Show Racism the RED Card

Project Summary
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Introduction
by Ged Grebby – Project Coordinator

Welcome to another first for our campaign: A Project Summary. The aim of this summary and the accompanying DVD is to allow organisations an insight into the work of our anti-racist educational campaign. Hopefully through these two new resources, we can develop our partnerships and explore ways in which we can work more productively together to fight racism.

Show Racism the Red Card is an anti-racist charity, which was established in January 1996. The aim of our organisation is to produce anti-racist educational resources, which harness the high profile of professional footballers to combat racism. Our educational materials are very accessible and have been highly successful over many years. Footballers are role models for young people who will listen to them and learn from them. We have added to the range and quality of our resources over the years, but the central resource remains our Show Racism the Red Card film, which features professional footballers.

The organisation has built up a pool of professional footballers as patrons and one of the highlights of our work remains the interaction of the players with young people at our events at Football Clubs. In Scotland, we also have the job of trying to combat racism in football and other sports.

This project summary should be used in conjunction with the campaign DVD which accompanies it. This DVD includes video footage of our campaign, our latest Annual Reviews and guides for Councils and Football Clubs working with our campaign. The aim of producing these resources is hopefully to increase the number of partners we have working with our campaign. With your help we will be able to spread the anti-racist message even further and combat the growth of racism in society.

Mission Statement

Show Racism The Red Card is an anti-racist educational charity. We aim to combat racism through enabling role models, who are predominately but not exclusively footballers, to present an anti-racist message to young people and others.

Show Racism The Red Card acknowledges that racism changes, as do the experiences of Black and Minority Ethnic communities in the UK. Our message and activities therefore need to be able to respond to such changes as and when appropriate.

We achieve this through:
• Producing educational resources
• Developing activities to encourage people, including young people, to challenge racism
• In parts of the UK, challenging racism in the game of football and other sports.

Resources

• SRTRC DVD/video and Education pack - £20
• Scottish video and Education pack - £15
• A Safe Place video and Education pack - £10
• Campaign DVD
• Magazine - 100 for £50
• Posters
• Guide for Councils
• Guide for Football Clubs
• Pin Badges - £0.18/each
• Button Badges - £0.10/each
• T-shirts - £8
• Stickers
• Carrier Bags
• Wristbands - £1
• Display boards of young peoples artwork and poetry
• Website
Show Racism the Red Card established an office in Scotland in 2003. We have three full time members of staff and 6 volunteers. We also employ a number of ex-professional footballers on a sessional basis to deliver our anti-racist workshops in schools.

Racism within football in Scotland has been on the decrease but there has been a steady increase in reported incidents within society in general (over 5000 in 2005/2006). To date we have delivered over 180 anti-racist educational workshops in 5 local councils and our aim is to deliver to all local authority areas in Scotland.

As well as our school workshops we hold stadium events at all Scottish Premier League clubs and many others from the Scottish Football League throughout the season. We encourage fans to report racist incidents at football matches to us and we work very closely with the clubs, football authorities and the police to eradicate racism in and around stadiums.

Show Racism the Red Card Scotland is a partner of the Football Against Racism in Europe (FARE) network. With our European colleagues we hold a fortnight of action every October. This involves all 42 professional clubs as well as grass roots organisations being involved in anti-racist initiatives. During this time we also distribute small grants for the development of community based projects around anti-racism.

Coaching with a Conscience:
A Safe Place

In Scotland we have a working partnership with the SPFA to deliver educational workshops combined with football training sessions. Players and Managers including Gerry Britton, Derek Ferguson, Brian Irvine, and Alan Mahood and Jim Duffy have been busy delivering these workshops throughout Scotland. We have called these workshops “Coaching with a Conscience: A Safe Place” programmes and they are delivered in partnership with the local authority to educate school students about issues surrounding asylum. Our pilot project demonstrated that this series of workshops is effective in educating young people about these issues and changing negative perceptions and behaviours to positive understandings.

