 - Alcohol consumption
 - Provision of non-Halal food(Nakamura, 2017)
- Barriers to Muslim women taking part in sport identified by research included:
 - Requirements for gender-segregated environments and dressing modestly
 - Family disapproval of female participation in any physical activity at all
 - Belief that girls should not play sport if men might be present (including coaches)
 - There were differences in experiences with some women happy to participate in mixed-gender sports and wear a headscarf rather than a hijab.

(Miles and Benn, 2016)



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Finding 6: Professional sports clubs can make spectating and participating more inclusive for British Asian fans

- There is a perceived risk of, and actual, racial abuse deterring spectators. (Burdsey and Randhawa, 2012)
- There exists a White male culture, that can involve spraying supporters with beer, which makes stadiums unsuitable for Muslim supporters. (Burdsey and Randhawa, 2012)
- Policies that aim to increase participation of British Asians have tended to focus on celebrating diversity rather than tackling racial inequality. This may fail to address factors such as perceived risk of, and actual, racial abuse deterring spectators; and the dominant role of alcohol in some sporting events. Researchers have recommended actions that will facilitate feelings of belonging, inclusion and attachment, including having areas of stadia that are alcohol-free (Burdsey and Randhawa, 2012).
- The English Cricket Board recommends actions and below are the actions that could include raising awareness of how alcohol presents barriers to British Asians:
 - Support the development of elite South Asian coaches
 - Optimise the match day experience of South Asian fans, by increasing the cultural awareness of the customer journey
 - Increase the diversity of the cricket workforce. Improving inclusivity, and creating a cohesive working culture for all.

(English Cricket Board: South Asian Engagement Plan, 2018)

Non academic summary findings: Media reports and independent reviews

Rugby union

- There is a deep-rooted association with alcohol that could be deterring newcomers in rugby at a time when participation levels are falling. (Media report)
- There is a push to make cultural, heritage and sporting sites more inclusive and reflective of the history and contribution of Black, Asian and minority-ethnic (BAME) people. (Media report)
- Sponsorship and other forms of alcohol promotion normalise the use of a damaging substance. (Independent review)
- Alcohol consumption increases during sporting occasions. (Independent review)

Cricket

- There is a push to make cultural, heritage and sporting sites more inclusive and reflective of the history and contribution of Black, Asian and minority-ethnic (BAME) people. (Media report)
- Cricket needs to tackle a "drinking culture" which is "hampering" opportunities for Black and Asian players. (Media report)
- Drinking culture at evening games is profitable but stops children watching a form of cricket that should appeal to them. (Media report)
- Cricket clubs need to provide support on how to be more financial sustainable without relying on alcohol - creating inclusive facilities. (Independent review)
- Sponsorship and other forms of alcohol promotion normalise the use of alcohol. (Independent review)
- Alcohol consumption increases during sporting occasions. (Independent review)

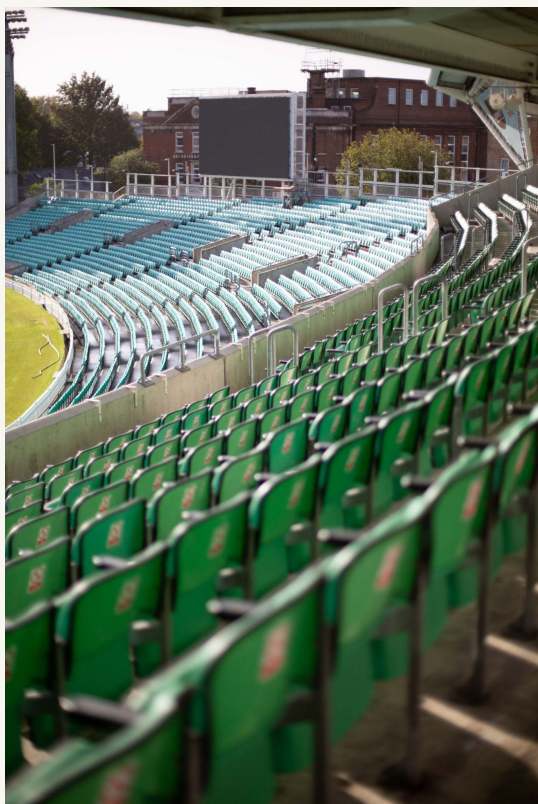


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Gaps in the literature and research base

The research papers identified focus on how alcohol features in cricket, or in sports more generally. Magpie did not identify any papers that focus specifically on rugby, although the challenges that alcohol presents for cricket are likely to be similar for rugby, and there is evidence that drunken socialising and bonding occurs across different sports teams (Clayton and Harris, 2008), that post-match drinking occurs in rugby (Chagué et al., 2019), and alcohol misuse is a problem amongst elite rugby players (Du Preez et al., 2017).

As noted later in the report, 0.4% of the Asian population in England participated in rugby union, compared with 5% in cricket in the last 12 months (Sport England Active Lives Survey, November 2020-2021).

The lower participation levels may be one reason for the lack of research in this area.

Much of the work in this area is dated, and so the barriers that alcohol presents for the Asian community may have changed. For example, Fletcher and Spracklen (2014) note that younger British Asian people may have more fluid identities than older generations, which suggests alcohol may become less of a barrier.

However, there is evidence that the challenges identified in earlier research persist, for example the racism in cricket identified by Malcolm in 2002 and by Fletcher in 2012 persist in 2022 (Dart, 2022).

An additional limitation in the literature that Magpie identified stems from very little research on alcohol and drinking among female athletes and spectators, so little is known about how this affects female participation in sports (Palmer, 2014).

Primary research methodology

Primary Research Methodology

Survey

Participants

A total of 831 people completed the survey.

Demographic details

- 10% lived in Bradford, 7% in Leicestershire, 6% in Wales and 77% elsewhere.
- 24% were age 18-29; 26% age 30-44; 8% age 45-60; 3% age 60+
- 56% Males, 44% Females
- Ethnic origin: 34% were Indian; 26% were Pakistani; 7% were Bangladeshi; 5% were White and Asian; 13% were any other Asian background; 4% were Chinese; 5% were White; 2% were other or multiple ethnicities
- Religious background: 16% were Muslim; 10% Hindu; 3% Sikh; 3% Christian; 1% Buddhist; 1% Other; 4% Atheist

Survey administration

Surveys were online using Survey Monkey.

Participant Recruitment

Participants were recruited via a multi-channel approach including:

- Magpie's community connections and networks
- Online recruitment platform Prolific Academic
- Targeted social media advertising (geographic, ethnicity and sport based)

See appendix 5 for further information on the recruitment strategy.

Focus groups

Participants

A total of 28 people took part in four Focus Groups

Demographic details

Participants: 8 females and 20 males, aged between 18 - 66 years (mean age 38).

Participant recruitment

In the survey Magpie asked participants if they would be interested in taking part in a follow-up focus group. Participants were compensated for their time with £30 shopping vouchers.

Analysis

The focus groups were transcribed and the transcripts analysed using thematic analysis principles, in which the transcripts were coded and codes grouped into themes. The themes are analysed and described using illustrative quotes.

Emerging themes from the primary research

Alcohol and Sport

Magpie asked participants:

“Over the last 12 months, have you drunk alcohol on at least one occasion?”

66% responded that they had drunk alcohol on at least one occasion, and 34% that they had not. There was no statistically significant association between drinking alcohol and religious background.

This 66% figure may be higher than some would expect amongst British Asians. However, the lack of robust drinking data broken down according to ethnicity in the UK makes drawing any firm conclusions impossible.

Magpie analysed differences between people who had drunk alcohol and those who hadn't throughout the report to ensure the views of non-drinkers are understood.

Magpie also asked participants if they were fans of cricket or rugby union. 90% of participants (749) described themselves as fans of cricket and 9.5% (79) described themselves as fans of rugby union.

More respondents who were fans of rugby union reported having had an alcoholic drink in the last year than those who were fans of cricket with 64% (476) of cricket fans having drunk alcohol in the last year and 36% who (267) had not. This compares with, 84% (69) of union fans who had drunk in the last year alcohol and 16% (10) who had not.

The analyses combine responses from all fans, with a full breakdown of the differences Magpie found between cricket and rugby union fans provided in appendix 1.

Spectators and professional matches

Alcohol is a key reason not to attend matches, but not the main reason

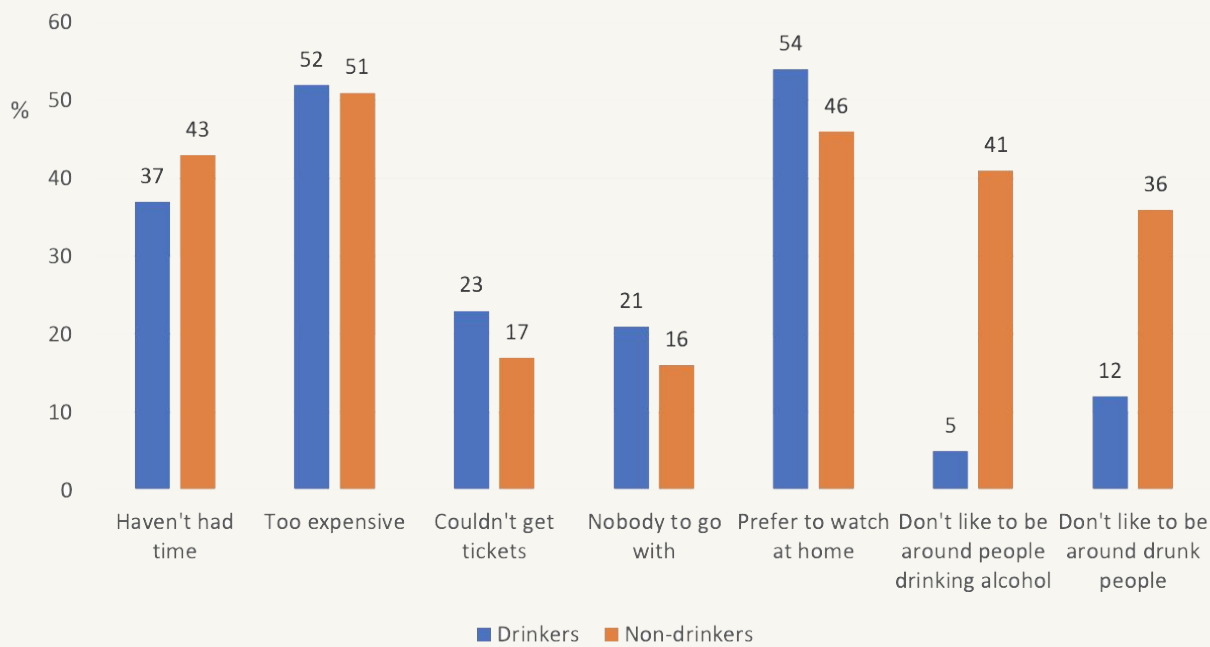


Figure 1: The reasons why respondents who drink and don't drink alcohol had not attended rugby or cricket games.

47% of respondents had attended a sports ground, club or stadium to watch cricket or rugby union in the past year.

Of those who didn't, the main deterrents from attending matches are the **cost (27%)**, preferring to **watch at home (27%)** and not having the **time (21%)**.

However, **not wanting to be around people who are drinking alcohol or drunk deterred around 11%** of our survey respondents.

