



Anti Racist Cumbria IMPACT REPORT 2023



Contents

pg 1	Introduction from our Chair
pg 2	A word from our CEO
pg 3	2023 in numbers
pg 4	Our Charity Values
pg 5	Your wellbeing
pg 6	Acknowledging Racial Trauma
pg 7	Impacting Leadership
pg 10	Education
pg 12	Grassroots
pg 15	Communications
pg 19	What's next?

Hello there

I would like to express my gratitude for the opportunity to serve as the chair of the Board of Trustees for Anti Racist Cumbria, alongside employees and volunteers. Our inspirational community brings a wealth of knowledge and passion to our mission, and as the 2023 Impact Report proves, we are driving meaningful change across the county of Cumbria.

ARC's mission is huge - to create the UK's first actively anti racist county - and the journey will be long and arduous.

But as Frederick Douglas said "if there is no struggle, there is no progress". And so I say to everyone that has contributed to ARC's progress to date - keep going!

And if ever you need to feel re-energised, simply read this impact report and remember the difference you are making!

The dedication and enthusiasm of ARC's staff and volunteers are the driving force behind our collective efforts.

Together, we can create a brighter, more inclusive future for all.



Jordan Fleary
Chair of the Board of Trustees
Anti Racist Cumbria



Hi everyone

It feels like 5 minutes since I wrote my piece for the 2022 Impact Report and writing this one gives me the same feeling when I think about the word “impact” and never fails to remind me as to why we do this work day in and day out. I am also reminded that we couldn’t do it without others working with us and as you read this report you will see our eternal gratitude to so many of them and at the footer of this page our thanks to our funders too.

In some ways I am floored by this report and yet in others, I know we are barely scratching the surface. If you were at our Summit towards the end of 2023, you will have heard me talk about how deeply the resistance to real change is embedded.

This last year has shown us that ‘wanting change’ and ‘being part of change’ are two very different things.

Not only is the former easy to say and believe of yourself but really shows up when the reckoning comes to the actual doing (being part of the latter).

In 2023 we’ve seen the world changing at an international, national and county level. We’ve witnessed (and continue to witness) some unspeakable fresh horrors and perhaps most worryingly of all, a complacency that has no place in ANY society. I’m reminded of the poem First They Came and at times I cannot help but feel sad. But standing atop a low fell here in Cumbria (these old knees don’t like those higher ones anymore!) and looking out and across our beautiful beautiful county, I know we can continue to do better, I know hearts and minds can be galvanised to come together and be better and I know our work is having an impact. Change is slow. It takes time. And we may not see huge swathes of it in my lifetime at least, but Anti Racist Cumbria is creating the cracks from which the seeds will feel the sun and grow shoots and we all know what happens to the shoots. That’s our job.



Janett Walker
CEO & Co-Founder
Anti Racist Cumbria



Thank you to our 2023 funders:



2023 in Numbers

£377,000
income

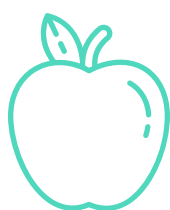


£335,000
outgoings



97%

of our Conversation Day attendees “feel better able to recognise different forms of racism”

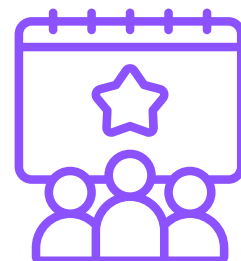


+2,000

pupils saw The Fell We Climb with our lesson plan

+30,000

footfall at events where ARC had a stall



+10,000

followers on social



6,000

average monthly website users



double the people wearing ARC merch



+390

people attended our third sold out Summit



6,000

average monthly website users



100+ ARC
volunteers

Social Reach
over 1 million!



95%



social engagement
95% higher than
'industry average'



1,395

receive our monthly newsletter

Anti Racism training to
+500 people



Our Charity Values



We are committed to:

- **Learning.** Enriching our own and supporting others with theirs.
- **Excellence.** Bringing our best to all we do and say.
- **Fairness.** Recognising that views may differ but shared humanity doesn't.
- **Belonging.** Supporting environments where people can be themselves.
- **Action.** Challenging inaction in ourselves and others.

How do we create an anti-racist county?

We go beyond campaigning for change and help people and organisations achieve it. Our blueprint for an anti-racist county is being endorsed all the time by individuals, those organisations already working with us and of course, our funders.

