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INTRODUCTION

Ged Grebby Chief Executive

The last two years of the pandemic have been incredibly difficult for all society, but particularly for the charity sector. I would like to thank all our staff, volunteers, trustees and the general public for getting Show Racism the Red Card through this period. We start 2023 with a larger staff team than ever before, determined to make as big a difference in fighting racism as we can. As always we will work in partnership to achieve these goals and we welcome new partners.

During 2020, the breadth of the Black experience was brought into focus. From the calling of the police on Christian Cooper, to the killings of Ahmaud Arbery, Breonna Taylor and George Floyd, which sparked the largest Civil Rights protests in the US for over 50 years and gave rise to the global recognition of the Black Lives Matter movement. This has lead to more public support for anti-racism than ever before and is inspiring active involvement from a new generation.

Despite the difficulties of the pandemic 2022 was a record breaking year for our charity: Wear Red Day broke all records with a magnificent 440,000 people wearing red and promoting an anti-racism message. Over the last 12 months we worked with 11,057 adults and 55,133 young people in our education workshops. Over 27 years we have now worked with 991,677 participants, we will start 2023 with a countdown to working with our one millionth young person.
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 over the past three years. Through our All Party Parliamentary Group (APPG) we held two meetings in the UK Parliament in 2022 with the aim of getting anti-racism on to the National Curriculum. To achieve this we are also developing a pledge for all perspective MP’s standing in the next General Election to support. My thanks to all the MP’s who have attended the APPG.

A major target for Show Racism the Red Card has been to get our anti-racist educational resources into every school. Thanks to the support from Sainsbury’s we are about to achieve that in 2023 with the launch of our new website and Education Hub. This, together with the Voices platform, should help transform how we are able to support school staff in combating racism through education.

In conclusion, as Shaka has said “Football has always been an example to us” and there is no better example of this than professional footballers continuing to take the knee in the Premier League and World Cup. Harnessing the high profile of professional sports people to combat racism through education will be key to our success going forward.

Shaka Hislop Honorary President

It’s that time of year again. That time where I wonder how time flies and reflect on all that the last 12 months has given us.

For me, it was a year that has given more than I felt deserving of. And for that I’d like to thank every single one of you who have supported the campaign, volunteered, worked, raised funds, sponsored, taken part in our talks or workshops, those of you who have been willing to have those uncomfortable conversations around water coolers or dinner tables, or in school playgrounds, in an effort to nudge our humanity forward.

That is where the greatest differences are made.

The year closed with the World Cup. A tournament mired in controversy from the moment Sepp Blatter announced Qatar as the 2022 hosts back in 2010. The FIFA World Cup is a tournament I love! We’ll all remember the winners and the record-breakers. But for me the World Cup represents the beautiful game like no other competition. Where the world comes together in competition and celebration. It’s a place where our differences are acknowledged and embraced. I went to the France-Morocco semi-final, and watched with a smile, a Moroccan fan show a French fan how to properly tie his kaffiyeh before the game. No selfies were taken (though I really wish I had quietly taken a photo myself), just an honest, heart-warming exchange between two fans moments before their teams were about to square off for the right to play in World football’s biggest game.

While there is still a lot for Qatar, and even more so for FIFA, to answer regarding this year’s tournament, I am heartened by the chorus of voices who were asking. While a lot of it was self-serving, and to a lesser extent disingenuous, by the very asking they are moving the needles toward progress. The questioning of another’s progress is a promise to hold yourself to that higher standard, to do better.

It has been a year of reflection, renewed promises and retouching for us here at SRtRC as well. Growth is never easy. But the lack of it can never be an option. As the support of the work we do has grown, we similarly have to ask more and better ourselves. As an organisation we have shown that we are prepared to ask those questions, and continue to look to find the answers. We are better than we were yesterday.

