

## AGENDA ITEM No. 3 NORTH LANARKSHIRE COUNCIL

## REPORT

To: POLICY AND RESOURCES (COMMUNITY DEVELOPMENT) SUB COMMITTEE	Subject: UNITING BRITAIN CAMPAIGN IN SCOTLAND "ROOTS OF THE FUTURE"	
From: CHIEF EXECUTIVE		
Date: 22 May 1996	Ref: MC/MBG	

## 1 Introduction

- 1.1 The Commission for Racial Equality has launched a new project called "Roots of the Future", which will emphasise the positive contributions made to the social, economic and cultural life of this country by individuals and communities from a rich variety of backgrounds.
- 1.2 The main vehicles for the project will be a book and a travelling exhibition, which will be launched at St James' Palace and will tour major cities between July 1996 and early 1997.
- 1.3 The exhibition will visit Scotland twice; to Glasgow in August and Edinburgh at the end of the year.

## 2 Sponsorship

- 2.1 The Commission are offering Founding Patrons and all new authorities priority notification of sponsorship opportunities within the Campaign during 1996/97.
- 2.2 Details of the Sponsorship Package are outlined in the letter from the Commission appended to this report.

## 3 Recommendations

It is recommended that the Sub Committee

- (i) authorise the Chief Executive to obtain further information on sponsorship arrangements for the Roots of the Future Project.
- (ii) otherwise note the contents of the report.

*M. Castle*  
Chief Executive



35/20  
**COMMISSION FOR  
RACIAL EQUALITY**

**PRIORITY NOTIFICATION**

OFFICE IN SCOTLAND:  
45 HANOVER STREET  
EDINBURGH EH2 2PJ

Our Ref: 2-4-2-1

10 April 1996

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FAX: 0131-226 5243

Mr Andrew Cowe  
Chief Executive  
North Lanarkshire Council  
PO Box 14  
Civic Centre  
Motherwell  
ML1 1TW



Dear Mr Cowe

**UNITING BRITAIN CAMPAIGN IN SCOTLAND**

**'ROOTS OF THE FUTURE'**

This year, under the banner of our highly successful Uniting Britain campaign, we will be unveiling an exciting new project. Called 'Roots of the Future', the emphasis will be on the very positive contributions made to the social, economic, and cultural life of this country by individuals and communities from a rich variety of backgrounds.

The main vehicles for the project will be a book and a related travelling exhibition. The book will be an accessible account of past and present contributions made by people from the country's black and ethnic minority communities. The text, which will be generously illustrated, will aim to inform and to engage the reader. Given its broadly educational viewpoint, it is anticipated that the book will be of particular value to a younger audience, however, it will undoubtedly be of interest to all readers wanting to know more about this "hidden" history.

To complement the book, we are creating a travelling exhibition which, after a prestigious launch at St. James's Palace, will tour major cities between July 1996 and early 1997. Beyond this date, the exhibition will be available for hire by schools, libraries, galleries, etc.

We are also planning to produce positive images to support the project. Designed in conjunction with our advertising agency, Saatchi and Saatchi, these will convey messages about the social, cultural and economic wealth generated by such diversity. We expect these to be as popular worldwide as our other images used to launch the Uniting Britain Campaign in Scotland.

We are currently planning to bring the exhibition to Scotland twice; to Glasgow in August and Edinburgh at the end of the year.

Many local authorities across Scotland made an invaluable contribution to the Campaign last year both financially and in kind. We are currently offering Founding Patrons and all new unitary authorities priority notification of sponsorship opportunities within the Campaign during 1996/7. These include the Scottish leg of the exhibition's UK tour and the overall Campaign Fund which will disseminate materials across Scotland and throughout the year. I have attached details of all sponsorship opportunities available along with copies of the leaflet which summarises the 'Roots of the Future' project. If you require any further information or would like a meeting to discuss the Campaign please feel free to contact our Campaign Manager, Mick Conboy in this office.

Yours sincerely



**Martin Verity**  
**SENIOR OFFICER, SCOTLAND**

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## ROOTS OF THE FUTURE

### Scottish Exhibition Package

Sponsorship opportunities include the associated launch, publicity material, transportation, administration and marketing.

#### Benefits for the Sponsor

- Prominent branding on
  - \* Exhibition stands
  - \* Souvenir Brochure
  - \* Publicity leaflets, postcards, outdoor advertising, and other forms of advertising.
  
