



Practice Note 28

Show Racism the Red Card: Perth and Kinross

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Topic Areas: Safety of Vulnerable Groups

Project Background and Aims

Show Racism the Red Card is a national anti-racist charity established in January 1996, a recognisable 'brand' that produces anti-racist educational resources, which harness the high profile of professional footballers to combat racism. Housing and Community Care within Perth and Kinross Council have worked successfully on a range of ad-hoc initiatives with *Show Racism the Red Card* since 2005. These initiatives target service users, staff and other partner agencies and services to promote the anti-racism message.

Initiatives were initially undertaken without a formalised partnership arrangement in place with *Show Racism the Red Card*. This allowed for a flexible approach, with stakeholders and partners identified on an ad hoc basis. As such, anti-racism initiatives have been delivered with a plethora of partners such as UNISON, New Workers Partnership, Scottish Hockey Union, Scottish Prison Service, *SeeMe* (Mental Health Anti-Stigma Campaign), the local voluntary sector and local communities. However, positive feedback and evidence of a strong local impact led to the formalisation of the partnership in 2008 between Perth and Kinross Council, *Show Racism the Red Card* and St. Johnstone F.C.

Using a campaign linked to a popular sport, such as football, enables a simple but effective message to reach out to a wide cross-section of the local community, as well as those visiting the area.

The partnership aims to deliver the anti-racism message to a wider audience across Council services with a particular emphasis on schools. This arrangement was funded by the Community Safety Partnership. This partnership is advantageous, with the initiatives able to work with positive and relatable role models from the local professional football club. By doing so the Council aims to ensure that a positive anti-racism message is promoted across the local authority area and that individuals living and working here are fully aware that racism is unacceptable behaviour.

Outcomes

National	9 – We live our lives safe from crime, disorder and danger; 11 – We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others; and 13 – We take pride in a strong, fair and inclusive national identity.
Local	3 - Our area will have a positive image locally, nationally and internationally; 8 - Our communities and people experiencing inequalities will have improved quality of life, life, chances and health; 9 - Our communities will be safer; and 15 - Our services will be responsive, of high quality and continually improving.

Resources

Funding:	Perth and Kinross Community Safety Partnership, UNISON.
Partners:	Perth and Kinross Council Community Safety Partnership, Show Racism the Red Card, St Johnstone F.C. and further organisations on an ad hoc basis.

Monitoring and Evaluation

Post-event questionnaires are distributed to each participant collecting both quantitative and qualitative data. Annual evaluation reports are available on request from the Commissioning and Contracts Officer at Perth and Kinross Council.

Activities

Show Racism the Red Card target their educational coaching workshops at Primary 6 and 7 pupils as they believe children at that age are more susceptible to taking on board a positive message about racism being unacceptable behaviour. Workshops were initially carried out by a former professional footballer who now works as a *Show Racism the Red Card* coach and the remainder were carried out by a St. Johnstone F.C. community coach after receiving the necessary training from *Show Racism the Red Card*. All workshops are now all delivered by community coaches at St Johnstone F.C.

Educational resources and materials are provided by *Show Racism the Red Card* (DVDs; teaching pack; posters and 'red card' wristbands) and following a classroom session, pupils are given some fun football coaching.

The partnership also organises bi-annual stadium events with St Johnstone. These events take the form of an introductory education session; showing of the *Show Racism the Red Card* DVD; a Questions and Answers Session for Panel members (which included high-profile St. Johnstone F.C. players) and autograph sessions with the full St. Johnstone F.C. first-team squad.

However, the approach in Perth and Kinross goes beyond the core early intervention model and utilises a range of initiatives to engage with marginalised groups throughout the wider community.

Between 2009 and 2011 the partnership has also delivered workshops within 4 local secondary schools to approximately 700 pupils. These focussed on the specific 'Islamophobia' Educational and Coaching Workshops provided by *Show Racism the Red Card*. This work was initially piloted at Kinross High School in 2009, following on from the school's 'Red Card' Day of Action earlier that year.

