FOREWORD

SHAKA HISLOP - HONORARY PRESIDENT

Never mind it being a new year, this is a whole new decade. And since I have had to sit through far too many "best of the decade" countdowns, lists and any other collection that anybody has decided to throw my way, I've decided to do a little reminiscing myself.

The "tens" (is that what the decade was called? I don't even know, anyway...) have been an interesting time. A decade that started with a feeling of genuine hope, and political insistence on "Yes We Can", has somehow made way for a harking back to the start of the last century. To again steal from my favorite President, "Progress is not a straight line". Straight or not, progress is ours to make, to champion. While we at Show Racism the Red Card continue to stare steadfastly forward to the better world we are determined to shape, I'm going to take a moment to peak into the rear view in appreciation of the trails we have blazed, straight or not.

Ten years ago we reached just over 10,000 young people in England and Wales through our school workshops. This year it's been in excess of 40,000! Scotland has similarly seen incredible growth in our outreach programmes and workshops, with over 5,000 young people having been introduced to our messages of empathy, acceptance and love for each other and ourselves. While football clubs have always supported us, and have always been the foundation for our work, here too we've seen increases in numbers along with an unwavering support from those who have always been there for us.

This year's Wear Red Days in Scotland and then in England and Wales can only be described as monumental successes. Thousands of you wore red in a show of unity and support that sent the clearest of messages of who we are, and what world we want our kids to inherit. This is who we are! This is who the decade has made us! But we could not have negotiated the challenges of the decade without those who have been the examples that we all need - our staff. In the last decade our staffing numbers have doubled, as more and more young adults are choosing to be the example that our young people need. A need that is greater now than it has ever been has seen our staff become the best of us.

So while the tens has given us all those shake-your-head moments, these are the numbers that have defined the last decade for us.

While the last year alone bore witness to events from Calgiari to Sofia, from Verona to Haringey Borough (two Yeovil Town fans were arrested), we have also witnessed more and more players willing to stand up and speak out against racial abuse, and real fans, in their majorities, no longer willing to be silent. While we've seen Football Associations shirk their responsibilities (yes, I'm looking at you Italy!), we've also seen fans marched out of grounds in their numbers.

It's been a decade that I can look back on with incredible pride. And while I understand the concern as we all try to make sense of the politics of today, I recognise that who we are and where we're going is not in their hands, it's in ours. I'm proud of how far we've come, and I'm equally proud of where we're going. The twenties are upon us. Though the road ahead may be blurry we know where it heads. It's arced, but it bends toward justice.
At Show Racism the Red Card (SRtRC) we have been consistently reinforcing the message that racism has been on the rise in the UK for the last decade. In our day to day work with young people and adults, we continue to see evidence of a growth of racism connected to two key issues: Islamophobia and hostility towards immigrants. Race Hate Crime continues to make up 80% of all Hate Crime and has doubled in the last 5 years. It was therefore no surprise to us that racism in football has been on the rise and was rarely out of the headlines during 2019. We continue to stress that anti-racism education is the key to combating racism in football and society. Our mission statement: “To combat racism through enabling role models, who are predominantly but not exclusively footballers, to present an anti-racist message to young people” has never been more relevant.

2019 has been a year of stability for SRtRC thanks to the support of our sponsors and the success of our public appeal Wear Red Day. With the backing of England Manager Gareth Southgate and his players, Wales Manager Ryan Giggs and the England Women’s team, we managed to update our main educational film. With further support from the Trade Unions we also produced a new film entitled 'Challenging racism in the workplace'.

Delivering anti-racism education, Hate Crime Awareness and equality training remain our top priority and it is to the great credit of our fantastic staff and management team that we managed to deliver anti-racism education to 49,262 young people and almost 4,300 adults. In addition to this 27,000 young people participated in the 2019 School Competitions.

The growth of racism, alongside cuts to the public and voluntary sectors; has meant that the organisation has never been busier at a time when resources are extremely scarce. Five years ago we made our first ever public appeal for support Wear Red Day. This day is also about raising the profile of SRtRC and enabling people to make a public stand against racism in their communities and workplaces. Wear Red Day 2019 (#WRD19) was a huge success with tens of thousands of people taking part throughout the UK. We are finalising the total amount raised but it is safe to say it was the most successful yet and that this is now an annual fixture in the SRtRC calendar.

Huge thanks are due to the fantastic staff team who sometimes work in very difficult circumstances, but always work with great enthusiasm and passion. My thanks also go to the Management Committee who have done so much over the past 24 years to support myself and the staff team. Thanks also to the Advisory Committee members in Scotland, Wales and London, who give their time and expertise to help us further develop the organisation.
FINANCE

It is testament to the quality of work that we deliver that many Local Authorities; Police and Crime Commissioners and Trade Unions have maintained or increased funding for SRtRC despite their own financial problems. Income for the year ending 31st May 2019 was ~£992,000 and expenditure was ~£1,008,000 (subject to audit).

THE YEAR AHEAD

Given the rise of racism across the UK the need for anti-racism education has never been greater. Show Racism the Red Card currently have offices in North Shields, Glasgow, Cardiff and Southend and we would love to expand our geographical reach into the North West, the Midlands and South West over the next few years. This however will require more UK Government funding. We currently only work with around half of the professional Football Clubs in the UK and funding permitting, would like to work with them all and indeed other sporting clubs.

As an organisation, we have a proud record of staff and resource development. We have an excellent catalogue of anti-racism educational resources and a staff team who have developed their own knowledge and skills over many years. This year we will be launching our first ever online training course for adults and we hope to develop more resources like this in the next three years.

Finally, having anti-racism education on the curriculum through the UK will be our key lobbying message to the UK Government in 2020 and through our All Party Parliamentary Group and supporters we will endeavour to stress the importance of this demand.

