

CASE STUDY

ABRAHAM MOSS WARRIORS

Manchester, England

Abraham Moss Warriors is a multi-cultural sports club focusing on helping people of all ages, backgrounds, nationalities and faiths come together to enjoy activities in a safe and welcoming environment.

June Kelly, Abraham Moss Warriors' founder, explains the club's success in using sport to bring the local community closer together.

"In Cheetham we have a lot of refugees and people of different faiths and nationalities. The problem is that a lot of people never even speak to their neighbours and are wary of new people coming in. It's the same at school - the kids will stay in their same groups and don't mix. But when they come to football they mix with everyone. We're a multi-cultural club and everyone gets on with each other.

The kids come in, get on with the football and make friends dead easy. It's the parents that were difficult. We literally had rows of parents standing by the side-lines and they wouldn't exchange a single word with each other, even if their kids were best friends.

We started running activities for parents and siblings at the same time as our football sessions. We did it for a few reasons. One to get them fit, but also to get them to know each other. We had parents who wouldn't even speak to each other at the start, now taking it in turns to drop and pick their kids up from school. You'd think they'd been best friends for years!

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