- Media Publicity
  - \* All press releases and interviews with national and regional media will make prominent reference to the company.
  
- Distribution of branded publicity materials throughout Scotland to:
  - \* All schools, other educational establishments, and youth-related organisations.
  - \* All arts centres and arts organisations.
  - \* MPs, local councillors, and other local authority representatives.
  - \* Churches, other religious institutions, and voluntary organisations.
  - \* Trade union branches.
  - \* Major companies.
  - \* All media.
  
- Acknowledgement and promotion as a sponsor in the CRE Annual Report to the Home Secretary for 1996.
  
- Assistance with internal publicity and linkage with other Equal Opportunities initiatives inside the organisation.

**Contributions will cover:**

Opening Event x 2	6,000
Venue Hire x 2	4,000
Advertising and paid publicity (eg posters, leaflets, postcards, brochures, billboard sites)	5,000
Administration	2,000
Transport and set-up	4,000
<b>TOTAL</b>	<b>21,000</b>

**UNITING BRITAIN CAMPAIGN IN SCOTLAND**

In addition to specific, project-related sponsorship opportunities, we will continue to seek Patrons to support the overarching Uniting Britain Campaign in Scotland. This will enable us to continue our work in reaching as wide an audience as possible through the kind of activity listed overleaf.

The general campaign fund will allow for promotional activities beyond the exhibition dates and across the whole of Scotland. Contributions last year ranged from £500 – £2,500 and allowed for the distribution of over 150,000 individual items of campaign materials and when added to the support received in kind produced an audience reach of an estimated 1 million people in Scotland.

**Benefits for the Sponsor**

- ◆ All press releases and interviews with Scottish media will make prominent reference to the organisation.
- ◆ Acknowledgement and promotion as a sponsor in the CRE's Annual Report to the Home Secretary.
- ◆ Invitations to prestigious award ceremonies and special events.
- ◆ Distribution of campaign materials will highlight sponsoring organisations.

## UNITING BRITAIN CAMPAIGN IN SCOTLAND

### SUMMARY REPORT 1995/6

Since its launch in April 1995, the Campaign has received tremendous support from organisations and individuals. In its first year, the Campaign Fund received financial contributions from 33 organisations, including many of our leading companies and local authorities from across the country. This generosity in support of a shared objective provided a Campaign Fund of over £25,000. Last year, this money assisted in the production and dissemination of general campaign material as well as that with a distinctive Scottish flavour. Supporters and Patrons have therefore assisted in the distribution of no fewer than 164,450 single items of campaign-related material.

More significant perhaps is that the money received has combined with support in kind to ensure that the message reaches as wide an audience as possible. Thus, the Campaign gained invaluable support from media organisations and from organisations' own advertising budgets which in turn brought the materials to a much larger and more diverse audience. When added to the single item distribution, these multiple viewings account for an audience estimated at 1 million people in Scotland, or roughly 20% of the population.

There have been so many positive contributions over the first year that it is impossible to refer to them all in detail in this brief summary of achievement. As might be expected, the year has been full of examples of organisational commitment and individual energy in spreading the message of the Campaign to an increasingly large and diverse cross-section of the country. To cite just a few examples:

- ◆ Tayside Police taking 2,000 desk stand-ups for every desk in the force area.
- ◆ Scottish Enterprise using 6,000 stickers for all internal and external mail over a two week period.
- ◆ Fire Brigade Union ordering posters for every branch in the country.
- ◆ Glasgow City Libraries distributing 5,000 bookmarks.
- ◆ The Edinburgh Filmhouse and Cameo Cinema showing the related advert for a total of 4 weeks.
- ◆ Raymond Robertson M.P., Minister responsible for race relations, arranging for the display of posters in every Scottish Office building in Edinburgh and Glasgow.

- NUS (Scotland) distributing materials to all affiliated organisations.
- Strathclyde Passenger Transport Executive displaying the posters on the Glasgow Underground for 3 months.
- ◆ Freecard Scotland distributed 60,000 cards in Aberdeen, Edinburgh, Glasgow, Inverness and Stirling.
- ◆ Edinburgh Arts and Entertainment ensured that posters were seen from Highland to Dumfries and Galloway, Strathclyde to Fife.

The Campaign has certainly had an impact in quantifiable terms. According to a public attitude survey conducted last year, almost 60% of respondents found that the "babies" advert made them "really take notice". Over 90% thought that campaigning and advertising was most necessary. Given similar support this year, it would be our intention to carry out a further survey.