Thanks for all your support in 2019 and I look forward to working with you in 2020.
OVER 49,000
YOUNG PEOPLE
Received anti-racism education at their school

4,296
ADULTS
Learned more about racism through training & workshops

27,000
YOUNG PEOPLE
Joined in our school competitions - the UK's biggest equalities-based contest for young people

#WRD19
TENS OF THOUSANDS OF PEOPLE
Stood together against racism for Wear Red Day 2019
CAMPAIGN TEAM

PAUL KEARNS - DEPUTY CHIEF EXECUTIVE

It has been a BIG year for Show Racism the Red Card, both in terms of challenges and successes.

The year began with the team delivering an intensive programme of work, supporting the Home Office to deliver 'Embedding Equality & Inclusion' training to UK Visas & Immigration (UKVI) and Her Majesty’s Passport Office (HMPO) staff across the UK. Between January and April 2019, we delivered workshops to over 200 staff across five different locations, which were incredibly well received:

"One of the best courses I have attended in my Home Office career. Very well presented and delivered."

"The trainers made the day! They were engaging, knowledgeable, and to me, having facilitators with these skills made the course amazing! Thanks! Keep doing what you are doing, well done!"

"What an amazing course, run by amazing trainers. Your delivery was awesome. The best training I've done in ages and so relevant!"

The other UK Government funded project we have been working on is a series of events aimed at tackling hate crime, with support from the Ministry for Housing, Communities and Local Government (MHCLG). We have been delivering educational events at football clubs across England with audiences of young people.

The results have been really encouraging, showing a marked increase in the number of young people who better understand the issue of hate crime.

- In Blackburn and Carlisle, the number of pupils who understood 'what a hate crime is' quadrupled. In Leicester, Newcastle and Bristol, the number increased 5 times, in Wigan it was 6 times, and in Nottingham 8 times as many young people understood what a hate crime is.

- The number of young people who knew where to report hate crime trebled in Wigan, Newcastle and Hull, and quadrupled in Bristol.

As part of the project, we are offering five teacher training events before the end of March 2020, the first of which was delivered at Blackburn Rovers FC. Feedback from delegates was very encouraging.

- After the training, the number of teachers who understood the difference between a hate incident and a hate crime, increased 5-fold!

- There was a dramatic increase in the number of teachers who felt confident to challenge a hate incident - from 38% before the training to 92% afterwards.

- 100% of teachers left feeling confident in recognising a hate incident, responding to a hate incident, and reporting a hate incident.
This year we said goodbye to Campaign Coordinator, Gavin Sutherland, who moved on to pastures new. Gav’s contribution to, and place in the history of, the charity can never be underestimated. His 20 years of hard work and dedication have played a huge part in the success of the organisation.

Campaign Worker, Ben Holman also moved elsewhere and his efforts over the last 4 years are also greatly appreciated.

The national School Competition and educational events at football clubs remain central to the work of the team, thanks to the continued and increased support of our funders UNISON, the National Education Union (NEU), Unite the Union, the Professional Footballers’ Association (PFA), GMB, NASUWT and USDAW.

We are grateful again to Potts Print UK Ltd for their continued support for the School Competition and also offer our thanks to the FA and Durham County Council.

The Campaign Team worked tirelessly throughout the year to deliver 36 educational events in football clubs across England. The majority of the events followed a full-day format, which included a carousel of workshops focussing on racism, stereotypes and hate crime. Often clubs were also able to host a tour of the stadium.

Our educational events were attended by:
- 3,398 young people
- 74 current footballers, including 14 women’s team players
- 32 former professional footballers
- 3 managers.

"The kids have learned so much and as we were sitting up there, the questions they were asking us - I’m not even sure we could think of them ourselves. They were really tricky questions! It’s a credit to the people at Show Racism the Red Card. They have educated the younger generation to be better than us before them."

James Justin, Luton Town FC (now Leicester City FC)

"Racism isn’t something you are born with, it’s something you learn. That’s why the work of Show Racism the Red Card is so important, because they are educating current and future generations and as players representing Sunderland AFC, we are proud to play our part in promoting their work and positive messages."

Dyian McGouch, Sunderland AFC (now Aberdeen FC)

"It’s so important that youngsters understand the importance of reporting racism – whether they experience it or witness it – to someone they trust such as a teacher, parent or family member."

Gini Wijnaldum, Liverpool FC
CAMPAIGN TEAM

The England men’s team had a testing time in the face of the disgraceful racist abuse hurled at the team out in Bulgaria.

Gareth Southgate and four members of the starting line-up in that game, feature in our current educational film and another two of the players, Ben Chilwell and Tyrone Mings, have supported educational events in the last couple of years.

It is more important now than ever that players use their profile to speak out against racism and Raheem Sterling has been an example to all players with his strong anti-racism stance. It was also encouraging to hear senior players like Jordan Henderson voice his disgust at the behaviour of a minority of Bulgarian fans but also his support for his teammates.

The next year will undoubtedly bring challenges for us but with the expertise and dedication we have within our staff team, I am confident that Show Racism the Red Card is well equipped to meet these challenges head on and to continue to help build young people's resilience and confidence to reject prejudice.

The Awards Ceremony for the England School Competition was held at Manchester City FC’s Etihad Stadium, attended by Gordon Taylor OBE, Chris Kamara, Mayor of Manchester Andy Burnham, Alex Williams MBE and lots more special guests. Winners of the competition came from schools all over England and were able to take part in a tour of the Etihad Stadium and have photographs taken with the Premier League trophy. The event, hosted by CBBC presenters Ben Cajee and Alex Winters was a huge success.

Speaking of success, this year saw the Women's World Cup take place in France, with the Lionesses reaching the semi-finals. Our England Women’s team World Cup poster was incredibly popular across the country.
WEAR RED DAY 2019

Wear Red Day 2019 was a gigantic success with 800 schools and over 200 businesses in England registering to take part in the UK’s largest day of anti-racism action.