Congrats to Argentina, and to the genius that is Lionel Messi. You will be remembered as the victors in what is already being labelled as the best World Cup tournament ever, punctuated by what may very well be the best final ever. And to think it all started with the most bizarre press conference I had ever seen, but I digress...It is your names who will deservedly be marked in history. This tournament has again shown that this game is about so much more than winners and second place finishers. Football as a game is zero-sum, but as an example it is anything but. Football has always been that example for us, one of the under-pinning’s of the education work that we do. Qatar 2022 has given us a lot to remember, a lot to celebrate, a lot to question and a lot to answer. Of ourselves and each other. Often in equal measure. Thank you 2022, we needed that.

Shaka Hislop was awarded the Freedom of Newcastle in May 2022. Read the full story in ‘The Red Card Magazine’
Primary school workshop
(2 hours)
Our primary school workshops have been written to provide young people with support to feel empowered when confronting and having conversations about the ever-changing landscape of modern-day racism.

Objectives:
• To explore the importance of individual identity and celebrating difference
• To increase awareness of harmful stereotypes and racism through discussion and critical thinking activities
• To create pro-active pledges for positive behaviours and actions going forward both in pupils’ schools and lives

Topics covered:
• Exploring identity
• What is racism?
• Critical thinking and discussion activities with scenarios to further enhance their understanding of racism
• Techniques for challenging racism
• Changemaking and moving forward

Secondary school workshop
(1-2 hours)
Our secondary school programme looks to build on the knowledge that young people have around the topic of racism. We discuss how racism manifests itself in modern society and aim to have open and honest discussions with young people about their experiences.

Objectives:
• To increase awareness of harmful stereotypes and racism through discussion
• To recognise the difference between hate speech and freedom of speech
• To critically think about social issues through group discussion

Topics covered:
• Exploring identity and stereotypes
• What is racism?
• Media, misinformation, and critical thinking
• Language and terminology
• Online and gaming/ Allyship and moving forward
Secondary school intervention workshop (1 hour - 4-week programme)

A 4-week intervention workshop has been developed for secondary school pupils who have either been involved in a particular racist incident, persistent racist behaviour or are at risk of being influenced by racist ideologies.

- Week 1: Exploring identity and stereotypes
- Week 2: Present day racism
- Week 3: Power and impact of language and effective challenge
- Week 4: Challenge toolkit, allyship and positive action

“Our pupils were delighted with how the session gave them the opportunity to learn more, express themselves around this topic and also have fun along the way.”

Teacher from SS Peter and Paul's Catholic Primary Academy

“I learned how racism has a massive impact on other people's lives. I liked it because I learned about the history behind racism.”

“I would deeply recommend this to other schools because they told us that discussing it with other people can make a difference.”

Year 5/6 pupils from Burnside Primary School

“I learned about the history behind racism.”

I pledge to raise more awareness

I pledge to do my best to try and stop racism.
The Show Racism the Red Card School Competition is the UK’s largest equalities themed competition, sponsored by the National Education Union (NEU), UNISON, Unite the Union and the Professional Footballers’ Association (PFA) and Kickers.

The Competition encourages young people from schools and other educational settings to produce creative work with an original anti-racism theme. It is held annually and free to enter, thousands of young people of all ages and abilities take part. Entrants can produce work in a wide-range of activities, including artwork, creative writing, film/music and T-shirt designs!

The entries are consistently inspirational and SRtRC make sure that many have a resonance beyond the competition, by using them in educational resources and magazines, on the campaign’s website, social media channels, YouTube and a calendar, each year.

All competition winners are invited to a special awards ceremony with prizes presented by special guests. The 2022 awards ceremonies took place at Arsenal FC’s Emirates Stadium, Cardiff’s Hilton Hotel and Hampden Park in Scotland.

EA SPORTS

We were also delighted to be supported by EA Sports with a brand-new special award. 10 year-old Lina Reid was announced as the winner of the 2022 ‘IT’S IN THE GAME’ award with her artwork, titled ‘We are All Equal’, commended by judges as unique, powerful and inspiring.

The artwork design was accessible to millions of FIFA players across the globe as a digital TIFO in EA SPORTS FIFA 23 Ultimate Team. We are extremely proud of Lina and our partnership with EA SPORTS in working with us to promote our message to every player of FIFA 23 of the importance of anti-racism in sport, gaming and society.

