SHOW RACISM THE RED CARD

25 YEARS

1996 - 2021

ANNUAL REVIEW

2021
The moment will pass, the protests will cede, but let’s not stop asking more of our governments, our institutions, of each other and ourselves.”

The statement above is how I closed my annual review for 2020. And now, as I look back on 2021, I recognise how it foretold what our year would look like, both as an organisation and for each of us as individuals.

The protests ceded, but were replaced by a backlash. We asked a lot more of our governments and institutions, but too often it fell on deaf ears.

As a former footballer myself, and given SRtRC’s roots within the game, I can’t help but see the Euros - the tournament, the final, the immediate reaction, and the larger community’s response - as defining. From Raheem Sterling scoring England's first three goals of the tournament, to the euphoric run to the Final, English football brought a sense of pride, of joy, of togetherness, that we were all desperate for.

The immediate reaction of a minority of fans to the loss on penalties spoke of the fragility of that shared identity and the determination of so many to use bigotry to dismantle it.

The response of the community to the hate directed at Black players and opposing fans spoke to who we are and us asking more of ourselves and each other. That response will always be my focus, should always be our guiding star.

One lady disgusted by the graffiti on the Marcus Rashford mural chose to cover it up. That one act sparked an outpouring of support and unity that the tournament had promised. Epitomising the saying that it takes a single candle to break the darkness.

2021 has had some very low lows, but they were matched by some very high highs. Even if you had to look a little harder to find them.

For SRtRC as a campaign the last twelve months has seen us launch exciting new partnerships, private and corporate, collaborate on children’s hardcover books and comic books, and always a personal highlight, another edition of the Schools Competition. This year’s winner, a spoken word piece by Clio was one of my all-time favourites.

While a major part of last year’s message was to ask more of each other and ourselves, I again find that it is the young people who inspire best and most. The “more” we ask of ourselves is in an effort to keep up with their example.

My not-so-bold prediction for 2022 is that life will closer resemble what was “normal” three years ago, exactly how much is challenged and changed is still ours to determine.
2021 was another difficult year due to the global pandemic, but it was also another record year for SRtRC in terms of public support and donations. As Shaka mentioned in his introduction the horrendous racism suffered by England’s black players propelled our organisation and anti-racism back to the top of the agenda. We have been overwhelmed with public support throughout 2021 but in particular Wear Red Day (WRD) broke all records with a magnificent 250,000 people wearing red and promoting an anti-racism message on the day.

We ended 2021 with more staff than ever before (see page 22) and start 2022 with huge opportunities ahead for growth. The Black Lives Matter movement continues to offer the organisation huge opportunities and I have never known a period when so many individuals and organisations are wanting to work with us and take part in anti-racism training.

The success of the new team in the North West shows that the model of having offices in different regions of the UK really does work and I am hoping we can look at new offices/ regional education teams now that the pandemic seems to be receding.

As you can see from this annual review, we have managed to develop adult education and delivery considerably in 2021. We worked with 12,507 adults in 2021, but this statistic does not tell the full story of the incredible effort and skills of the staff team in this delivery. The feedback from our adult education work gets better and better and the number of businesses and partners continues to grow.

In 2020, the pandemic restricted work with young people to 13,000 but we managed to turn this around in 2021 and worked with 43,274 young people. Now that our education team is bigger than ever we hope to break our record of working with 50,000 young people in 2022. The School Competitions in England, Scotland and Wales continue to inspire the entire organisation. One of my personal highlights of 2021 was meeting Clio the winner of the English Schools Competition with her dad Elliot and brother Ashley. Empowering young people to combat racism through anti-racism education remains at the heart of everything we do at SRtRC.

A fantastic 532 Schools took part in the School Competition and 27,556 young people participated.

THE YEAR AHEAD
We are also looking to develop the organisation in several key areas:

‣ Communications
‣ Corporate
‣ Regional Managers
‣ Trade Unions
‣ Football Clubs & Players
‣ Patrons
‣ Human Resources Management

We have recruited a number of new staff members in the last 6 months and once the end of the pandemic is in sight, we will be able to look at recruitment and development again.

The Sainsbury’s partnership is one of the most exciting in our history and will allow us to develop the full range of our anti-racism educational resources. We have just recruited a Coordinator for this work and this will be a central theme of 2022.

The BLM movement continues to have a lasting impact on our society and inspire a new generation of people to get involved in anti-racism activity.

As a charity we are calling for anti-racism education to be on the National Curriculum and applaud the Welsh Government for leading the way on this over the past 2 years. We hope to bring this Welsh example into the UK Parliament via our All Party Parliamentary Group in 2022.

A huge thanks are due to the fantastic SRtRC staff team and volunteers who have worked tirelessly during the pandemic. Their passion and enthusiasm for anti-racism education, shines through in all the work that we do. The last 2 years have transformed the finances of SRtRC and we are now an organisation funded by the public themselves. We enter 2022 with a strengthened staff team and the support to really make a difference in the fight against racism. Everyone at SRtRC is determined to turn this public support into action and help change society for the better.
The last year has been a hugely challenging year for us all at Show Racism the Red Card.

The 25th Anniversary year of SRtRC was not quite how we had envisioned it when we had made our Anniversary plans, but it was yet another year that has cemented our status at the forefront of anti-racism education in the UK.

Once again, the fallout from the Covid-19 pandemic has meant that we have been unable to deliver as much face-to-face work as we usually would, but our team have worked tirelessly to provide much needed anti-racism education using a hybrid model of face-to-face and online sessions.

The year began with finalising a brand new three-year agreement with the Quadrature Foundation which was a boost for the campaign, especially as we started the year in lockdown and had to deliver sessions exclusively online. At this point, we made the decision to introduce Clothing Design categories to the 2021 School Competition, for young people to work on t-shirt, baseball boot and hoodie designs, working at home whilst schools were closed.

We broadened our partnership with EA Sports and collaborated on an exciting new comic for young people, based on the story of Leicester City midfielder Hamza Choudhury. The book documents Hamza’s upbringing as a British Asian and his journey to making it as a professional footballer in the Premier League. We were delighted to be able to distribute thousands of copies of Hamza’s story to young people across the UK throughout the year.