We started the day on live TV with our patron Chris Kamara promoting our essential work on ITV’s Good Morning Britain and from then on the buzz just got louder.

#WRD19 trended on Twitter at number 5 in the UK on the day, 3 points up on last year and for the first time we had some big name corporate backing with Barclays and Heathrow pulling out all of the stops to support our cause.

We’re already in talks to galvanise and expand our partnerships with these global brands so watch out for updates.

Awareness levels of who we are and what we do were at an all time high and the fundraising aspect of the day looks to have been a great success, with the cheque, text and digital donations continuing to come in.

A huge thank you as always goes out to the inspiring support that we’ve received from the unions and their representatives. USDAW, UNISON, UNITE, GMB, CWU, PCS, NASUWT and NEU were all in our corner to make the day happen.

WEAR RED DAY WALES

This year was the fifth Wear Red Day in Wales. We owe thanks to all who supported on the day and helped us break our record in Wales and raise £15,000.

Every penny raised during WRD enables us to work with more young people and adults across the UK to challenge racism in society.

WEAR RED DAY SCOTLAND

An estimated 32,000 people across Scotland took part in Wear Red Day this year. This phenomenal stance against racism has greatly surpassed last year’s amazing efforts and our education team are so grateful for your support. A highlight this year was gaining support from First Minister Nicola Sturgeon, who recorded a public message, saying:

“Wear Red Day is all about building support and raising money for the fight against racism. This is a hugely important cause as we strive for a fairer and more equal Scotland.”

Thank you to all who kindly donated this year. You’re helping us to continue with the work that you believe in.

The foundations of the Wear Red Day brand have never been stronger, so let’s work together to build on it.

WEAR RED DAY 2020 - FRIDAY 16TH OCTOBER 2020 ACROSS THE UK

On this day, as one, we stand united.

To request a fundraising pack, please contact Show Racism the Red Card at info@theredcard.org or call 0191 257 8519.
SCHOOL COMPETITIONS

27,000 YOUNG PEOPLE TOOK PART ACROSS THE UK

The SRCrRC school competitions encourage young people to produce creative entries on the theme of racism. A record number of young people took part this year and they certainly didn’t disappoint, with amazing talent shown in all countries!

WALES CREATIVE COMPETITION
- 10 categories
- 76 schools
- Awards Ceremony at Marriott Hotel, Cardiff

SCOTLAND CREATIVE COMPETITION
- 6 categories
- 49 schools
- Awards Ceremony at Hampden Park, Glasgow

ENGLAND SCHOOL COMPETITION
- 8 categories
- 349 schools
- Awards Ceremony at Etihad Stadium, Manchester City FC
This year we provided anti-racism education to over 10,000 pupils in 114 educational establishments across the North East, delivering more than 300 workshops and over 600 hours of anti-racism education. This was made possible thanks to funding partnerships with South Tyneside Council, North Tyneside Learning Partnership, UNISON, Durham Police and Crime Commissioner and Cleveland Police and Crime Commissioner.

The youngest children who participated in our workshops were aged 7, rising to young people in secondary schools and colleges of Further Education. We deliver a minimum of two hours of anti-racism education, with pupils also having the opportunity to take part in participation-focused fitness fun sessions delivered by ex-professional footballers.

FOOTBALL CLUB EVENTS
We supported a number of football events in the region, including Newcastle United FC, Sunderland AFC and Middlesbrough FC, with over 300 young people taking part in anti-racism and hate crime workshops.

Each event saw the young people have a tour of the ground, meet first team players and take home some brilliant prizes for the best questions.

SCHOOL EQUALITY AMBASSADOR PROJECT (SEA)
In May the School Equality Ambassadors (SEA) project started, funded by the Home Office: Building Stronger Britain Together programme. The project focuses on prevention and education around far-right extremism through a targeted four week course. Feedback has been very positive.

“The students responded well and answered questions, as well as getting involved in discussion. It is hoped that now, these students, have a wider view of diversity and are more aware of how flippant, racist remarks and taunts can hurt and potentially harm others.”

ANTI-RACISM EDUCATION AND EQUALITY TRAINING WITH ADULTS
Throughout the period, the North East Education Team has delivered a wide range of training and support to adults throughout the region and beyond.

In partnership with Northern UNISON, the team delivered our third annual Anti-Racism Ambassadors programme, where 15 Northern UNISON members accessed a comprehensive 10-week programme of anti-racism training to support their wider activism and community organising work.
Throughout the year we worked with over 300 adults from a range of agencies and organisations including: Twilight Teacher Training, UNISON and TUC Ambassadors, NHS Trusts, Teach First conference.

We also attended a number of events to raise awareness of our work and to influence potential future funders, including Holocaust Memorial Day, UNISON AGM, Challenging Youth Racism Conference, CPS Conference, Black Heritage Conference, Conference on Children’s Rights, Durham Miners’ Gala, North Tyneside Youth Parliament, and Newcastle Mela.

The team supported the launch of the new education film in May at Newcastle Civic Centre with over 70 attendees including pupils and teachers from local schools. Speakers included Laura Pidcock (MP and Shadow Minister) Clare Williams (Regional Secretary, UNISON) and Isra Mohammed (SRtRC Young Ambassador).

We had a lively Q&A session with ex-players and supporters Kevin Ball, Steve Howey and Justine King. Special thanks to Habib Rahman for speaking at the event and providing the venue. We also offer our congratulations to Habib on being appointed as Newcastle’s Sheriff, the first British Muslim to hold the position.

“Young people are the citizens and leaders of the future, which is why it is so important to ensure they understand the harm caused by hate crime. I have spent my life rooting out inequality in all its forms and this work continues in the education of the next generation of citizens to challenge and fight racism wherever they see it.