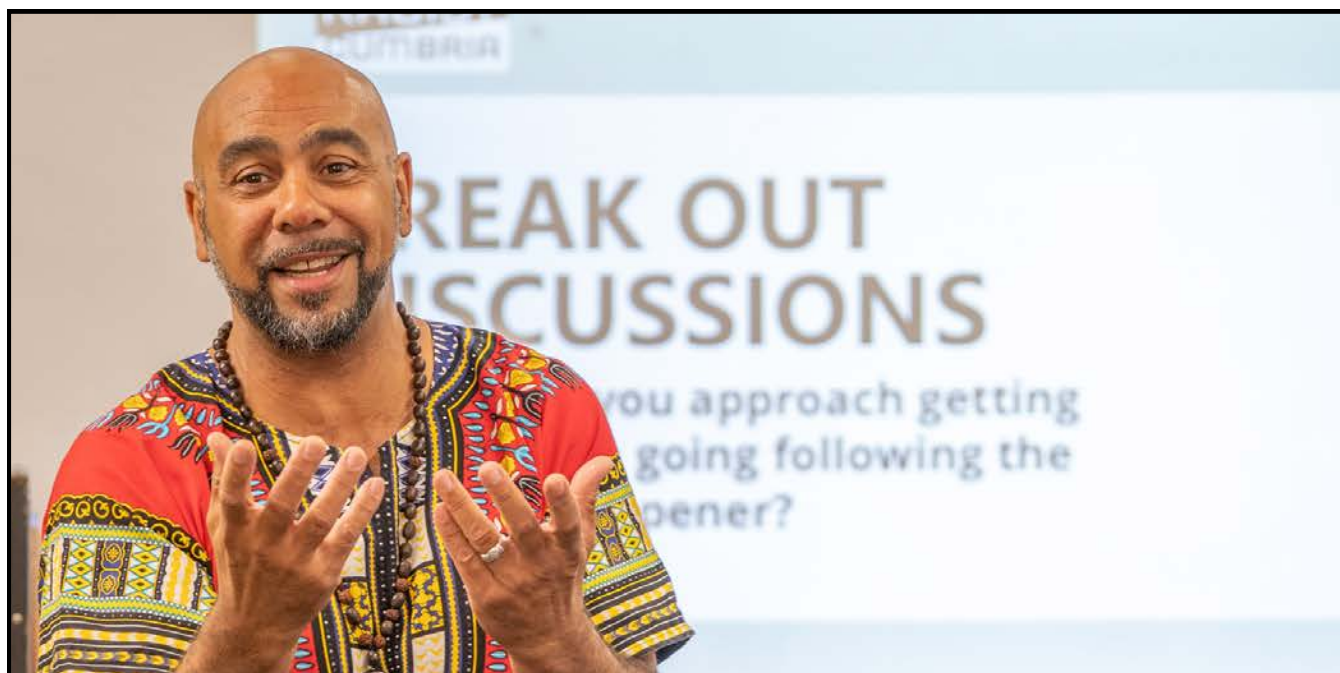
Our approach takes in five main areas:

Regulation & Embodiment
Impacting Leadership
Education
Grassroots
Communication

An anti-racist society is good for everyone, somewhere no one is left behind.

Regulation

Wellbeing and Socially Safe



At ARC all our anti racism learning with organisations is informed by wellbeing work. This means we support clients to recognise the learning we do in our minds with learning we do in our bodies and science backs this up.

Our work with Embodiment Coach and Racial Trauma practitioner Rowan Carr has influenced how we do things; both with others (and with ourselves, see below) . We know it's difficult to talk about racism, there is so much fear and anxiety around just the word, let alone the consequences of it. By doing wellbeing (regulation) work it helps us to recognise how it's not only our minds but our bodies that respond to racism and that we can be better mentally and physically resourced with tools and techniques when talking about and tackling racism, enabling us to continue those conversations and lower our defences when we become uncomfortable.

This matters because it is in the moments of discomfort and challenge that we grow. We shouldn't avoid discomfort but through regulation we can learn to deal with it better.

In 2023 we updated all of our materials and workshops to include regulation work with clients, and we've trialled some new methods of engagement, such as our 'self reflective bingo cards'!