Figure 1 shows the percentage of fans who have not attended a game in the past 12 months who are deterred by these reasons. The results are shown separately for those who do and don't drink alcohol. **Not wanting to be around people who are drinking alcohol or people who are drunk is a much bigger barrier for those who don't drink alcohol.**

Variation by alcohol consumption

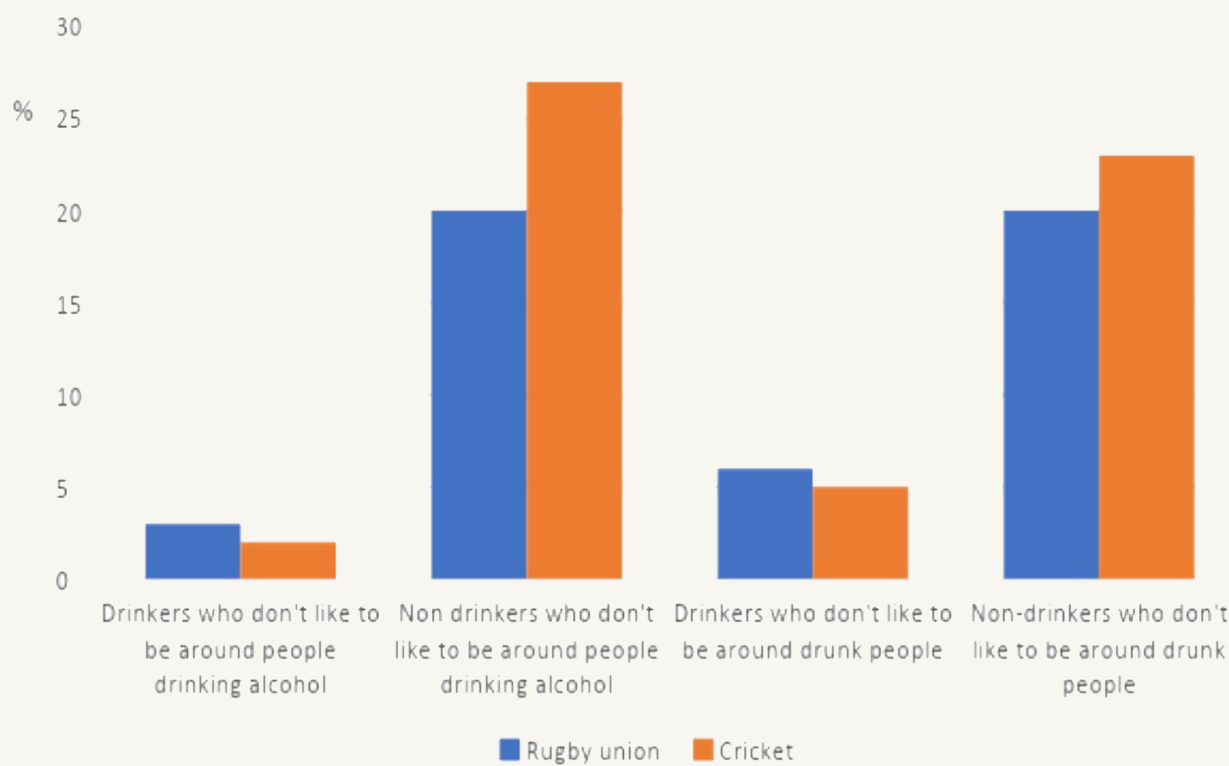


Figure 2: Percentage of rugby union and cricket fans who drink and don't drink who are deterred from attending games by alcohol-related reasons.

Our survey sample reflected the diversity of British Asians, representing the views of people who drink alcohol alongside those that do not.

Drinking alcohol was more common amongst British Asian rugby union fans than cricket fans.

However, **not wanting to be around people who are drinking alcohol or drunk deterred around 11%** of our survey respondents.

The data for alcohol-related barriers was analysed separately for people who do and don't drink alcohol.

Not wanting to be around people drinking and drunk people are barriers for similar percentages of rugby and cricket fans who do drink alcohol.

However, it is a much bigger barrier for non-drinkers, and particularly for cricket fans who do not drink alcohol.

Attitudes towards alcohol at matches

Cricket and rugby union fans were asked about their views on drinking alcohol at matches.

13%

13% said they;
✓ drink alcohol at matches
✓ it is an important part of their matchday experience.

29%

29% said they;
✓ drink alcohol at matches but
✗ it is not an important part of their matchday experience.

28%

28% said they;
✗ don't drink alcohol at matches but
✓ it should be available for other people.

29%

29% said they;
✗ don't drink alcohol at matches and
✗ it should not be available for other people.

Matchday experiences and alcohol



Figure 3: Cricket and rugby union fans’ beliefs about important facilities and experiences at matches.

Magpie asked cricket and rugby union fans how important different facilities and experiences are when attending a match.

Participants could respond from not at all important to extremely important.

Responses were coded so that higher scores indicate a facility being more important. The average (mean) importance scores are shown for drinkers and non-drinkers in Figure 3.

Feeling safe, and having a good atmosphere are the most important aspects, followed by family-friendly zones and alcohol-free zones.

There is no statistically significant differences between scores for there being a good atmosphere and feeling safe.

Non-drinkers report it statistically significantly more important than drinkers that there are family-friendly zones ($p<0.001$) and alcohol-free zones ($p<0.001$).

Drinkers think it more important that they can buy alcohol at the match ($p<0.001$) and that there is reasonably priced food and drink at the match ($p=0.001$).

Regression analysis identified the predictors of wanting alcohol-free zones. Neither age nor gender were significant predictors. The strongest predictor was not having had an alcoholic drink in the previous 12 months. Religious background was also a predictor.

Attitudes towards alcohol at matches

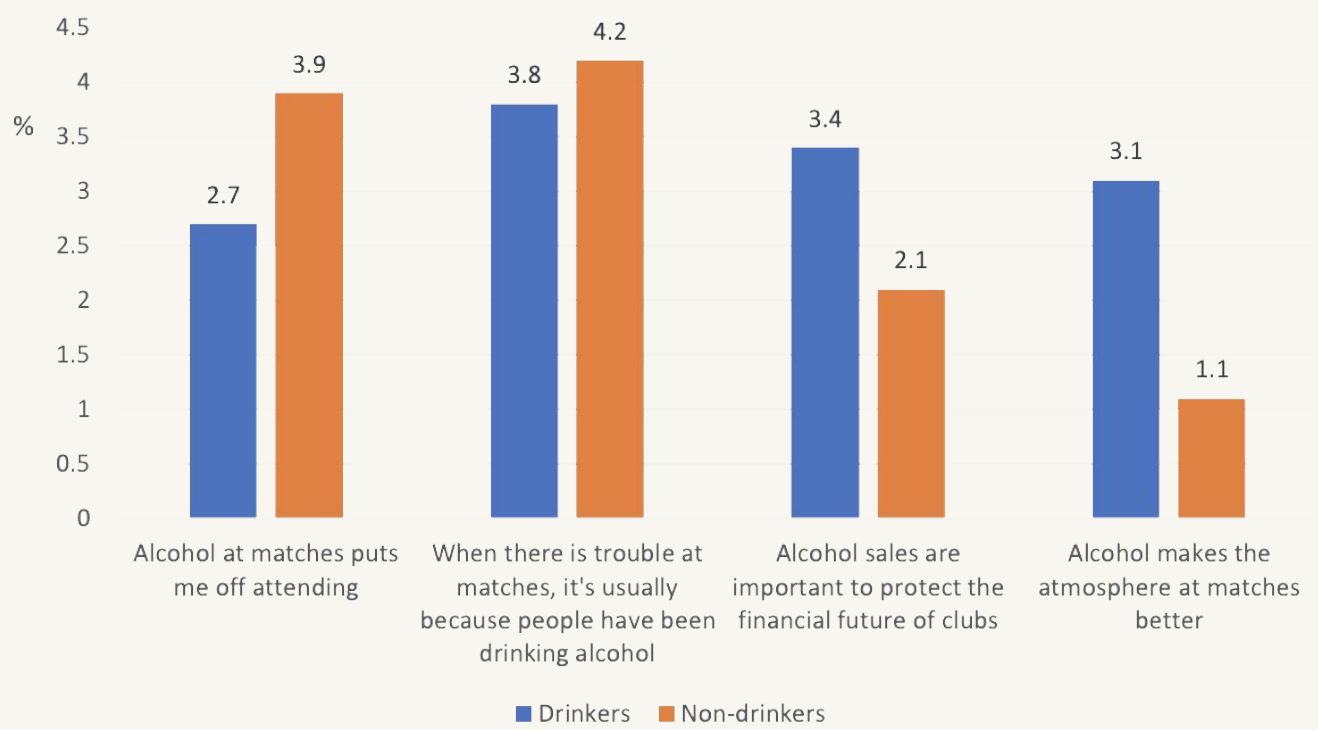


Figure 5: Attitudes towards alcohol at matches for drinkers and non-drinkers.

Magpie asked cricket and rugby union fans a series of questions about their attitudes towards alcohol at cricket matches.

They selected on a scale from strongly agree to strongly disagree.

- Alcohol makes the atmosphere at matches better
- Alcohol sales are important to protect the financial future of clubs
- When there is trouble at matches, it is usually because people have been drinking alcohol
- Alcohol at matches puts me off attending

The results were coded so that higher scores indicate stronger beliefs, and the results are shown separately for drinkers and non-drinkers in Figure 5.

All the differences between drinkers and non-drinkers are statistically significant (p,0.001):

- Alcohol deters non-drinkers from attending more than drinkers, and they believe trouble at matches is usually caused by alcohol.
- Drinkers more strongly agree that alcohol sales protect the financial future of clubs.
- On average, neither drinkers nor non-drinkers agree that alcohol improves the atmosphere at matches, but non-drinkers disagree more.

The impact of alcohol on feeling safe

Magpie asked cricket and rugby union fans about what they had witnessed at matches.

- 76% had witnessed fans being drunk
- 58% had witnessed fans making racist comments/chants
- 48% had witnessed fans being physically violent
- 37% had witnessed fans making homophobic comments/chants
- Only 11% had not witnessed any of these behaviours

The 636 respondents who had witnessed fans being drunk were asked how it made them feel.

- 81% reported that it made them feel unsafe
- 51% reported that it made them feel upset
- 42% reported that it made them feel angry
- 30% reported that it made them feel amused
- 14% reported that it made them feel excluded
- 7% reported that it made them feel happy
- 3% reported that it made them feel included

These findings show the negative effect that drunk fans at cricket matches have, particularly on perceived safety, **and brings the impact of alcohol into sharp focus.**

One respondent noted that as an ethnic minority fan, they were concerned that the drunk fans would turn on them. Conversely, another respondent noted that they expected to see drunk fans and it did not upset them or make them feel unsafe.

Negative experiences at matches

Magpie asked cricket and rugby union fans if they had any negative experiences associated with alcohol at matches.

- 45% reported that their experience led them to think they didn't think people should be drinking alcohol around children
- 35% reported that they didn't feel comfortable because people were drunk
- 28% reported that they didn't feel comfortable around people drinking alcohol
- 16% reported that they felt excluded because they weren't drinking alcohol
- 11% reported that other people didn't respect their views on alcohol
- 11% reported that they felt pressured to drink alcohol when they didn't want to

Perceived cultures of heavy drinking

Magpie asked focus group participants whether perceived cultures of heavy drinking impacted their enjoyment of watching or playing cricket and rugby union.

No generalisations can be made from the focus group data on this point, and participants reported a range of experiences.

Some participants viewed alcohol as an essential part of a game, others said that it depended who they are attending with, while others reported tolerating alcohol despite it making them feel uncomfortable.

Some participants suggested that seeing drunken or rowdy behaviour on TV could put people off from attending matches. The perceived culture of heavy drinking could therefore deter people from attending their first match, either because they are nervous about the behaviour of other fans, or they don't feel they would fit in because they don't drink.

It was suggested that this behaviour could also put children off going to matches or playing the sport, if they witness it at a match. This would have a serious impact on the future sustainability of the sport, from both a player and spectator perspective.

The following quotes illustrate the range of experiences our participants talked about.

"If it was a dry event my husband probably wouldn't go."

"For me, I become more confident and it's more relaxing and easier to socialise [when I have had a drink]".

'If I'm with the lads, then I'll drink and I'll have a great time, and if I'm not, if I'm with my children, I won't drink and I'll still have a good time.'

"It can make you feel uncomfortable, I'd say, but not to the point where I wouldn't go to a sporting event."

“We've never had an issue. But for some people that haven't been, thinking about going it can often put them off. They feel deterred that perhaps maybe we don't belong there, just because we don't drink.

If you're watching the England test match highlights they will show the people that are being crazy, and often they've been under the influence of alcohol. So for those people who don't drink, they definitely wouldn't go because of the alcohol and that sort of thing.”

British Asian people's experiences attending matches

Magpie asked focus group participants about their experiences attending cricket and rugby union matches where alcohol is present.

While there were a range of views on alcohol and behaviour at matches, ranging from support for drinking in moderation through to discomfort about being close to people drinking, there was agreement that behaviour could become problematic after a certain 'tipping point' of alcohol consumption.

