

PERTH AND KINROSS COUNCIL

Community Safety Committee – 22 August 2012

**SHOW RACISM THE RED CARD
IN PERTH AND KINROSS 2011/12**Report by
Executive Director (Housing & Community Care)**ABSTRACT**

This report outlines the successful work carried out in partnership with *Show Racism the Red Card*, St. Johnstone Football Club and Perth and Kinross Council during 2011/12.

1 RECOMMENDATIONS

- 1.1 It is recommended that the Community Safety Committee endorses the successful work carried out in partnership with *Show Racism the Red Card*, St. Johnstone Football Club and Perth and Kinross Council during 2011/12.

2. BACKGROUND

- 2.1 *Show Racism the Red Card* is a national anti-racist charity which was established in January 1996 and celebrated its 15th Anniversary last year.
- 2.2 Its aim is to produce anti-racist educational resources, which harness the high profile of professional footballers to combat racism.
- 2.3 Perth and Kinross Council's Housing and Community Care has worked successfully on a range of ad-hoc initiatives with *Show Racism the Red Card* since 2005.
- 2.4 These initiatives have been targeting service users; staff and other partner agencies and services to promote the anti-racism message.
- 2.5 During 2008/09 a formalised partnership arrangement was entered into with *Show Racism the Red Card* and St. Johnstone F.C. in order 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 Perth and Kinross Community Safety Partnership and has continued each year thereafter.

3. SHOW RACISM THE RED CARD INITIATIVES DURING 2011/12

- 3.1 The *Show Racism the Red Card* billboard jointly sponsored by the Perth and Kinross Community Safety Partnership and the local branch of UNISON continues to feature in a prominent pitch-side location at McDiarmid Park since it was launched in December 2007.

- 3.2 The *Show Racism the Red Card* posters of St. Johnstone F.C. for season 2011/12 were again jointly supported by the Community Safety Partnership and the local branch of UNISON. These were distributed widely across Perth and Kinross including an annual match-day distribution by volunteers to fans at a St. Johnstone game during the *Show Racism* Fortnight of Action in October. Posters can also be seen in Perth and Kinross at schools, libraries, Housing and Community Care establishments and retail outlets. 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 popular way of promoting a positive anti-racist message to a wide audience.
- 3.3 Perth and Kinross Council's Housing and Community Care service organised their sixth annual football match for mental health service users during the *Show Racism the Red Card* Fortnight of Action in October 2011. This match takes place with the youth football players of St. Johnstone and is done in conjunction with the mental health anti-stigma 'see me' campaign as the Mental Health and Wellbeing week coincides with the *Show Racism the Red Card* Fortnight of Action. This event is now firmly established in the calendar and continues to prove successful in raising 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. Perth and Kinross Council and St. Johnstone F.C. are also now 'see me' pledge signatories and both organisations were invited to deliver a presentation highlighting this successful initiative at a 'see me' regional conference earlier this year.
- 3.4 28 anti-racism education and coaching workshops were provided to 25 different primary schools across Perth and Kinross. Educational resources and materials are provided by *Show Racism the Red Card* (DVDs; teaching pack; magazines and posters) and following a classroom session, pupils were given some fun football coaching. The workshops were carried out by members of the St. Johnstone F.C. community coaching team after receiving the necessary training from *Show Racism the Red Card*. A total of 698 primary 6 and 7 children have attended the workshops which are detailed in Appendix I. There was a 31% increase in participating schools and a 68% increase in participating children from the previous year. For the first time 3 of the workshops were specific 'Out of Site' workshops using the Gypsy/Roma/Travellers anti-racism materials following the launch of these last year by *Show Racism the Red Card*.
- 3.5 Two full day 'stadium events' were also held at McDiarmid Park with players from St. Johnstone F.C., council staff, elected members and members of the *Show Racism the Red Card* campaign team. These events take the form of a carousel of educational and fun coaching workshops in the morning; showing of the *Show Racism the Red Card* DVD and a Questions and Answers Session for Panel members in the afternoon (which included high-profile St. Johnstone F.C. players and management at one of the events). One event was held in September and was attended by 75 children from Moncreiffe, Pitcairn and Blairingone Primary Schools whilst the second was held in February and was attended by 70 children from Ruthvenfield and St John's RC Academy Primary Schools.

