

**MY CITY MY SHIRT**



**[nffctrust.org](http://nffctrust.org)**



**Nottingham Forest Supporters' Trust Presents**

# MY CITY MY SHIRT



Photos by Ritchie Sumpter Photography

In partnership with:



**FANS**  
FOR  
DIVERSITY

**FSA**  
FOOTBALL  
SUPPORTERS'  
ASSOCIATION



## Nottingham Forest Supporters' Trust



Why did I ask the Nottingham Forest Supporters' Trust to get involved in the My City My Shirt campaign? Well, I saw the original campaign and thought it would be a great idea to utilise our own fanbase to showcase the diversity of the crowds down at the City Ground and encourage everyone to feel confident and safe supporting Forest.

Here are but a tiny handful of stories of these people, to illustrate that the MOST important thing is that we are all Forest fans regardless of our differences.

However, there are many more stories to be told. Some people are still reluctant to open up about their individuality and I know of people who would have liked to be a part of this campaign but could not quite find it in themselves to put their heads above the parapet. This is understandable.

We had a great response, but I hope that if we were to do a similar project in a few years' time we would be inundated with requests to participate from even more sections of our community. Nottingham and Nottingham Forest are warm and welcoming, but we can always do more and perhaps that's why I got involved?

**Barry Frenchman**  
**Board Member**  
**Nottingham Forest Supporters' Trust**





## Nottingham Forest Football Club



Nottingham Forest was founded as a football club in 1865 at meeting in the Clinton Arms, Shakespeare Street and since then Nottingham has changed immeasurably. Industries have come and gone, our way of life has transformed, and the people of Nottingham are more diverse than ever before.

Nottingham Forest has evolved through all this change and has been a constant for the people of the city; whether they have lived here all their lives, moved here from afar, or have moved away yet still call it “home”.

The senior men’s team reflects many of those changes. The current squad includes many local players, like Joe Worrall, Ryan Yates and Brennan Johnson, and also includes players from as far afield as Paraguay, the United States and all across Europe.

Only a few weeks ago, our women’s team took to The City Ground pitch in front of a record attendance of over 4,000 supporters; breaking new ground for both the club and the women’s game. The crowd was full of families enjoying their visit, many watching a Forest team for the first time. It was an exciting glimpse of the future.

We, as a club, are deeply proud of our pioneering history of diversity; from the first black player to represent England, to our record of employing talented BAME coaches and managers.

The pandemic has reminded everybody within the game that football is simply not the same without supporters. As a club we must continue to appeal to those from different economic backgrounds, disabilities, ethnicities, sexual orientations and genders. Put simply, the more diverse we are, the stronger and more representative we are as a club.

We have more work to do but ‘My City My Shirt’ is a timely celebration of the unique diversity of our football club. We thank the Nottingham Forest Supporters’ Trust and the Football Supporters’ Association for our partnership in bringing this initiative to life.

This fantastic collection of photographs vividly illustrates that whatever background we come from, Nottingham Forest is part of all of us, and The City Ground is a home for everybody.

**Nicholas Randall QC**

**Chairman, Nottingham Forest Football Club**



## Football Supporters' Association



My City My Shirt is a project developed by the Fans for Diversity team within the Football Supporters' Association. The aim is to bring together a football club fanbase and the wider community in a way that celebrates what is beautiful about football.

Clubs across the country have thousands of fans around the world but do their terraces reflect the cities and towns in which they sit? My City My Shirt is designed to emphasise the under-represented groups among each fanbase and together with all supporters celebrate who they are and what they bring to their club.

The simple idea of the campaign was to find a group of diverse individuals who support their local team and have their photos taken in key, landmark places around the city whilst wearing the football shirt. The power of the photos is to show the intrinsic link between individuals and their city through football.

It has been great to see Nottingham Forest and its Supporters' Trust embrace this simple idea to make more people feel part of the club, who may have previously had a very limited relationship with it, and show that the Club and fans are inclusive, open and welcoming to all.

This initiative is an opportunity to build a positive relationship between the club and the diverse, local community within Nottingham and so start a meaningful, two-way dialogue which can be built on going forward.

**Harpreet Robertson**  
Football Supporters Association



## ANITA

Anita is Nepali, a “Daughter of the Himalayas” (as she describes herself). She has been married to a Forest fan for 13 years and they moved to the UK in January 2021, leading to her getting her first season card this year.





A young man with short brown hair, wearing a red football shirt with 'BOXT' and the Forest crest, stands with his hands clasped in front of him. In the background, a large red banner for 'BURTON JOYCE DOWN SYNDROME TEAM' and 'NORTHAMPTON FOREST FOOTBALL CLUB' is visible.

## JACK

Jack has supported Forest since he was six years old. Football is a big part of his life, watching Forest and playing for Burton Joyce Down Syndrome Team. You will definitely hear Jack singing (home and away) on matchdays!

A man with short grey hair, wearing a red football shirt with 'BOXT' and the Forest crest, sits in a black chair on a football pitch. The stadium seating is visible in the background.