By the summer, we were able to plan to hold the judging for the 2021 School Competition in person. We were delighted to host many of our partners and sponsors including colleagues from brand new Competition sponsors for 2021, Kickers/Pentland brands. It was incredible to see how young people’s creativity and passion touched the judges and how the Black Lives Matter movement resonated throughout the pupil’s artwork, creative writing, multimedia and clothing designs.

Clio’s entry from The Compton School was the overwhelming winner in the judge’s eyes and she was widely recognised in the media, and by her heroes at Manchester United FC, for her outstanding work.

Sadly, for the second year in succession, public health guidelines meant that we were unable to hold a national awards ceremony to congratulate the winners, so we took the awards ceremony online to acknowledge the hard work and efforts of all the winners of both the 2020 and 2021 competitions. Hosted by the wonderful Ben Cajee from CBeebies, the online awards were a big success and were indebted to sponsors, the NEU, PFA, Unison, Unite the Union, Potts Print UK and the FA. Our partners Kickers/Pentland, Usborne Books, Hunter Boots and EA Sports provided some fantastic prizes for winners in the Competitions across England, Scotland and Wales and we are extremely grateful for their generosity.

The summer also saw the European Championships take place and the England team progressing to the final, before we witnessed the ugly scourge of racism manifest across social media platforms in light of three young, black England players missing penalties in the
shoot-out. SRtRC undertook more than sixty national and international media interviews to talk about the fallout from these events and to highlight the support for the anti-racism movement that was displayed in the aftermath.

As the year progressed, it was great to be able to undertake more face-to-face work and start the new season’s programme of educational events with football clubs. Personally, it was a pleasure to be able to attend the USDAW summer school in Sheffield in September and deliver to delegates who had been at work throughout the pandemic, key workers working across the retail sector throughout the last 18 months. It was inspiring to be able to talk with people who had helped to keep the country going and to be able to resume our partnership with USDAW, we look forward to continuing our work with the Union throughout 2022.

Late in the year, we secured a very generous donation from Facebook and developed an exciting new agreement with Sainsbury’s that will ensure that every school in England, Scotland and Wales will have free access to all SRtRC educational resources for the first time in the organisation's history.

We also saw the Yorkshire County Cricket Club racism case brought by Azeem Rafiq, which once again laid bare the problem and scale of the issue of racism. We have had interest from other sports in using the SRtRC model and resources to help combat the problem. Our Honorary President Shaka Hislop and I were part of a roundtable discussion with the Home Office on racism within football in October and we hope to further our reach within different sports over the next 12 months.

October also saw Wear Red Day (WRD) take place, and once again it was breath-taking to see the level of support across the UK, with over 250,000 people taking part. The range and number of corporate partners that Shaka and I worked with over that time was inspiring, and many organisations now see WRD as an annual event embedded in their calendar. It was also heart-warming to see the World Bank Group continue with SRtRC as a chosen beneficiary for their Community Connections Campaign fundraising for the second successive year. This level of corporate support will enable us to deliver anti-racism educational sessions to thousands more young people across the UK in 2022. On the back of this support, we hope to further develop corporate partnerships in the coming year and will be working closely with Morrisons and ASDA, among others to further the antiracism cause.

Hopefully the year ahead will see a return to some semblance of normality, where we can resume the vast majority of work face-to-face and host a national awards ceremony for the 2022 School Competition, and the UK’s leading anti-racism educational charity will continue to go from strength to strength.
Wear Red Day 2021 was by a very long stretch our most successful WRD to date with over 250,000 of our wonderful supporters registering to participate. Outstanding!

With covid regulations temporarily softening in the Autumn and with anti-racism still very rightly at the forefront of the public’s mind our friends and colleagues in the education system rallied in their droves with their students by their side to celebrate our biggest day of the year. Inspirational!

Business support for us exploded once again. UK companies that have stood with us previously brought in their international divisions to lift our fundraising efforts to stunning new heights. Massive companies and huge household names reached out to us to see how they could help us, how we could help them and where the opportunities lay for us to collaborate into the future. Notable names included ASOS.com, Aegon, Barclays, Therabody, Iterable, Virgin Active, Kickers, Hunter Boots, Morrisons, Hotel Chocolat and London Heathrow plus 33 NHS Trusts and affiliates. A record year of support. Incredible!

Our hashtag #WRD21 trended at #3 on Twitter on the day, again our strongest performance to date. Aside from two immovable articles trending at the same time, we would without doubt have been at #1 and we should be extremely proud that for the whole day of 22nd of October 2021 we were the number one trending charity in the UK. Exemplary!

A special mention to our friends at The Lastminute.com London Eye for facilitating our uniform takeover of their 100 strong team and for lighting up the wheel in our honour on the day.

We extend our humble and heartfelt thanks to all that support us and made WEAR RED DAY 21 such an outstanding event.

We can’t wait to celebrate with you again this year. The date has been set for the 21st of October and we can guarantee that it’s going to be incredible.

CHANGE HEARTS. CHANGE MINDS. CHANGE LIVES.
As the global pandemic continued to disrupt national activities, so many football clubs were cautious of hosting face to face events. Following on from a difficult end of 2020 and a special thank you to our key workers for their undoubted sacrifices.

Fred Harms and Seth Ejukwu from the campaign team kicked started the year delivering anti-racism workshop to more than twenty teenagers and twenty adults at the South Asian Heritage Month football tournament in partnership with Sunderland AFC/Foundation of Light. They all worked through our anti-racism workshop that challenge stereotypes and enables the participants to think critically. It was also an opportunity to learn and celebrate South Asian culture.

In October, the campaign team travelled to Nottingham Forest in what was the first face-to-face club event of the year. Sixty young pupils attended the half-day event and took part in our anti-racism workshop. The pupils were also joined by ex-Nottingham Forest striker, PFA Equalities Education Executive and SRtRC Patron Jason Lee, Nottingham Forest Women’s FC star Naomi Powell and Nottingham Forest FC prospects Will Swann and Alex Gibson-Hammond to discuss the topics of the workshop.