- 3.6 The Perth and Kinross Community Safety Partnership also provided additional funding in 2011/12 to allow a further 10 'Out of Site' workshops to be provided by *Show Racism the Red Card's* education team. This allowed those schools on the 'waiting list' for general anti-racism workshops to be included in the programme and also ensured that more young people were receiving positive information relating to anti-racism specifically for the Gypsy/Traveller/Roma community. 258 children and 7 schools took part in these additional workshops as detailed in Appendix II.
- 3.7 1101 pupils from 36 individual primary schools have benefited from these programmes which is a notable achievement. (698 in the initial school workshops; 145 at the 2 stadium events and 258 at the additional 'Out of Site' workshops).
- 3.8 The final piece of work during the current financial year with *Show Racism the Red Card* was workshops at HMP Perth which will involve *Show Racism the Red Card* educational staff and coaches delivering 2 educational anti-racist workshops and coaching sessions to inmates and a similar session was also held at HM Open Prison Castle Huntly.
- 3.9 Appendix III indicates the growth of this project since 2008/09.

4. CONSULTATION

- 4.1 Education and Children's Services, Scottish Prison Service and Tayside Police were consulted during the preparation of this report.

5. RESOURCE IMPLICATIONS

- 5.1 There are no resource implications arising from this report.

6. COUNCIL CORPORATE PLAN OBJECTIVES 2009-2012

- 6.1 The Council's Corporate Plan 2009-2012 lays out five Objectives which provide clear strategic direction, inform decisions at a corporate and service level and shape resources allocation. The relevant three objectives are as follows:-

- (i) A Safe, Secure and Welcoming Environment
- (ii) Healthy, Caring Communities
- (v) Confident, Active and Inclusive Communities

7. EQUALITIES IMPACT ASSESSMENT (EqIA)

- 7.1 An equality impact assessment needs to be carried out for functions, policies, procedures or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies.

7.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:

- i) Assessed as **not relevant** for the purposes of EqIA

8. STRATEGIC ENVIRONMENTAL ASSESSMENT

8.1 Strategic Environmental Assessment (SEA) is a legal requirement under the Environmental Assessment (Scotland) Act 2005 that applies to all qualifying plans, programmes and strategies, including policies (PPS).

8.2 However, no action is required as the Act does not apply to the matters presented in this report. This is because the Committee are requested to note the contents of the report only and the Committee are not being requested to approve, adopt or agree to an action or to set the framework for future decisions.

9. CONCLUSION

9.1 This report outlines the positive work which has continued to be achieved by working with *Show Racism the Red Card* on a number of successful initiatives during 2011/12 which continues to grow each year that the partnership arrangement has been in place. Using the recognised 'red card' brand and a popular medium of football has undoubtedly helped to get a vital message across to a cross-section of the local community and has raised the Council's profile both locally and nationally in this area of work. Over 1000 young people and prisoners alone have attended events and been educated in the dangers of racism and rejecting prejudice for less than £8.50 per head. In addition many teachers, staff, football fans and numerous other young people and adults who attend matches at McDiarmid have also benefited from the wider awareness raising which will have raised the profile that racism in any shape or form is not tolerated in Perth and Kinross.

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“Show Racism the Red Card” Workshops

| Date | School | Coach | No. boys attending | No. girls attending | Total attending |
|----------------------|-----------------------------------|-------------------------|---------------------------|----------------------------|------------------------|
| Tuesday 25 October | Errol | Simon Jackson | 11 | 9 | 20 |
| Thursday 27 October | Rattray – session 1 | Dave Black | 12 | 13 | 25 |
| Tuesday 1 November | Our Lady’s | Simon Jackson | 17 | 14 | 31 |
| Thursday 3 November | Rattray 1- session 2 | Dave Black/Paul Sheerin | 12 | 14 | 26 |
| Tuesday 8 November | Auchtergaven | Simon Jackson | 18 | 14 | 32 |
| Thursday 10 November | Luncarty (Out of Site) | Paul Sheerin | 12 | 11 | 23 |
| Tuesday 15 November | Robert Douglas Memorial | Simon Jackson | 18 | 12 | 30 |
| Thursday 17 November | <i>IN SERVICE DAY</i> | | | | |
| Tuesday 22 November | Tulloch (Out of Site – session 1) | Simon Jackson | 18 | 16 | 34 |
| Thursday 24 November | Tulloch (Out of Site – session 2) | Paul Sheerin | 17 | 15 | 32 |
| Tuesday 29 November | Abernethy | Simon Jackson | 13 | 8 | 21 |
| Thursday 1 December | Murthly | Paul Sheerin | 12 | 9 | 21 |
| Tuesday 10 January | Muthill | Simon Jackson | 13 | 10 | 23 |
| Thursday 12 January | Inchview – session 1 | Paul Sheerin | 15 | 12 | 27 |
| Tuesday 17 January | Longforgan | Simon Jackson | 13 | 10 | 23 |
| Thursday 19 January | Inchview – session 2 | Paul Sheerin | 17 | 14 | 31 |
| Tuesday 24 January | Coupar Angus | Simon Jackson | 18 | 16 | 34 |