Show Racism the Red Card also sponsors a stadium billboard at McDiarmid Park in partnership with UNISON on an annual basis. Posters are also placed throughout Perth and Kinross at schools, libraries, housing and community care establishments and retail outlets and distributed to supporters at a St. Johnstone home fixture each season. Posters were also used at a number of youth football coaching initiatives and young football supporters events at St. Johnstone. They have proved a very effective and popular way of promoting a positive anti-racist message to a wide audience.

A game of football involving youth players of St. Johnstone and mental health service users has run yearly since 2005, coordinated jointly with *SeeMe*. The aim of the event is to raise the awareness of the issues of both campaigns, as well as providing the mental health service users with an opportunity to participate fully in a high-profile sporting event they may not otherwise get the opportunity to do. The minimal running costs associated with this event are borne by the Council's Housing and Community Care Service.

The various ad hoc initiatives since 2005 have included the partnership organising a stadium event at McDiarmid Park (St. Johnstone's home ground) in October 2005 to engage with adults with learning disabilities. Also, in March 2007 the partnership enabled pupils from the Frederick Chopin Saturday Polish School in Perth to attend a St. Johnstone match and distributed bi-lingual *Show Racism the Red Card* materials to the children. Furthermore, in February 2008 two events were held in Perth: an

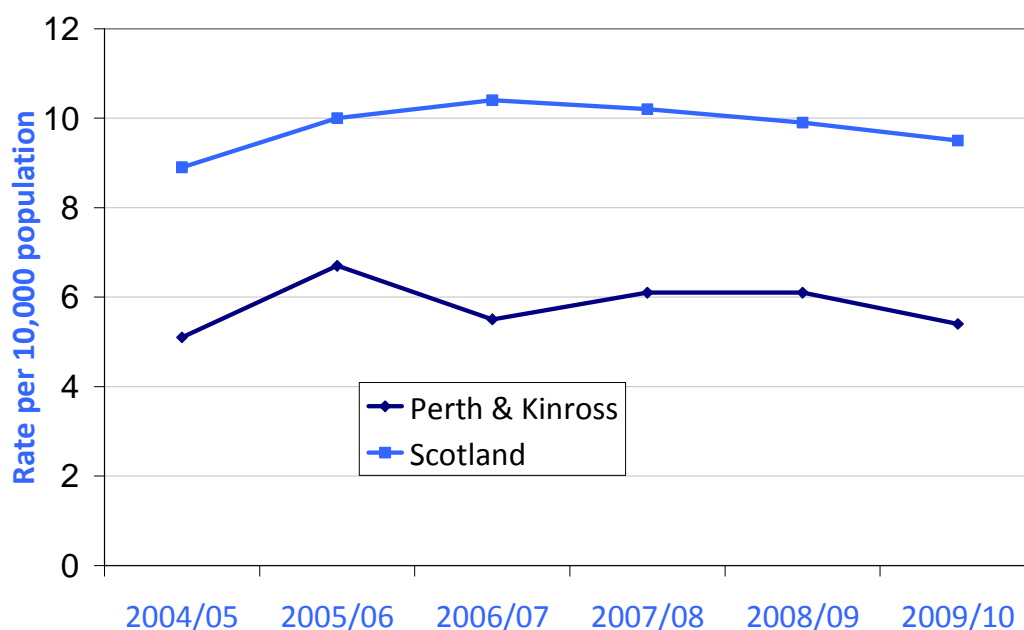
anti-racism educational and coaching workshop was held with young offenders at HMP Friarton and a Red Card day of action was held at Bells Sports Centre, jointly delivered with Scottish Hockey Union. Students with additional support needs at Perth College UHI have benefited from *Show Racism the Red Card* stadium events in 2009 and 2010 which were followed up with a wider student event and inclusive football tournament in 2011 which was in recognition of the growing diversity of the student population there. A community day of action was also held in Perth in January 2009, run jointly with Letham Juneniles F.C. whilst this local team also participated in a *Show Bigotry the Red Card* event earlier this year. Latterly in 2011 a workshop was delivered within HMP Open Prison at Castle Huntly to a group of inmates there.