When Lina was asked what she would like people to learn from her art, she said:

“That not everything looks as it seems. That everyone is equal, and you can’t treat people differently just because of their skin colour.”

461 SCHOOLS & 22,500 YOUNG PEOPLE TOOK PART FROM ALL ACROSS ENGLAND, SCOTLAND AND WALES.

For more information on the 2023 Competition, please visit our website:
http://www.theredcard.org/competitions/
EDUCATION HUB

The Education Hub is Show Racism the Red Card’s amazing new online platform, where we share our inter-active anti-racism lessons and activities, with educators and schools.

The Hub has been in development throughout the course of the year after we were able to secure a brand-new funding agreement with Sainsbury’s, to update and refresh all of our education resources and to make them available (free of charge) to every school in England, Scotland and Wales for the first time in our history.

Resources on the Education Hub include:

- learning outcomes
- teacher guidance notes
- slides and downloadable resources
- brand-new videos
- detailed curriculum links (England, Wales and Scotland)
- additional resource suggestions and links
- feedback opportunities

“We understand that there is a huge benefit to schools and other educational settings having access to our resources, so that they too can be part of driving positive change.”

CLICK here to visit the Hub, or enable your device’s camera, and hover over this QR code.

Schools can access the Hub via the Show Racism the Red Card’s website. https://www.theredcard.org/
SRtRC teams across the UK provide a variety of short and long term educational programmes for adults in schools, workplaces, community settings and trade union spaces.

Our programmes take a number of different formats, and are shaped around the needs and context of the partner organisation. We cover a range of different themes, from unconscious bias, to microaggressions, to responding to racist incidents, and embedding anti-racism into an organisation. SRtRC teams deliver both face to face and online.

Partners include the Yorkshire and Humber Probation Service, Pentland Brands UK, MCC Lords Cricket, NHS Health Trusts (Birmingham, Black Country, Dudley, North Cumbria), and many others.

Terry Loughton, Regional Equality Manager – Yorkshire and Humber Probation Service

“Show Racism the Red Card have delivered brilliant, engaging, and challenging anti-racism training for our organisation, starting with our Regional Leadership Team. This is currently rolling out to all of our staff of nearly 2000 people in Probation Service Yorkshire and the Humber. Feedback from participants has been highly positive; it is a testament to the skills of the facilitators and the valuable content of the programme!”

Teacher Training

Our teacher training aims to improve teachers confidence in embedding anti-racism within themselves and the learning environment. We support educators to develop the skills they need to allow young people to be their authentic selves, become critical thinkers and reach their full potential. Teachers learn the history behind terminology enabling them to explain and discuss the language we use today. They develop the confidence to recognise, respond, and report racism and racist incidents. In addition we support teachers in Wales to understand their statutory duties.

Pentland

Our partnership with Pentland Brands began two years ago after SRtRC received funding support from Kickers. Using the strength of the Kickers brand to support anti racism education and to help to grow the SRtRC Schools Competition.

Since that time we have delivered over 30 workshops to Pentland managers and employee’s based at locations in London, Scotland, the North East and the North West. The bespoke ‘Allyship Programme’ was developed to create understanding of bias, privilege, what being anti-racist means and the positive actions people can make in the workplace.

All sessions have been incredibly well received resulting in overwhelmingly positive feedback from participants. Caroline Nankinga, Pentlands Head of EDI commented recently that “Show Racism the Red Card have delivered exactly as we asked them to, listening to our companies needs and always being open to suggestions as to how tailor the workshops perfectly for staff at all levels of the business.”

A link to the Voices platform for an interview with Caroline Nankinga - https://voices.theredcard.org/Video/23322
Ambassadors

Adult Education - Ambassadors

The Ambassadors course is a virtual 6–8 week adult education programme which builds the knowledge and confidence of participants around key subject areas in anti-racism and empowers them to take action in their workplaces in order to embed anti-racism.

In 2022, SRtRC Education Teams have delivered Ambassador courses to UNISON activists and members in the North East and Greater London, and NEU and NASUWT activists and members in the North West.