To be able to have difficult conversations we need to feel socially safe

Acknowledging Racial Trauma

Is all about being embodied



Doing anti-racism work is tough. It causes harm on a regular, sometimes daily basis for those working in this field. We therefore need to be resourced to be able to continue this work longterm and for the work to be sustainable. So here ARC, the ethos of an embodied education is centred on the core team, our facilitators and all of our volunteers .

One again, working with Embodiment Coach and Racial Trauma practitioner Rowan Carr, we have regular sessions to heal from the racial trauma both Black and white bodies are subjected to and have numerous practices beyond basic wellbeing tools to enable us to continue this work. We recognise that without embodiment, the challenge of this work means ultimately we will fail. So we take it seriously and see this very much as a huge part of our self care.

As Audre Lourde said:

“

“Caring for myself is not self-indulgence, it is self preservation and that is an act of political warfare”

”

Impacting Leadership



Working with businesses and in leadership spaces, we have encouraged organisations to begin their anti-racist journeys and support them to do so through our range of anti-racist business offerings. These include; Power Hours, full and half day Conversation Day sessions and bespoke anti-racist programmes. This work not only helps us achieve our charitable aims and create more anti-racist organisations but the money received from businesses supports the long term sustainability of our anti-racist work and subsidises our work with schools and communities.

This year we've made huge strides - beginning in depth programmes with Cumbria Museum Consortium and Cumberland Council which sees us delivering multiple modules across several departments and teams. In 2023 Anti Racist Cumbria have carried out a first of its kind pilot scheme with Cumbria Constabulary, read more on this overleaf.

Demand for our services is higher than ever, so we've also been training a bank of facilitators to be able to deliver more sessions in 2024. These facilitator training days are really important, however experienced the individual is. Learning about anti-racism is one thing but facilitating conversations about it can be very challenging, for so many reasons.

Some of the organisations we've worked with so far



Impacting Leadership:

Cumbria Constabulary



ARC were commissioned in 2021 by Cumbria Constabulary to undertake consultancy with a view to underpin the design and development of an Inclusion and Racial Equality Plan (IREP). From the results of this work a programme was recommended to coincide with the release of the police National Race Action Plan which consequently led to the build and delivery of a pilot scheme in Cumbria. We collaborated with leading equalities charity brap to create *three bespoke modules which were delivered to over 100 members of senior leadership teams across six sessions in 2023.

Below is some of the feedback data from attendees of our *Introductory 3 Module Programme for Cumbria Constabulary:

74% of attendees agreed that they were left feeling better prepared to have difficult conversations about racism, and 17% strongly agreed.

74% agreed that as a leader (or influencer) having explored what anti racist practice looks like, they felt more confident in what actions they can take. 20% strongly agreed.

"Very interesting modules. Encouraged me to learn and challenge my own behaviours. Very thought provoking - looking at things differently"

Impacting Leadership:

HELPING HANDS

Volunteer Differently

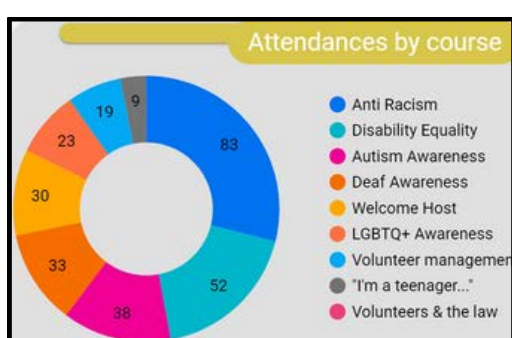
CMC | CUMBRIA
MUSEUM
CONSORTIUM



From Constabulary to Community, we started our work with Helping Hands. Helping Hands is a new 12 month volunteering project for Cumbria, that places individual needs at the heart of the volunteering experience. Anti Racist Cumbria are one of 45 partners working with Helping Hands to improve people's access to exciting volunteer opportunities within arts and heritage organisations across Cumbria. **At its heart is 1-2-1 support and volunteer opportunities shaped around their needs combined with training and support for organisations.**

For too long, Black, Brown and racially minoritised communities and ergo staff and volunteers have been labelled as 'hard to reach'. Ignoring that trust has not been built, there is little understanding of how race creates different barriers and experiences, and that there has ultimately been a lack of investment of time, money or genuine effort put in.