## KIRT

Kirt suffers from Fibromyalgia. He has followed Forest since he was seven. Using a wheelchair has its problems, but he hopes this will improve through continued investment in the club's infrastructure.

## AMANDA

53 years of following Forest have made Amanda fanatical about her beloved Forest and football in general. So much so that she also coaches and referees junior teams.





## ASIF

Asif has a mixed Asian background. He has felt welcome at the ground and in the city. His ethnicity never crosses his mind when attending games.





## DOROTHY

Having attended her first match in 1936, Dorothy has been a lifelong loyal supporter through lots of ups and downs. She still has a season card to this day.



## DANIEL

Being visually impaired since birth does not detract Daniel from the thrill and excitement of following Forest. Daniel finds it relatively easy to follow the club he loves and hopes the new Peter Taylor Stand will be an even better experience.





## BALDEEP

Baldeep says he is “proud of my Sikh roots but also proud to be British. The best of both worlds”. He has never experienced any negativity at the ground, but as Baldeep lives in Derby, that’s a whole other matter!





## BARRY

Not all diversity is obvious or can even be seen. Religion is one such area, and Barry with his proud Jewish heritage is an obvious example.

## REG

Reg has been supporting Forest from the early 1970s and has seen many changes in the City Ground experience.





## ELIZABETH

Elizabeth describes herself as “a lifelong Forest fan, season card holder and animal lover who is partial to a cocktail to help numb the pain!”.



## JAMES

James is a confident and happy gay man and finds visiting the City Ground a positive experience. James looks forward to the day when all diversity becomes the norm within football and wider society.







**Thanks to all volunteers taking part and making**





**this campaign a success. COME ON YOU REDS!**







## MATT

Matt believes anybody should be able to watch football safely. "It's the people's game. I love football, love Forest and love Nottingham!"



## ELLIE & GRACE

Ellie and Grace are identical twins who both have season cards and love to watch Forest. They also play the game. They feel safe at the City Ground and are huge advocates of women's football.



## CARL

Carl describes himself as a "36-year-old gay man who loves Forest" and believes diversity is an important part of the football experience.



## TOM

Tom was one of the founders of the Supporters' Trust and believes diversity is very important as "football is for everyone."

Newspaper & Magazine Deliveries 7 Days a Week  
Forest Programmes: Home & Away - Historical

0115 958 1735 Email: [info@msrnews.com](mailto:info@msrnews.com)



## CRAIG

Craig is from Hucknall. He says he's always felt welcome at Forest and believes Nottingham is a friendly and welcoming city.