“By combining anti-racism education with the excitement and appeal of football, Show Racism the Red Card do a fantastic job of reaching out to children and teachers alike. The workshops are part of the PCC’s long-term commitment to secure the future of Cleveland’s communities with early intervention and preventative work with young people at risk of becoming involved in crime or antisocial behaviour.”

PCC Barry Coppinger

It has been an extremely busy and exciting year and we would like to thank everyone who has supported the delivery of anti-racism education.

At a time when evidence of a rise in racism, prejudice and discrimination is unfortunately building, it remains essential that individuals are given the opportunity to access non-judgmental education programmes that challenge myths and promote self-reflection and critical thinking.

We are committed to supporting individuals to use their voices to advocate for equality and to become activists to challenge inter-personal and systematic oppression wherever it appears.
Since establishing the Southern Regional office in October 2013, we have become firmly established in the communities in which we work and have achieved a great deal of success.

In the past year, over 10,000 school pupils in the region have gained a greater understanding of the issues surrounding racism and hate crime, thanks to inspirational workshops delivered by Samuel Okikiolu, Leon Braithwaite, Manisha Tailor MBE, Joshua Nevers-Simpson, Anita Beeden, Luther Blissett, Paul Hill, Rosie Kelly and Ben Mearheart.

2019 saw the formation of the London Advisory Committee, a fantastic group of volunteers whose expertise and knowledge of the issues surrounding diversity and equality will play a key part in helping to shape how the campaign is further developed in London and the South of England. I’d like to thank each of them for their support, in particular Christine Blower and Leroy Rosenior MBE (both Honorary Vice Presidents) for their unstinting advice and guidance.

The number of requests for school workshops continues to rise, with demand often close to exceeding our capacity to deliver. Schools from all over the South of England are contacting us to help them educate and inform the young people in their care, all of which is in addition to our regular work with local authorities in London and the Home Counties.

There has been a notable increase in requests for Teacher Training and individual requests from people who wish to be trained by us to enable them to train colleagues in the workplace. We are also experiencing a high number of requests for us to attend community events to help combat racism or hate crime, whether this is by providing a stall with resources or for us to speak at.

Much of my time over the last year has been dedicated to promoting SRtRC’s work to organisations who we feel would benefit from our service. We have visited local authorities, the police, schools, football clubs and businesses across the South of England, with negotiations ongoing, which we hope will result in new funding partnerships.
FOOTBALL CLUB EVENTS
A large part of our work is supporting the campaign team to organise events in football clubs in the South of England. This year we have held events at several clubs including Leyton Orient FC, Dagenham and Redbridge FC, Luton Town FC, Southend Utd FC, Millwall FC, Arsenal FC, Bournemouth FC, Watford FC and Wycombe Wanderers FC.

The clubs themselves and their charitable foundations are a great support in putting on a successful event. Players and managers contribute to the question and answer sessions, which form the perfect conclusion to an informative and memorable day for young people and teachers.

The Professional Footballers Association (PFA) continues to be one of our key partners. In our region this brings us into regular contact with Simone Pound, Dave Palmer and Terry Angus, who help enormously when it comes to identifying potential new educators and coaches from the many players who are approaching the end of their careers, and in making powerful speeches and presentations at the numerous Trade Union Conferences we are invited to speak at.

SHOWCASE EVENTS AND CONFERENCES
One major showcase event took place in May at London's City Hall with the theme 'Education to Tackle Racism'. Over 80 guests attended to listen to keynote speeches from Paul Elliott CBE, Dr Rosena Allin-Khan MP, Joe Lyons CEO of West Ham Utd Foundation, Darren Rodwell Leader of Barking and Dagenham Council, Yvette Thomas of Buckinghamshire County Council, Howard Beckett of Unite the Union, Cllr Sue Fennimore from Hammersmith and Fulham Council and Leroy Rosenior MBE. Our thanks go to Unmesh Desai, London Assembly Member for City and East London, for providing refreshments for the guests.

In September we held the launch of Wear Red Day 2019 at the offices of Unite the Union. 100 people from the worlds of football, sports, the arts, politics, local and national government came together to show their support for Wear Red Day. Guest speakers included; London Mayor Sadiq Khan, Unite Leader Len McCluskey, Paul Elliott CBE and Ged Grebby.

On top of this we have had a busy time attending numerous conferences in support of partner organisations and sponsors, including the Tell Mama Conference in London, Kick It Out's Challenging Racism in Football Debate at the BBC, The Stephen Lawrence Enquiry Conference, Srebrenica National Commemoration in London and Fans for Diversity Awards at Amnesty International.
SOUTHERN TEAM

Of course none of this work would be possible without a fantastic team of staff and volunteers, in particular Martina Barton who ensures the many bookings for schools and club events are processed effectively.

Sadly Clint Easton and Francis Duku left the organisation, and we thank them for their fantastic contribution and wish them every success in the future. New recruits, coupled with experienced sessional education workers, have made the Southern Team one of the most talented I have ever had the pleasure of working with. At the time of writing we have just recruited a full time Education Worker, Chloe Stannard, who I am confident will be a great asset to the team in the South.

I am very grateful to regular volunteers Julie Reid, Alex Murray and Daniel Barton who have given up their time to help us at events and conferences throughout the year.

LOOKING AHEAD

All charities and businesses have to adapt and continue to improve their service if they are to survive and thrive. This is something which we are constantly doing, asking what partners want from us and addressing any particular needs they may have.

We have partnered with West Ham United Foundation on the ‘Stop The Hate’ project, which is delivered for and funded by Barking and Dagenham Council. This will see young people benefiting from a combination of Show Racism the Red Card workshops in schools, as well as support sessions delivered by the West Ham Utd Community Sports Trust, such as inclusive health and well-being sessions. The school workshops will be targeted at areas determined by the local authority or where local police feel issues may need to be addressed. Hammers Legend Leroy Rosenior MBE will be the Ambassador and the lead education worker for the project.