Our campaign team also delivered another successful half day event in partnership with Sunderland AFC. Ninety young pupils were in attendance and took part in our anti-racism workshop. Also joining the event to questions from the young pupils were Sunderland AFC women’s team star player and Show Racism the Red card ambassador, Charlotte Potts and Sunderland AFC academy starlet, Sonny Singh.

The team also travelled to Woodkirk Academy in Leeds to support former Premier League legend and ambassador of Show Racism the Red Card, Chris Kamara. Chris Kamara’s school visit in Leeds was a success with over 150 young pupils in attendance. The pupils watched the Show Racism the Red Card educational film and asked questions around racism after Chris Kamara talked about his battle with racism during his playing days.

To mark Black History Month, Rotherham United honoured one of their icons and the first black professional player in the English League. Over 40 young people from Doncaster Rovers, Sheffield United, Sheffield Wednesday, Barnsley and Rotherham United took part in the Arthur Wharton Football Tournament. Our campaign team, Fred and Seth also delivered an antiracism workshop to all the participants and coaches. The event was a huge success with Shaun Campbell from the Arthur Wharton Foundation also telling the story of Arthur Wharton.

November was another busy month with our campaign team delivering four club events at Rotherham United, Hull City FC, and Wolverhampton Wanderers. Joining us at Wolverhampton Wanderers was the current Wolverhampton player Kam Kandola, who is also the first South Asian player to sign for the first team.

In December, we could only fit in one event as some football clubs/foundation wanted to do more in the new year. We delivered and amazing event at the Memorial Ground of Bristol Rovers.

The campaign team including Richard Offiong from the North East education team also delivered seven Ambassadors Training to the staff of foundations and community trusts of football clubs with 172 staff trained on how to have a better understanding of issues around anti-racism and discrimination.

In 2021 our educational events were attended by:

‣ 610 young people
‣ 12 current footballers, including 2 women’s first team players
‣ 1 former professional footballer

Ambassadors Training
‣ 172 staff trained

Extra Events
‣ Foundation of Light South Asian Heritage Month Event
  ▶ Twenty 16-year-olds, twenty adults
‣ Rotherham United Arthur Wharton Football Tournament
  (Black History Month)
  ▶ Forty under 14s

“Just wanted to say massive thank you for the past two staff events you have done for us this recently. These events have been excellent for us and would recommend these to others. The education provided has been brilliant and once again thank you. We’re always open to move if opportunity arises.”

Jason Chapman
Argyle in the Community

“Thank you to SRtRC for facilitating an anti-racism workshop for Arsenal in the Community full time staff. We are committed to our ongoing education in this area and the workshop was a fantastic opportunity for us to reflect and learn so we as a team can continue to deliver community programmes in north London.”

Samir Singh
Arsenal FC in the Community

“Really positive educational session with so much good conversation and question and topics. Learnt a lot in a small space of time and shame it had to finish when it did.”

Stewart Walbridge
Argyle in the Community
This has been an incredibly challenging year for the North East Education Team, and I am proud of what we have managed to achieve during the pandemic and managing numerous staff changes. Despite the changes the team have worked diligently to forge a formidable team identity and have stepped up to many challenges. Without their support, passion, and dedication to delivering anti-racism work we would not have achieved the amazing outcomes and I thank them.

Emily - Admin and Support Worker
Justine – Education Co-ordinator
Alba, Richard, Nic, Lucy – Education workers
Patrick Wilkins – Sessional worker

FUNDING
We have been supported via grant funding by the following organisations to deliver our work:

- Police and Crime Commissioners in Durham and Darlington, Cleveland, and Northumbria
- South Tyneside Education forum
- North Tyneside Learning Partnership
- UNISON

In addition to the grant funding we have manage to raise over 50K from our adult deliveries.

YOUTH EDUCATION
The schools’ deliveries have been a constant juggling act with the need to balance the health, safety, and welfare of the team against the demand for workshops. To support with deliveries we have developed a hybrid model which enables us to deliver both face to face and on-line workshops. We also developed new workshops including: Online Racism and Hate Speech, and Online Gaming.

“I thought the structure of the session was excellent. Richard created a very safe space to discuss this topic with the class. I thought the second part of the session was interesting regarding the history of racist terminology and the history of racism. It is important for the children to know why certain words are offensive and racists.”

- 47 schools, colleges and youth groups
- 4,339 young people educated
- 94% of students have a better understanding of what racism is after the workshop
- 95% of student’s agreed that their knowledge about appropriate terminology has increased.
- The overall impression of the workshop was rated very good or excellent!

SCHOOLS’ FEEDBACK
‘I thought the structure of the session was excellent. [The Facilitator] created a very safe space to discuss this topic with the class. I thought the second part of the session was interesting regarding the history of racist terminology and the history of racism. It is important for the children to know why certain words are offensive and racists.’

‘An outstanding delivery with people who are passionate. This passion was evident to our children who loved the session and talked about it throughout the day.’

‘The discussion prompted by the images of different items/children to illustrate that making assumptions about anyone due to their race/appearance is both unacceptable and incredibly inaccurate was very impactful and children continued to discuss this and their understanding of the section long after our session.’

‘A great session that helped to further develop our children’s understanding of a crucial topic and provided key information for staff to continue to discuss with children. We would love to continue our work with Show Racism the Red Card further.”
ADULT TRAINING
The NE Team have worked exceptionally hard to transfer all of our workshops from face to face to on-line deliveries. This has enabled us to extend our geographical range and has resulted in new workshops being developed alongside the extended roll out of our Ambassador Programme. We have worked with numerous organisations including:

- Birmingham NHS
- Dudley Integrated Health Care
- PayPal UK
- National Association of Head Teachers
- Cumbria Northumbria Tyne & Wear Health Trust
- Usborne Publishing
- National Education Union
- Northumbria University

ADULT STATS
- 8 ambassador courses (465 ambassadors)
- 33 organisations
- 2,300 adults educated

- 95% rated the workshop facilitator very good to excellent.
- 80% said that their understanding of the need for equality had improved after the workshop.
- Overall, the confidence to recognise, response, report and challenge discriminatory behaviour had improved after the workshop (96% average across area).
- 93% rated the workshop content very good to excellent.

