

**Show Racism the Red Card**  
Scotland

# FORTNIGHT OF ACTION IN SCOTLAND 2011

**TACKLING RACISM AND SECTARIANISM,  
PROMOTING INCLUSION**

**Report by Amanda Peebles, Campaign Worker**

November 2011



Ayr United FC

# INTRODUCTION

**The 8th Show Racism the Red Card Fortnight of Action in Scotland took place from the 14th – 31st October 2011.**

For the first time ever, the 2011 Fortnight of Action made a stand against both racism and sectarianism. The campaign felt it was vital to highlight the anti-sectarian message as well as the anti-racism message during this year's Fortnight of Action, especially when recent incidents have once again highlighted the problem of sectarianism within our communities.

This time of concerted action across Scotland encourages community groups, schools and professional football clubs, amongst others, to positively engage with Show Racism the Red Card. A major aim of the first joint Show Racism and Bigotry the Red Card Fortnight of Action was to encourage anti-racism / anti-sectarian actions, events and initiatives to take place throughout the year.

The involvement of professional football clubs is central to Show Racism the Red Card's method of engaging with positive anti-racism / anti-sectarian messages. The Fortnight of Action is Scotland's method of participation in UEFA partners Football Against Racism in Europe's action weeks.

## FORTNIGHT OF ACTION — LAUNCH

**The Fortnight was launched with a charity football match between ex-professional footballers and Scottish politicians on Friday 14 October 2011 at Toryglen Regional Football Centre, Glasgow.**

Once again, this proved a great way to kick-start the fortnight of anti-racism and anti-sectarianism actions. Toryglen Regional Football Centre was a great venue for the launch with marvellous indoor facilities for the charity football match and networking after the game.

*Although most Scottish schools were not on their October week holidays a small number were, so the campaign decided to open the event to the public by promoting the launch via our website, our Facebook and Twitter accounts, and through our main contacts – something which had not been done before. The majority of observers came from a youth group in Stirling and we had a very positive response:*

*"I just wanted to say thank you on behalf of Stirling Council Youth Services, for making the boys' day on Friday at Toryglen. They had a ball and didn't stop talking about it all night.*

*"We are going to write up our day away and the boys will make a portfolio of how they felt it went but we will keep you posted as this was a big day for them as they are now going to start a project based around racism and sectarianism."*

***Emma Plank, Youth Services Worker, Stirling Council Youth Services***

The above highlights that, not only did the attendees enjoy the event and provide positive feedback, but it inspired them to get involved and develop anti-racism / anti-sectarianism actions of their own in their own community. We hope to hold the launch at Toryglen again next year as the facilities were great, and if possible tie in the launch with the Glasgow October School holidays and widely promote the event to encourage as many people to attend as possible. Hopefully this will inspire even more anti-racism / anti-sectarianism actions next year.

The launch event was sponsored by UNISON Scotland and built momentum for all of the anti-racism and anti-sectarianism actions at SPL, SFL, SWPL, SWFL, Scottish Cup 2nd round fixtures, and community initiatives which took place across the fortnight. The launch received positive media coverage with presence on BBC Scotland Evening News and STV Evening News on the Friday of the launch, as well as articles in the Daily Record, the Evening Times, the Herald and the Sunday Mail.



**Fortnight of Action Launch: Scottish Politicians and Ex-Professional Footballers, Referee and Team Captains - MSP Ken MacIntosh and Ex-Professional Tom Boyd**

## FORTNIGHT OF ACTION – COMMUNITY GRANTS

A Grant Scheme is undertaken annually to encourage participation from non-statutory organisations in organising and delivering anti-racism and, this year, anti-sectarianism events / initiatives throughout Scotland. A total of £4,688 worth of Fortnight of Action community grants were awarded to 14 successful grant applicants. Projects which were successful in gaining funding included football festivals, cultural awareness projects and football supporters initiatives across Scotland promoting anti-racism, anti-sectarianism, equality and respect.