We work closely with colleagues in the North East, Cardiff and Glasgow offices to deliver educational services of the highest possible standard, with resources developed by the UK wide team. Add in great back up from the administration and finance team and you have an impressive national operation!

We need greater resources though. Racism is on the increase. Hate crime is on the increase. The far right is on the rise. Please work with Show Racism the Red Card to educate as many young people and adults as we can to ensure society can be a place where people do not have to fear for their safety due to their nationality, religion, culture or skin colour.
The 2018/19 academic year ended with us working with nearly 21,000 young people across Wales through our schools programme and club events. This is the highest number of young people we have worked with in any single academic year and is extremely pleasing taking into account the resources available to us.

Having established a North Wales office in 2018, we have seen a steady increase in schools reaching out to us for support. Education Worker Eryl Jones has been able to promote SRtRC with key stakeholders through networking with Local Education Departments, North Wales police and local sports clubs.

Alongside our core work, we have also inputted into important Welsh Government consultations, such as the review into the Anti-Bullying guidance, as well as a consultation on the New Curriculum for Wales that is being rolled out to schools from 2022.

We continue to see a worrying rise in racist incidents in schools and our office has seen an increase in the number of schools requesting support once again this year. These concerns have continued to be shared with the education sector and with commissioners in Wales.

These continue to be worrying times and whilst budgets are very tight for schools, local authorities and Government, this should not overshadow the real impact that bullying and racist bullying can have on young people and on community cohesion in general. Everyone has a role to play and we must all double our efforts to combat racism and work towards a level playing field.

Together stronger is a well-known slogan and now more than ever, this has greater significance in these uncertain times. I would like to thank all our funders in Wales and the Wales Advisory Committee for their continued support and look forward to the challenges ahead as we continue to ‘Show Racism the Red Card’.

MONTH OF ACTION
During October, clubs across Wales showed their support for Show Racism the Red Card by hosting match day action and other activities in a united stance against racism.

The Show Racism the Red Card action weeks form part of the Football Against Racism in Europe (FARE)/ Football People Action Weeks. The weeks aim to unite supporters, clubs, ethnic minorities and communities affected by discrimination, increase public awareness and help to tackle discrimination in football.
The action weeks challenge all forms of discrimination, promote integration values amongst youth and celebrate the input of all individuals who strive to make football a game for all, regardless of who we are, where we are from and what our beliefs are.

In addition to increasing awareness of our work, the ‘day of action’ also helps clubs underline and draw attention to the work that they are already doing in this area.

The ‘Join the Action’ campaign launched in 2017, featured once again as part of the 2018 Month of Action, with the addition of the campaign extending to include adult clubs at grassroots level.

We had a fantastic response, with over 70 clubs and hundreds of teams registering to show their support for the campaign across October by holding up Show Racism the Red Card cards prior to their matches. These grassroots actions coincided with match-day actions held by players from the professional game, with clubs including Swansea City FC, Cardiff City FC, Newport County FC, Merthyr Town FC and Wrexham FC, along with all of the Welsh Premier League clubs.

Find out more about the Month of Action at www.theredcard.org/actionweeks

CLUB EVENTS

During the 2018/19 season, we held 18 club events. Clubs ranged from Welsh Premier League clubs, professional football clubs such as Swansea City FC, Newport County FC and Wrexham FC, to regional rugby clubs Ospreys, Scarlets, Blues and Dragons.

Over 900 pupils from 28 schools attended the events for the full day, taking part in fun and interactive educational activities. The popular ‘Newspaper Reporter’s’ task continued once again this season, seeing pupils step into the role of a journalist for the day.

In addition to taking part in an educational workshop delivered by former professional players and the education team, pupils are tasked with asking questions to the club’s players and special guests in a role play press conference. Pupils use the educational opportunity to learn about racism and gain advice on how to deal with racism in school, sport and society.

After the event pupils have to produce a newspaper article featuring the event or about what they have learnt through their research.

The events continue to provide an ideal opportunity for teachers to discuss an important topic with young people and for the pupils to think critically about prevalent issues in society through the power of sport.
Recognising and Responding to Unconscious Bias: Resources and Practical Strategies to Embed Anti-Racism

For the past nine years we have been working in partnership with the National Education Union (previously the National Union of Teachers, now amalgamated with the Association of Teachers and Lecturers) to deliver anti-racism education training to trainee teachers across Wales.

Our research in 2016 found that the majority of teachers surveyed had not received any anti-racism training and lacked confidence in dealing with racism in an educational setting. Initial indications from the 2019 survey suggest that this is still the case. Of those who have received training, the majority seem to have received this from Show Racism the Red Card as a result of the NEU partnership.

In the academic year 2018-19, we worked with 381 trainee teachers in four universities across Wales. This year, in response to previous student feedback, a new selection of workshops were offered. The new delivery aims to deepen understanding, as well as to offer more practical strategies for the teachers of tomorrow to use in the classroom. Workshops included:

- Recognising and Responding to Unconscious Bias
- Terminology
- Resources and Practical Strategies to Embed Anti-Racism
- Recognising, Responding to and Reporting Racism

Of the 185 trainee teachers surveyed, 23% said they had encountered racism at school, college or in their local community, yet 97% stated they had not received any anti-racism training. After the sessions, 98% said they were now fully aware of the procedure for recording and reporting a racist incident in an educational setting, compared to 35% beforehand.

Feedback shows that students particularly liked the terminology section. They felt much more confident in recognising racism and they found the resources section ‘very relevant’. This was pleasing as the Welsh education sector is currently undergoing a period of radical change thanks to the building of the new curriculum and so the education team worked hard to ensure all information was as current and useful as possible.