SANOFI - 2x 6-week Ambassador Course
‘The way the message was delivered made it accessible to everyone and the questions in the Q&A session which were answered were so clear, helpful and relevant as they were questions which were on everyone’s mind but without having had an easy person or place to go for the answers. A huge thumbs up.’

PARTNERSHIP WITH BOSNIAN GENOCIDE EDUCATIONAL TRUST
A good friend of SRtRC and a guest speaker on our ambassador programme - Smajo Beso, approached us in the spring of this year and asked if we could help with an education programme that would enable him to tell his story of being a child refugee and coming to the North East.

This is a 5-week programme for Year 6’s taking them on their own imaginary and sometimes real journey of having to leave their home and coming to the UK. Alba created a set of educational workshops around Smajo’s story. In the bespoke ‘Making Peace’ project, Alba designed activities to encourage children to think about philosophy, critical thinking, world views, cultures, choice, and compassion. We have run the pilot in South Tyneside and the feedback has surpassed anything we expected. Going forward we will be seeking joint funding to enable us to run the programme in 2022.

FEEDBACK FROM OUR ADULT WORKSHOPS AND AMBASSADORS PROGRAMME

SOUTH TYNE SIDE SAFEGUARDING CHILDREN AND ADULTS PARTNERSHIP - 90-minute workshop plus Q&A
‘A very good session - we were lucky to have a range of practitioners on the call who were all happy to participate and engage. Richard’s knowledge and ability to put a personal slant on the session from his own experiences helped to greatly enhance the session.’

HEATHROW AIRPORT - 90-minute workshop plus Q&A
‘I think this should be mandatory training for all businesses, I’d feel so much more comfortable if I knew everyone knew the basics of how to stop unconscious bias and be anti-racist. You just never know what self-education people are doing. I also love that you go into schools to teach kids, that is amazing!

SUNDERLAND COUNSELLORS - 90-minute workshop plus Q&A
‘Thank you for a really interesting and thought-provoking day of training. It really made me question some of my unconscious biases and it was great to discuss quite sensitive subjects with others and to hear their perspectives. I think you did a great job of keeping things moving along and supplying us with good prompts and resources. I was invited to the training as a trustee of the counselling service, and I have learned a lot.’
USBORNE PARTNERSHIP
Following a whole staff delivery programme Usborne Publishers approached us to work in partnership to produce their first ever “What is Racism” book. This book is aimed at younger children. The book was launched earlier this year and has been hugely popular. The book is accompanied by a set of notes for grown-ups which deals with questions that parents are often scared to deal with.

The second book “Questions and Answers about Racism” aimed at older children is due to be launched in January 2022. This edition also comes with a full set of teachers notes linked to the curriculum.

REDUCATION
Attendees at our adult workshop would often feedback that they would benefit from accessing a range of education resources in one place. With this in mind the team produced a strategy to launch a new platform named Reducation. This is intended to be a sister platform to SRtRC and will focus only on education. We piloted Reducation for a few weeks before moving it onto the North East Schools Twitter account.

FUTURE PLANS
Whist 20201 has been and exciting year we are already planning what we want to achieve in 2022-2023 projects include:

- Develop an Employer’s charter for organisations to support their journey to becoming anti-racist organisation
- To produce and distribute a reporting tool for schools as an aid to managing racist incidents
- To develop a marketing strategy to promote existing workshops and develop new work to include: Leadership, Parenting, Foster Carers, and Universities.
During 2021 we were faced with many challenges brought upon by Covid-19 and subsequent school closures. SRtRC worked tirelessly on refining our workshops to deliver to young people and adults using a virtual platform. Covid-19 forced us to re-evaluate how we work; the result a mixed methods model with live, pre-recorded and in-house activities; to meet the customer’s needs. Thankfully we were eventually able to return to face-to-face workshops after Lockdown, but who knows what 2022 will bring? One thing for sure is that our Team; Martina Barton, Paul Hill and Maria Petnga-Wallace, assisted by sessional educators Sam, Leon, Manisha, Anita, Danny, Jack and Stefan is totally committed to delivery of high quality, impactful anti racism education whatever environment we face. SRtRC President, Shaka Hislop MBE, Vice Presidents Baroness Christine Blower and Leroy Rosenior MBE and members of the London Advisory Committee have also helped my team enormously at every step of our journey in 2021. My personal thanks to each of them for their hard work and dedication during very challenging times.

PROJECT DELIVERY
Our achievements over the past 12 months have been incredible, the statistics of which can be seen in the next few pages of this report. We delivered training for management and staff of the most well-known cricketing establishment in the World – Marylebone Cricket Club, The MCC – at a time when the sport was forced to acknowledge racism which had been taking place right under its nose for decades, but worse still was a refusal to do anything about it. To the credit of the MCC they began their journey with anti-racism education long before anyone else in cricket.

Another major project was with leading bus company Go Ahead London, where we worked with staff and Unison representatives to design a programme of education that was wholly suited to the intended audience of drivers, engineers, auxiliary workers and directors.

The Southern Region were also featured in an award nominated short film as a result of a collaboration with our friends at Supernatural Inc in the USA. A self-titled documentary (“The Evolvolution Initiative”) was filmed in July 2021 between New York and Rayleigh, England and captures a powerful lesson being delivered by SRtRC’s Southern Region. The film was nominated for 2021 Best Documentary at The London Shorts Film Festival and is confirmed and scheduled to debut on the following Video On Demand platforms beginning January 2022 with it’s biggest debut via Tubi TV on January 18, 2022.

STOP THE HATE
Our Stop the Hate project, delivered in partnership with West Ham Utd Foundation continues to expand its reach, with the Borough of Basildon now added to those already worked with in East London.

A fitting testimony to the power and reach of the Stop the Hate project was provided to millions of TV viewers when one of our school sessions was featured on BBC’s iconic programme, ‘Match of the Day’. We were all very proud to have been introduced to the nation by ex-England international and TV personality Gary Lineker!

Funding has been secured by WHUF to deliver to many more young people throughout 2022 and we are grateful to the Foundation for their commitment to working with SRtRC, led by Stop the Hate ambassador Leroy Rosenior MBE, our Honorary Vice President. My thanks to Leroy and WHUF for their great friendship and support to my team during 2021.