As we made clear at the start of the Campaign, we believe the majority of the population share our vision of society and this belief has to an extent, been justified by the response from organisations and individuals. We are now intending to maintain this momentum by running the Campaign into its second year. We will naturally be looking for existing commitments as well as new ones to support us in this. And in order to extend the range of options available to potential sponsors, we will be launching a number of initiatives in the coming year which will provide further opportunities for public commitment to the campaign's objective.

#### **FINANCIAL CONTRIBUTIONS WERE RECEIVED FROM:**

**Bank of Scotland**  
**Central Regional Council**  
**Citizens Advice Scotland**  
**City of Aberdeen District Council**  
**City of Dundee District Council**  
**City of Edinburgh District Council**  
**City of Glasgow District Council**  
**Clydebank District Council**  
**Edinburgh Voluntary Organisations' Trusts**  
**East Kilbride District Council**  
**East Lothian District Council**  
**Falkirk District Council**  
**Fife Regional Council**  
**G.E.C. Scotland**  
**General Accident**  
**Glasgow Development Agency**

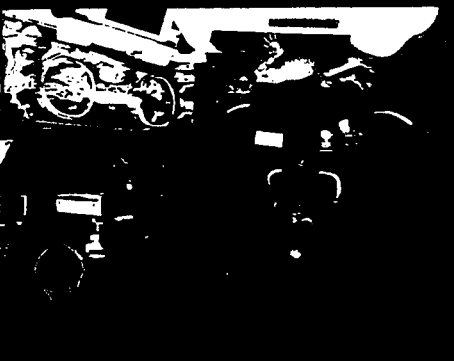
Inverclyde District Council  
 Kalpna Restaurant  
 Kilmarnock and Loudoun District Council  
 Kwik-Fit  
 Lothian Regional Council  
 Perth and Kinross District Council  
 Renfrew District Council  
 Scottish Enterprise  
 Scottish Homes  
 Scottish Hydro-Electric Plc  
 Scottish Nuclear Limited  
 Scottish Power  
 Scottish Television  
 Scottish Widows  
 Spices Restaurant  
 Strathclyde Regional Council  
 The Scottish Life Assurance Company

**SPONSORSHIP IN KIND WAS PROVIDED BY:**

Association of Chief Police Officers in Scotland  
 Caledonian Newspapers  
 Edinburgh Arts and Entertainment  
 Fife Free Press  
 Freecard Scotland  
 General, Municipal, Boilermakers  
 Glasgow District Council - Bulletin  
 Glasgow Source Business Directory  
 Keyprint Services  
 Lothian Regional Council  
 National Museums of Scotland  
 NUS Scotland  
 Race and Housing News  
 Scottish Educational Journal  
 Scottish Federation of Housing Associations  
 Strathclyde Passenger Transport Executive  
 The Cameo Cinema  
 The Edinburgh Filmhouse  
 The List Magazine  
 The Scottish Office  
 Victim Support in Scotland  
 Waterstone's Bookshops



FOR A JUST SOCIETY  
COMMISSION FOR  
RACIAL EQUALITY  
UNITING BRITAIN



ETHNIC DIVERSITY IN THE  
MAKING OF BRITAIN

# ROOF OF THE FUTURE

Britain has always been a diverse society, with migrants and settlers injecting new dynamism and energy into the country, both economically and culturally. Its history has been one of continuous 'foreign' influences, through conquest, trade, migration, travel, asylum, and empire.

Diversity is nothing new. Black and white trumpeters at the court of Henry VIII.



Life has often been difficult for newcomers to this country. Over the centuries, many have faced undisguised prejudice, and endured the humiliations and injustices of second class citizenship. But they have stood their ground with determination and dignity, and persisted in the service of the country they see as their own. Their lives, activities and achievements have touched and transformed British life and society.

**THE BOOK**

In summer 1996, the Commission for Racial Equality will publish *Roots of the Future: Ethnic diversity in the making of Britain* as part of a project to highlight the positive impact that migrants and settlers have had on the life and fortunes of the country. The richly illustrated book will pay particular attention to the role played by new arrivals to Britain in the last 50 years, and by their descendants. It will explore the distinct contributions they have made to –



BBC sports presenter Nishat Adat. The growing number of black and Asian journalists is helping to ensure that the media give us a truer image of Britain.