Madhusmita Jena, NASUWT Ambassador

“The Ambassador course with SRtRC has been a turning point for me. I am now more confident to speak out on microaggressions. The SRtRC Ambassador course has equipped me further to make changes in my teaching practice as well as to address racism throughout the school. Since the course, I have run an anti-racism training for my colleagues, became Humanities Lead at my school, and made changes to the history and geography curriculums to ensure that these subjects taught a broader range of history and addressed stereotypes.”

Andrea Mairs, NEU Ambassador

“SRtRC has demonstrated a high quality of how anti-racism training is delivered. I feel relieved that there are definitely courses out there to support establishments that are willing to make changes. This course has empowered me and has stopped me from questioning myself about racism, yes it’s real and it exists. I now support other educators who are experiencing racism within the education system. This course has inspired me to never give up and whatever the outcome when justice is being sought is not important. I have encouraged teachers and friends to use SRtRC as a tool to begin dismantling racism within the workplace.”

NHS Partnerships

The North East team are continuing to extend our relationship with NHS Trusts, bodies and unions throughout the country. Our 18 month long rolling programme of ‘Ambassadors’ providing six weeks of equality training to both Birmingham Women’s and Children’s Trust and Dudley Integrated Health Care Trust came to an end in March.

We were subsequently contacted by both Trusts with regard to continuing the training of their staff, and so developed a new four week NHS specific programme called ‘Inclusivity in the Workplace’. This also integrated information and video clips from our ‘Challenging Racism Towards Our NHS Workers’ Red Card’ film. We are currently providing a two year long rolling programme of this course to Birmingham Women’s and Children’s Trust, and additionally run regular bi-monthly sessions for Dudley Integrated Health Care.

We have delivered several workshops for Healthcare bodies including: Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust and the North Cumbria Integrated Healthcare Foundation Trust.

The NHS Inclusivity training can also be accessed as a full day training, which has been taken up Teesside University’s Doctorate in Clinical Psychiatry for both staff and students.

Quote from Birmingham Women’s and Children’s participant

“I wanted to drop you a note to thank you so much for the past 7 weeks. The programme we have followed together has been, not unsurprisingly for a 50+, white, Northern male, incredibly mind opening and has challenged me on many levels. Not only will I pay more attention to the inequality and prejudice which is still, and unfortunately will remain, within areas of our culture and country, but I now feel much more empowered to take a stand against it and take some action! This mindset change would not have happened without everything I have learned and discussed during the ambassador program, and I deeply thank you for that.”

Quote from Teesside University

“Everybody in the world should be made to come on this training. Thank you so much”

Quote from Northumberland Healthcare

“Every time I hear the N word, I think of the education you gave me and the use of the words and terms, and I have gone on to teach other people too. Something I would of never have been able to do before!”
WEAR RED DAY 2022

Wear Red Day is our principal day of fundraising and awareness for the year. From very humble beginnings 8 years ago, Wear Red Day has become the UK’s largest celebration of anti-racism and is now firmly established in the national calendar.

This Wear Red Day we genuinely made it onto the national calendar with 440,000 individuals registered to take part.

440,000 INDIVIDUALS, 43% ↑ INCREASE ON 2021

New Wear Red Day partnerships in 2022 with

- Canada Life
- ASOS
- Merlin Entertainment (London Eye, Legoland, Blackpool Tower etc)
- Hawksmoor Steakhouses
- Tesco
- Nestlé
- NHS Ambulance Service
- Morrisons
- Oddballs

#WRD22 trended at number 7 on Twitter making us the highest trending charity for the whole day in the UK.

National landmarks lit red in support of anti-racism:

- London Eye, London Heathrow, Gateshead Millennium Bridge, Penshaw Monument, St Mary’s Lighthouse, Birmingham Utilita Arena and many more.

For 2023, Blackpool Tower is also set to light red for us!