Each workshop consists of an educational session delivered by a footballer, the session includes a screening of the A Safe Place film in combination with an exploration of the issues raised. The students are given an opportunity to ask questions take part in a short quiz. SRTRC football posters and magazines are distributed at the end of the session. The educational session is followed by an enjoyable football training session, which is also facilitated by the footballer.

The school is encouraged to build on these sessions and is provided with A Safe Place Video and Education Pack that teachers can use to further educate the students about racism in a positive and engaging manner.

In addition to this project, we have united with local authorities and local football clubs to develop educational workshops that tackle racism. These workshops are modelled on the Coaching with a Conscience programmes and utilise Show Racism the Red Card films, which explore racism in a more general sense.

Please see the ‘Good Practice Guide for Councils’ on the accompanying DVD for a case study detailing how Show Racism the Red Card works in partnership with City of Edinburgh Council amongst others.

East Ayrshire Council united with Kilmarnock FC

East Ayrshire Council united with Kilmarnock FC and Show Racism The Red Card to deliver these workshops to all primary schools within their area. Kilmarnock FC community coaching staff delivered the educational workshops and coaching sessions. Players joining the coaches to demonstrate further support enhanced the workshops. All students received Show Racism The Red Card resources including a wristband and Kilmarnock FC squad poster.

The Coaching with a Conscience project can be tailored to meet specific needs of local authorities.

For further information and a copy of the ‘Coaching with a Conscience: A Safe Place’ pilot project report, please call us on 0141 332 8566 or email campaign@theredcardscotland.org

Above Right: Clockwise from top
Motherwell FC, Hibernian FC, Dundee United FC
The Fortnight of Action

During October of each year Show Racism the Red Card organises a Fortnight of Action. This time of concerted action encourages community groups, schools and professional football clubs amongst others to positively engage with Show Racism the Red Card in sending out a message that there is no place for racism in football or in wider society.

In Scotland all of the clubs playing at the professional level take part. The involvement of the SFL and SPL clubs makes this the highest profile event in the Show Racism the Red Card (Scotland) calendar. The clubs all participate in a centre circle Red Card display in tandem with an anti-racist public address system announcement prior to kick-off. The clubs are also encouraged to run a Show Racism the Red Card story on their website, in their printed magazines and match day programmes. All SPL clubs are provided with SRTRC T-Shirts to wear during the pre-match warm up.

Queens Park, St Johnstone, Gretna and Dundee United have all run anti-racist workshops as part of their youth and community training programmes during the Fortnight of Action. Supporters Trusts for Ayr United, Albion Rovers, St Mirren, Dundee United and Falkirk have all developed anti-racist actions with their clubs. Many grassroots teams in Renfrew, Glasgow and Edinburgh held centre circle Red Card displays prior to kick off. These actions are particularly popular and create a sense of unity from the grassroots through to the professional levels.

A growing number of schools are involved in organising actions, these actions have taken the form of anti-racist workshops, fun runs and football tournaments. Many community groups across Scotland utilise our Fortnight of Action grant scheme to develop enjoyable educational projects. The Fortnight of Action aims to act as a catalyst for further anti-racist actions throughout the rest of the year.

For further information please call us on 0141 332 8566 or email info@theredcardscotland.org
Communities Uniting

Show Racism the Red Card can provide schools, educationalists, community workers, community groups and others with a wide range of resources to assist in facilitating anti-racism projects. We regularly organise stalls at community based events and festivals including the Melas in Glasgow, Edinburgh and Newcastle. These information stalls are essential in raising awareness and encouraging participation with the campaign.

As racism continues to increase, we look at new avenues to reach young people and enhance our campaign. We are now developing links in the world of music and have been part of Billy Bragg’s Hope Not Hate tours and received support from Jerry Dammers, Snow Patrol and Chumbawamba amongst others. Music festivals are increasingly popular and we are now involved in major summer music festivals including T in the Park and the Belladrum Tartan Heart Festival at which we promote our message.

Scottish Schools Competition

The Scottish schools art competition is an integral part of the Show Racism the Red Card Scotland Calendar. Show Racism the Red is fundamentally an educational campaign focusing on educating both children and adults against the menace of racism. The Scottish schools art competition therefore fits perfectly with the work being undertaken at large in Scotland.

