

No: 217/25

7th October 2025

TO: ALL BRANCHES

Dear Colleague,

LAUNCH OF THE WORKING-CLASS UNITED FOOTBALL SHIRT

It is becoming increasingly clear that to address the rise of the far right in the UK the trade union movement must develop its own distinct and powerful anti-racism campaign and this must be focused in our workplaces and communities. The CWU is taking a lead on this work alongside other trade union and work is already underway by Kate Hudson and our Equality and Education Department.

We want to widen the debate on this as much as possible and will be reaching out to branches for input in the coming weeks. We want to create a strategy the whole union is bought into.

Ahead of this, we are launching a new initiative to counter the way that right-wing forces are looking to use football to reach working class people and sew division. This includes even Reform launch a football shirt that is being worn at grounds across the country.

In response to this we are launching a new football shirt under the banner of 'The Working Class United'. The shirt will cost £30 with all profits split between the organisations Show Racism the Red Card and Fans Supporting Foodbanks.

We have also worked hard on the detail of the shirt design. In the 1970's Coventry City wore an iconic two-tone shirt inspired by the band The Specials. We have produced our own version of this shirt with a modern and CWU flavour to it.

We are working with several high-profile figures to promote this initiative and we will host a launch event in the coming weeks.

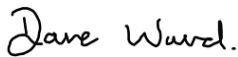
For now, we wanted our branches to be the first to see the design and have the opportunity to purchase the shirt.

Photos of the design are attached and a link to buy the shirt is below.

<https://swaz.co.uk/product/swaz-cwu-premium-shirt/>

Any enquires on this LTB should be directed to Marcia Murray mmurray@cwu.org

Yours Sincerely,



Dave Ward
General Secretary



Chris Webb
Head of Communications



Kate Hudson
Head of Equality and Education