JP MORGAN FORCE FOR GOOD
Following a successful bid to the International Force for Good programme we received a 9 month contribution from August 2020 to April 2021 by JP Morgan consultants and IT resources to build new bespoke on-line booking and data collection system for SRtRC UK. Thanks to Chris Duffy, our Wear Red Day and fundraising guru for his support every step of the way!

OUR WORK IN SCHOOLS
- 102 schools
- 13,603 participants
- 16 teacher training sessions

Our aims when delivering workshops are:
> To increase young people’s understanding about the causes and consequences of racism and the different forms that racism can take.
> To enable young people to think critically about the information that they receive and help them to have a better understanding of the harm caused by division and hatred.
> To empower young people to challenge racism in the communities in which they live and to provide them with relevant knowledge and information to enable them to do this.
> To help young people prepare to play an active role as citizens in a growing multicultural society.
> To enable young people to develop good relationships and respect the differences between people, regardless of ethnicity.
> To provide teachers with a better understanding of the issues amongst the young people they work with.
> During the classroom workshops the young people take part in a variety of different activities. We usually start by showing the pupils our educational film. Further activities vary depending on the length of the session and the age and the needs of the pupils, but include:
> Creating a safe space: at the start of the first classroom session, it encourages openness as the confidentiality of student views and comments will be respected, it is a
chance for pupils to take responsibility of the day and create their own rules. Educators will also encourage pupils to be honest and ask as many questions as possible without fear of judgement and to ensure that they fully understand everything that is discussed during the session.

Exploring Stereotypes - Pupils are given a selection of photographs, the young people work in groups to decide to whom the statement is applicable and write down or hold up the particular picture. At the end of the activity the true identities of those in the pictures are revealed.

Pupils discussed how they came to their decisions and how much we know about someone just by looking at them. Educators express the dangers of stereotyping and its link to racism and the importance of asking questions so that assumptions are not made and people do not get offended.

What is Racism? - The educator works with the young people to guide them to produce a definition of racism. The definition that is produced is: “Racism is treating people badly because of differences in skin colour, religion, nationality or culture.”

What is Hate Crime? The young pupils will examine and explore the definitions of crime, hate crime and discrimination and reporting procedures.

Terminology - Using the selection of photographs pupils discuss the difference between the people in the photograph, whether it is okay to notice the differences between them and what is the biggest difference between them. Moving further into the activity once established that the biggest difference is skin colour educators then put forward questions such as: is it okay to notice that someone has a different skin colour, is it okay to talk about skin colour and what words used to describe the different skin colours.

Action Plans – the young people complete plans which outline how they find racism unacceptable and what they plan to do to help combat it. The young people often illustrate their plans and they are used in school displays.

New neighbours – This is an activity that discusses stereotypes, pupils are given pictures of potential new neighbours, they then discuss in groups which ones they would most like to live next door to and the ones they would least like to live next door to. Pupils are encouraged to be honest about their answers and consider the reasons behind their decisions.

16 FOOTBALL CLUB EVENTS

1,530 PARTICIPANTS

Over the past twelve months we have worked with the following clubs: Leyton Orient, Southend Utd, Watford, Southampton, Portsmouth, QPR, West Ham, Millwall, Plymouth Argyle, Northampton, Brighton, Colchester, Norwich City, Chelsea and Leicester. My thanks to all of the clubs, the schools and of course the PFA for their ongoing valued support.

ADULT TRAINING IN THE WORKPLACE

32 companies

3,140 participants

10 trade union events

MAIN AIMS AND OBJECTIVES OF OUR ADULT WORKPLACE TRAINING SESSIONS INCLUDE:

- Explore what racism and other forms of discrimination mean including micro aggressions
- Examine the importance and history of language, terminology and ‘banter’
- Explore the concepts of Unconscious Bias and Privilege
- Identify how we can best tackle racism and discrimination and support equality within ourselves and in our professional role

COMPANIES WE HAVE WORKED WITH

MERLIN ENTERTAINMENT
Delivery of 2 staff / management workshops at the London Eye and Madame Tussauds

GO-AHEAD LONDON TRANSPORT
Delivery of a programme of 14 on-line bespoke workshops for Bus Drivers and Engineers at the Putney Garage, plus training for Directors and Union Reps

MCC LORDS
Month long series of 2 workshops to 400 staff at Lords Cricket Ground and Committee Members (begins Nov 21)

WEST HAM UTD FOUNDATION
For delivery of Hate Crime workshops in primary schools based within 5 East London Boroughs

REFUGEE COUNCIL
Series of 5 bespoke workshops for staff of this important organisation, including to people for whom English is not their first language

NATURAL HISTORY MUSEUM
3 workshops delivered over a 6 month period to staff and managers at the NHM in South Kensington, London

NAHT
Programme of adult training incl senior management

TATE AND LYLE
1 workshop to staff on-line based in London and in the Netherlands.
1 presentation to staff based in Portugal (November21)

LYCEE INTERNATIONAL
Programme of adult training

HAMMERSMITH AND FULHAM COUNCIL
Hate Crime workshops delivered to primary and secondary Schools during 2020/21

FEEDBACK

“Dear Leon (Sessional Educator), Thank you for coming in and speaking to us about racism. Me and Amy personally will be careful about describing others, making sure we don’t be offensive. Our class has learnt a lot from you and how we can tackle racism at school. Thank you for talking to us and changing the way we think. We will never forget the discussions we had with you”

This is my life. Thank you for being caring and understanding, whilst challenging those around me to consider how they think, what they say - to people like me, people who are ‘different”
IMPACT ON PUPILS - MEASURED OUTCOME FOLLOWING A TYPICAL WORKSHOP

‣ 98% of pupils believe they recognise the impacts of hate crime and racism
‣ 82% of pupils have a better understanding of how and where to report hate crimes/incidents. Each pupil was provided with a factsheet which gave them contact telephone numbers, websites and explained the process of reporting and therefore the percentage of pupil understanding how to report any incidents should be 100%
‣ 100% of pupils have said that they understand the difference between hate crimes and discrimination

