



RUNNYMEDE TRUST PRESS RELEASE: FOR IMMEDIATE RELEASE

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CHARITY WARNS THAT RACISM IS STILL A PROBLEM IN THE UK, BUT ARGUES THAT WE CAN END IT IN A GENERATION

A leading race equality charity is embarking on an innovative new way to end racism and has argued that despite racism still being a problem in the UK, it is possible to end it in a generation.

The Runnymede Trust - the UK's leading race equality think tank – has over the past year taken over a number of empty shops, temporarily converting them into discussion hubs for people to share their views on how to end racism in a generation.

These “pop-up shops” have already temporarily opened in Birmingham and Manchester Piccadilly Station, and have been visited by over 450 people including Ministers and local MPs. **Runnymede will now be opening a pop-up shop in Croydon town centre in November** at 3 Katherine Street, Croydon, CR0 1NX.

The interiors of the pop up shops have been designed in an interactive and engaging style by creative experts Twenty%Extra, who have previously worked for Virgin Media and Louis Vuitton. People visiting the shop can stick their ideas on how to end racism to the shop walls, film their own video testimony, look at painted murals and watch short films.

Open between 3-7 November, our Croydon pop-up shop will be opening in one of the most diverse areas in the UK, which is expected to become 50% minority by 2020. However, despite being an area where minorities are often no longer in the minority, Runnymede has found that racism still impacts on people's lives.

In the pop-up shop, Runnymede will be launching a documentary (on 4th November, 6.30pm) focusing on race equality in Croydon, which highlights that ethnic minorities are still experiencing racism in the area, as well as lower educational outcomes, lower life expectancy and bad relationship with the police.

In addition, there will be workshops with local schools, a joint event with South London Citizens, as well as a drop in discussion on the recent riots. A full schedule of events is available here: <http://bit.ly/v7jUQ9>

Dr 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) A schedule of the activities taking place in the shop is available here: <http://bit.ly/v7jUQ9>
- 4) The Generation 3.0 pop-up shop will be open to the public between Thursday 3 November and Monday 7 November. Opening times are available in the online schedule: <http://bit.ly/v7jUQ9>
- 5) 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

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