- Rowdiness and loud annoying behaviour
- For some participants, having alcohol spilled on them is unpleasant or unacceptable because of their faith
- It can be difficult to ask drunk friends or colleagues to stop drinking, sometimes choosing not to speak up with work colleagues at matches
- Being around drunk people means being much more alert, trying not to get alcohol on you, but also, alert about keeping friends out of trouble
- Family stands can provide a more reserved environment. Alternatively, some participants try to find a place away from groups of young men
- Staying away from drunk people is particularly important when attending with children
- Drunk people directing racist abuse at the players

The following quotes illustrate the range of experiences our participants talked about.

"Yeah, I do occasionally drink so it doesn't bother me if people are drinking, but I get a bit annoyed if people are getting a bit too rowdy or drinking over their limits. Then it transfers on to other people's experiences."

"When I've gone to watch the cricket with the guys from work, after the first and second pint, the atmosphere with them completely changes and it's more enjoyable. Then as soon as they get to pint four and five, I kind of go into that mindset of being careful. You need to be just a little bit more careful, because they're going to be jumping around and I don't want any drinks going all over me."

"All of a sudden the [racist slur] comes out because they're drunk. Now, I fail to understand and comprehend that, you know, while they were sober, none of that was coming out. Now they're drunk, and all the racism is coming out. And you know people make excuses, because they were drunk. There shouldn't be any excuse.."

“You probably try not to look at them and try not to get involved with them and talk to them. You might look away.

But if you went to get drinks or something or on the way to the toilets or something, I would just ignore them and just not give them my time. I wouldn't physically interact.

I think that's the main thing. You try to ignore what's going on because the more you get involved it encourages that behaviour. It could turn nasty.”

More to do to make British Asians feel welcome

Some participants talked about how they have already seen changes implemented to make cricket more welcoming to people from different cultures.

- Prayer rooms in some grounds
- Catering to include Halal options
- alcohol-free areas established, giving spectators more choice about the atmosphere they want to enjoy the game in
- Alcohol-limited areas, where people are able to drink but only up to a certain level, were suggested by many participants
- Being stricter on serving drinks to people who have already been drinking
- Banning people who have caused issues as a result of drinking from the stadium
- Advertising campaigns to make it less socially acceptable to drink alcohol to excess
- Trialling alcohol-free games, like those at Murrayfield or Qatar World Cup, with most of the stadium alcohol-free
- Finding alternative revenue streams for clubs beyond alcohol
- Better understanding of British Asian fans so that they are able to provide products and services they are interested in buying

The following quotes illustrate the range of experiences our participants talked about.

“Edgbaston, for me, has been really good. It's quite an inclusive venue, especially over the last few years. They've got like prayer rooms in there or you know, multi faith rooms, but also, they now cater for a lot of different dietary requirements. So there's literally something for everyone, which makes it a really nice experience.”

“They also tend to have a lack of party stands or where people do want to be a bit more boisterous etc. You've got that, but then you also have the family stand, and also a non alcohol stand as well. It just gives us so many more options in terms of what kind of atmosphere you want within the ground, which is really useful.”

“I used to play cricket at my local club, at 10 o'clock we'd open and the match didn't start till two o'clock. And I mean, I've never, I don't drink so I used to just laugh. But at the end of the day they used to make money to run the club from the selling of alcohol so they wouldn't have survived without alcohol. It would just go bust. There's no other sponsors or any other way of making money.”

“I think there's probably a bit more work that needs to be done on understanding the people.

Saying ‘well, look, this is the profile of a fan that's going to come and this is how we can get the most money out of them’, whilst also making them feel comfortable, whilst also turning over a profit.

And everyone is having a good time as well.”

What could be done to welcome British Asians?

Many suggestions were made about how to make cricket and rugby union matches more welcoming to British Asian people. An overview of suggestions is provided here, with further detail provided in appendices 2 and 3.

Zoning

- Creating clearly marked and advertised zones where people are drinking alcohol and where they are not. alcohol-free zones, posters to help the crowd understand that aggressive drunk behaviour will not be tolerated
- Family-friendly zones and discounted family tickets

Facilities, hospitality and entertainment

- Within the ground there should be a wider and more exciting range of non-alcoholic drinks, and food tailored to British Asian tastes, including Halal and vegetarian food
- More Asian music could be played inside the ground
- A prayer room should be available

Stewarding and safety

- Friendly atmosphere with greater awareness of and respect for different cultures and their beliefs
- Drunken loutish behaviour should not be tolerated and drunk people should not be admitted to the grounds
- Zero tolerance for racist behaviour, with people speaking out against racist behaviour
- Better security to control those violently drunk

Communications and marketing

- More British Asian representation, including players and positive role models, throughout the sports and in their marketing materials
- More outreach activities should focus on local ethnic minority communities, and on schools and religious settings
- Make it feel normal to not drink. Have sponsors which aren't alcohol themed
- Avoiding making comments when someone's race is different as it makes them feel like they stand out

“Treat us with respect, first and foremost. Simple moves like creating alcohol-free zones could go a very long way in showing us that we belong here and that we're welcome at matches.”

“I have always felt welcome at rugby matches. Rugby union has a strong policy on anti-racism. As a British Indian who drinks, I do not feel uncomfortable at live rugby Union games.

Additionally, I believe if I did not drink (as friends of mine who have attended games with me also do not drink) I would feel comfortable watching a rugby union game live around other people drinking.”

What could be done to welcome British Asian people?

Magpie asked Survey respondents what their local club do to encourage them to attend matches.

They were asked to select all answers that applied to them.

- 56% selected they could create alcohol-free zones (58% cricket fans, 53% for rugby union)
- 23% selected they could ban alcohol at matches (24% cricket fans, 13% for rugby union)
- 21% selected they could plan training/matches around fasting times (e.g. Ramadan) (21% cricket fans, 14% for rugby union)
- 18% selected they could plan training/matches around prayer times (20% cricket fans, 19% for rugby union)
- 4% suggested something else the club could do, most commonly reducing ticket prices, being more family-friendly, having better toilets, having a wider range of food and drink on sale, and better marketing

“To create a more inclusive atmosphere for British Asians at cricket and rugby matches, the governing bodies could take a number of steps.

One approach could be to increase representation of Asian players and personnel in the sport, both on the field and in leadership roles. This could help break down cultural barriers and give Asian fans a greater sense of belonging.

Additionally, the provision of food options that align with Asian dietary requirements and cultural practices, such as offering Halal options, could also make Asian fans feel more welcomed.

Furthermore, incorporating Asian cultures and traditions into events and marketing could demonstrate a commitment to inclusivity and diversity.

By taking these steps, cricket and rugby organisations could show their dedication to making British Asians feel comfortable and valued, and ultimately, attract and retain more Asian fans.”

Community club participation

Community sport club membership

115 respondents (14%) reported that they are a member of their local cricket or rugby union club.

- 86% (710) of the respondents were not a member, for the following reasons. They could select as many as applied;
 - Don't have time (60% of non-members)
 - Only watch professional sport (33%)
 - Too expensive (30%)
 - Don't feel welcome (6%)
- Club members were asked about what they enjoy most about the club. They could select as many as applied;
 - Socialising with friends (66% of members)
 - Watching local matches (61%)
 - Feeling part of their community (52%)
 - Playing local matches (51%)
 - Meeting new people (49%)
 - Family fun days / events (41%)
 - Drinking alcohol (32%)

Magpie asked club members what they enjoy least about being a member of their local club.

They could select as many as applied.

- 34% - people being drunk (44% of those who don't drink compared with 30% of those who have drunk some alcohol in the last year)
- 24% - the price of membership
- 21% - people drinking alcohol (40% of those who don't drink compared with 16% of those who have drunk some alcohol in the last year)
- 19% - the facilities aren't very good
- 19% - there are too many membership rules
- 9% - it's not family-friendly
- 9% - there are too few membership rules
- 5% - they don't feel welcome
- 25% - there's nothing they don't like

Participating at community level

Participants talked about how there is a difference between spectating at community sports and at a stadium.

Community cricket and rugby union were seen as oriented to being with family and friends. Participants discussed that while people drink alcohol, they are less likely to get drunk at a community game, because their friends and family are there, and they would be seen by others in their community.

For cricket, participants also highlighted that community or county level is more good-natured and family oriented. Some people drink, but they haven't experienced problems as a result of drunkenness.

While alcohol is not a large barrier to spectating at community level, it is more problematic for players, particularly when it comes to post-match socialising with a drink being part of the club experience. Participants had different experiences of this.

The following quotes illustrate the range of experiences our participants talked about.

"Community rugby matches tend to be more family orientated. I mean, there's more families there. So you tend to notice that there's less alcohol and drinking. It's a lot more sensible, compared to professional matches where it's not that family oriented. So there's probably more drinking, compared to community matches."

"You're part of a club and ... we actually go not just to play, we actually socialise with other people as well. So yeah, like I said, alcohol plays a very important role. And if you happen to be someone who doesn't drink, then you can feel isolated and you can feel excluded."

“I've got some experience from playing rugby at college level. When the team went out on socials, we'd tend to go for a meal and then it'd be followed by drinks.

I'd tend to drop out at that point.

So I think that's probably where my enjoyment of playing or socialising probably stopped.

I felt as though I wasn't able to continue socialising because of my beliefs.”

“Going back 25 years or so, when I joined the local Cricket Club, there was a massive emphasis on you go for training and as soon as a training session is over, you go into the bar.

And this was even the young kids, young teenagers. And it was too much and I didn't feel comfortable. I don't drink.

And I didn't feel really comfortable that I was kind of being forced into doing that. And they would I mean, they would say orange juice, but then slowly, slowly, they were like hey, why don't you try this? Or you try that?

And that put me off so then I joined another team that doesn't have a bar.”

Participating at community level

Participants talked about their experiences as players.

One participant highlighted that at a community level Muslim players who don't drink are less likely to be selected for the team because they won't be spending money on alcohol.

Another participant made a distinction between post-match socialising in the club house, which they found to be a pleasant environment, and socialising in pubs, which they found less enjoyable and more likely to result in behaviour that they found problematic.

Some participants talked about how attitudes towards players drinking alcohol is changing. There is greater awareness of how alcohol impacts negatively on performance and so it is less acceptable. This is particularly the case at professional levels of the game, but is also apparent at community level. The expectation that players will drink alcohol is therefore reducing.

The following quotes illustrate the range of experiences our participants talked about.

“Whenever I've played or whenever I'm going to be playing it's not even a thought in my mind to consume alcohol or do anything purely because of the side effects of how you feel after it, the impact that can have on your performance and all that sort of stuff.

So, in a way within a team sport, I feel everyone has a personal responsibility to not do that. There's nothing about your performance that gets better as a result of having alcohol, it's all pretty much negative in any way, shape, or form.”



Photo by [Alfred Kenneally](#) on [Unsplash](#)

Opportunity for further research

The sample achieved for this study had higher rates of alcohol consumption than expected. However, Magpie cannot comment on the extent of the drinking as the survey only asked people if they had had a drink in the last year.

A previous Alcohol Change UK rapid evidence review (Gleeson et al., 2019) into drinking problems, in Black and minority ethnic communities, found a higher rate of alcohol abstention in minority communities, however there was no conclusion about problem drinking.

The literature review conducted for this project did not explore the proportion of Asian populations who drink alcohol and the difference between Asian populations who spectate or play sport. The data doesn't appear clear in this area.

A valuable area for future research would be exploring whether sport attracts Asians who drink, or that taking part in sport encourages Asians to drink, or a combination of these factors; as well as proportions of the Asian population who drink alcohol regularly.

It was challenging to recruit a high number of British Asian rugby union fans, meaning that the survey was completed by a much smaller sample of people rugby union fans compared to cricket. The Sport England Active Lives survey on sport participation reported just 0.4% of Asian respondents (excluding Chinese) participated in rugby union in the last year. This compares with 5% who participated in cricket. This difference in participation levels explains the difficulty to accessing research and engage respondents for the survey.

Summary of survey findings

Our survey sample reflected the diversity of British Asians, with many reporting they had drunk alcohol in the last year. Drinking alcohol was more common in rugby union fans than cricket fans.