| Recipients                              | Geographical Region | Grant Paid    |
|---|---------------------|---------------|
| Afroscots United                        | Glasgow             | 300           |
| Bairns Trust                            | Falkirk             | 408           |
| Bridging the Gap                        | Glasgow             | 360           |
| Edinburgh South FC                      | Edinburgh           | 310           |
| Glenrothes Strollers FC                 | Fife                | 351           |
| Govan Youth Information Project         | Glasgow             | 620           |
| Queen's Park in the Community           | Glasgow             | 188           |
| Springburn Nursery School               | Glasgow             | 338           |
| The Honest Men Trust                    | South Ayrshire      | 440           |
| The Spartans Community Football Academy | Edinburgh           | 330           |
| Ullapool High School                    | Inverness           | 203           |
| UNISON South Ayrshire Branch            | South Ayrshire      | 500           |
| United Clydebank Supporters Trust       | Glasgow             | 40            |
| Youth Inclusive                         | Inverness           | 300           |
|   | <b>Total</b>        | <b>£4,688</b> |



**Edinburgh South FC**

## **GRANT RECIPIENT FEEDBACK:**

*"This was a really positive event and I would thoroughly recommend using Amina Muslim Women's Resource Centre as a positive organisation involved in anti-discriminatory education work. Nadia El Nakla (the presenter) was an inspirational and motivating speaker and communicated extremely well with the students.*

*"It's interesting that some students commented on Muslim women supposedly being compelled to wear certain clothes. I have definitely told them this is not the case in lessons but I think that actually meeting a woman who was a Muslim but who was not dressed as they expected was more powerful than anything I could have said.*

*"Students were very engaged in the lessons. Following the event, students have made positive comments regarding the event. Other classes have asked about the event and asked why they were not involved, so students who took part have clearly been talking positively about it outside class."*

**Ann Falconer PT Guidance Teacher, Ullapool High School, Cultural Event**

*It was educational and informative. It helped to hear about these things from someone who is a Muslim herself."*

**S3 Participant, Ullapool High School**

*"Thanking you for making it possible to educate the young people on the dangers of racism and sectarianism. By engaging them in activities they were more responsive to taking the messages on board. The day made a big difference to their thinking on anti-racism and anti-sectarianism. "*

**Brian Irvine, Youth Leader, Youth Inclusive**

*"Best day of my school holidays."*

*"This has made a big difference to how I look at people from the Merkinsh area of Inverness (Hilton and Merkinsh areas don't get on socially in Inverness). Bringing together young people from the two areas at this event and the key messages of respect being promoted helped break down the barrier."*

**Participants from Youth Inclusive Fortnight of Action Event**

*"I have been a supporter of Show Racism the Red Card over many years. As a football fan myself, it is important to highlight that the vast majority of people who follow football condemn racism in all its forms. I appreciate the support shown locally for the campaign by Kilmarnock FC, and junior clubs including Auchinleck Talbot. The trade union UNISON in Ayrshire is also to be congratulated for supporting the campaign."*

**Cathy Jamieson MP, UNISON South Ayrshire Activity**

*"Bringing families, players and coaches together under the Show Racism the Red Card banner has helped remind everyone of their responsibilities. We hope it proves to be of some value."*

**George Watson, Community Development Manager, Queen's Park FC**

The grant scheme is an integral part of the Fortnight of Action and a great way of encouraging community organisations to take anti-racism / anti-sectarian action throughout and beyond the Fortnight of Action. The grant scheme would not be possible without the continued and invaluable support from UNISON Scotland, which sponsored this year's grant scheme. A key recommendation for next year would be to involve more trade unions with the aim of securing a minimum of £10,000 for Fortnight of Action community grants, especially now the Fortnight of Action has a joint focus to make a stand against both racism and sectarianism. A further recommendation would be to secure the community grant funding before July 2012, which would allow a good lead in time for the grant scheme to be promoted and would encourage more people to get involved and apply for grant funding.

## PROFESSIONAL FOOTBALL

**The greatest impact during the fortnight is the Scottish Premier League and Scottish Football League 'Weekend of Action'.**

As the campaign launched the first joint Show Racism and Bigotry the Red Card Fortnight of Action, it was agreed that all professional clubs would take a stand against both racism and sectarianism at a home game during the fortnight, meaning there would be double the action that has taken place in previous years. We also developed the ways in which the clubs took action to ensure the biggest and most high profile fortnight so far.