The current cost of living crisis has impacted our 2022 fundraising with supporters more wary of charitable giving, however, our current running total is at circa £80,000 (+ as yet untalled BACS donations). These donations will enable us to run an additional 350 anti-racism workshops and reach out to 9000 children and young people. (None of our fundraised donations are ringfenced and all go toward furthering our core project of delivering anti-racism education workshops).
900 SCHOOLS INCREASE 26% ON 2021
Bosnian Education Project

In 2022 our North East team welcomed a new partnership with the Bosnian Genocide Education Trust to tell the story of Smajo Beso - a former Bosnian refugee. This is a 5-week programme entitled ‘Making Peace’ working with children to help their understanding and develop their learning of what it means to be a refugee seeking asylum in another country. The programme we created takes the young people on an imaginary journey of leaving their homes, making tough choices, creating compassion and critical thinking. We have delivered two pilots and the feedback has been excellent. We are currently collaborating with a group of 3rd year politics students from Newcastle University who will be carrying out impact research into where this programme is needed the most, explore the difference it is making to the school’s culture, as well as the integration of the new pupils that they welcome. We have already had feedback from a boy that arrived in the region from Ukraine, and how the school had the confidence and tools to welcome him. He felt so happy after his first day that his Mum said he woke up at 5am ready for school the next day to see his new friends. Our next programme starts in 2023 and we hope to keep making a difference and spreading a positive message around people seeking safety.

Anti-Racist Captains

Our North West Region team have developed the brand new Anti-Racist Captains programme in partnership with the Rio Ferdinand Foundation. At the heart of the programme is the goal to further the anti-racist education of young people beyond the traditional classroom space and an aim to inspire them to become changemakers in the field of anti-racism. Throughout the programme, young people will build their knowledge; explore problems and solutions relevant to their lives, and develop the skills and tools to plan their own anti-racist campaign.

Quote from Ryan, Youth Worker at Rio Ferdinand Foundation, who co-facilitated the programme

“Working alongside SRtRC has been of huge importance for my own professional development and informing best practice for our foundation moving forwards, especially in conversations around racism and how we challenge that in society. Taking a lead part within the delivery of the programme alongside Molly helped me learn the foundations of anti-racism practice from an educational perspective.”

Quote from Oldham College

“Since starting the programme, the pupils’ confidence has grown significantly, and we noticed this throughout the course. This was echoed by students organising and delivering an anti-racism campaign, in front of a group of people. Something they wouldn’t have done prior to the start of the programme.”

STATS

- 90% of young people feel that they’ve improved their personal & social skills on the programme.
- 90% of young people feel they can now explain what racism is & provide a definition.
- 80% of young people can now give examples of different types of racism.
- 80% of young people now understand where racism started.
- 90% of young people can now name different groups who experience racism.
- 80% of young people now feel confident to challenge racism in their lives & within their communities.
Stop the Hate

‘Stop the Hate’ is an education programme specially designed to help young people understand issues around what a hate crime is and how to keep themselves and their communities safe.

Delivered by our Southern team in partnership with West Ham Utd Foundation we continue to expand reach to school pupils aged 8-14, receiving a full day of preventative workshops and fun physical activity sessions which reinforce the key messages learned in the classroom. With key areas in Essex now added to those already worked with in East London, the main aims of ‘Stop the Hate’ are to:

• Increase awareness and understanding of what racism, hate crime, extremism and prejudicial ideas are
• Empower participants with the knowledge to safely challenge racism, extremism and prejudicial ideas

A fitting testimony to the power and reach of the project was provided to millions of TV viewers when a Stop the Hate school session was featured on BBC ‘Match of the Day’. Funding was 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. Our continued thanks to Leroy and WHUF for their great friendship and support to the Southern Region Team.

Leaders of Now

In Wales the ‘Leaders of Now’ project, is a 5-session programme aimed at young people attending Secondary school from year 9 upwards, but with a focus on sixth formers. With Leaders of Now, we aim to empower young people to be actively anti-racist in their own communities, creating a self-sustaining network of anti-racism activists to enable ongoing longer-term conversations about racism and anti-racism and to enable young people to feel confident in challenging racism within their own spaces. We also aim to gather intelligence on what young people want and/or need from both SRtRC and their school with a focus on pupil voice.