The main deterrents from attending matches are the cost, not having the time, and preferring to watch at home. However, not wanting to be around people who are drinking alcohol or drunk deterred around 10% of our survey respondents, and this was higher for people who don't drink alcohol.

13% of respondents reported that drinking alcohol is an important part of their matchday experience, while 29% drink alcohol but it's not an important part. 28% don't drink alcohol but are happy for it to be available for others and 29% did not drink and did not want it to be available to others.

Being around people drinking alcohol, or being drunk deters 10% of survey respondents from attending matches. This was higher among cricket fans than rugby union fans and was unsurprisingly higher for people who don't drink alcohol.

Nearly a half of respondents reported that alcohol deters them from attending and nearly three quarters that when there is **trouble at matches**, it's usually because people have been **drinking alcohol**. Twice as many people believe that alcohol has a **detrimental effect on the atmosphere** of the game (50%) than those who believe it has a positive effect (25%).

Three quarters of people had witnessed drunken fans at cricket or rugby union matches (80%) and it **makes most people (around 80%) feel unsafe. Half had witnessed racist behaviour.**

Nearly **half of people believe that people shouldn't drink alcohol around children at matches**, and it makes a third of respondents feel uncomfortable. Around a tenth reported that they **felt pressured to drink alcohol when they didn't want to.**

There was strong support for creating alcohol-free zones but only a minority supported banning alcohol at matches.

Few respondents were members of their local cricket or rugby club. Social aspects of the club are most important. While over a third don't like people being drunk at the club, very few (5%) reported that they don't feel welcome. **Those who weren't members of the club reported that it is due to lack of time rather than not feeling welcome.**

Summary of focus group findings

Perceived cultures of heavy drinking impacting British Asian people's enjoyment of watching or playing cricket and rugby union

No generalisations can be made from the focus group data as participants reported a range of experiences. However, it was noted that this could prevent people from attending matches, or playing the sport (particularly cricket) as a result of television and radio coverage showing drunken and rowdy behaviour. Alcohol can have a marginalising effect on players that don't drink alcohol. Seeing players being marginalised can deter spectators from wanting to play the sport themselves.

British Asians experiences attending cricket and rugby union matches where alcohol is present

There was a wide variety of viewpoints on how alcohol affects the matchday experience. Many participants talked about how they go to matches to enjoy the atmosphere including a few drinks, a number felt conflicted about being in an environment in which alcohol is being drunk. A very common discussion in the focus groups was the idea that there is a "tipping point" when people's behaviour shifts from being fun or exuberant, to being annoying, rowdy, or threatening. This is the point at which it affects other people's experiences of the sport.

British Asian people's experiences in participating in these sports at community level

Participants talked about how there is a difference between spectating at community sports and at a stadium. At a community level, participants talked about how they enjoy watching friends and family members playing. While our results show that, for our participants, alcohol is not a large barrier to spectating at community level, it is more problematic for players. Several participants highlighted how post-match socialising with a drink is part of the club experience. Participants had different experiences of this.

What more could governing bodies, community clubs and stadia, do to make British Asians feel more welcome?

Some participants talked about how they have already seen changes implemented to make cricket more welcoming to people from different cultures. Many ideas were also offered by participants, and the commercial pressures on clubs and community teams recognised. Some participants were sceptical that anything will change and noted that the sport governing bodies don't want to know about how alcohol negatively affects people's enjoyment of the game, as alcohol advertising and sponsorship is a big revenue stream.

Behavioural analysis and intervention functions

Taking the focus group and survey data together, the results suggest a behaviour change intervention to reduce drunkenness in fans

Recommendations from focus groups

Magpie asked cricket and rugby union fans what people who run cricket or rugby union could do to make British Asian people feel more welcome at matches?

Responses were categorised into ideas for governing bodies, venues and influencing people who get drunk at matches. This identified changes that could be made across the system including:

- Governing bodies of:
 - Stadia
 - Local clubs
- Cricket and rugby union fans who drink alcohol to excess at matches

Recommendations from focus group participants

Governing bodies

1. Create policies that support the ideas for venues and campaign ideas
2. Develop understanding of what Asian people would prefer to consume at venues, so they can advise venues on how to increase revenue (and perhaps less from alcohol)
3. Find alternative revenue streams to enable the reduction of alcohol sponsorships, for example other commercial products

Venues

4. Limit alcohol purchasing across whole venues
5. Limit alcohol sales to people who appear drunk
6. Deny admission to people who appear drunk
7. Improve how security personnel deal with drunk fans. This could include banning people who are caught drunk in the stadium. This might be after the first offence
8. Sell a wider range of non-alcoholic drinks for people to choose from, which could include non-alcoholic beers, and also coffees, smoothies and ice creams
9. Community venues introduce a wider range of social activities for members, so that it's not all centred around alcohol, and helps British Asians people to become more involved in local clubs

Change attitudes and behaviours of people who get drunk at matches:

10. Create a campaign that aims to:
 - a. make it less socially acceptable to drink alcohol to excess
 - b. show that getting drunk ruins people's own experience, and the experience of other people around them
 - c. highlight impacts on families

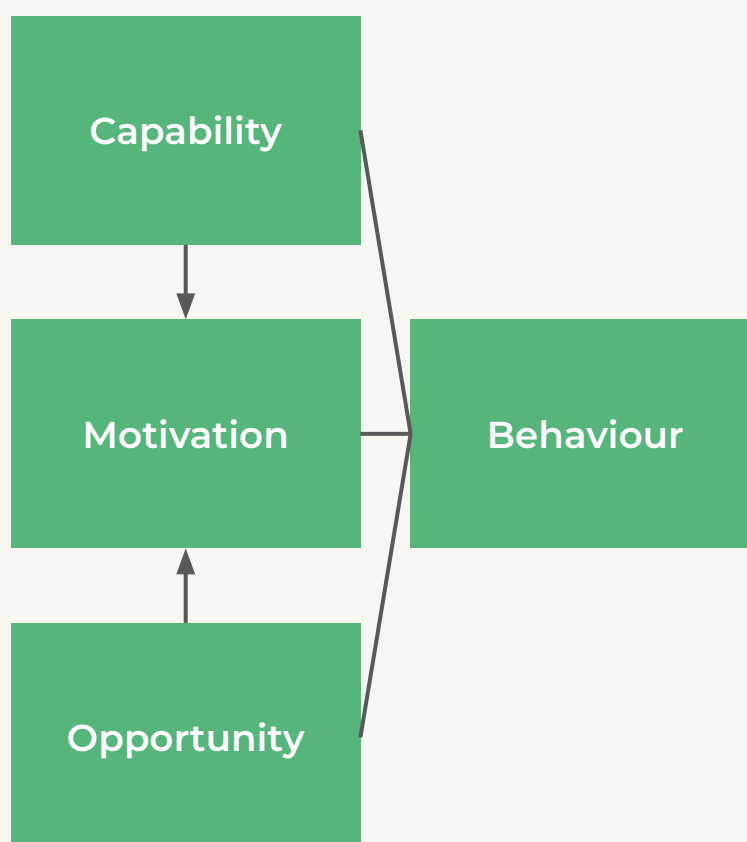
Further details of suggestions can be found in Appendices 2 and 3.

Behavioural Diagnosis

Magpie conducted behavioural analysis of the qualitative research findings, to identify barriers and facilitators, to create a behavioural diagnosis to steer the development of recommendations. Their analysts used the COM-B Model (Michie et al. 2011) to categorise the findings and identify recommendations.

In Michie, Stralen and West's COM-B model of behaviour change (2011) behaviour occurs as the result of interaction between three necessary conditions, capabilities, opportunities and motivation.

- **Capability** is defined as the individual's psychological and physical capacity to engage in the activity concerned. It includes having the necessary knowledge and skills.
- **Opportunity** is defined as all the factors that lie outside the individual that make the behaviour possible or prompt it.
- **Motivation** is defined as all those brain processes that energize and direct behaviour, not just goals and conscious decision-making. It includes habitual processes, emotional responding, as well as analytical decision-making.



Overarching COM-B Behavioural Diagnosis

Opportunity Social: Social pressure, norms, cues, comparisons, support, group norms/conformity Physical Opportunity: environmental context and resources		Motivation Emotional reactions (fear, anxiety, stress, affect), wants/needs, inhibitions (participants) Beliefs about capabilities and consequences (fans, Governing Bodies)	
Barriers	Facilitators	Barriers	Facilitators
Exposing children to drunkenness (s)	Family areas (s)	People drinking past the 'tipping point'(s)	People only having a few drinks
Not feeling able to speak up with colleagues who are drinking (s)	Attending smaller matches with fewer drunk people (s)	People being rowdy, disruptive and spilling drinks	More awareness of negative impacts of alcohol on performance (c)
Segregation of groups with drinkers and non drinkers (s)	alcohol-free zones and/or alcohol limited areas (s)	Racist behaviour	
Players - post match socialising in the pub (c)	Players - post match socialising in the clubhouse (c)	Safety and having to be more alert	
Not spending money on alcohol can affect selection of players (c)	Prayer rooms and Halal catering (s)	Keeping drunk friends under control (s)	
		Alcohol can deter players from the sport (c)	

Behavioural Diagnosis Summary

Capability

Capability wasn't a barrier for participants, because they weren't lacking in knowledge and understanding about the effects of alcohol on experiences of cricket and rugby union, but it may be for White British fans and governing bodies.

Capability of all fans could be increased by increasing the **understanding of the impact of their drinking on people with different cultures AND children (*knowledge*)**. It could also be increased if fans **learn how to regulate their own drinking to increase enjoyment for themselves and others (*behavioural regulation*)**.

Capability of governing bodies could be improved by increasing their:

- Understanding of how to create a more inclusive environment (*knowledge/skills*)
- Understanding of how to improve the alcohol culture (*knowledge/skills*)

Opportunity

The research revealed *Social and Physical Opportunity* barriers AND opportunities to improve the the experiences of engagement. There is a clear need to:

- Social: Create more positive social norms around drinking amongst fans and players
- Social: Increase the representation of British Asian people in decision making and participation
- Physical environment: Provide more inclusive environments where alcohol doesn't dominate the experience for non-drinkers and children

Motivation

The research also revealed a need to:

- Reduce the negative impact that drunkenness has on the experience of non-drinkers and children
- Change beliefs about impact of individual drinkings behaviour on others and increase self-efficacy to reduce drinking (fans and GB)

Policies and Interventions

Magpie used the Behaviour Change Wheel (Michie et al. 2011), shown in figure 6 below, to identify Policy functions and Intervention types that match up to the behavioural diagnosis findings.