The SPL and SFL actions within the Fortnight of Action are the highest profile events of the Show Racism the Red Card calendar.

Actions taken at all SPL and SFL home games across the fortnight (weekends 15th/16th and 22nd/23rd October) included:

- All SPL and SFL clubs took action at a home game within the fortnight and their strips carried a 'Show Racism and Bigotry the Red Card' logo.
- All clubs wore new 'Show Racism and Bigotry the Red Card' t-shirts during their training sessions immediately prior to the weekend (SPL only).
- All clubs wore new 'Show Racism and Bigotry the Red Card' t-shirts during pre-match warm-ups throughout the fortnight.
- Every club nominated a player or club representative to act as the 'Fortnight of Action Ambassador' to ensure all anti-racism / anti-sectarianism actions took place.



**SFL Ayr United FC**

*“At Dundee United FC we are committed to banishing racism and bigotry from this country. Football is a game for everyone and that’s the message we want to put across. It is vital that we continue to work to change the attitudes of people within football and in the wider community to make Scotland a great place to live for everyone.*”

*“As an Irishman who works in Scotland and has laid down family roots in this country with the birth of my son here, I want it to be a place where he can grow up without prejudice towards other human beings.”*

**Sean Dillon, First Team Captain, Fortnight of Action Ambassador, Dundee United FC**

*“Stenhousemuir FC is delighted to participate in the Show Racism the Red Card Fortnight of Action. We as a club wholeheartedly support this initiative. We believe that it is vital to highlight both the anti-racism and anti-sectarian message and do in fact have a first team squad picture showing the ‘Show Racism the Red Card’ cards on the front cover of our match day programme.”*

**Martin McNairney, Club Chairman, Fortnight of Action Ambassador, Stenhousemuir FC**

- All players and match officials at each game held up ‘Show Racism and Bigotry the Red Card’ cards prior to kick-off, this was complemented by either a pre-recorded message by the club’s Fortnight of Action Ambassador, or a statement read out by the match commentator - reinforcing the clubs support for the key messages being promoted.
- Where facilities allowed, score boards and or stadium hoardings carried ‘Show Racism the Red Card’ branding.
- Ball attendants wore ‘Show Racism and Bigotry the Red Card’ branded t.shirts throughout all SPL fixtures.
- Show Racism the Red Card articles were featured on football authorities’ and football club websites.
- Articles on Show Racism the Red Card were featured in Match Day programmes.
- Managers and Coaches wore Show Racism the Red Card badges throughout games during the fortnight and at Press / Media interviews.
- Hospitality was provided for Show Racism the Red Card staff plus guests at SPL matches.



The new additions worked extremely well. Having the campaigns branding on all home team strips throughout the fortnight provided a powerful image to demonstrate that there is no place for racism and sectarianism in football or society.

The only addition tested this year which did not work was that of having all home team Captains, or Fortnight of Action ambassadors, wear 'Show Racism and Bigotry the Red Card' branded armbands. Feedback highlighted that footballers were not keen on wearing armbands - it is only ever captains armbands that are present throughout games unless absolutely necessary. Therefore, this will not be pursued next year.

The new 'Show Racism and Bigotry the Red Card' branded t-shirts worn by professional footballers were key to promoting the first ever joint Fortnight of Action, and would not have been possible without sponsorship from the PFA Scotland.

Additionally, it is right to highlight the continued invaluable support received from the SPL, SFL and their respective clubs. Below is an example of what it would cost for the above list of actions to take place without the in-kind support of the football authorities and their clubs:

### Match Day Activity £120,000

One 'weekend of action' that will include:

- Squads wearing campaign t-shirts during training the day before the match
- Squads warm-up in campaign t-shirts on match day
- Messaging displayed by players on the field before kick-off
- PA announcements to support on-field activity and messaging
- Match day programme article
- Right to brand first team shirts with campaign logo
- 2 x Directors Box tickets per match
- Website articles on SPL and club websites

There were two weekends of focused Show Racism the Red Card activity at all SPL games, which would total £240,000 if we did not receive in-kind support from the SPL and their clubs. This is without including SFL activity. It shows clearly that football authorities and clubs contribute massively to the campaign.

Without this continued in-kind support the professional football activity throughout the Fortnight of Action would be impossible – the input of professional football is vital to the success of the Fortnight of Action.