| | | | | | |
|-------------------------|------------------------------------|------------------|-------------------|-------------------|-------------------|
| Thursday 26 January | Kinnoull | Paul Sheerin | 14 | 11 | 25 |
| Tuesday 31 January | Comrie | Simon Jackson | 12 | 11 | 23 |
| Thursday 2 February | Oakbank – session 1 | Paul Sheerin | 13 | 12 | 25 |
| Tuesday 7 February | St. Dominic's | Simon Jackson | 12 | 13 | 25 |
| Thursday 9 February | Madderty | Paul Sheerin | 11 | 10 | 21 |
| Tuesday 14 February | Letham | Simon Jackson | 13 | 12 | 25 |
| Thursday 16 February | <i>SCHOOL HOLIDAY DATE</i> | | | | |
| Tuesday 21 February | Guildtown | Simon Jackson | 14 | 9 | 23 |
| Thursday 23 February | Oakbank – session 2 | Paul Sheerin | 11 | 13 | 24 |
| Thursday 1 March | Aberuthven/Dunning (at Dunning) | Paul Sheerin | 10 | 8 | 18 |
| Tuesday 6 March | Arngask | Simon Jackson | 14 | 9 | 23 |
| Thursday 8 March | Pitlochry | Paul Sheerin | 10 | 9 | 19 |
| Tuesday 13 March | Abernyte | Simon Jackson | 8 | 6 | 14 |
| | <u>TOTALS</u> | | <u>378</u> | <u>320</u> | <u>698</u> |

“Out of Site” Workshops

| Date | School | No. boys attending | No. girls attending | Total attending |
|-------------------|---------------------------|---------------------------|----------------------------|------------------------|
| Monday 12 March | Milnathort | 14 | 14 | 28 |
| Monday 12 March | Balhousie | 21 | 9 | 30 |
| Friday 23 March | North Muirton (3 classes) | 20 | 22 | 42 |
| Tuesday 24 April | Auchterarder | 19 | 18 | 37 |
| Tuesday 24 April | Kinross | 10 | 18 | 28 |
| Thursday 26 April | Breadalbane | 18 | 19 | 37 |
| Friday 27 April | Oakbank (2 classes) | 28 | 28 | 56 |
| | <i>TOTALS</i> | <i>130</i> | <i>128</i> | <i>258</i> |

Yearly Participation Numbers

| Financial Year | Number of school workshops and participating schools | Number of participants | Number of stadium events | Number of participants | Additional events |
|-----------------------|---|-------------------------------|-----------------------------------|---|---|
| 2008/09 | 9 workshops – 6 schools | 192 | 2 | 60 (Perth College) 45 (primary school pupils) | ❖ Annual 'see me' joint event |
| 2009/10 | 18 workshops – 17 schools | 420 | 2 | 60 (Perth College) 47 (primary school pupils) | ❖ Annual 'see me' joint event ❖ 1 x Islamaphobia Workshop (secondary school) |
| 2010/11 | 19 workshops – 19 schools | 430 | 2 (plus 1 event at Perth College) | 123 (primary school pupils) 50 (Perth College) | ❖ Annual 'see me' joint event ❖ 4 x Islamaphobia Workshops (secondary schools) ❖ 1 x Workshop HM Open Prison Castle Huntly |
| 2011/12 | 28 workshops – 25 schools | 698 | 2 | 145 (primary school pupils) | ❖ Annual 'see me' joint event ❖ 10 x additional 'Out of Site' workshops (7 schools; 258 pupils) ❖ 2 x Workshops HMP Perth 1 x Workshop at HM Open Prison Castle Huntly |