The Scottish Show Racism the Red Card video and education pack has been distributed to every school, both primary and secondary throughout Scotland with the help of the Scottish Executive. This allows schools to produce artwork and creative writing by studying the materials supplied, enabling pupils to contribute mature and thought provoking entries. Participants can submit visual art, poetry or multimedia entries, which are then judged by a panel of independent judges.

The Schools competition has been run in partnership with the EIS, Scotland’s largest teaching union. The EIS have supported the competition throughout and have played an essential part in the growth and popularity of the competition.

Scotland’s football clubs have also been great supporters of the competition. The prizes donated have steadily increased year on year, and with the stars of Scottish football adorning the prize giving ceremony every year the Scottish schools art competition has embedded itself into the Scottish schools and football calendar.

For further information please call us on 0141 332 8566 or email education@theredcardscotland.org

Above Left: Joe Shaw of Newcastle Falcons Rugby Club with Gary Lightbody and Paul Wilson of Snow Patrol

SPL Players Jose Goncalves, Andy Driver, and Michael Stewart with Stranraer Manager Gerry Britton and young fans at City of Edinburgh Council Launch
WALES

By Sunil Patel – Wales Campaign Coordinator

Show Racism the Red Card in Wales established a Cardiff Office in October 2006 when I came into post as the new Wales Co-ordinator. The campaign in Wales has started to make a big impression. In a short space of time, a number of activities have taken place reaching out to the people of Wales and we have had a great response to our work.

Football club events were held with both Cardiff City and Wrexham FC and the new season will see these events extend into the Welsh Premier Leagues with some clubs already lined up to host our events.

Posters were produced with Cardiff City, Swansea City FC, Wrexham and the Wales International football squad with over 25,000 posters being distributed during the season, which have been extremely popular with young people. We are also in the process of producing posters with the Wales under 19 Football team and our first ever Cricket club poster with Glamorgan Cricket Club.

The Show Racism the Red Card schools competition 2007 in Wales was highly successful, 52 schools took part with over 10,000 school children watching our DVD. We had great prizes donated by the clubs and the Football Association of Wales with the prize giving ceremony held at the Millennium Stadium.

The schools competition in Wales will see more and more schools entering future competitions with the backing we have from the teaching unions in Wales. We have also received a good response from Welsh Rugby Clubs, some of the well-known stars of the national team have helped towards raising our profile in Wales and we will continue to work with the clubs in spreading our message.

The rest of the year will see the campaign in Wales working with more clubs from the Welsh Premier league as well as clubs at grassroots. The campaign will also be looking to encourage participation and representation of ethnic minorities into Welsh football and we will be working with our partners towards capacity building with the aim of contributing towards seeing more ethnic minorities participating in the game in Wales and working towards ‘showing racism the red card’.
Anti-Racist Schools Competition

By Gavin Sutherland – Campaign Worker for England

We run a schools competition in the UK each year. The competition has consistently been a great way to introduce young people and teachers to our resources and is a good way to begin addressing racism with pupils. The competition asks schools to register and show participating pupils a copy of the Show Racism the Red Card film.

The video explores different aspects of racism, so the work does not have to have a football theme. The pupils then produce a piece of visual artwork, poem, short story or video against racism.

The school will then have the task of picking its own winning entry. Due to the large response to the competition each year we can only accept one entry per school.

A panel of judges will pick the winners Nationally and Show Racism the Red Card will organise a prize-giving ceremony to present the winners with their prizes. Winning entries will be selected in each age group, with professional footballers presenting the prizes at the prize-giving ceremonies. In the past these prizes have included match tickets and autographed football items such as shirts or footballs, as well as a framed certificate. The entry judged to have won the competition nationally will receive a prize for their school too.

Entries in the Schools Competition could also be published in future editions of the Show Racism the Red Card magazine or turned in to posters. SRTRC have recently decided to make all the entries in the most recent competition into a permanent touring exhibition. This exhibition is available to public buildings and organisations, wishing to display it on a loan basis, free of charge.