We have faced challenges when booking workshops this year. Some long-term professional partners had concerns around their powers of accreditation for the academic year 2019-2020, as well as falling student numbers. As such, they asked that we worked with multiple cohorts. For the next academic year, we will seek to partner with additional universities in Wales.

Once again, we would like to thank the NEU for their support as we look forward to continuing the partnership into the next academic year.

SCHOOL WORKSHOPS

Educating young people through workshops in schools is at the heart of what we do, and this year Team Wales has delivered to a record 20,864 young people via 581 workshops in 244 schools.

Funding from the Big Lottery Fund for the No Place for Hate project has continued, focusing on Islamophobia and anti-immigration racism in the areas of Cardiff, Swansea, Newport and Wrexham.

A number of workshops are booked as a result of racist incidents in schools and we are working hard to be able to support an increasing number of schools when they are faced with this kind of situation. What is clear is that the number of racist incidents in schools is on the increase and the need for our support is growing. We continue to lobby local authorities and the Welsh Government for the funding needed to be able to respond to schools’ needs.

Whilst local authorities battle with austerity-driven budget cuts, we are proud to have worked in partnership with six councils. We have also delivered in many schools which have funded us from their individual budgets.
For the first time this year, we have delivered 11 workshops in schools in the North Wales area, funded by the Welsh Government and 11 funded from the North Wales Police and Crime Commissioner’s Hate Crime fund.

We are delighted to now be working in partnership with NASUWT Cymru, who provided funds for 36 workshops in 18 schools across Wales and to print and distribute two bilingual information posters for staff rooms.

Wherever we deliver in schools, the response is overwhelmingly positive, with the vast majority of young people surveyed responding with much increased knowledge about racism and the confidence to talk about it. Teachers, too, are very positive about the benefits of the workshops for their pupils.

“The workshop was excellent and really useful for our pupils. I was discussing it with Governors also last night and they felt it was an excellent opportunity.”

“It was a fabulous day, the year 5 class thoroughly enjoyed the presentations and the activities. I was thrilled that you were able to deliver in Welsh too.”

Teacher

CONSULTATIONS AND SURVEY
Racism is something that is constantly changing so it is important that we understand the experiences of young people and teachers today.

This year we conducted research that asked teachers and young people from across Wales what were their experiences of racism. From the teacher respondents (1,058):

- 44% were aware of a pupil having been discriminated against because of a key characteristic.

Several respondents left additional comments:

- 105 respondents mentioned anti-Islamic sentiment within their learning communities
- 19 respondents raised issues of anti-semitism
- 83 respondents mentioned issues around nationality.

“Racism is something that is created and anything that can be created can be undone.”

Samuel Eto

This research is central to our future work and informs us and key partners in tackling racism in Wales.
It's been a busy and varied year for me covering the six counties of North Wales. Being Show Racism the Red Card's sole representative in the region has meant delivering educational workshops in schools and training to teachers and youth workers across the area.

On top of this I have also been working on continuing to develop productive working relationships with all six local authorities, working with North Wales Police (especially the Equality division, School Liaison Officers and the Police and Crime Commissioner) and being part of a number of panels, groups, charity events and conferences. I’ve also been conducting research with members of North Wales’ BAME community, such as at Bangor Islamic Centre.

All of this has succeeded in raising not only the profile of the charity in North Wales, but also the reach and effectiveness of anti-racism education and awareness in the region.

During the year, over 3,800 pupils in North Wales schools received direct anti-racism education, which is a significant increase on previous years. Another positive is that the workshops were far more evenly spread across the six counties than was previously the case.

Unfortunately, due to the disturbing rise in hate crime across the region, as well as reports of incidents in schools, this increase was needed. It was thanks, mainly, to funding from the Big Lottery Fund, the NASUWT, Welsh Government, and North Wales Police and Crime Commissioner that these workshops were possible.

We have also delivered presentations and training to hundreds of adults in North Wales during the same period.

Yet we’re still barely scratching the surface. There are important discussions, research and grant applications currently in plan to ensure even more of North Wales’ young people and adults benefit from Show Racism the Red Card workshops and projects during 2019-2020.

CREATIVE COMPETITION 2019
Pupils from across Wales attended the Marriott Hotel in Cardiff for the Creative Competition Awards 2019. This year’s competition attracted entries from thousands of primary and secondary school pupils from across Wales.

The panel of judges had a difficult task deciding the prize-winning entries on the judging day.

The awards ceremony was hosted by TV presenter Alex Winters and was supported by players from Swansea City Ladies, Cardiff Blues, Cardiff City, Newport County and the Cardiff Devils. The ceremony kicked off with a fantastic dance performance from pupils of St Andrew’s Primary School from Newport.

Kirsty Williams AM, Minister for Education, supported the event and highlighted the Welsh Government’s commitment to challenging racism in Welsh schools.

Prize winners received a range of awards for their entries, including a Kindle Fire / Amazon voucher, a trophy and a framed certificate.

Categories ranged from clothing design and creative writing to digital media and poster design. This year’s special category saw pupils tasked with designing an anti racism advert.

The overall winner was Raeesa Miah from St. Helens Primary School in Swansea, who received an iPad donated by the NEU (sponsors of the competition). Thank you to Raeesa for reading your powerful poem during the ceremony.

The National Education Union once again sponsored the 2019 competition.
Throughout the 2018/19 academic year, the hardworking team in Scotland have worked and engaged with just under 5,000 young people. The small team consisting of Ruth, Ryan, Martin, Chris, Dumie, Derek and Mickey have helped the campaign increase its reach to young people, teachers, coaches and adults under challenging financial limitations and therefore should be recognised for their amazing efforts this year.