We've been working with Helping Hands alongside other community partners to help them recognise, understand and ultimately remove barriers that prevent people from volunteering. Through this a new way of volunteering is being slowly created that equitably supports individuals to volunteer for cultural organisations and upskills organisations so they are better prepared to genuinely include volunteers from diverse backgrounds. We're hopeful this new approach receives the ongoing funding it needs as already it is proving that the old 'one-size fits all' approach tended to mean getting 'one-size' of people, and as we know...there is no such thing.



7 anti-racist sessions

83 attendees

25 organisations

Education



Our work in the Education sector began back in October 2020, when almost 80 Cumbrian schools pledged to become actively anti-racist following Anti Racist Cumbria's online Race and Education event. In 2021/22, 30 of these schools went on to complete audits under a pilot process funded by Cumbria County Council's Education Department.

Following on from the results of this pilot, for 2023, along with the then almost extinct council, Copeland council jointly funded an Anti Racist Education Lead (AREL), allowing us to continue to work with a selection of schools mainly within Copeland, developing their action plans and supporting their anti racism.

All schools that engaged with our AREL, Shabnam, found her guidance invaluable in identifying missteps, gaining up-to-date, research-informed information and having the benefit of a 'critical friend'. A key factor was that staff benefited from open and honest discussions about race with someone who understands the education landscape and anti-racism both from online and in-person visits.

What also became clear from this work was the requirement for it to be regular and consistent - and how necessary it is across all schools in the county.

"We would certainly welcome developing a long-term relationship with an anti racist educational lead, much in the way we would with a school adviser...we see this journey as one that would extend over at least three years if not more and having someone knowledgeable who knows our journey is vital."

Headteacher, St Martin & St. Mary, Windermere

+ 100 enquiries from schools

as well as multiple instances of parents and young people requiring our input to speak with their schools about racism they have been facing.

We can't keep up with demand!

And its hard to watch so many suffering as a result. So in 2024 we are working hard to secure sufficient funding to continue further work on this essential engagement and importantly to be able to support schools, pupils and their families.

Education

The Fell We Climb



Our multi award-winning short animated film made using the personal experiences of Black and Brown children here in Cumbria - The Fell We Climb is now the foundation of a free educational resource for Cumbrian schools.

In partnership with Grayrigg School our Anti Racist Education Lead created bespoke keystage lesson plans and other practical resources to support screenings to pupils. Prior to accessing the lesson plans and film, teachers were required to attend free Philosophy For Children (P4C) training in critical enquiry, delivered in partnership with Cumbria Development Education Centre (CDEC) and Grayrigg School. The sessions supported teachers in how to discuss racism, in particular everyday racism, in their classrooms in a safe and age-appropriate way. This training package is the first of its kind.

"Thank you so much for this opportunity. We are currently an all white team and all white children and I am very grateful for the video and resources which we can incorporate into our curriculum so that we are continuing to practice anti racism throughout the year and not just as part of Black History month."

We give huge thanks to our friends at CDEC and Grayrigg School for their work on the training and lesson plans, and of course the animators from +3k Studios for working with our young people to create this little slice of magic here in Cumbria.

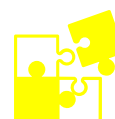
The film will finally be released to the public in 2024 alongside more training and educational resources.



70 teachers attended training
2000+ pupils will see the film!

Grassroots

Highlights



2023 was our first year with a Grassroots Development Worker (GRDW) in position, and a big part of this first 12 months' aim was for them to take the time to hear from and familiarise themselves with the young people already part of ARC and extend the reach to other young people in the county, hear their voices and find out from them what they want and what their issues are. As a result of this, along with Youth Worker recruitment, these key youth projects took root in 2023

- **LIVING WHILST BLACK YOUTH**
- **YOUTH ADVISORY BOARD**
- **TIK TOK PROJECT (see our case study!)**

Youth-led projects have included art workshops and exhibitions, group mentoring sessions, outdoor adventures, visits to museums and galleries, racial trauma healing and resourcing and even creating the framework for a Youth Advisory Board to help shape our work as a charity!