Throughout the fortnight 32 SPL / SFL fixtures had red card presence across the two weekends. On Saturday 15th October the Kilmarnock vs. Celtic game was shown on ESPN, and on Saturday 22nd October the Motherwell vs. Kilmarnock game was shown on Sky Sports 4, with over 250,000 people watching these. These games were also broadcast internationally to over 50 countries but we do not have the international audience figures.

The SPL and SFL actions throughout the fortnight received the highest media coverage of any previous Fortnight of Action, with coverage on BBC Scotland News, STV News, the Daily Record, the Sunday Mail, The Herald, the Sunday Herald and the Evening Times, as well as coverage in many local newspapers.



*Celtic Programme Article*

**Saturday 15 & Sunday 16 October 2011****SPL Fixture**

---

|                               |
|-------------------------------|
| Aberdeen v Dundee United      |
| Dunfermline Athletic v Hearts |
| Hibernian v Motherwell        |
| Kilmarnock v Celtic           |
| Rangers v St Mirren           |
| St Johnstone v Inverness CT   |

**SFL Fixture**

---

|                               |               |
|-------------------------------|---------------|
| Dundee v Ross County          | 4030          |
| Falkirk v Queen of the South  | 3094          |
| Morton v Hamilton             | 2264          |
| Albion Rovers v East Fife     | 403           |
| Brechin v Airdrie United      | 455           |
| Cowdenbeath v Stirling Albion | 312           |
| Forfar v Arbroath             | 908           |
| Stenhousemuir v Dumbarton     | 529           |
| Alloa v Berwick               | 442           |
| Annan Athletic v Elgin City   | 417           |
| Clyde v East Stirling         | 611           |
| Peterhead v Stranraer         | 405           |
| Queen's Park v Montrose       | 529           |
| <b>Total</b>                  | <b>14,399</b> |

**Attendance Figures****Saturday 22 & Sunday 23 October 2011****SPL Fixture**

---

|                                     |
|-------------------------------------|
| Celtic v Aberdeen                   |
| Dundee United v St Johnstone        |
| Inverness CT v Dunfermline Athletic |
| Motherwell v Kilmarnock             |
| St Mirren v Hibernian               |

**SFL Fixture**

---

|                                   |               |
|-----------------------------------|---------------|
| Ayr United v Dundee               | 1345          |
| Livingston v Morton               | 1740          |
| Partick Thistle v Falkirk         | 2824          |
| Raith Rovers v Queen of the South | 1523          |
| Ross County v Hamilton            | 2431          |
| Albion Rovers v Arbroath          | 338           |
| Dumbarton v Airdrie United        | 755           |
| East Fife v Stirling              | 617           |
| <b>Total</b>                      | <b>11,573</b> |

**Attendance Figures**

## Scottish Cup 2nd Round Fixtures

The Scottish Cup 2nd Round Fortnight of Action activity took place on Saturday 22 October 2011; the players and match officials participated in a 'Show Racism and Bigotry the Red Card' display before kick-off across 16 fixtures.

**Sunday 23 October 2011**

## Scottish Cup 2nd Round Fixtures

Clachnacuddin v Inverurie Loco Works

Vale of Leithen v Cove Rangers

Gala Fairydean v Golspie Sutherland

Bo'ness United v Whitehill Welfare

Fraserburgh v Elgin City

Wigtown and Bladnoch v Stranraer

Peterhead v Nairn County

Wick Academy v Keith

Culter v Spartans

Alloa Athletic v Annan Athletic

Deveronvale v Berwick Rangers

Auchinleck Talbot v Threave Rovers

East Stirling v Buckie Thistle

Huntly v Queen's Park

Montrose v Clyde

Edinburgh City v Irvine Meadow



*SFL Alloa Athletic FC (2nd Round Scottish Cup tie)*

# FORTNIGHT OF ACTION: SWPL AND SWFL

The SWPL and SWFL Fortnight of Action activity took place on Sunday 16 October and Sunday 23 October, the players and match officials participated in a 'Show Racism and Bigotry the Red Card' display before kick-off taking place across 24 fixtures.