For more information on the competition or on the exhibition, please contact Gav Sutherland on 0191 291 0160 or gav.sutherland@btconnect.com

North-East England

Community Education Team:

Project Summary

By Sarah Soyei, North East England Community Education Coordinator

We have been able to deliver a programme of community anti-racist education in the North East of England since June 2004, thanks to the support of the Football Foundation, UNISON, and many Local Authorities.

We visit schools and youth groups with the following aims:

• To familiarise young people with a range of facts and skills that will enable them to challenge racism.
• To increase young peoples understanding of issues of diversity and identity, their rights and responsibilities
• To promote young peoples involvement as active and responsible citizens in a growing multi-racial society

Our staff team includes ex-Sunderland stars Gary Bennett and Kieron Brady and the work is greatly aided by a team of volunteers.

Gary Bennett was one of the first black footballers in the North East, he played for the Black Cats for 11 years and was their captain for 5, before moving on to become the manager of Darlington FC for 2 years. Kieron was said to be a truly exciting natural talent before injury sadly caused his early retirement from football when he was only 21.

We deliver classroom workshops alongside football training sessions with the young people. We have discovered that the football training and presence of ex-professional players add an extra dimension to the work and increase the enjoyment and participation of the young people.

Whilst the main focus of our work is delivering anti-racism workshops to young people in schools and youth groups across the North East, we also work in the community delivering more high profile events.

Amongst other things we organise

• Stalls at community events throughout North East England
• Events at Premier and Football League clubs in the North East
• Anti-racist Community events aimed at uniting local boroughs against racism and promoting community cohesion. The first of these was “Walker United” in conjunction with Walker Central Football Club and other local community organisations
- Teacher Training conferences
- Anti-Racist Soccer Schools in conjunction with grassroots football clubs
- Anti-racist football tournaments

When we launched the work we were delivering hour-long workshops in each school, but after finding this time increasingly short we now deliver two hour or longer workshops wherever possible. During the first hour the young people watch the DVD and engage in activities and discussion around the issue of Racism. During the second hour they take part in a quiz, produce their own work with an anti-racist theme, undertake some role-play with freeze-frames and the session concludes with a question and answer session between the young people and Gary and Kieron around football and racism.

As well as our main anti-racism workshops we also run workshops using our “A Safe Place” video. These workshops are aimed at dispelling the myths surrounding Asylum Seekers and Refugees. These workshops are extremely important in today’s climate where newspapers and politicians help to feed the misunderstandings and resentment that many people have towards asylum seekers and refugees. It is not surprising that many of the young people we meet are very confused about the issue.

Previously we only delivered the “A Safe Place” workshop to secondary schools. However the success of the scheme in Glasgow, where they have been delivering this workshop to 10 and 11 year olds with great results, has inspired us to open the workshop to these ages in the North East. It is also a good way to follow up the original workshop and build upon the work that we have already delivered.

**Partnership working and information sharing**

As time goes by we are working increasingly closely with other organisations in the local area that are involved with Race and Asylum issues. These partnerships enable us to further increase the scope and impact of our work, visit schools we may not otherwise have been able to access and gain knowledge of other peoples resources and ways in which we can improve ours. We have worked in partnership with the North East Refugee Service, Positive Images, the Children’s Society, L’Afrique a Newcastle, Save the Children, and Sunderland Anti-Bullying Alliance amongst others.

Our closest partnership is with Community Connection – a small department within Newcastle CSV. Community Connection was set up to support and encourage Asylum Seekers into volunteering; they provide ESOL lessons, childcare, information and pastoral support to asylum seeking volunteers. As a result of this they realised the impact that these volunteers could have in educating young people and we now visit schools together with other organisations to run citizenship days where, alongside our workshops, the young people have the opportunity to hear the volunteers tell their stories of how and why they came to the country. This is not only beneficial to the young people but also the volunteers themselves who always come away from the sessions with a real high.