Policy functions

- **Campaigns and communications** aimed at fans
- **Regulations** for Stadia
- **Guidelines** for Stadia and local clubs
- **Environmental social planning**
Changing the design or controlling the physical or social environment in different ways

Intervention types

- **Education** about effects of alcohol on families and others
- **Persuasion** that reducing alcohol consumption will be positive
- **Modelling** showing others like me having a good experience without alcohol AND showing British Asian people engaging in local clubs
- **Restrictions** on alcohol sales and alcohol sponsorship
- **Environmental restructuring.**
Changing the environmental or social context

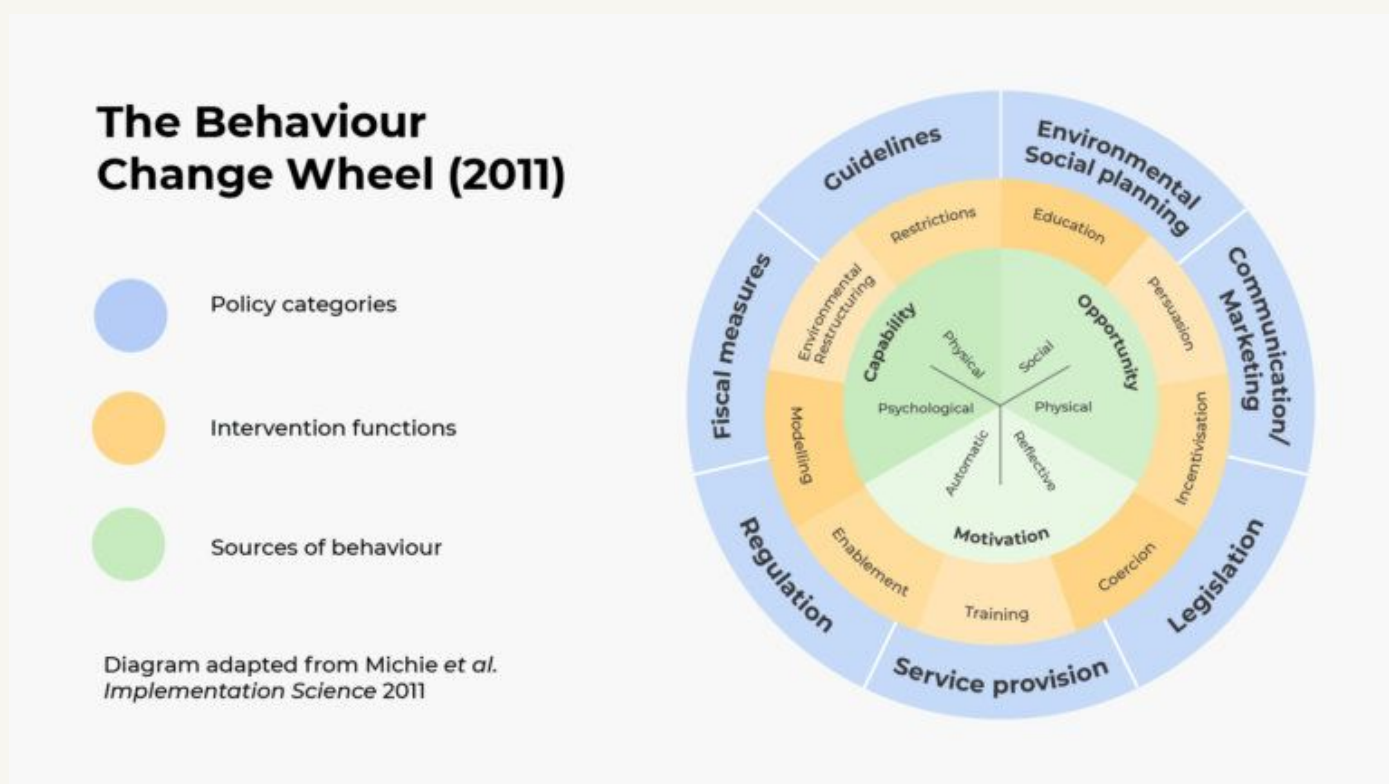


Figure 6: The Behaviour Change Wheel

Recommendations

Recommendations

Players, fans and people participating: Understand messages that will resonate

It is important that a wide breadth of fans are included in the development of messaging, communications and campaigns in order to create campaigns aimed at fans to educate and persuade. The goals of insight gathering from fans should be to:

- Understand the drivers of their alcohol drinking when attending cricket and rugby union
- Understand the barriers and opportunities to reducing alcohol consumption

Orientate interventions around outcomes and behaviours:

Example outcomes for Stadia games

- People drink in moderation or don't drink
- There's a range of drink and food options for non drinkers and British Asian people
- There's a range of different drink areas for non drinkers and drinkers
- British Asian people are represented in advertising
- Alcohol sponsorship is reduced

Example outcomes for local clubs

- New initiatives created to attract local Asian people to participate and influence the running of the club
- Local clubs are inclusive environments British Asian people
- There's a range of activity options for non drinkers and British Asian people to create a sense of community

Governing bodies at Stadia and local clubs: Understand feasibility

In order to understand the feasibility of all of the ideas for stadia and local clubs, it is recommended that they are actively engaged in a review of;

- Funding mechanisms linked to sponsorship and potential alternatives
- Knowledge and understanding gaps (including governing bodies) about the impact of drunkenness on the sport and how to address it

Behaviours should be specified

- What do people need to do
- When do they need to do it
- How do they need to do it
- Where do they need to do it

to achieve these outcomes

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Appendices

Appendix 1: Full breakdown of survey results

(Data for Figure 1)

- Haven't had time: 18 rugby (79 rugby fans), 159 cricket (749 cricket fans)
- Too expensive: 23 rugby, 201 cricket
- Couldn't get tickets: 10 rugby, 79 cricket
- Nobody to go with: 11 rugby, 71 cricket
- Prefer to watch at home: 25 rugby, 197 cricket
- Don't like to be around people drinking alcohol: 4 rugby, 82 cricket
- Don't like to be around drunk people: 6 rugby, 87 cricket)

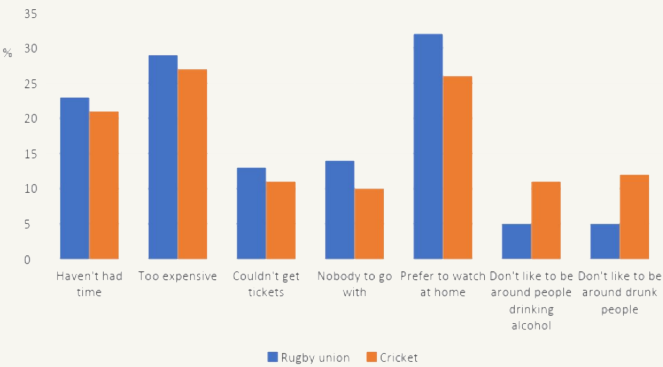


Figure 1: Percentage of rugby union and cricket fans deterred from attending games for different reasons.

Appendix 1: Full breakdown of survey results

(Data for Figure 2)

- 10 (of 476 = 2%) drinker and 72 (of 267 = 27%) non-drinker cricket fans were deterred by being around people drinking alcohol
- 25 drinker (of 476 = 5%) and 62 non-drinker (267 = 23%) cricket fans were deterred by being around drunk people
- 2 drinker (of 69 = 3%) and 2 (of 10 = 20%) non-drinker rugby fans were deterred by being around people drinking alcohol
- 4 drinker (of 69= 6%) and 2 non-drinker (of 10 = 20%) rugby fans were deterred by being around drunk people)

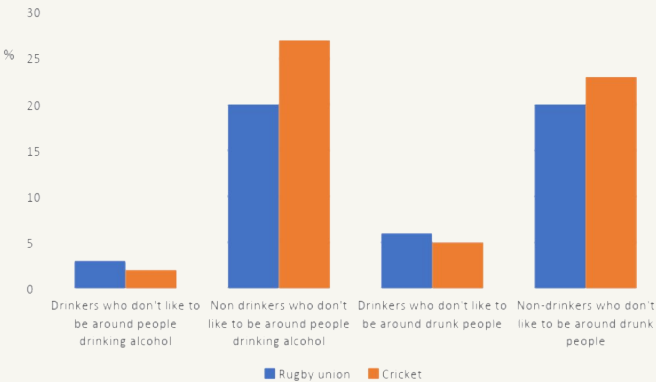


Figure 2: Percentage of rugby union and cricket fans who drink and don't drink who are deterred from attending games by alcohol-related reasons.

Appendix 1: Full breakdown of survey results

Cricket results

Cricket results (691 respondents answered questions about cricket)

Cricket fans were asked how important it is that they have different facilities when attending a match. They could respond from not at all important to extremely important. The percentage giving each response is shown in Figure 3. Feeling safe, and having a good atmosphere are the most important aspects, followed by family-friendly zones and alcohol-free zones.

Participants were asked about their views on drinking alcohol at matches:
11% said they drink alcohol at matches and it IS an important part of their matchday experience;

- 26% said they drink alcohol at matches but it's NOT an important part of their matchday experience;
- 30% said they don't drink alcohol at matches but it SHOULD be available for other people;
- 33% said they don't drink alcohol at matches and it should NOT be available for other people.

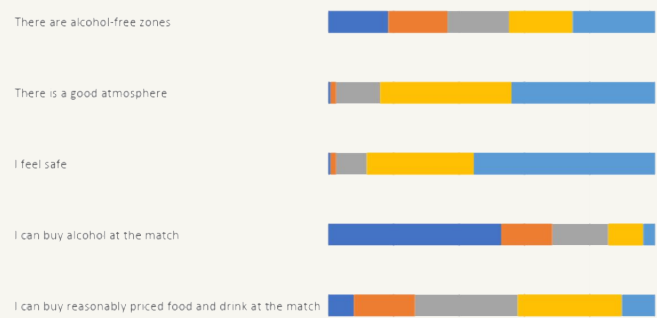


Figure 3: Cricket fans' beliefs about important facilities at matches.

A regression analysis was conducted to identify the predictors of wanting alcohol-free zones. Neither age nor gender were significant predictors. The strongest predictor was not having had an alcoholic drink in the previous 12 months (standardised beta = 0.49, p < 0.0001). Religious background was also a predictor (standardised beta = 0.14, p = 0.015).

Attitudes towards alcohol at matches: cricket

Participants were asked about their views on drinking alcohol at matches. 33% of British Asian people surveyed said that they don't drink alcohol at matches and it should not be available for other people.

11%

11% said;

- ✓ they drink alcohol at matches
- ✓ it is an important part of their matchday experience.

26%

26% said;

- ✓ they drink alcohol at matches but
- ✗ it is not an important part of their matchday experience.

30%

30% said;

- ✗ they don't drink alcohol at matches but
- ✓ it should be available for other people.

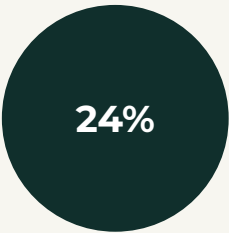
33%

33% said;

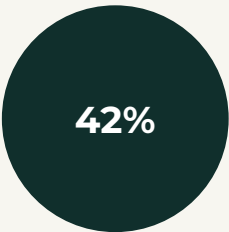
- ✗ they don't drink alcohol at matches and
- ✗ it should not be available for other people.

Attitudes on alcohol at matches: rugby union

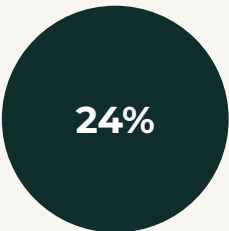
Participants were asked about their views on drinking alcohol at matches. 33% of British Asian people surveyed said that they don't drink alcohol at matches and it should not be available for other people.



24% said;
✓ they drink alcohol at matches
✓ it is an important part of their matchday experience.



42% said;
✓ they drink alcohol at matches but
✗ it is not an important part of their matchday experience.



24% said;
✗ they don't drink alcohol at matches but
✓ it should be available for other people.



10% said;
✗ they don't drink alcohol at matches and
✗ it should not be available for other people.

Appendix 1: Full breakdown of survey results

Cricket results

74% believe that when there is trouble at matches, it's usually because people have been drinking alcohol. 24% believe that alcohol improves the atmosphere while 50% disagree. 38% believe that alcohol sales are important to protect the financial future of clubs.

These results clearly show that our respondents believe that alcohol has a negative impact on attendance and on the atmosphere at matches.

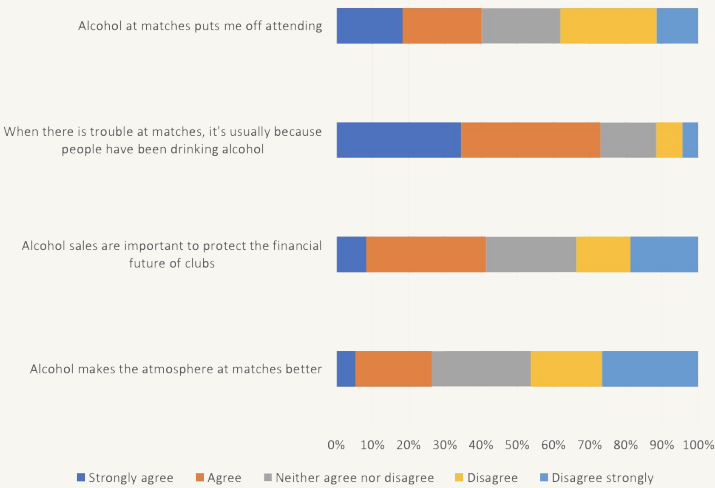


Figure 4: Cricket fans' attitudes towards alcohol at matches.

The percentage giving each response is shown in Figure 4. The results show that alcohol at cricket matches deters 42% of respondents from attending. A regression analysis showed that neither age nor gender were significant predictors. The strongest predictor was not having had an alcoholic drink in the previous 12 months (standardised beta = 0.36, $p < 0.0001$). Religious background was also a predictor (standardised beta = 0.16, $p = 0.009$).