- **THE ECONOMY** – as investors in industry and trade, as entrepreneurs, as employers, and as workers in core industries such as engineering, textiles, transport, food, retailing, pharmaceuticals, hotels and catering.
- **SERVICES** – as doctors, nurses and ancillary staff in the national health service; as members of the armed forces, both in peacetime and war; as intellectuals and scientists at the forefront of their fields; and as educators and lawyers.
- **POLITICS** – as politicians and political activists; as founders, members and supporters of voluntary organisations; and as leaders of national campaigns for social justice and equality.
- **CULTURE** – in literature, music, art, sport, food and fashion.



Dadabhai Naoroji, Britain's first Asian MP, elected 1892.



## THE EXHIBITION

An exhibition based on the themes of the book will open in London, and then be shown in major cities in England, Scotland and Wales.

## THE EVENT

The book and the exhibition will be launched together at a prestigious event in London, with celebrity speakers, refreshments and press and publicity opportunities for sponsors of the project.

The principal aim of the project is to demolish the damaging lie that people from ethnic minorities are a drain on the nation. The skills, labour, investment and fresh thinking brought by newcomers to Britain have enriched the country far more than is generally recognised.

Diversity is an asset, a national resource. The people who have migrated to Britain in the last 50 years have brought capital, commitment, and energy to traditional as well as new industries; catered for old tastes and cultivated new ones; and contributed to the vibrant culture that is being fashioned in Britain through daily encounters between different styles, faiths, languages, philosophies and talents.

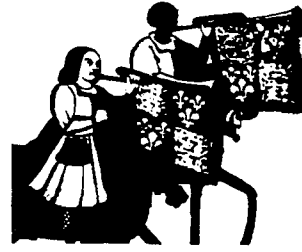
The CRE hopes to involve as many individuals, organisations and institutions in this project as possible.

*During the labour shortage after the second world war, workers from many countries were recruited to help rebuild British industries. These Italian volunteers are on their way to train as weavers in the Lancashire cotton mills.*



*A Victorian cartoon of an industrious Irish navvy 'in marching order'. The labour of the navvies built the railways, canals and roads which formed the infrastructure of Britain's industrial development.*

# ROOTS OF THE FUTURE



## HOW YOU CAN HELP

If you are interested in supporting and being involved in the CRE's *Roots of the Future* project, please tick the relevant boxes below

- Sponsoring part of the project – I'd like to hear more
- Providing free exhibition space
- Advertising in the launch programme
- Helping to publicise the project locally
- Receiving an order form for the book

**Name** .....

**Organisation (if any)** .....

**Address** .....

.....

.....

**Postcode** .....

**Daytime telephone** .....

Return to Hans Kundnani, Commission for Racial Equality,  
10/12 Allington Street, London SW1E 5EH





## COMMISSION FOR RACIAL EQUALITY

The CRE was set up by the Government in 1976 to enforce the Race Relations Act 1976. Its duties are to work towards the elimination of racial discrimination, to promote equal opportunities and good race relations, and to monitor the way the Act is working.

The CRE can provide advice and assistance to people who are taking, or considering taking, complaints of racial discrimination to a court or tribunal. It also has the power to conduct formal investigations of companies and organisations where there is evidence of discrimination.

The CRE runs campaigns to promote racial equality and produces a range of publications, including leaflets, magazines, reports and posters.

If you would like more information about the CRE, please fill in the form below.

- Please send me information about legal advice available from the CRE
- Please send me information about CRE campaigns
- Please send me a CRE publications catalogue

**Name** .....

**Address** .....

.....

.....

**Postcode** .....

*The Commission for Racial Equality*  
*is working for a just society*  
*which gives everyone an equal chance*  
*to learn, work and live free*  
*from discrimination and prejudice*  
*and from the fear*  
*of racial harassment*  
*and violence*



#### ILLUSTRATIONS

FRONT (top to bottom)

**Bhangra club** Orde Eliason / Link

**Executives** ZEFA

**Midwife** John Evans / Link

**Jewish taxi drivers on Remembrance Day**

Miriam Reik / FORMAT

**Primary school** Orde Eliason / Link

**Heralds from the Westminster Tournament Roll, 1511**

(Image reversed) The College of Arms

INSIDE (anti-clockwise from top left)

**Heralds, 1511** The College of Arms

**BBC sports presenter** Roshini Kempadoo / FORMAT

**Dadabhai Naoroji** Mary Evans Picture Library

**Italian volunteers** Topham

**Navy, 1854** Mary Evans Picture Library

**Firefighter** Christa Stadler / Photofusion