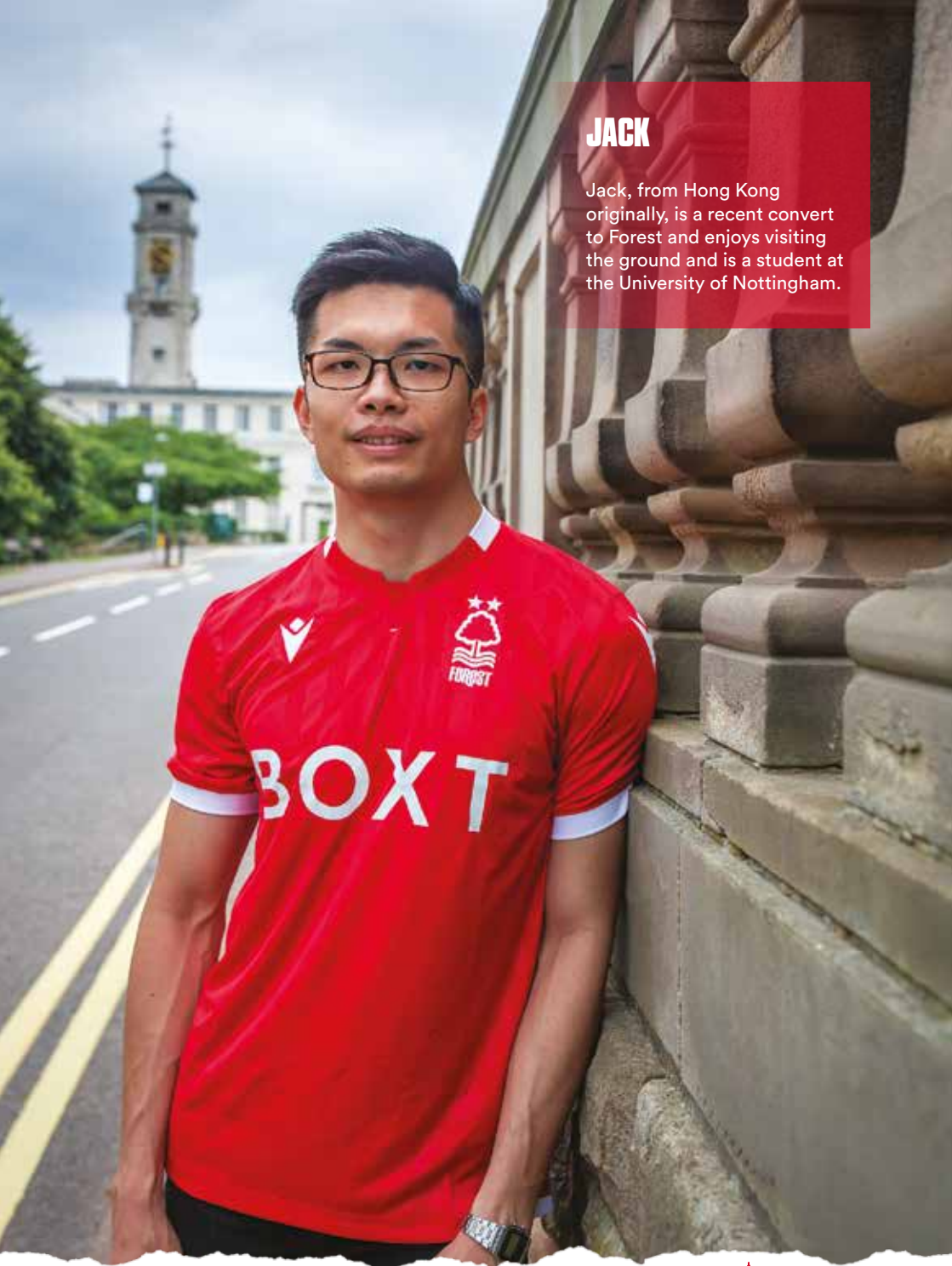
## GEMMA

Gemma is an Anglo-Italian Forest fan with a personalised brick in the Trent End wall. She suffers from depression and anxiety but enjoys supporting The Reds to the full at matches.



## JACK

Jack, from Hong Kong originally, is a recent convert to Forest and enjoys visiting the ground and is a student at the University of Nottingham.



## BEN

Ben feels safe and welcome when he visits the City Ground and at most away matches. He is a well-known Forest YouTube face with his own channel – “Dore On Tour”.





## EMMA

Emma is proud to be Forest and LGBTQ. Emma believes representation of LGBTQ+ within the game is growing and hopes football can become even more inclusive in the future.



## STEVE

Steve is a supporter of 53 years and believes that a campaign against discrimination - supported by the fans and club united - is the way forward.



## BAL

Bal is a local councillor and a “British Forest-loving Sikh”. He wants to show what diversity really brings to sport and the wider community.



**KEVIN**

TBC



**MY CITY MY SHIRT**





## LOUISE

Born and raised in Nottingham, Louise inherited her Dad's love for Forest from a young age. As Louise got older, she followed two passions - Nottingham Forest and being a paramedic - which both eventually led Louise to the City Ground as a season card holder and as a matchday paramedic. Louise is taking part in memory of friend, colleague and fellow Forest fan Tony Chadbourne.



## MEHAZ & BASIT

Mehaz and Basit are mother and son and are “proud British Muslims”. They feel that the City Ground is safe and passionately believe in the benefits of this campaign.



## GAVIN

A local business owner, Gavin feels safe and welcomed every time he has visited the ground and appreciates the work of the City Ground staff to make this possible.



## ROY

Roy fondly remembers the Cologne game as his favourite match but now finds it difficult to attend as many matches as he would like due to long term unemployment."







## ATHIYA

Athiya says: "I credit my brothers with getting me into football and it's the best thing they ever did!" The City Ground feels like home.



MY CITY MY SHIRT



## Acknowledgements

Nottingham Forest Supporters' Trust would like to thank the Football Supporters Association for their advice and guidance supporting this campaign. We'd also like to thank Nottingham Forest Football Club for supplying the shirts for this campaign, their advice and support for this initiative, and the club's photographer, Ritchie Sumpter for his time and expertise taking and editing the photos.

## About Nottingham Forest Supporters' Trust

Nottingham Forest Supporters' Trust is an independent, democratic, non-profit organisation run by fans for fans. Our purpose is to help fans to join together and strengthen their collective influence over the way the club is run, and to improve the links between their club and the community it serves. Ultimately, it's about giving the most important group in any football community, the fans, a voice.

Board members are elected, and anyone who is a paid member of the Trust can stand for election. Trust board members are fans and are not paid by or recompensed in any other way by the club or anyone else, we are a completely voluntary organisation.

Diversity and inclusion are hugely important areas for us. Aside from this campaign, we have always advocated that supporting Forest is for everyone no matter what your background – and have undertaken projects such as a focus group for supporters with disabilities which resulted in a full report being submitted to the club.

But there's a lot more to do. If you are interested in joining or getting involved, please visit our website or get in touch.

**[nffctrust.org](http://nffctrust.org)**  
**[comms@nffctrust.org](mailto:comms@nffctrust.org)**

Design: Tony Johnson in association with Key Principles Ltd.

[tonyjohansoncreativedesign.co.uk](http://tonyjohansoncreativedesign.co.uk)  
[keyprinciples.co.uk](http://keyprinciples.co.uk)