Appendix 1: Full breakdown of survey results

Cricket results

Cricket fans were asked whether they had ever witnessed the following behaviours at matches:

- 76% had witnessed fans being drunk
- 60% had witnessed fans making racist comments/chants
- 47% had witnessed fans being physically violent
- 36% had witnessed fans making homophobic comments/chants
- Only 11% had not witnessed any of these behaviours

The 526 respondents who had witnessed fans being drunk were asked how it made them feel.

- 83% reported that it made them feel unsafe
- 54% reported that it made them feel upset
- 42% reported that it made them feel angry
- 29% reported that it made them feel amused
- 14% reported that it made them feel excluded
- 7% reported that it made them feel happy
- 3% reported that it made them feel included

These results show the negative effect that drunk fans at cricket matches have, particularly on perceived safety.

Participants were asked if they had any negative experiences associated with alcohol at matches?

- 46% (320) reported that they didn't think people should be drinking alcohol around children
- 36% (248) reported that they didn't feel comfortable because people were drunk
- 29% (200) reported that they didn't feel comfortable around people drinking alcohol
- 16% (114) reported that they felt excluded because they weren't drinking alcohol
- 11% reported that (77) other people didn't respect their views on alcohol
- 10% (72) reported that they felt pressured to drink alcohol when they didn't want to

Respondents were asked what their local club could do to encourage them to attend matches. They were asked to select all that apply.

- 58% (398) selected they could create alcohol-free zones
- 24% (168) selected they could ban alcohol at matches
- 21% (148) selected they could plan training/matches around fasting times (e.g. Ramadan)
- 20% (135) selected they could plan training/matches around prayer times
- 27 suggested something else the club could do, most commonly reducing ticket prices, being more family-friendly, having better toilets, having a wider range of food and drink on sale, and better marketing

Appendix 1: Full breakdown of survey results

Cricket results (community cricket)

77 respondents (11%) reported that they are a member of their local cricket club. Those who were not members (611) were asked to select from a set of reasons why they are not a member.

- 60% (368) selected that they don't have the time
- 33% (204) selected that they only watch professional sport
- 29% (179) selected that it's too expensive
- 6% (37) selected that they don't feel welcome

Club members were asked about what they enjoy most about the club from a set of answers.

- 70% (54) selected that they enjoy socialising with friends
- 55% (42) selected that they like feeling part of their community
- 53% (41) selected that they like playing local matches
- 47% (36) selected that they enjoy meeting new people
- 46% (35) selected that they enjoy family fun days/events
- 26% (20) selected that they enjoy drinking alcohol

They were also asked what they enjoy least about being a member of their local club. They could select as many as applied.

- 38% (29) selected that they don't like people being drunk
- 29% (22) selected that they don't like the price of membership
- 21% (16) selected that they don't like people drinking alcohol
- 21% (16) selected that the facilities aren't very good
- 20% (15) selected that there are too many membership rules
- 10% (8) selected that it's not family-friendly

- 9% (7) selected that there are too few membership rules
- 5% (4) selected that they don't feel welcome
- 25% (19) selected that there's nothing they don't like

All cricket fans were asked what their local club could do to make them feel more welcome. A wide range suggestions was made. The most common ones are listed below and representative quotes from the survey are shown in Appendix 2.

- Have alcohol-free zones, or in contrast, specific zones where alcohol can be consumed.
- Limit the sale of alcohol, prevent drunk fans from entering, and do not tolerate drunk/loutish behaviour.
- Have family-friendly zones.
- Sell a range of non-alcohol drinks, and vegetarian and Halal food.
- Provide prayer facilities.
- Provide a range of social events, including those that don't centre around alcohol.
- Play Asian music tracks.
- Improve marketing, including advertising in the local community, showing images of Asian people, and engaging with religious organisations.
- Have more Asian players and staff, committee members, stewards and volunteers.
- Increase awareness of and respect for cultural and religious requirements.
- Ban racist individuals and have zero tolerance for racist behaviour.
- Reduce the cost of attending, such as lower ticket prices, provide cheaper food and drink, and offer family discounts.

Appendix 1: Full breakdown of survey results

Cricket results (community cricket)

Religious background has a marked effect on the quality of community cricket club facilities.

14% (95) reported that members of their local club are mainly from the same religious background, while 47% (321) reported they are not and 39% (271) reported they did not know. Those whose club was mainly from the same religion, this was most commonly Islam. 32% (16/50) where the main religion is Islam reported that the facilities aren't very good compared with 16% (4/25) of clubs where the main religion is Christianity.

Alcohol also affects the experiences of players and organisers at this level of the sport

Players

Survey respondents said that alcohol affects their sports performance.

140 respondents reported being a player – nearly half reported that alcohol affected their experience, primarily around it affecting their sports performance.

This further demonstrates the structural dependence on alcohol sales and bar revenues that community cricket and the sport in general has.

It is also further evidence of the 'fractured system' highlighted by the literature review.

Children and young people

Many respondents reported that they do not like people drinking around their children because it is unsafe and it sets a bad example.

Committee members

20 respondents reported being a committee member, Half of whom reported that alcohol affected their experience, primarily because they do not feel comfortable around alcohol.

Coaches

4 reported being a coach Half of these reported that alcohol affected their experience, primarily around alcohol making negative incidents more likely.

Appendix 1: Full breakdown of survey results

Rugby union results

Rugby fans were asked how important it is that they have a range of facilities when attending a match. They could respond from not at all important to extremely important. The percentage giving each response is shown in Figure 5. Feeling safe, and having a good atmosphere are the most important aspects, followed by family-friendly zones, alcohol-free zones, and being able to buy reasonably priced food and drink.

Respondents were asked about their views on drinking alcohol at matches:
24% said they drink alcohol at matches and it IS an important part of their matchday experience;

- 42% said they drink alcohol at matches but it's NOT an important part of their matchday experience;
- 24% said they don't drink alcohol at matches but it SHOULD be available for other people;
- 10% said they don't drink alcohol at matches and it should NOT be available for other people.

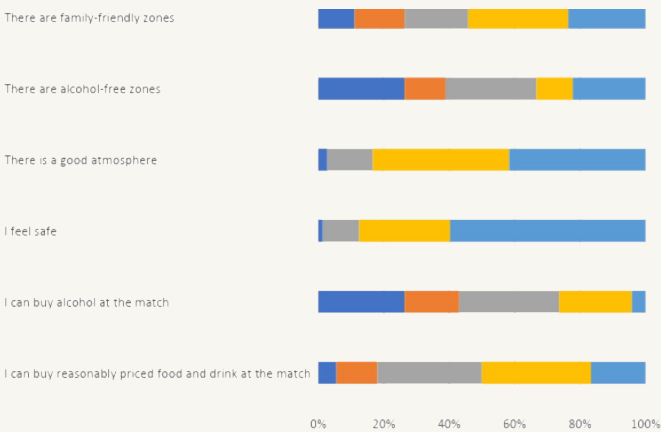


Figure 5: Rugby union fans' beliefs about important facilities at matches.

A regression analysis was conducted to identify the predictors of wanting alcohol-free zones. None of the variables (age, gender, religious or ethnic background or having had an alcoholic drink in the previous 12 months) were significant predictors.

Appendix 1: Full breakdown of survey results

Rugby union results

Rugby union fans were asked whether they had ever witnessed the following behaviours at matches:

79% had witnessed fans being drunk

- 50% had witnessed fans being physically violent
- 50% had witnessed fans making racist comments/chants
- 43% had witnessed fans making homophobic comments/chants
- Only 13% had not witnessed any of these behaviours.

The 57 respondents who had witnessed fans being drunk were asked how it made them feel.

79% reported that it made them feel unsafe

- 42% reported that it made them feel upset
- 46% reported that it made them feel angry
- 25% reported that it made them feel amused
- 14% reported that it made them feel excluded
- 2% reported that it made them feel happy
- 2% reported that it made them feel included

These results show the negative effect that drunk fans at rugby union matches have, particularly on perceived safety. One respondent noted that as an ethnic minority fan, they were concerned that the drunk fans would turn on them. One respondent noted that they expected to see drunk fans and it did not upset them or make them feel unsafe.

Participants were asked if they had any negative experiences associated with alcohol at matches?

42% (30) reported that they didn't think people should be drinking alcohol around children

- 35% (25) reported that they didn't feel comfortable because people were drunk
- 24% (17) reported that they didn't feel comfortable around people drinking alcohol
- 14% (10) reported that they felt pressured to drink alcohol when they didn't want to
- 11% (8) reported that they felt excluded because they weren't drinking alcohol
- 10% (7) reported that other people didn't respect their views on alcohol

Respondents were asked what their local club do to encourage them to attend matches. They were asked to select all that apply.

53% (38) selected they could create alcohol-free zones

- 13% (9) selected they could ban alcohol at matches
- 14% (10) selected they could plan training/matches around fasting times (e.g. Ramadan)
- 13% (9) selected they could plan training/matches around prayer times
- 2 suggested something else the club could do: change cheaper membership and discounted tickets, and to ban alcohol. Three further respondents left racist comments.

Appendix 1: Full breakdown of survey results

Rugby union results (community rugby)

10 respondents (13%) reported that they are a member of their local rugby club. Those who were not members were asked to select from a set of reasons why they are not a member. Time is the biggest barrier to being a member, with only a small percentage not feeling welcome.

- 56% (35) reported not having the time
- 37% (23) reported that it's too expensive
- 31% (19) reported that they only watch professional sport
- 5% (3) reported not feeling welcome

Club members were asked about what they liked best about the club.

- 70% (7) selected meeting new people
- 50% (5) selected socialising with friends
- 60% (6) selected watching local matches
- 40% (4) selected family fun days/events
- 30% (3) selected playing local matches
- 10% (1) selected drinking alcohol
- 50% (5) selected feeling part of my community

They were also asked what they enjoy least about being a member of their local club. They could select as many as applied.

- None selected I don't feel welcome
- None selected people drinking alcohol
- 40% (4) selected price of membership
- 20% (2) selected not family-friendly
- 20% (2) selected the facilities aren't very good
- 20% (2) selected too many membership rules
- 10% (1) selected too few membership rules
- 10% (1) selected people being drunk
- 30% (3) selected there's nothing I don't like

All rugby union fans were asked what their local club could do to make them feel more welcome. A wide range of suggestions was made, and which are very similar to the suggestions made to make cricket more welcoming. The most common ones are listed below, along with two individual quotes. A complete set of representative quotes from the survey are shown in Appendix 3.

- alcohol-free zones, create posters to help the crowd understand that violent drunk behaviour will not be tolerated.
- Make family friendly zones with no alcohol zones. More representation from British Asian players and positive role models.
- Avoiding making comments when someone's race is different as it makes them feel like they stand out.
- Explain some of the rules clearly as British Asians may not understand these rules
- Better security to control those violently drunk
- Provide a prayer room
- Lower the prices plus incentives like free parking or reduced parking tickets for members
- Make it feel normal to not drink. Have sponsors which aren't alcohol themed
- More promotion in schools.
- More representation from British Asian players and positive role models
- Zero tolerance for racist behaviour, with people speaking out against racist behaviour.

Summary of survey findings comparing cricket and rugby union fans

Drinking alcohol was **more common amongst British Asian rugby union fans than British Asian cricket fans**. Alcohol was an important part of the match day experience for more rugby union fans (24%), more than it was for cricket fans (11%).

Cricket fans surveyed were **more likely to say that they would prefer alcohol wasn't available** to others at matches (33%), compared to rugby union fans (10%).

Being around people drinking alcohol, or being drunk deters 10% of survey respondents from attending matches. This was higher among cricket fans than rugby union fans and was unsurprisingly higher for people who don't drink alcohol.

Nearly a half of cricket fans (42%) reported that alcohol deters them from attending and nearly three quarters (72%) reported that when there is **trouble at matches**, it's usually **due to alcohol**. Twice as many British Asians believe that alcohol has a **detrimental effect on the atmosphere** of the game (50%) than those who believe it has a positive effect (25%).

Slightly fewer rugby fans (31%) are deterred from attending because of alcohol, and similar numbers to cricket believe that trouble at matches is caused by alcohol (71%). Opinion is split as to whether alcohol has a positive or negative effect on the atmosphere.