We believe that education is key when challenging racism. Interpersonal racism is often rooted in fear, ignorance and/or misunderstanding which can feed into institutional racism, systemic racism and internalised racism. It is only by challenging this in a shared, honest space, can we start to become a more inclusive society and reach that goal of achieving an anti-racist Wales by 2030.

By creating baseline surveys and final assessment surveys, we hope to see:

• An improved awareness of racism in our participants,
• Improved confidence to make change.

Alongside this, the participant fact finding element will allow us to gain information around the specific issues in that school, meaning we can better support participants to take action that meets their specific needs. A legacy task will see participants bringing in younger pupils who take part in the school anti-racism groups to support in repeating this fact finding survey at the end of the school year in order to measure impact with the aim of seeing improved attitudes and/or less racist incidents.
We are proud of and sincerely thank all our established partners who continue their support of SRtRC each year. We look to work with organisations and individuals who want to further our mission to combat racism in the UK through education but are also prepared and committed to opening discussion and tackling bias in their own sector.

**Usborne**

2022 has been another great year as far as our relationship with Usborne Publishing and the success of ‘What Is Racism?’ and the ‘Questions and Answers About Racism’ books.

Our journey began when Usborne reached out to us following the murder of George Floyd and the resulting awareness / marches about racial disparity. They were developing the idea of writing two children’s books about anti-racism, but as Katie Daynes the books’ author explained “we recognised it as a complex topic in which we would need some experts in the area, and we knew we wanted someone to help us shape the book, rather than just ‘sensitivity check it’ at the end.”

Aware that we specialised in educating children about racism, we began by training their author team. This was received so positively that we were then invited back to run a series of workshops in order to train every member of their organisation. We also continued to work closely with Katie and Jordan Akpojaro (co-author) offering advice, assistance and examples as the books began to come to life.

Once published the positive reception to the first book took us all by surprise. ‘What Is Racism?’ featured as the Guardian’s Book of the Month, and then in May of this year we were honoured and delighted that the book was nominated for a ‘Nibbie’, British Book of the Year. The winners that night included Paul McCartney, Billy Connelly and Marian Keys. Although we unfortunately did not win (pipped by Marcus Rashford) it was a great event and fantastic to see and hear people talk about the book in such a positive way.

Better luck in October when we found ‘What Is Racism?’ was also nominated for the School Library Association Information Book of the Year … and this time it won. This meant a lot to both Usborne and ourselves as this award was Children’s Choice and voted for by the young people themselves. The fact it won shows we are truly reaching the audience that it was intended for.

The work has also continued this year in other areas of our partnership. We ran further training for their staff, continued advising on diversity in all manner of their books (from woodland fairies to escaped apes!), Shaka Hislop appeared on panels and we were also invited in July and November to run sessions at their Leadership Academy weekends. Usborne Publishers kindly donated copies of the book for the second year running, enabling us to provide both books for free into every school we visit, spreading the message further. We look forward to continuing our working relationship as we embark on 2023.
PARTNERSHIPS IN SPORTS

Educational Events at Football Clubs
In partnership with our major funders, UNISON, Unite the Union and the PFA, we have continued our programme of education at football clubs. The events offer young people the opportunity to take part in a full day of anti-racism education, including the chance to put their questions all about racism to their footballing heroes.

An external evaluation of SRtRC’s events with football clubs concluded that

“The most significant impact on young people is the sense of empowerment that it awakens.”

and

“By fuelling young people’s passion to speak out against racism, SRtRC may be breaking the transmission of inter-generational racism.”

National Football Museum
In November, the SRtRC North West team ran an event at the National Football Museum with Odd Arts, a community arts organisation which specialises in delivering theatre-based programmes that challenge and change attitudes and behaviours and enable people to understand the world and themselves differently.

Two secondary schools attended and took part in a workshop ‘Going Home’, which realistically depicts the racism and discrimination faced by people from racially minoritised backgrounds in the UK today. It is based on the 12 hours leading up to and following the 2021 Euros Final. Following this conversations then explored the racism people face in football and wider society. Using interactive activities and discussion, SRtRC educators drew out themes of privilege, the impact of ‘banter’, history, legacies of colonialism and change.