COMMENTS FROM SCHOOLS

‣ “The feedback I had was that the workshops were amazing. 10/10 and one of the teachers said it was the best thing they had had all year. The children really enjoyed them as well. Thank you also for the lovely feedback – it was amazing to hear how inspiring our pupils were!”
‣ “The sessions went really well, both Paul and Jack were extremely knowledgeable and engaged well with our learner. The topics they explored were very relevant and it was delivered in a way that really allowed the student to understand and reflect on what they were learning. The sessions were received very well by both staff and students and I would like to invite you back to do some work with us next term.”
‣ “Overall, I was incredibly impressed with the day and I would recommend it to others and hopefully we can book this in again for next year.”
‣ “Show Racism The Red Card taught me that no matter how subtle racism is it should never be accepted. It was a very informative experience!”
‣ “The presenters were very good and engaging. I learned lots of things, it was really interesting. I would rate the session 10 out of 10!”
‣ “It was an eye-opening experience where I learnt that many things around racism are ingrained into society, where instead they should have and be prevented. Society needs to look at themselves and the systems we have in place as they are not diverse or equal for all.”

My son was on a complete high after the day. He was clutching his autograph and was just in awe of Danny and so passionate about the messages he shared. He said he was ‘funny, kind and brave’.

PARENT OF SRTRC WORKSHOP RECIPIENT
2021 saw the North West enter its first year of operation and establish itself as an important partner in the fight against racism in the region. Despite its nascent, myself, Keziah and our new educators have reached 6545 young people, and 722 adults. This has no doubt been made possible by the support, expertise and foundations offered by the wider charity, and the hard work of Keziah.

OUR TEAM
I’ll be covering whilst Keziah is on maternity leave. I have been a member of the North West team since January 2021, starting as a Sessional Worker, then an Education Worker.

Excitingly, we have grown our staff team to recruit two new part-time Education Workers, Andy and Natasha. We also continue to employ Louisa, a previous Education Worker, as a sessional worker. This will allow us to continue to grow and improve as we enter into 2022, and confirm new and inspiring projects.

I am hopeful for the expertise and knowledge all three team members will bring to our work here in the North West. We will also be moving into our new office in Manchester city centre, thanks to the generosity of Unison North West.

ADULT TRAINING
Ambassador Courses and Trade Union Education
Despite the turbulence of in-person schools delivery, virtual adult training has flourished in the North West throughout 2021. Our provision of Union Ambassador courses for Unison and the TUC, and Educator Ambassador courses for Salford City Council, NASUWT and the NEU has been a highlight of our work in the North West.

‘This has been one of the most comprehensive, informative and enlightening courses that I have attended.’

TUC NORTH WEST AMBASSADOR

‘The course should be compulsory for SLT to cascade in schools and attend on a six-monthly basis for updates and reflection.’

SALFORD TEACHER AMBASSADOR

The intensive adult training we have provided for Unison Healthcare, Unison Northern Ireland and the CWU has also demonstrated the strength of and need for the mutual relationship between SRtRC and trade unions in the fight against racism.
Teacher Training
Both the NEU and NASUWT have committed to additional Ambassador courses in 2022. We will also deliver initial teacher training in 6 North West universities to student teachers in partnership with the NEU, and twilight teacher training in partnership with the NASUWT. This work will sit alongside our regular teacher twilight sessions, which reached 270 teachers across the North West in 2021.

Football Clubs
Strengthening our partnerships with football clubs in the region, we have delivered training to 20 of Manchester City’s community coaches, 60 of Manchester United Foundation staff, 25 Port Vale FC staff and 30 Morecambe FC staff.

We have also taken part in events at Wigan Athletic and Liverpool FC, and plan to run events at Manchester United, Manchester City, Bolton Wanderers, Chester FC and Altrincham FC.

Black Country Healthcare NHS Foundation Trust
In July 2022 the North West team will be providing anti-racist training for 200 Black Country Healthcare NHS Foundation Trust leaders and managers, and a virtual, pre-recorded training for all staff.

Work with Young People
Manchester City in the Community Project
Alongside the training delivered to Manchester City’s community coaches, from February to June we delivered virtual workshops to 16 of their partner primary schools.

Stockport Youth Offending Service
In partnership with Stockport Youth Offending Service, we are over halfway through delivering anti-racist workshops to 10 schools in the area. Reaching 200 primary school students and 600 secondary, we hope to expand on this project and partnership in the next academic year.

‘The facilitators made the space feel very safe and comfortable for all students to discuss what can be very hard to comment on’

TEACHER, NORTH WEST

‘These sessions should be a mandatory, funded part of every school’s curriculum’

TEACHER, NORTH WEST

Salford City Council and Unison Project
Sitting alongside the Educators Ambassador course which ran from September to November, the course attendees have access to a day of fully funded anti-racist workshops for their various settings, thanks to Salford City Council and Unison. These will be delivered in the early months of 2022.

National Football Museum Event
To launch our partnerships with Odd Arts and the National Football Museum, we held a Black History Month event at the Museum in October. Here we showcased Odd Art's forum theatre workshop, our complementary anti-racist workshop, and the exhibitions at the Museum, welcoming three local schools to the venue. The National Football Museum have been essential to our work in the North West, and I thank them for their support and generosity.

Tameside Metropolitan Borough Council and Odd Arts
This year has also seen the North West build links with community organisations in the region, such as Odd Arts. Together, we have curated a project which features a forum theatre piece performed by Odd Arts, and a complementary anti-racist workshop delivered by SRtRC. In the early months of 2022, we will deliver this work in 5 schools in Tameside Metropolitan Borough Council. This is a relationship and project we are eager to build on in the next academic year, and offer to more partners.

Wear Red Day and SRtRC School Competition
Thank you to the countless schools, workplaces and individuals who raised and donated money for Wear Red Day in the North West.

Looking Ahead
In 2022 we look forward to building on the relationships established by myself and Keziah, and exploring new ones with Preston City Council, the Manchester United Foundation and the Rio Ferdinand Foundation, among many others. Given the unrelenting and insidious nature of racism, it is vital we continue to deliver, develop and grow anti-racist education. Thank you to all our partners and supporters in the region, who have ensured our first year to be a strong and prosperous one.

