



RUNNYMEDE TRUST PRESS RELEASE: FOR IMMEDIATE RELEASE

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CHARITY FINDS THAT RACISM STILL EXISTS IN CROYDON, AND IS SEEKING VIEWS ON HOW TO END IT

A leading race equality charity has found that people are still experiencing racism in Croydon, and is opening a temporary discussion hub for local people to talk about the problem, and share ideas on how we can work together to end it in a generation.

The Runnymede Trust – the UK’s leading race equality think tank – made the discovery whilst filming a documentary on race equality in Croydon.

The documentary uncovers that people still suffer from racism in the area, despite the fact that the next census is expected to show that 41% of Croydon’s population is from a minority ethnic background.

In addition, the documentary, called ‘Is Croydon Racist?’, highlights that there are stark inequalities in educational achievement, poverty rates and treatment by the police between ethnic minorities and the white community.

The Runnymede Trust is therefore turning an empty shop into a temporary discussion hub, open between 3-7 November, where any one will be able to drop in and share ideas on how to end racism and inequalities between different ethnic groups. This will take place at **3 Katharine Street, Croydon, CR0 1NX.**

This “pop-up shop” will also be the venue for the launch of the documentary, followed by a Q&A session with local decision makers, including Gavin Barwell, the MP for Croydon Central, at **6.30pm, Friday 4th November.** The event is open to all.

A drop in discussion on the recent riots will also take place in the pop-up shop, at 2pm on Saturday 5th November, where people can pop in for a cup of tea and share their views on why the riots happened, and why they were so devastating in Croydon. Again, anyone is welcome to attend at any time between 2-5pm.

The pop-up shop will be open everyday between 3-7 November for anyone to drop in and have their say. In the shop people will be able to film their own video testimonies, watch our documentary and write their ideas on how end racism on the walls of the shop – or they can just pop in for a free cup of tea and a chat.

The Runnymede Trust previously opened its race equality pop-up shop in Manchester this October, in which over 200 people shared their views on how to end racism. The Manchester space, and the forthcoming Croydon shop, have both been sourced and decorated by creative agency Twenty%Extra, who have previously worked with Louis Vuitton and Virgin Media.

Rob Berkeley, director of the Runnymede Trust, said: *“As a country we have made real progress towards ending racism, but challenges still remain in our schools, criminal justice system, and workplaces. Legislation is only part of the answer, so we are asking people in communities up and down the country how we can work together to end racism in a generation”.*

“We've come this far through the common sense and action of British people from different backgrounds. If we have the ambition and will, we can put an end to the tragedy of racism that means people have fewer life chances simply because of the colour of their skin”

Notes to editors

- 1) To arrange interviews, or for any other media queries, please contact Vicki Butler at vicki@runnymedetrust.org, 020 7377 9222 or 07534 929275
- 2) The location of the pop up shop is 3 Katharine Street, Croydon, CR0 1NX
- 3) The film launch is taking place on 4th November at 6.30pm
- 4) A schedule of the activities taking place in the shop is available here. <http://bit.ly/v7jUQ9>
- 5) The Generation 3.0 pop-up shop will be open to the public between Thursday 3 November and Monday 7 November. Details of opening times are available here: <http://bit.ly/v7jUQ9>
- 6) The documentary has been made for the Runnymede Trust by Feedback Films, the production company behind social justice documentaries such as “ Number games: race in the big society”. Their latest film, “is Croydon Racist”, was filmed over 4 months across the whole borough. For a trailer please contact Johnathan@feedbackfilms.co.uk. <http://feedbackfilms.co.uk/>
- 7) The Runnymede Trust is a social policy research organisation focused on race equality and race relations. We work by:
 - Identifying barriers to race equality and good race relations
 - Enabling effective action for social change
 - Influencing policy at all levels through providing thought leadership and robust evidence

Further information is available on the Runnymede website:
www.runnymedetrust.org

- 8) Twenty%Extra is twenty%extra is a multi-disciplinary creative agency and a social enterprise: <http://twentypercentextra.com/>
- 9) The space has also been delivered in partnership with Open Shop and Meanwhile Space.
- 10) The project is funded by the Equality and Human Rights Commission