

**COMMUNITY COHESION POLICY REVIEW
2011/12: SHOW RACISM THE RED CARD**

REPORT OF THE CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3: SAFE CITY

CORPORATE PRIORITIES: C101: Delivering Customer Focussed Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'

1. Purpose of Report

- 1.1 The purpose of the report is to receive a presentation from Show Racism the Red Card as part of the Committee's policy review into community cohesion.

2. Background

- 2.1 On 7 June 2011, the Committee agreed to undertake a policy review into the actions and interventions being taken by the Council and its partners in relation community cohesion and how national policy will impact on the city.

3 Current Position

- 3.1 Show Racism the Red Card is an educational charity established in 1996 which aims to combat racism through enabling role models, who are predominately but not exclusively footballers, to present an anti-racist message to young people and others.
- 3.2 The organisation works with schools throughout the North East and East and South East of England to deliver anti-racism workshops to more than 10,000 young people every year. The aim is to:-
- educate young people about the causes and consequences of racism and to explore the various forms racism can take.
 - empower young people to challenge racism in the communities in which they live, providing them with relevant knowledge and information to enable them to do this.

- help young people prepare to play an active role as citizens in an increasingly multi-cultural society.
- enable young people to develop good relationships and respect the differences between people, regardless of their ethnicity, faith, culture or nationality.

3.3 Craig Bankhead will provide a presentation on the work of Show Racism the Red Card and answer any questions from members.

4. Recommendations

4.1 Members are recommended to consider the report which will be included as part of its policy review into community cohesion.

5. Background Papers

Sunderland Partnership – Community Cohesion Strategy 2008-2015

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