For more information on the work of the North West region, please contact molly@theredcard.org.
2021 brought many successes and new partnerships for the Wales team at Show Racism the Red Card but also came with its challenges of the continued disruption from the COVID-19 pandemic. Our educational workshops were adapted to be delivered both virtually and face to face ensuring that our essential educational message was spread to children, young people, and adults across Wales. We continued to deliver impactful workshops to pupils, teachers, parents and governors at primary and secondary schools, lecturers and students at both colleges and universities, players and beneficiaries at football clubs and football Foundations, police officers and support staff at South Wales Police and local authority staff members. Our staff team have delivered workshops to young people in 19 of the 22 local authorities across Wales and adult training to participants in 10 out of 22 local authorities in Wales. Our Month of Action in partnership with the FAW had the biggest reach and involved more grassroots teams than ever before and we worked with football foundations delivering workshops to participants across Premier League funded projects including PL Primary Stars, PL Kicks and PL Inspires.

- 17,647 Young people participating in workshops
- 6,153 Adults involved in training

SCHOOLS COMP

This year’s school's creative competition funded by the NEU once again attracted entries from thousands of young people from schools across Wales. The judges found the task of picking one winner incredibly difficult however Lily Slatter from Ysgol Maesydderwen was crowned overall winner and received an iPad for her outstanding entry, all winners and runners up received a prize bag with a variety of different prizes.

Due to Covid-19 restrictions our annual awards ceremony was adapted to be delivered online with an array of celebrities producing congratulation videos for each category’s winners and runners up. These celebrities included: Sean Morrison, Cardiff City footballer, Beth Fisher, Journalist and sports reporter, Junior Hoilett, footballer at reading FC, Lisa Rogers, TV presenter, Jo Stevens, MP, Jason Mohammad, Sport Presenter, Alex Winters, TV personality and presenter, Thaer Al-Shaye, Actor, and Ashton Hewitt, professional rugby player for the Dragons.

ADULT TRAINING

During 2021, the Wales team have delivered adult training to youth workers, South Wales Police officers and support staff, teacher, school support staff and governors within primary and secondary schools and students on initial teacher training at 6 universities across Wales: Aberystwyth, UWTSiD, Cardiff Met, USW Newport, Swansea University and Bangor University.

The ITT delivery funded by the NEU was adapted to be flexible with a choice of live delivery online over a full day or different modules spread over different days, fully pre-recorded sessions and a hybrid approach with pre-recorded sessions followed with live space for discussions and questions. Modules included: introduction to anti-racism, recognising and responding to unconscious bias, terminology, classroom resources and practical strategies to embed anti-racism and recognising, responding to and reporting racism.

- 90% of the students rates the sessions either excellent or good.
- 92% of the students described being more confident in how to deal with a racist incident following the sessions.

“As a trainee teacher who had grown up in a small rural town with people who mostly looked like me, I had never been on the receiving end of racism (or witnessed any first-hand) and I was a bit concerned as to how I might deal with it - especially in a professional capacity! It all felt like such a minefield before, but now I feel that I could confidently deal with a racist incident and that is a weight off my mind! An exceptional training course. I would highly recommend to anyone - not just trainee teachers, but every human being on this planet! This is what society desperately needs, and just think of how many tears, moments of despair and, ultimately, lives could be spared if everyone did this course at some point in their lives!”

QUOTE FROM A STUDENT
OUR WORK WITH YOUNG PEOPLE IN SCHOOLS

Workshops delivered to young people within schools similarly to our other projects were impacted with the closure of schools, restrictions affecting visitors being allowed within the school site and staff and classes having to isolate due to Covid-19. Even with the barriers and restrictions in place, the Wales team was able to deliver to over 16,000 young people across primary and secondary schools across 19 of the 22 local authorities.

Workshops provided to the young people included anti-racism, unconscious bias and hate crime awareness. The pupils had the opportunity to learn about racism, the different forms racism can take, what young people can do to challenge racism within school and society including how a hate crime can look, recognising and reporting racism.

24% of the pupils taking part in our workshops knew a friend that had or had themselves been subjected to racism reinforcing the need for education across the education setting.

Mr Lewis from Ysgol Uwchradd Gaerennon described the delivery of the hate crime in school's project

"The presentation, delivery, professionalism, and the content of ‘Show Racism the Red Card’ were superb! Noam was professional but also very friendly and on the same wavelength as the students and they were totally engaged... they were really interested in what he had to say. The students interacted with the activities, were eager to share their opinions with him and said they really enjoyed the topic even though the topic itself was difficult."

‣ 100% of teachers disclosed they would recommend Show Racism the Red Card workshops to other schools.
‣ 77% of teachers described the anti-racism workshops exceeding their expectation with the remaining 23% describing the workshops as fully meeting their expectations.
‣ 73% of primary school pupils scored the workshops either a 9 or 10 out of 10.

"The activities were thought provoking and engaging, and the pupils thoroughly enjoyed. As their teacher, I am thrilled with the workshop and am confident that the aim of educating the children on racism was met. Tom was especially brilliant, his presentation and engagement with the children was of the highest standard. Thank you so much for a worthwhile, positive, purposeful workshop."

RUBY WALKER
YEAR 6 TEACHER, YGG PONTYBRENIN

CLUB DAYS

Although face to face club days at professional sports clubs were disrupted due to the Covid-19 pandemic, the Wales team was able to deliver virtual clubs days with 6 football clubs and 1 rugby club. The events involved primary school pupils engaging in a virtual workshop on Microsoft Teams followed by question-and-answer sessions with professional sports stars. These sessions were delivered in partnership with Cardiff City FC, Swansea City FC, Wrexham AFC, Barry Town United, Newport County FC, Plymouth Argle and Ospreys Rugby club.

‣ 6 Professional Sports Clubs
‣ 951 young people

MONTH OF ACTION

Show Racism the Red Cards Wales Month of Action in partnership with the FAW took place this year from Friday 1st October 2021 to Sunday 31st October 2021 and was the biggest in the charity's history. The aim was to raise awareness and help tackle racism within football and society across Wales, provide opportunities to educate grassroots coaches within Wales on what racism is, the different forms and how they can embed anti-racism into their club.