**Sunday 16 October 2011**

## SWPL Fixtures

Hibernian v Spartans

Falkirk Ladies v Hutchison Vale

Glasgow City v Celtic

FC Kilmarnock v Inverness City

Rangers v Hamilton

Sunday 23 October 2011

### SWFL 1st Division Fixtures

Toryglen v Aberdeen

Wishaw Juniors v Paisley Saints

Cowdenbeath v Hibernian 2000

Glasgow City Reserves v Celtic Reserves

Troon v Queen's Park

### SWFL 2nd Division North Fixtures

Aberdeen City v Dundee City

Forfar Farmington Blues v Kemnay

Buchan v Moray

Dee Vale v Stonehaven

### SWFL 2nd Division West Fixtures

Stranraer v Viewfield Rovers

Hamilton Reserves v Milton Rovers

Glasgow Girls v Dumfries

Murieston Ladies v Kilwinning

Airdrie United v EK Galaxy

### SWFL 2nd Division East Fixtures

Dunfermline v Falkirk

Hearts v Forfar Farmington Ladies

Stenhousemuir v Hibernian 1875

Jeanfield Swifts v Spartans C

Spartans B v East Fife

*Left: SWFL Airdrie United FC v EK Galaxy FC*

*Below: SWFL Glasgow City Reserves FC*



## CONCLUSION

This has been a record breaking Fortnight of Action in Scotland. For the first time the Fortnight of Action made a stand against both racism and sectarianism, and all professional football clubs took actions across the fortnight, instead of one weekend. This proved extremely beneficial as it enhanced Show Racism the Red Card's profile across the fortnight. We will continue to develop the ways we involve professional football within the Fortnight of Action: a huge platform for the campaign. The increase in the actions taken by professional football clubs proved extremely successful.

More Show Racism the Red Card actions took place across Scotland than ever before, from professional football clubs' actions, to community actions within and beyond our Fortnight of Action community grant scheme.



**SWPL Glasgow City FC**

It is truly inspiring to see the Fortnight of Action grow year on year, involving more people and more actions / events than ever before, throughout Scotland. Moreover, this year we have seen a huge increase in grassroots football clubs' involvement within the fortnight. Grassroots football clubs across Scotland have been inspired by the Show Racism the Red Card actions taken by their local SPL and SFL teams to get involved and replicate the actions at their own games and within their communities. This is significant as it highlights the importance of spreading the message, and the crucial role that professional footballers play as role models.

However, it is also important that these actions act as a catalyst for further anti-racism and anti-sectarianism events and initiatives throughout the year. For instance, professional football clubs, managers and players will participate in anti-racism and anti-sectarianism educational events at their clubs throughout the season and they will support our 'Annual Anti-Racism and Anti-Sectarianism Creative Competition' by donating prizes and sending players to the awards ceremony, to support the campaign and present prizes to the winners.

Schools and Further Education Colleges can get involved by entering our Annual Anti-Racism and Anti-Sectarianism Creative Competition. School pupils can also attend our educational events at football clubs and grassroots football teams can get involved in our SPL Trust grassroots football initiative.

Furthermore, and most importantly, schools / colleges / grassroots football clubs etc can arrange their own anti-racism and anti-sectarianism events within their communities, throughout the year, with the support of Show Racism the Red Card resources.

There are many ways to get involved, and to engage with Show Racism the Red Card, to promote anti-racism, anti-sectarianism, and messages of equality and respect. The Fortnight of Action is a fantastic platform to showcase the anti-racism and anti-sectarianism messages and to encourage more people to get involved and take action throughout the year. The continued growth of the Fortnight of Action highlights its importance and reputation for excellence.

Above all, the success of the Fortnight of Action is due to the invaluable support and funding received from the Scottish Government, trade unions, football authorities and their clubs, PFA Scotland and community organisations across Scotland. With that continued support we are confident that the significant success of this year's event can be surpassed in 2012.

# SHOW RACISM THE RED CARD SCOTLAND

The Pentagon Centre, Suite 311, Washington Street  
Glasgow G3 8AZ  
Tel: 0141 222 2058  
email: [info@theredcardscotland.org](mailto:info@theredcardscotland.org)  
[www.theredcardscotland.org](http://www.theredcardscotland.org)