We were able to work in 20 of Scotland’s 32 council regions. From Wear Red Day fundraisers in the Scottish Borders, to SPFL educational club events in the Highlands, our range of delivery methods and partners have played a pivotal role in engaging with so many people.

During this year’s Fortnight of Action, our message was seen by an estimated 300,000 football supporters and countless more through clubs’ websites and social channels - at a time when the need for anti-racism awareness and education is as high as it’s ever been.

In 2018/19, the education team found that 34% of young people had experienced or witnessed racism, a fall of just 2% from that of the previous academic year.

These figures align with independent research undertaken by Edinburgh University, showing that one in three BAME Scots experienced discrimination over the last two years. Racism remains the most common type of hate crime north of the Border, with Crown Office statistics showing 2,880 charges in 2018/19. This is 12 per cent below the previous year and the lowest number since consistent statistics became available in 2003-04.

We praise the Scottish Government for this year-on-year decrease however we urge them to make it easier for victims of racial hate crime in Scotland to come forward. This means more funding for anti-racism education must take place across Scotland’s schools and workplaces, empowering those that are experiencing discrimination every day to feel more confident recognising it, challenging it and successfully reporting it.

Our Scottish Government funding is due for renewal in June of 2020. We are looking to increase our funding, therefore increasing our reach and the impact that we can have on the future generation.
Calls for stricter punishment in Scottish football have followed a worrying rise in incidents across the game. Clubs are showing how proactive they can be with initiatives to discourage inappropriate behaviour and, whilst we feel an SFA-backed initiative is necessary, education remains the key to eradicating racism and sectarianism.

Following the SRtRC Showcase Event in February 2019 at Hampden Park attended by Minister for Sport Joe Fitzpatrick and by SPFL and SWF representatives, we are optimistic that we can help to both lobby for an effective reporting mechanism and work directly with more clubs on long-term education programmes with their supporters' groups and local schools.

Schools sadly remain places where incidents of racism take place and largely go unreported. The number of reported incidents of racism in both primary and secondary schools in one particular local council in 2018/19 saw an increase of 63% from 2013/14.

The Coalition for Race Equality and Rights suggests that while 7% of school staff reported dealing with a racist incident each week, 29% of young people reported witnessing it in the same period.

Teaching professionals often make initial contact with us telling us that they struggle to find ways to respond to racist incidents in school, with 1 in 2 unaware of their local authority's policy on racist bullying or the Macpherson definition of a racist incident.

The education team uses our longstanding partnership with Police Scotland to adopt hate crime education into our anti-racism workshops wherever possible. Before taking part in our workshops, 53% of young people had not heard of a hate crime. Post workshops, 87% could comfortably identify a hate crime.

This illustrates only a small part of the impact made by the fantastic education team in Scotland. Under our current funding conditions, we would not be able to operate as we do without their passionate determination year-round, along with the support and commitment of all trade union funders.

As teachers, coaches and parents, we need more support to help enable the future generation to challenge racism and discrimination.

TACKLING CONTEMPORARY RACISM
Since 2018, the Scottish Government’s Equality Unit has granted £50,000 per year to deliver 30 anti-racism workshops to school pupils, culminating in a final Show Racism the Red Card education event at their local SPFL stadium.

This year we delivered 30 workshops and brought together schools at Celtic Park, Ibrox, Hampden Park, Easter Road and Firhill. Our first workshop focuses on introducing anti-racism and stereotypes. We use the positive, high-profile status of footballers in Scotland to ease young people into the serious topics that follow in later activities.

The second workshop discusses the myths and stereotypes around immigration, which opens discussions on the terms that the young people may have heard, contrasting their understanding of this with the experiences of young people, footballers and other high profile personalities.

The third workshop helps participants to tackle Islamophobia, hearing from Scots with lived experience of racist abuse in order to help improve their critical thinking. At the end of the third workshop, we surprise the classes with news that their final day of activities will take place with us at their local football stadium.

Education events at football clubs last year continued to strengthen the partnership with Scottish football, allowing those within the game to see first-hand the impact the events have on their local young people. Surprise participants this year included Stevie Mallan, Gary Caldwell, Gael Bigirimana, Ian Harkes, Rachid Bouhenna, Jo Cardle, Derek Johnstone, Hannah Coakley, Jade Baillie, Gary Harkins and Derek Johnstone, to name a few.
THE LIGHTHOUSE
In partnership with the Robertson Trust, Unite the Union, the Education Institute of Scotland and Thompson’s Solicitors, we designed, developed and delivered the Lighthouse: Refugee Inclusion Education programme. We worked with young people, teachers and community groups throughout Scotland guiding them to a shared, safe space where stereotypes and prejudice can be critically challenged.

Prior to the workshops, 80% of the young people aged 11-16 believed that half of the world’s refugee population were living here in the UK.

Post-workshop, 77% were then able to correctly identify that just 1% are resident in the UK. Additionally, 65% indicated they can now confidently discuss the differences between the term ‘refugee’ versus ‘asylum seeker’ and ‘immigrant’.

The biggest impact for the young people was seen when they had the opportunity to meet and hear first-hand experiences from a Resettled Refugee originally from Zimbabwe – Dumie, our education worker who had been working with them on the myths around refugees all along. Feedback from the Lighthouse programme has been outstanding and is testament to the hard work of the Scottish education team.

TACKLING RACISM AT GRASSROOTS
Funded by the Scottish Football Partnership, we have worked with Scottish Youth Football Association licenced grassroots clubs across the East and West regions. Young footballers aged between 11 and 17 work with us during their training evenings in a classroom or changing room setting to get an introductory understanding of the core principles of anti-racism and stereotypes. We discuss what racism is, the dangers of language they may have heard, and how expectations of one another can lead us to make deliberate or subconscious judgements, manifesting themselves both on the pitch and in society.