100% of teachers strongly agreed that their students learnt something from the event

100% of teachers strongly agreed that the event sparked an interest in anti-racism education

“Fantastic workshops. Great way for students to come out of their shell”

“Very well delivered. Good level of knowledge shown”

Christian Allen, Community and Public Programme Manager – National Football Museum

We’re proud at the National Football Museum to count Show Racism the Red Card as an education partner. Our second school day with Odd Arts and SRtRC was vital in providing anti-racism education and raising awareness for the two local school groups who took part. Teachers’ feedback reflected the value of the day and both lead teachers commented on how engaged the students were in both workshops.
MCC Lords

In 2022 Marylebone Cricket Club rolled out anti-racism training for its staff and members, as campaigners attempt to educate the sport’s so called “blazer brigade”. Show Racism the Red Card Southern Region team were invited to educate staff on structural racism, microaggressions and offensive language. Plans to introduce the training were first conceived in the summer of 2020, after the Black Lives Matter movement became a major force in British sport and in society.

The workshops continued throughout 2022 following continued allegations of racism at Yorkshire County Cricket Club (YCCC).

Both permanent and casual staff, board members and the club’s trustees have been taking part in two-hour classroom-style workshops, explaining the definition of racism, the use of language and racial slurs and how some body language can be offensive.

Members of the club have also been sent a link to online anti-racist video training and will be reminded that they should report any racist incidents at matches to the club.

SRtRC Southern Region Manager Steve Goodsell said

“The MCC are the only cricket organisation that have approached us to support their aim of tackling racism on the pitch, offices and boardroom. All of the sessions we have delivered to staff and management have been enthusiastically received and MCC deserve praise for their pro-active stance.”

Month of Action / Match Day Actions

During October, SRtRC works with its partners, SPFL, SWPL, FAW, PFA, and many others, to raise the awareness of football’s commitment to anti-racism in Wales and Scotland and SRtRC’s educational campaign. Prior to kickoff, football players take part in Match Actions that display their support. This involves tannoy announcements to spectators, players wearing SRtRC t-shirts and holding up red card placards, and clubs sharing anti-racism messages on their media platforms. Alongside this, SRtRC works with players, coaches, club officials and supporters to understand what racism is, its impacts, and how everyone can be actively anti-racist by recognising, responding to and reporting racism. In October 2022 SRtRC directly reached over 100,000 people through these actions.

#MOACymru23 #MOAScotland23 #SRtRCMatchActions

Manchester United

On Wear Red Day, the SRtRC North West team delivered an anti-racist educational event at Old Trafford in partnership with the Manchester United Foundation.

Six schools from across Greater Manchester attended the event, with over 70 young people taking part in anti-racism workshops. The workshops covered a range of concepts, from everyday racism to history to the impact of racism and racism in sport. Young people also presented their ideas on changemaking, proposing a number of solutions to the racism they see happening in their schools.

One student, Muhammed, 13, from Royton and Crompton E-ACT in Oldham said

“We learned about different cultures and how it doesn’t matter where you are from or what colour your skin is – you can be whatever you want to be,” he noted that “It’s 2022 and nobody should be able to stop you from doing what you want to do.”

An impressive 97% of the students stated that the Show Racism the Red Card event made them feel like they were part of a community, while 88% said their knowledge of racism had improved.

Young people used words such as ‘happy’, ‘valued’, ‘inspired’, ‘hopeful’, and ‘proud’ to describe how the event made them feel.

STATS

35 FOOTBALL CLUB EVENTS

3090 YOUNG PARTICIPANTS
FACTOR OF ENGLAND
A VISUAL TAPESTRY
CELEBRATING THE RICH HERITAGE
OF THE ENGLAND SQUAD

26% IRELAND 3% BARBADOS
18% JAMAICA 3% CANADA
8% NIGERIA 3% GUYANA
5% SCOTLAND 3% NEW ZEALAND
3% TRINIDAD & TOBAGO 3% N. IRELAND
3% ST. KITTS & NEVIS 3% USA
3% ST. VINCENT & GRENADINES

100% ENGLAND
MADE IN SPITALFIELDS
FABRICOFENGLAND.COM

SHOW RACISM THE RED CARD
#FabricOfEngland

We collaborated with McCann London to create ‘Fabric Of England’: an initiative celebrating the rich diversity and cultural tapestry of the England football team which aims to educate people and start a conversation about immigration within the UK. A limited run of shirts were used as an educational tool by SRtRC in schools to talk to children. The campaign ran across social channels to support our goal to tackle racism in society using football to engage and start conversations.