Three quarters of people had witnessed drunken fans at cricket matches (75%) and rugby matches (79%) and it **makes most people (around 80%) feel unsafe. Half had witnessed racist behaviour.**

Appendix 2: A representative range of cricket fans' suggestions for what local clubs could do to make them feel more welcome

- Acknowledge different faiths, and the rules that their followers adhere to, and ensure social gatherings do not just centre around alcohol
- Action taken towards people disrupting the experience
- Add some Asian music tracks and include some Asian food stalls
- Address the systemic issues that have come to light about racism and accept accountability for previous wrongdoing
- Advertise more widely in the community to highlight special offers in pricing and events. Ask religious organisations to attend and have stands/stalls at the match
- Have players that are representative actually playing
- Advertise more, alcohol-free zone, family discount prices
- alcohol-free zones and taking into account prayer time and other religious events when deciding dates of matches
- Respect Ramadan and other prayers etc
- alcohol-free zones. Ban alcohol in stadiums. More representation
- alcohol-free zones/women only zones
- Alcohol-free zones are a good idea in general. Limit sales of alcohol to prevent drunken behaviour, limit clearly drunk individuals from attending
- Ban of alcohol sales at matches
- As an Asian I feel totally welcome and can't think of other measures
- Asian snacks and drinks
- Asian songs
- Attempt to create less of a toxic environment centred around drinking alcohol at matches
- Ban alcohol, racism and racist individuals
- Make a prayer room
- Be friendly, welcoming and respectful
- Consider more inclusive approaches such as sensitising other (White male) members/spectators to difference when watching sport
- Consider them part of community and accept them as they are
- Crack down on racism. The Azeem Rafiq case was a good example of how it still isn't taken seriously enough and how it can take years to actually act on the problem, and it just isn't good enough
- Create an atmosphere that feels all cultures are involved and welcomed
- Create an inclusive environment roll people of all religions and races - including designating prayer rooms for those who would need it and alcohol-free zones for those who don't drink for religious and cultural reasons
- Create more alcohol-free environments and promote a less toxic drinking culture
- Ensure food is Halal, encourage players to bring their families, discuss with individual players their approach to Ramadan, everyone is different.
- Food that we can eat and friendly atmosphere
- Give discount on ticket price
- Have cultural experiences and more staff members that speak other languages, such as Punjabi, Hindi and Urdu
- Have shows and events to highlight the diversity of different people at half time/intervals of games
- Have more Asian player as role models for the younger population
- Have more Asian reps and helpers in the match
- Have signs to remind people that racist behaviour is condemned and their membership will be taken away. I am not bothered about alcohol but alcohol-free zones might make religious people who do not drink feel more comfortable

Appendix 2: A representative range of cricket fans' suggestions for what local clubs could do to make them feel more welcome

- Having alcohol-free zones is a great idea, not only for Asians, but also for people who simply would prefer not to be sat alongside people drinking alcohol
- I am not sure really. I am British Asian but I have never felt excluded or unwanted at matches
- If we're talking about alcohol, then have alcohol-free zones for the people that do not drink alcohol. If it's about anything other than this, then inviting children from majority Asian schools to come and take part so they and their families feel welcomed
- Improve security
- In my experience people of Asian heritage have been openly welcome at local level, with only a minority being unfriendly a County/National level
- Include security guards to prevent racism and discrimination to make families feel much safer
- Include the culture in educational boards or moments and sharing the vivid and bright cultures combined
- Involve less drinking events
- Involve the children more in activities to the children can meet children from other backgrounds and so can the parents
- It is all good, if the membership prices can be lower it would be great and more people will join
- It's not the clubs but the spectators that make me feel uncomfortable
- Having warm smiles
- Respect their views towards alcohol. However as a British Asian I should say I wholly disagree with any thought process to ban alcohol etc. Provided everyone respects each others views and drink in a sensible manner
- Maybe be aware of differences but also to be aware that not all differences are similar for everyone. For example, some people might choose to not drink because of their religious beliefs but that is not applicable to all British Asians
- More action when racism occurs
- More appealing atmosphere, less drunk people and alcohol
- More free social/open days to allow us to see what the clubs are about
- No tolerance policy for racism (i.e. if fans are being racist, kick them out immediately and ban them from future matches)
- Not act on stereotypes, learn more about faith, belief and practices, be aware of key dates, be more inclusive in providing refreshments, welcome families not just players
- Not make it an alcohol based activity, because whether it's post match or post training or even just most club activities, they involve and are based around alcohol which is why we prefer to have our own clubs
- No pressure those to drink who don't drink alcohol/are observing Ramadan
- Not schedule matches during fasting season - make more alcohol-free zones - and market to local communities a bit more
- I guess alcohol-free and family friendly zones also good ideas. never mind for british asians but for all the people in UK
- Proper crowd control; toilet facilities
- Provide facilities for disabled people, for women and have prayer rooms. Price tickets reasonably
- Real consequences (not just fines) for racist slurs and racially motivated violence

Appendix 2: A representative range of cricket fans' suggestions for what local clubs could do to make them feel more welcome

- Recruit and promote people to senior leadership and board level positions on merit which should hopefully mean that there is a diverse representation across all ethnicities who participate in the sport
- Serve mocktails instead of alcohol
- Speak to the Asian community about what they need to feel comfortable to come
- Stop associating alcohol so much with sports
- Take a leaf out of Qatar's book. The experience there was safe and enjoyable
- Take complaints about racist regular fans more seriously. Make alcohol-free zones more protected. If fans become violent to act immediately and kick them out of events
- Target certain areas of the community. Maybe offer free tickets to children at school to make parents attend
- The clubs are doing their part on inclusion and opening up the scope of the sport to the wider demographic. Things like racial discrimination and abuse are well dealt with at many clubs by the officials and stewards.
- They do a great job mainly, however, having Indian cuisine on the menu at all times would be great
- Well behaved audience and create family and child friendly atmosphere
- Zero tolerance on discrimination and bad behaviour. Immediate expulsion and lengthy bans. Worth stating I have witnessed discrimination from all sets of fans, it is a societal problem and not exclusive to those from White communities. We need a wider review and not just focus on a set of people.
- Accept certain traditions of different faiths with acceptable circumstances
- Actively be against racism
- alcohol-free zones, create posters to help the crowd understand that violent drunk behaviour will not be tolerated
- Avoiding making comments when someone's race is different as it makes them feel like they stand out
- Be inclusive
- Be welcoming and speak up if someone is being racially abusive
- Better security to control those violently drunk
- Encourage people to not make racism comments
- Explain some of the rules clearly as British Asians may not understand these rules
- Feature Asian fans in promotional videos and advertising
- Have more security guards and safe zones
- I have always felt welcome at rugby matches. Rugby Union has a strong policy on anti-racism
- Lower the prices plus incentives like free parking or reduced parking tickets for members
- Make family friendly zones with no alcohol zones. More representation from British Asian players and positive role models
- Make it feel normal to not drink. Have sponsors which aren't alcohol themed
- More promotion in schools. My son is dual heritage and has always felt included at all the clubs he has played at. We as parents also have been welcomed
- Nothing

Appendix 3: A representative range of rugby union fans' suggestions for what local clubs could do to make them feel more welcome

- Safety with security staff, alcohol-free zone to protect from drunk fans
- They should kick out any racist fans
- Treat us with respect, first and foremost. Simple moves like creating alcohol-free zones could go a very long way in showing us that we belong here and that we're welcome at matches
- Zero tolerance for racist behaviours

Appendix 4: Non academic literature

The following non academic literature was found to supplement the findings from the academic literature (as we did not identify any papers that focus specifically on rugby). The non academic literature also allowed us provide a 'temperature check' on current topics including (but not limited to) drinking culture, racism and alcohol industry sponsors.

[Ugo Monye: Rugby union must tackle 'heavy drinking culture' \(2022\)](#) Monye is concerned that a deep-rooted association with alcohol could be deterring newcomers at a time when participation levels are falling.

[Changing The Boundaries: Independent Review into Racism in Scottish Cricket \(2022\)](#) Clubs stated that Cricket Scotland needed to provide support on how to be more financial sustainable without relying on social events and alcohol - creating inclusive facilities.

[Welsh Gov anti-racism plan for museums and sports venues \(2022\)](#) The government will spend £4.5 million over the next three years to make cultural, heritage and sporting sites more inclusive and reflective of the history and contribution of Black, Asian and minority-ethnic (BAME) people.

[Azeem Rafiq: Tino Best says cricket needs to tackle drinking culture 2021](#) Former Yorkshire and Hampshire bowler Tino Best says cricket needs to tackle a "drinking culture" which is "hampering" opportunities for Black and Asian players.

[English 'drinking culture' affected Asian and Black players \(2021\) Nov 18 \(Reuters\)](#) - The "drinking culture" in county teams was partly responsible for Asian and Black players not getting enough opportunities in English cricket.

[Boozy cricket nights are putting off kids – and this gives the ECB a problem \(2019\)](#) The ECB thinks it can do it with marketing, by drawing in a whole new crowd, to a shorter game where there is less time to drink. There are certainly lots of things you can do with a marketing budget of £200,000 per fixture.

[Cricket drinking culture deterring British Asian players from getting to the top \(2019\)](#) Analysis carried out by Professor Kevin Hylton at Leeds Beckett University found that the cultural environment of cricket clubs was "not conducive to keeping the south Asian players connected" to the sport.

[Cricket, drinking and exclusion of British Pakistani Muslims? \(2014\)](#) The cultural practice of drinking alcohol, a practice identified with both a hegemonic White Britishness, is one that becomes for many of our respondents something impossible to reconcile with their Islamic faith.

[An unhealthy mix? Alcohol industry sponsorship of sport and cultural events \(2011\)](#) Alcohol Concern argues that sponsorship and other forms of alcohol promotion normalise the use of a damaging substance.

[It's only a game? Domestic abuse, sporting events and alcohol \(2010\)](#) This paper examines how alcohol consumption and reports of domestic abuse increase during sporting occasions. It makes recommendations for awareness-raising and for continued action to address this issue. It is intended to provide information to service providers, policy-makers and interested members of the public.

Appendix 5: Recruitment strategy

Recruitment strategy summary:

Magpie used a tried and tested multi-channel approach to recruitment, including, reaching out to participants via established links with communities, existing client-held networks, relevant facebook community groups and targeted social media advertising. Magpie also recruited using the online participant recruitment platform Prolific Academic and via Survey Monkey.

Examples of some of our relevant existing and strong community links: Bradford4Better community group, Helping Hands community group, Bradford City Football Club Foundation, the Karmand Community Centre, and the Youth Association (YA).

Audience groups: We ensured representation across different audience groups (e.g., across gender, levels of interest in engagement in the sport). Sample size: We recruited 1,163 participants across England and Wales, with 5% of the sample based in Wales.

Three locations where there are established South Asian communities were identified; Bradford, Leicester and South Wales. These were the focus for the project.

Magpie's Campaign Consultants already had established relationships and channels that could be utilised for Leicester and Bradford South Asian communities (two of the largest South Asian Communities in the UK), and the client offered to support Magpie with engagement with South Asian communities in Wales.

Work in South Wales focussed on Cardiff (where 10% of population are South Asian) Newport and Swansea.

Organic social media promotion

Bradford

- 5 organisations received email text for survey promotion for their communications team. This included text that they could copy and paste into emails for both audiences: 1. Existing contacts (to help us spread the word to recruit) 2. Participants who would fill in the survey, and an information sheet to forward to participants.
- 21 promotional posts across targeted online Facebook Groups and pages.

Leicester

- 6 organisations received email text for survey promotion for their communications team. This included text that they could copy and paste into emails for both audiences: 1. Existing contacts (to help us spread the word to recruit) 2. Participants who would fill in the survey, and an information sheet to forward to participants.
- 24 promotional posts across targeted online Facebook Groups and pages.

Wales

- 5 organisations received email text for survey promotion for their communications team. This included text that they could copy and paste into emails for both audiences: 1. Existing contacts (to help us spread the word to recruit) 2. Participants who would fill in the survey, and an information sheet to forward to participants.
- 17 promotional posts across targeted online Facebook Groups and pages.