Last year we delivered 10 grassroots events. 74% of young players were, for the first time, taking part in anti-racism education of any kind. Of those we worked with, 63% had experienced or witnessed racism in football.

78% of young people now feel confident enough to safely challenge racism following the workshops.
We are seeing a rising demand from clubs for more workshop interventions, both proactively and unfortunately, reactively. With racist incidents on the rise at the high-profile end of the spectrum, it sets us back as a small team endeavouring to change attitudes and champion a positive message of anti-racism in football.

Our aim is to work in partnership with Scottish football authorities and the Scottish Government to deliver this on a wider scale, ensuring that the message is consistent and that a clear reporting mechanism for racist and discriminatory behaviour is implemented throughout all levels of the game.

COUNCIL PARTNERSHIPS
Funded by the council and Saints in the Community, we have delivered ‘Out of Site’ Traveller education workshops to six schools in Perth & Kinross. This culminated in a fantastic education event at McDiarmaid Park with St. Johnstone FC and 60 local pupils. After some fantastic input by our education team, noted Traveller activist David Donaldson and Police Scotland, the young people were delighted to be joined by first team stars Liam Craig and Liam Gordon who formed the Q&A panel. Young people were able to become reporters covering their heroes’ life experiences, advice on tackling racism and of course stories about football.

We have also begun working in partnership with West Lothian Council, allowing us to engage in workshops with every primary and secondary school in the region. All schools also took part in #WRD19 and now have the relevant resources to improve learning outcomes around their entries for the Creative Competition 2020. This is a fantastic, proactive initiative undertaken by West Lothian Council and the excitement and feedback from their schools has been fantastic so far.

We continued our Modern Apprenticeship training in South Lanarkshire, backed by UNISON. In this programme we work with five groups of young apprentices aged between 16 and 24 on identifying what racism is and the impacts it can have on people as they make that important transition into working life. It considers use of language and appropriate strategies for challenging racism in the workplace, aligning with the council’s own policies.

TACKLING LGBTQ+ BULLYING
Funded by the Big Lottery Fund, the ‘Tackling LGBTQ+ Bullying’ programme was developed, working with just under 100 young people across community groups experiencing harsh realities.

Each group attended three workshops over three weeks. Each session was followed by a ‘Highlighting Inequality’ fun and fitness session. 40% of participants initially indicated they did not understand what LGBTQ+ bullying is. Following our programme, 83% indicated they felt confident in recognising it and safely challenging it in their lives.

“I congratulate Show Racism the Red Card for touching the lives of more than 4,000 young people in Scotland and instilling within them a confidence to talk about racism. I think the work you do is hugely important because schools have to be a safe space.

“They must allow kids to discuss what they’re hearing from television or from their parents, and the inclusive work you do, particularly with football coaches, means young people can be given the space to talk about their views.”

Humza Yousaf, Cabinet Secretary for Justice & MSP for Glasgow Pollok
THE TEAM

OUR STAFF TEAM

HEAD OFFICE

Ged Grebby - Chief Executive
Paul Kearns - Deputy Chief Executive
Sue Schofield - Education Manager
Seth Ejukwu - Campaign Worker
Fred Harms - Campaign Worker
Justine King - Education Coordinator
Valerie Colquhoun - Education Worker
Patrick Wilkins - Education Worker
Jake Higgin - Education Worker
Cat Hutchinson - Education Worker
Faye Laidler - Administration & Support Worker
Nicola Mantalios Thompson - Sessional Education Worker
Janice Riddell - Communications Officer
Chris Duffy - Fundraising Support Worker
Gill Brereton - Finance Officer

Dominic Healy - Campaign Support Worker
Enis Yasharovski - Administration & Support Worker

SOUTHERN REGION

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Martina Barton - Administration & Support Worker
Chloe Stannard - Education Worker
Paul Hill - Sessional Education Worker
Manisha Tailor MBE - Sessional Education Worker
Leon Braithwaite - Sessional Education Worker
Anita Beeden - Sessional Education Worker
Maria Wallace - Sessional Education Worker

Jason Webber - Campaign Coordinator
Noam Devey - Education Coordinator
Kate Mills - Education Worker
Kristina Hedges - Education Worker
Eryl Jones - Education Worker
Rosa Brown - Administration & Support Worker

EX-PROFESSIONAL FOOTBALLERS

Gary Bennett
Olivier Bernard
Trevor Benjamin
John Anderson
Richard Offiong
Dean Gordon
Leroy Rosenior
Luther Blissett
Howard Gayle
Brian Irvine
Gary McSwegan
Steven Bell
Steve Jenkins
Sean Wharton
David Corner

OUR STAFF TEAM

Our staff deliver anti-racism education to adults and young people across the UK

SCOTLAND

Jordan Allison - Campaign Manager
Ruth McGeoch - Campaign Worker
Ryan Cullen - Administration Assistant

Martin Lennon - Education Worker

WALES

Sunil Patel - Campaign Manager

Adrienne Thomson - Sessional Education Worker
Chris Priestley - Sessional Education Worker
Derek Ferguson - Sessional Education Worker
Mickey Weir - Sessional Education Worker

EX-PROFESSIONAL FOOTBALLERS
# TRUSTEES AND COMMITTEES

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<td>Mark Bastiani - CWU</td>
<td>Joanne Galazka - Unite the Union</td>
<td>Tommy Breslin - Scottish Union Learning (STUC)</td>
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<td>Alex Mayer - Community Member</td>
<td>Ashok Ahir - Community member</td>
<td>Tracey Dalling - UNISON</td>
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THANKS TO OUR PARTNERS, SPONSORS AND FUNDERS
The children loved it... there was no doubt this session had reached them in a way that a slogan on a T-shirt or advertising hoarding can never do. Football, as an industry, should be proud of this work.

THE ATHLETIC, 26 OCTOBER 2019