Want to find out more? Scan the QR code below!
2023 Calendar

Containing cultural dates to remember and celebrate diversity and equality in the UK. Featuring the winning artwork from our 2022 school’s creative competition the calendar is in print and available to purchase online.

Social Media

theredcardwales Instagram, 1552 followers
showracismtheredcard Twitter, 5727 followers
srtrcscotland Instagram, 2144 followers
sotheredcard Twitter, 7525 Followers

#WRD22 trended at number 7 on Twitter making us the highest trending charity for the whole day in the UK.

TikTok

On March 21, UN Anti-Racism Day, we launched our new TikTok channel, in collaboration with the platform itself. The aim was to tap into a new audience who consume social media in a new and more creative way. We now have a whole new vehicle to educate against racism and break down elements of such a complex topic to help shed new light and increase understanding.

Again, with the support of TikTok, we set out to find two new SRtRC ambassadors who would help connect our organisation with their followers - a whole new demographic of society. After months of work, we found our ambassadors, @harrietfreestyle and @benjylookbook! Both passionate about SRtRC and anti-racism, Harriet and Benjy have joined the family and are doing amazing work promoting anti-racism education to their individual online communities.
The SRtRC All Party Parliamentary Group was established in 2017 with the aim of increasing UK Government support for the work of our anti-racism campaign. Our focus for the APPG now is to lobby MPs to get anti-racism education on to the National Curriculum.

We aim to hold four meetings around this theme inviting key note speakers from the world of sport, media and academia. The first meeting of 2023 will be held on Thursday 25th May: the 3rd anniversary of the murder of George Floyd.

At this meeting we will be launching a parliamentary candidates’ manifesto pledge which we hope all candidates in the next General Election will commit to;

“Anti-racism education is key to combating racism in our society and I am committed as an MP to lobby the UK Government to put anti-racism on the National Curriculum. For this to be successful we must have time and funding for teaching and other school staff to be trained in anti-racism”.

Wales Leads the Way With Anti-Racism on the Curriculum

Wales is the first home nation to introduce anti-racism and the contributions and experiences of Black, Asian and Minority Ethnic people, past and present across all areas of the curriculum.

The vision is that every learner, as ethical and informed citizens of Wales and the world, should explore the diverse experiences and contributions of Black, Asian and Minority Ethnic peoples in Wales, past and present. This includes that every teacher in Wales is equipped and resourced to meet these expectations thus feels enabled and supported to place these contributions in the context of the history and development of Wales as a multicultural society and understands the origins and manifestations of racism.

Show Racism the Red Card is proud to be working within the DARPL project supporting teachers and wider school staff with anti-racism professional learning and contributing to the virtual campus which supports the education sector to move forward to their anti-racism journey.

World Cup Themed Anti-Racism Education Pack

Through Welsh Government’s FIFA World Cup 2022 – Partner Support Fund Show Racism the Red Card created World Cup themed anti-racism educational resources for pupils to engage with in classrooms across Wales. The resources were accompanied with a teachers’ pack providing delivery notes and conversations to support teachers to provide high quality anti-racism education sharing the anti-racism message.

We had huge demand from schools with over 500 schools registering, receiving the resources, equating to over 120,000 pupils across Wales with access to anti-racism education.

The aims of the resources were to:

• Link the Welsh football team with the message of anti-racism in the minds of children and young people
• Use the World Cup and sporting role models to leave a legacy of anti-racism and support the aims of the Anti-Racist Action Plan for Wales
• Get children and young people excited about Wales taking a space on the world stage and in turn, spread this to their wider networks
• Engage children and young people from diverse ethnic backgrounds in seeing Welsh football as a space for them
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