By working together we can deliver a more cohesive, in depth and varied education programme to help young people increase their understanding of the issues around race, diversity and inclusion.
Sharing Good Practice

Our work in the North East and partnerships with local councils has attracted interest from all over the UK; Glasgow, Edinburgh and Nottingham Councils have already begun their own projects and QPR, Carlisle and Milton Keynes football in the community schemes have expressed an interest in developing a similar scheme in their areas.

We have developed guides advising organisations of the ways in which they can best engage with Show Racism the Red Card’s resources. There are two guides, one for football teams and one for councils in which we have shared the experience that we have had in the North East in order for people to set up similar schemes in their own areas.

Looking Forward

The Community Education team is continually expanding and developing. As well as the areas mentioned above we are currently

- Working in partnership with Durham Council to strengthen our resources on Travellers and develop workshops on this issue
- Working in partnership with North and South Tyneside Councils to develop a Gold Standard for Race Equality Scheme for local schools
- Organising monitoring events with young people to help to evaluate and improve our work

Show Racism the Red Card Educational Events at Football Clubs

By Gavin Sutherland, Campaign Worker for England

Show Racism the Red Card holds regular educational events for young people at Football clubs throughout the UK. In their simplest form our events involve inviting a group of about 100 young people from the local area to the club where they will watch our anti-racist DVD and pose questions on racism to a panel, which would comprise of footballers from local teams, prominent community members and Show Racism the Red Card staff.

SRTRC have recently increased the amount of events at football clubs we hold and are looking to continue to contact new clubs we have not worked with before, to arrange more events.

Reports of SRTRC events at football clubs can be found on the accompanying DVD and at www.theredcard.org

In addition to the standard event we have also had musicians, rappers, poetry readings, football jugglers and ground tours on different occasions. Events can be tailored to the needs of the club and any partnership organisations which have helped to organise the event.

Many clubs also provide a signed club football, shirt or match tickets for the event, which we award to the young person asking the best question on the day. In addition, most clubs offer a tour of the stadium for the young people at the end of the event to finish off the day, and even gain some new fans.

We send several boxes of our materials to the club before the event. Usually this constitutes posters, magazines, badges and carrier bags that are handed out to the audience.

If you require any more information or you wish to enlist the help of Show Racism the Red Card to set up an event in your area please contact Gav Sutherland on 0191 291 0160.
Patrons and Management Committee

English Management Committee:
Sue Abbott; Nadeem Ahmad; Sumati Bala; Simone Doyle; David Foster; Derek Gardner; David Kendrick; Martin Lightfoot; Kevin Miles; Pete Widlinski

Scottish Advisory Committee:
Veronica Rankin - EIS; Tony Higgins – FIFPro; Fraser Wishart; Kevin O’Neill - Unison; Eileen Dinning – Unison; Derek Kirkwood - SFA

Welsh Advisory Committee:

Scottish Patrons

Contact Details

Head Office:
PO Box 141, Whitley Bay
Tyne and Wear NE26 3YH
Tel: 0191 291 0160
Fax: 0191 297 1555
Ged Grebby, Project Coordinator
ged@theredcard.org
Paul Kearns, UK Office Manager
pkearns@btconnect.com
Gavin Sutherland, Campaign Worker
gav.sutherland@btconnect.com
Sarah Soyei, North East Community Education Manager
sarah.soyei@btconnect.com

Scottish Office:
Show Racism the Red Card Scotland
GMB Union
Fountain House
1-3 Woodside Crescent
Glasgow G3 7UJ
Tel: 0141 332 8566
Fax: 0141 332 8566
Billy Singh, Scottish Coordinator
campaign@theredcardscotland.org
Zoobia Aslam, Scottish Campaign Worker
education@theredcardscotland.org
Tommy Breslin, Scottish Campaign Worker
info@theredcardscotland.org

Welsh Office:
Show Racism the Red Card Wales
FAW Trust
Indoor Arena, Vale Resort
Hensol Park, Hensol
Pontyclun CF72 8JY
Tel: 01443 228873 ext. 19
Sunil Patel, Welsh Coordinator
sunil@welshfootballtrust.org.uk

Reg Charity No: 1116971
Reg Company No: 5834708