



## **Judge for Yourself Glasgow Community Safety Partnership**

### **Executive Summary**

Judge for Yourself aims to develop creative approaches that engage communities in dialogue about the effects of prejudice and its impact on individuals and communities. The project aims to bring the Bridgeton community, a community stigmatised by sectarianism and poverty, together to explore and challenge stereotypes and prejudice through the use of media, discussion and the production of a learning resource film.

Utilising an educational media tool the project aimed to change opinions and make communities aware of the issue of sectarianism and hate crime and the importance of community, restoring community pride.

This project won the Innovative Media Campaign category at the 2015 Safer Communities Awards.

### **Background and Aims**

Bridgeton is one of the most deprived communities in Glasgow and is historically perceived as having strong sectarian associations. This reputation was compounded when Mark Scott was murdered in the centre of Bridgeton in 1995. Mark was targeted because he was wearing clothing associated with Celtic Football Club and his attacker assumed he was a Catholic.

Prior to the 2014 Commonwealth Games, partners expressed general concerns regarding the reception that Games visitors could expect when passing through Bridgeton. The neighbourhood is perceived to be insular and intolerant of “outsiders” and individual members of minority communities had reported being harassed when passing through the area

The idea for the project was born during a meeting between Community Safety Glasgow staff members and Bridgeton residents at an event that explored prejudice. Residents expressed their disappointment about the lack of recognition given to Bridgeton people for their role in apprehending the man responsible for the sectarian murder of Mark Scott in 1995. The project was conceived as a way to give expression to the residents and to present a more balanced view of the community, opening up wider discussion on very sensitive issues.

Judge for Yourself is now being used as a learning resource in primary schools, with groups of young people and within the Bridgeton community to look at questions of prejudice, hate and community. The project aims to promote community pride and tackle the underlying reasons for crimes motivated by prejudice. The intended outcomes of the project include:

- Increased awareness of the impact of prejudice on individuals and communities

- Individual community members develop their ability to recognise and challenge prejudice
- The reputation of Bridgeton is enhanced through foregrounding the community's strengths, and a positive Bridgeton identity is nurtured
- Community members' confidence is increased by participating in film making workshops, group work exercises and public speaking
- A learning resource is created for use in promoting discussion, in a wide range of settings, about the values and attitudes that underpin crimes motivated by prejudice
- Community ambassadors are identified within Bridgeton

## Activities

A group of local residents was recruited to participate in the project. A series of film making workshops were organised for this group. The group undertook research into how Bridgeton was perceived from the outside

The perspectives gathered framed the formulation of an educational video on sectarianism and hate crime. The issues being raised in the workshop sessions include territorialism, violent crime, transmission of prejudices between generations and the link between sectarianism and father / son bonding.

The style and the content of the film was completely determined by the group of local participants and was presented to full multi-generational audience of people from the Bridgeton community. The community members have promoted the film on TV, radio at a Ministerial event and at local viewings. The film was also shown nightly during the Glasgow 2014 Commonwealth Games in a shop front and was also uploaded to the Glasgow Community Safety and Glasgow Council websites and online through Vimeo.

The local participants became community ambassadors engaging in group exercises, learning workshops, film making and public speaking community members are promoting positive discussion about the attitudes that underpin prejudice and sectarianism. The public discussion and intergenerational approach has highlighted what people think and how opinions can be changed to promote community unity. The community ambassador's presences help to challenge the stereo types of their area, and were living examples of community pride.

## Impact

The project has been disseminated widely across the West of Scotland with all age groups involved in identifying the issues surrounding sectarianism, hate crime and community division. Public perception has been positive with communities and residents identified as being more important than the divides.

The film was premiered at a community screening in Thenu Housing Association's Heritage and Learning Centre. Organisers had anticipated attendance of 100 people. There were in excess of 150 attendees on the night including community groups from other neighbourhoods in Glasgow and a party on a study visit from Northern Ireland.

Observations were that the audience reacted with warmth and pride toward the film and film makers. The number of people who attended are an indication of the interest that it has generated among residents. During the Q&A session, audience members from outwith Bridgeton said that the film had inspired them and that taking a whole community approach is the correct way to address prejudice.

- Mainstream and social media reached over 449,000 people
- The DVD has been screened to over 339 people plus the shop front screenings
- Training inputs reached 82 people

The innovative film is now being used as a learning resource by Stand up to Sectarianism, Youth Scotland and Sense over Sectarianism projects.

## **Monitoring and Evaluation**

The project was evaluated and the findings identified that the project had been well launched through a community premier event with ministerial support and partnership involvement. The level of media interest was beneficial in engaging a wider audience with the projects discussion groups, film making and community awareness events were credited with boosting community confidence and awareness of the issues surrounding sectarianism and hate crime.

The outcomes realised by the project have raised awareness of the impact of prejudice. Through increased media coverage and a successful film the project has been successful in challenging the main stereotypes about Bridgeton. This has contributed to improved and positive public perception promoting the community's biggest asset; its people.

Through the projects ambassadors, who made the film for Bridgeton, publicity has been provided by television, radio and through speaking at the film premiere and other community events.

Feedback from sessions using the film as a learning resource indicate that it has been successful in opening up dialogue about prejudice.

Film makers reported their confidence increased throughout the process of making and promoting the film, delivering input to sessions where the film is being used as a learning resource and developing community engagement with the project.

With additional charitable organisations taking an interest it is likely that further engagement and awareness raising initiatives will use the same template used by this project promoting more engagement and community consultation.

## **Lessons Learnt and Sustainability**

Despite the main aims of the project being realised the evaluation identified that additional funding would have made the film more accessible to other communities and that the value of social media was such that a more coordinated approach to launching the project on social media would have been beneficial.

However, other charities and community groups expressed an interest in the project and to support them Judge for Yourself has secured additional funding to create a 'making of' the film so that other community groups can learn from the process and be encouraged to make their own film.

The importance of online resources was identified in the evaluation which prompted a more coordinated online resource to support the films dissemination. During the project the film was disseminated through the Glasgow City Council Website, Community Safety Glasgow and the media co-op Vimeo channels.

## Resources

The funding for the project was provided by Community Safety Glasgow, Sense over Sectarianism and Clyde Gateway. Workshop venues, planning and promotion provided in kind by Thenu Housing Association and Glasgow Life. The total project cost was £19,514

In addition to the funding the primary resource was the community and its members with support, administration and dissemination provided through:

- Clyde Gateway providing funding and shop front window space for the film to be shown nightly throughout Glasgow 2014 Commonwealth Games
- Bridgeton Community Learning Campus providing support to recruitment and engagement with the community
- Glasgow City Council Sense over Sectarianism providing funding and championing the release of the film
- Glasgow City Council for the use of the website which showed the film online
- Community Safety Glasgow for use of website to disseminate the film online
- Media Coverage through STV Glasgow and Daily Record and Evening Times
- Vimeo on which the film has been uploaded for viewing

## Outcomes

National:	National Outcome 9: We live our life's safe from crime, disorder and danger.
	National Outcome 11: We have strong resilient and supportive communities where people take responsibility for their own actions and how they affect others.
	National Outcome 13: We take pride in a strong, fair and inclusive national identity
Justice Strategy	Tackling hate crime and sectarianism

### Practice Note Information

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