Appendix 5: Recruitment strategy

UK wide: Social media advertisements

Facebook

Advert 1	Advert 2
Location: UK	Location: Wales
Spend: £699.77	Spending: £407.24

Interests:

- Sportskeeda Cricket
- New Zealand national rugby league team
- England cricket team
- French Rugby Federation
- Bangladesh national cricket team
- Sydney Cricket Ground
- Melbourne Cricket Ground
- National Rugby League
- Rugby sevens
- Italy national rugby union team
- New South Wales rugby league team
- Rugby union
- Cricket Australia
- Australia national rugby union team
- Rugby World Cup, Stump (cricket)
- Habib Bank Limited cricket team
- Rugby Football League
- Fantasy cricket
- Australia national rugby league team
- Indian Cricket League
- West Indies cricket team
- India national cricket team
- Bulls (rugby union)
- Derbyshire County Cricket Club
- Yorkshire County Cricket Club
- Pakistan national cricket team
- Cricket World Cup
- England Rugby
- France national rugby union team
- South Africa national cricket team
- Leicestershire County Cricket Club
- Women's rugby league
- Highlanders (rugby union)
- Kent County Cricket Club
- Queensland rugby league team
- Cricket ball
- Super Rugby
- Cricket clothing and equipment
- Rugby league
- Crusaders (rugby union)
- Argentina national rugby union team
- 'Official Lions Rugby or ICC

Behaviour: Lived in India (formerly Expats – India), Lived in Bangladesh (formerly Expats – Bangladesh) or Family of those who live abroad.

Languages: English (UK), Arabic, Bengali, Hindi, Punjabi, English (US), Persian, Gujarati, Northern Kurdish (Kurmanji) or Urdu.

Google

Advert 1	Advert 2
Location: UK	Location: Wales
Spend: £336.36	Spend: £102.82

Interests:

- Rugby League Information
- Cricket
- Pakistan Cricket News
- Rugby
- Indian Cricket Team
- Lions Rugby Team Information
- Cricket Games
- International Cricket
- Cricket World Cup
- India Cricket Scores
- Cricket Enthusiasts
- Rugby News and Information
- India Cricket Matches
- Cricket Matches Between India and Australia
- Six Nations Rugby
- Rugby World Cup Information
- Rugby Enthusiasts

Topics:

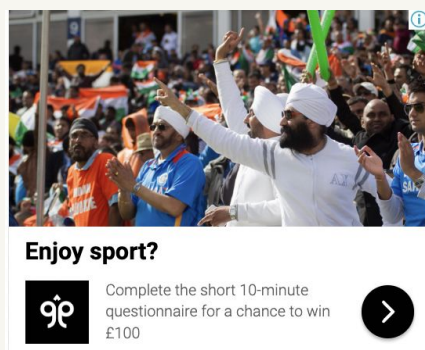
- Games
- Computer & Video Games
- Sports Games
- Sports News
- Arts & Entertainment
- Events & Listings
- Live Sporting Events
- People & Society
- Ethnic & Identity Groups
- Asians & Diaspora
- South Asians & Diaspora
- World Localities (Asia & South Asia)
- Arts & Entertainment
- Music & Audio
- World Music
- South Asian Music
- Arts & Entertainment
- Bollywood & South Asian Film
- Food & Drink
- Cooking & Recipes
- Cuisines
- South Asian Cuisine
- Sports
- Team Sports
- Rugby
- Cricket
- Cricket Equipment
- Live Video Streaming.

Languages: English, Arabic, Hindi, Urdu, Bengali, Gujarati, Kannada, Malayalam, Marathi, Malay, Punjabi, Tamil, Telugu.

Appendix 5: Recruitment strategy

UK wide: Social media advertisements

Tailored Facebook and Google advertisements (below) were used to target our specific audience group.



Learnings and recommendations: Platforms

- There was a low click through rate (CTR) on Google. This was much higher on Facebook, but more needed to be spent to achieve the clicks
- There were triple the number of impressions on Google to Facebook, but these did not convert into clicks on the survey page
- A combination of the platforms worked well, but whilst Google was better at getting more clicks for the budget, Facebook was better at reaching the target audience

Recommendation for the future:

- Test additional platforms such as Twitter (although Google and Facebook have the most options to be targeted for this approach)

Learnings and recommendations: Age, gender and location

- Google adverts mainly reached men aged 25-44
- Facebook adverts mainly reached men aged 65+

Recommendations for the future:

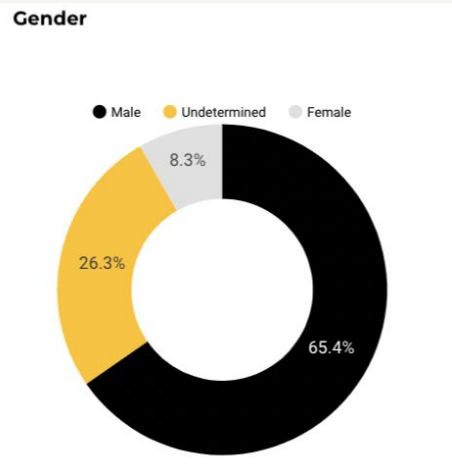
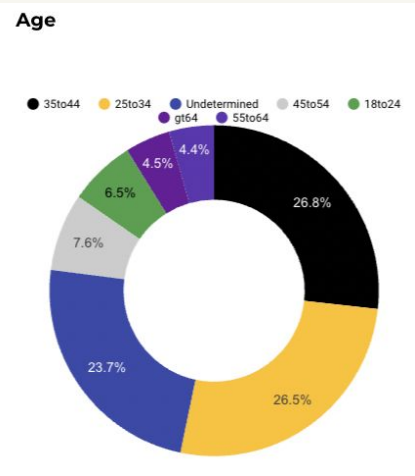
- Run specific ads targeting under 25 and between 44-65 (if this is deemed to be a key audience)
- Run ads targeting women if this is a key audience
- More could be done to reach people in Northern Ireland and Scotland through specific targeting to those regions

Appendix 5: Recruitment strategy

UK wide: Social media advertisements Google results

Clicks	CTR	Impressions	Cost	Avg. CPC	Avg. CPM
4,058	0.6%	707,475	£439.18	£0.11	£0.62

Campaign	Ad group	Clicks	Impressions	CTR ▾	Avg. CPC	Avg. CPM
1. ACUK Survey	AC UK	3,522	604,287	0.58%	£0.1	£0.56
2. ACUK Survey (Wales)	AC UK	536	103,188	0.52%	£0.19	£1



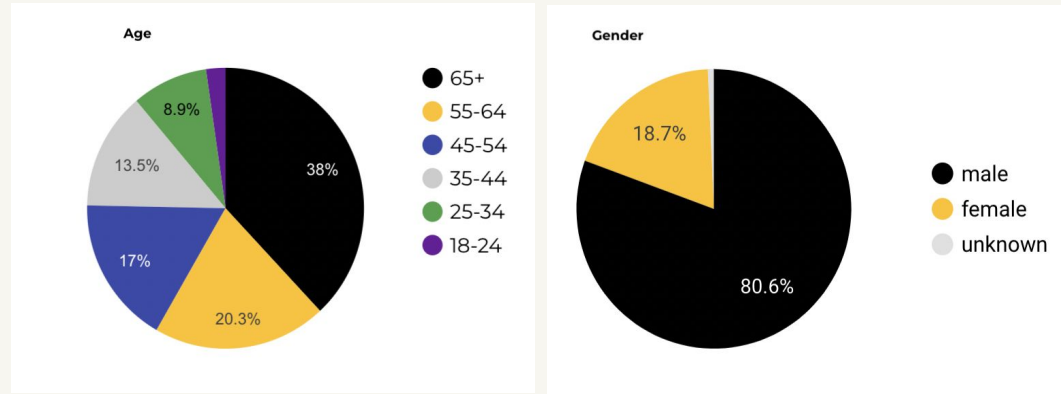
Wales: 118,689 impressions, 638 clicks

Scotland: 33,577 impressions, 199 clicks

England: 531,613 impressions, 3090 clicks

Northern Ireland: 10,364 impressions, 67 clicks

UK wide: Social media advertisements Facebook results



Key metrics - Ads Funnel

Amount Spent
1,107.01

Impressions
218,485

Reach
137,218

Link Clicks
5,329

Cost Per Link Clicks
0.21

CTR(Link Click)
2.44%

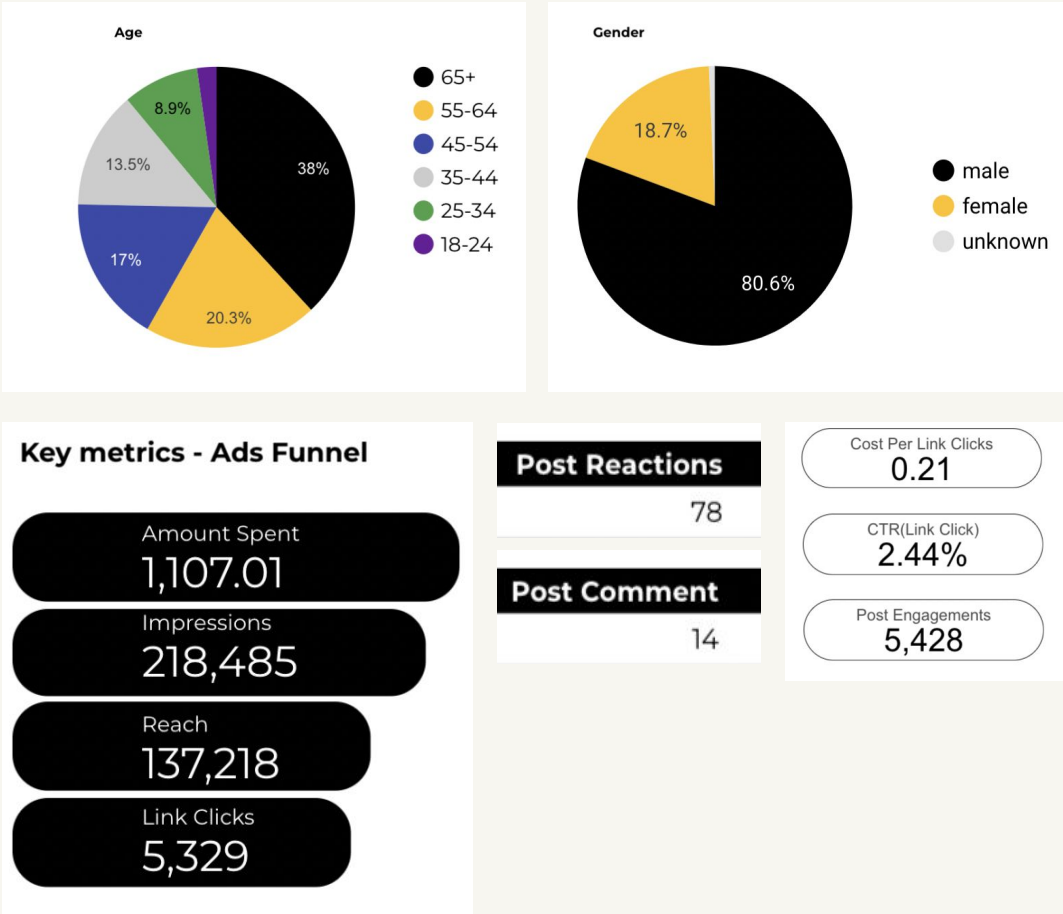
Post Engagements
5,428

Post Reactions
78

Post Comment
14

Appendix 5: Recruitment strategy

UK wide
Social media
advertisements
Facebook results



Learnings and recommendations: Landing Page

- Adverts directed users to SurveyMonkey, meaning that Magpie could not use tracking codes to understand how many people completed the survey after clicking the advert.
- It is recommended that, in the future, additional survey platforms are explored to see whether trackable codes can be used. This data would give us a much fuller understanding of which channels were working to recruit participants and how the survey could be improved to get increased results.

Learnings and recommendations: Copy and creative

- There was limited creative and copy for the advertisements.

Recommendations for the future:

- Test different creative and copy options to see if it affects click through rates from recruitment adverts
- Bespoke imagery for the campaign rather than stock imagery would also likely result in improved outcomes.
- It would be useful to test different creative and copy for different regions, ages or genders.
- Using insight, it would be good to understand which messages would resonate with different audiences.

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