During the Month of Action teams and clubs were encouraged to designate either a game, day, or weekend where the teams within their club would support the campaign by either wearing Show Racism the Red Card tops/bibs or holding up red cards at their matches and sharing the anti-racism message on social media.
using the hashtag #MOA21. In addition to the tops, bibs and cards, clubs were asked to share an article on their club's website about their support for the campaign include a piece within their program about the campaign for supporters and provided an announcement about the day through their public addressing systems during the pre-match build up.

Professional clubs and Wales's female and male national teams all took part in the month of action sharing our messaging and raising awareness. Clubs included Cardiff City FC, Swansea City FC, Wrexham AFC, Newport County FC, Bradford City FC, the 12 Cymru league teams, 8 Adran league teams.

- 5 Professional football clubs
- 244 Grassroots clubs
- 12 Cymru League clubs
- 8 Adran League clubs
- 2 National teams
This year, the team in Scotland grew to SIX members of staff, delivering high quality, educational programmes and events in schools, sports clubs and workplaces across the country.

In partnership with SPFL & SWF football clubs, we delivered educational sessions with Men's, Women's and Academy players at Rangers, Kilmarnock, Hibernian, Motherwell, Hearts, and Queen's Park. By focusing on recognising incidents of racist language, microaggressions and bias, we are continuing to equip the future generation of footballers with the tools to challenge hate. 78% of young players we worked with said they now feel more confident in tackling racism in football.

Our charity's support from PFA Scotland continued to grow with the launch of an educational programme for members wishing to become equality & fair work ambassadors. Players including Scotland Men's internationals Stephen O'Donnell, Paul Hanlon, Michael Devlin and Chris Burke were among those that took part in the Show Racism the Red Card course throughout 2021, embedding strong, anti-racist leadership within dressing rooms across the country.

We became an integral part of the SPFL Trust’s ‘Off the Bench’ initiative. Hosted by clubs such as Hearts, Motherwell, St. Mirren, Dundee and Falkirk, the team at Show Racism the Red Card worked with 40 local young people at risk of disengaging from education, equipping them with resources and thought-provoking case studies to understand the harms that racism in all its forms causes to individuals and entire communities.

In October, we launched our Month of Action supported by PFA Scotland and Men’s and Women’s footballers across the country. ‘We’re All In,’ our educational advert reached hundreds of thousands of Scottish football supporters on Sky Sports and online, with our charity’s ambassadors Marvin Bartley, Liam Craig, Joelle Murray and Ian Harkes delivering a powerful message, alongside Rangers’ Ryan Jack, Celtic’s Jota, Giorgos Giakoumakis and Christopher Julien, Rabin Omar, Richard Foster, Joe Shaughnessy and more.

Throughout the Month of Action, clubs got involved in showing racism the red card by sharing our educational infographics on recognising and reporting discrimination and hate across society, reaching millions across social media.

Reports of racism have increased across all levels of Scottish football.

At the end of 2021, there are more managers in the professional game that have been found guilty of racism, than managers of colour.

While more and more players are becoming empowered to speak out about their experiences, sadly there are young players, aspiring coaches, volunteers and supporters across the country who are turning away from the game they love, due to barriers created by racism.

We need support from our governing bodies to put in place true ‘zero tolerance’, and to deliver sustained education work that means our future generations no longer need to have these conversations. No more token gestures.

As we arrive in 2022, we can reflect on the positive impact our educational work has had across Scotland throughout the past year.

We have worked directly with 5,127 young people across a comprehensive programme of anti-racist education. Another 1,684 pupils took part in our Creative Competition. With many young people indicating this was their first ever experience of anti-racism in the classroom, it has been of immense importance to ensure the highest quality experience for young people, achieving the learning outcomes whilst ensuring the wellbeing of all participants.
“SRtRC know the best way to educate young people on this. I've seen it with my own eyes. It was all broken down so well. The children were at ease with the team straight away and have since led conversations on racism without me instigating it. It's left a really lasting impact.”

MS ABBASI
TEACHER, DUNDEE

Many proactive initiatives have made the success stories possible and so a huge thank you to our partners in East Lothian and Perth & Kinross councils, ESMS, countless teachers and parents, the STUC and Scottish Union Learning, Unite the Union, the RMT, the EIS, the Scottish Ahlul Bayt Society and many more organisations that prioritise anti-racism allyship among their communities. The biggest thank you however goes to the team responsible for this, namely: Chris, Chloe, Jonathon, Kirsty and Ryan with support throughout the year from Kaela McDonald-Nguah, Marvin Bartley and Jack Ross among the many inspiring anti-racist footballing ambassadors that have worked with our young people this year. It's important for our charity's staff to pause and reflect on instances that reaffirm why we work for Show Racism the Red Card.

One such instance took place earlier in the year when a parent reached out to us, sharing her helplessness that her young daughter had been the victim of racist bullying for over 18 months, and that these concerns were being minimised and dismissed by the school, council and authorities. Her trauma as this persisted was so bad that her daughter contemplated suicide.

After offering a programme of anti-racist education for the school, the team worked comprehensively with the entire year group, discussing racial bias and how this affects behaviours, the origins of race and slurs, as well as power, privilege and whiteness. The young people then used their learning throughout the programme to interview surprise guests including a Premiership football manager and club captain.

A week later, we received a letter from the young girl's mother: "I can't believe the difference SRtRC has made to the girls in such a short space of time. Last week, we received a sincere apology from a pupil, which has given Zara a little confidence and a chance to relax a bit. Thank you. Instead of coming home they've been asking to stay out longer and coming home full of joy. The results have been sustained and it's brought me peace of mind and relief to see them reconnect with friends and feel safer out in the community. Having witnessed such positive outcomes from your work with the girls' school, I believe that your team can make radical changes to the experiences of people who experience racism in schools and communities. I cannot thank you enough for all that you have done.”
OUR TEAM

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Deputy Chief Executive
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Dominic Healy
Campaign Support Worker
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Tom Knight
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