Impact

Feedback from event evaluations have been positive and the resulting profile of the events has seen the Council and Perth and Kinross as a whole receive plaudits for its committed approach to tackling racism.

As Figure 1 below illustrates, the rate of reported racist incidents per 10,000 population is lower than the Scottish average and has fallen from a peak of 6.7 in 2005/06 to 5.4 in 2009/10. However, whilst it is impossible to gauge how much impact *Show the Racism the Red Card* has had on this trend it does underline that as racist incidents continue to be reported in the area there is a sustained need for the intervention.

Figure 1: Reported Racist Incidents per 10,000 Population in Perth and Kinross and Scotland 2004/05 – 2009/10



The core early intervention project has grown on a yearly basis since it was launched in Perth and Kinross in 2008/09. Education and coaching workshops were provided to six primary schools within Perth City area as part of the pilot partnership arrangement. The pilot programme was attended by 192 pupils.

In comparison, education and coaching workshops were provided to 19 primary schools across Perth and Kinross in 2010/2011, attended by 430 primary six and seven pupils. This was a 72% increase in participating schools and a 40% increase in participating children from 2009/10. (It should also be noted that an additional six workshops were re-scheduled to after the last recording date mainly due to the severe weather and thus the actual 2010/11 figures are higher.)

The two stadium events held at McDiarmid Park in 2010/11 were held in October 2010 and February 2011, attended respectively by 61 children from North Muirton and Tulloch Primary Schools and 62 children from St. Ninians and St Madoes Primary Schools.

Feedback from workshops and events delivered by the partnership has been very positive. Interacting with St. Johnstone players is a popular feature of the sessions, a useful hook to engage young people, whilst feedback underlines the learning value of the workshops. Post-session comments from young people demonstrate an awareness of the negative impacts of racism, with the mix of visual resources and interactive sessions retaining young people's interest and stimulating thought on the subject. As one teacher noted, *'The DVD was very informative, the question and answer session was thought provoking and it was great for all children to be able to have their questions answered'*.

The work of the partnership in Perth and Kinross has received national recognition. For example, Perth and Kinross was selected by *Show Racism the Red Card* for the national launch of their 'Out of Site' training materials, which are an anti-racist educational resource relating to Gypsy/Roma/Travellers. This event took place at McDiarmid Park in September 2010, with the participation of 21 pupils from Luncarty Primary School. Moreover, the council were invited to give a presentation at a high-profile launch of the campaign's new Scottish DVD at Hampden Park in February 2008. This launch was attended by an audience of 200 including a number of senior Scottish football figures.

Lessons Learnt and Sustainability

Using the recognised '*red card*' brand and a popular medium of football has undoubtedly helped to promote the consequences of racism to a cross-section of the local community and raised the council's profile both locally and nationally in this area of work. The partnership has thus benefitted from the involvement of the *Show Racism the Red Card* national organisation, the local football club and local schools.

An initial obstacle to overcome was identifying start-up funding for the programme. Perth and Kinross has a relatively small BME population and the issue was not seen as overly problematic within the area. However, the continuing occurrence of racist incidents in the local authority area, shown in Figure1, provided a strong argument for the CSP to fund the intervention. The partnership faces similar financial challenges to other interventions in the current fiscal climate. That said, the low running costs of the programme make its long-term sustainability likely.

The delivery of workshops has been occasionally affected by externalities, such as severely adverse weather. This led simply for the workshops to be rescheduled within the school term, rather than be cancelled. There has also been staff turnover within *Show Racism the Red Card*, but this did not adversely affect the effectiveness of the programme within Perth and Kinross.

Currently there is a waiting list for the delivery of workshops, as demand amongst schools exceeds the current capacity of the partnership. The programme is popular with schools as this is an outreach service — with no requisite costs for schools — that ties in with the national curriculum.

Summary

Perth and Kinross Council have worked successfully on a range of anti-racism initiatives with *Show Racism the Red Card* and St. Johnstone F.C. since 2005. These initiatives promote the anti-racism message using a core early intervention model, as well as targeting marginalised groups within the local authority area.

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