6-11 years old: 25

12-18 years old: 30

19-25 years old: 6

61 YOUNG PEOPLE IMPACTED

7 freelance youth workers recruited
All Black and Brown of various ages, sexuality, gender identity and ethnic backgrounds



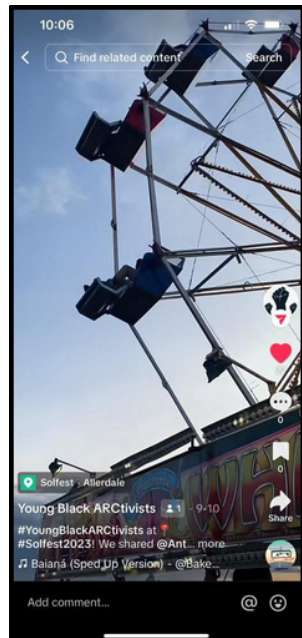
"I don't know what I would have done without ARC. I can't ever thank you enough"

"Thank you for your support with this and helping us to deal with this. I often think I have no idea what we would have done without you"

"It's as simple as this – you saved him" - Parent of young Black boy.

Grassroots

Tik Tok Project @YoungBlackARctivists



Funded by Children In Need's 'We Move' Fund, Young Black ARctivists is a youth-led project created in response to their desire to express themselves and educate others using TikTok. The project aims to co-create a safe, joyful and empowered online space for Black British Youth. Supported by our team the young people have been creating content, learning about online safety, making friends, going on roadtrips and having workshops to help them create age appropriate and fun anti-racist content for their channel. They would like to grow the TikTok account into a multimedia network that will provide support and education for Black British Youth.

The project runs until May 2024.

"I wanted to join this project because I wanted to have some fun, I wanted to learn some new things about my history, and I wanted to spend time with other Black and Brown kids and feel comfortable with who I am."

Stats

Dec 2023:

15 videos

5671 views

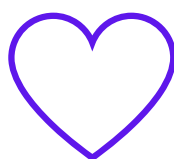
288 Likes

52 followers

learning
new skills



18 young
people



making
new
friends

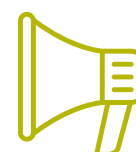


a safe
space to
share

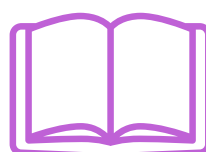
staying
safe
online



having their
voices
heard



learning
their
history



exploring
new
places

Grassroots

Living Whilst Black



2023 saw the launch of an Anti Racist Cumbria & Body Mind Soul collaboration - **Living Whilst Black**, which is run by our embodiment expert Rowan Carr.

We recognised the need for Black and Brown people simply to have a space where they could spend time together. The Living Whilst Black (LWB) space is a free trauma informed space supporting people to become better resourced to living whilst Black. The space is for anyone who is Black or Brown (even if they use a different term to self identify such as Person of Colour or Global Majority).

The group comes together once a month for 2 hours for an online zoom, and in 2024 we hope to hold the occasional one in person. There is a WhatsApp group where the group can all communicate and is there for anyone who needs to reach out for a chat or a laugh or anything. It's a space where sometimes, only those living the Black experience will get it.

The first hour involves some time spend healing and tending of the wounds with Rowan. The first half of the second hour is a space for Conscious Witnessing. This is where an individual may want to share something with the group. The support isn't to respond and start a dialogue. Conscious Witnessing is simply letting the person share and everyone else present silently holds the space for them.

It's incredibly powerful, and this is a valuable space that we'll continue to cherish whilst it develops and grows to be able to reach and support more people.

“

“Thank you, thank you, thank you. I didn't know how much I needed that. I always felt like I have to bring something extra or have a purpose to have the right to be in spaces. This was the first time I didn't feel like that. Rowan you are amazing and your song and mantras have given me such comfort. Slow and patient, kind and gentle.”

”

Communications



"Being part of the Comms Team enables me to contribute to ARC in a tangible way and keeps me learning where and how racism shows up and what I need to do to become actively anti-racist"



Year on year our communications impact has been strengthened, not only through committed resource and expertise, but also through our 20 strong volunteer digital contributors and a richer 'real world' strategy which has seen ARC out and about across Cumbria in more visual and engaging ways than ever before. We've been featured in national news, regularly appeared on TV, radio and online, asked to comment on current issues and even had our well researched articles linked within pieces by The Guardian.

Our 'Year In Numbers' recognises some of our key achievements but comms is about more than just numbers; it's about changing hearts and minds and building our relationship with our county and its people. By regularly delivering well researched, thought provoking anti-racist content and events we have reached new communities, attracted new work and supported our volunteers with their own learning too.

10,012 social followers

20 volunteer digital contributors

1,395 newsletter subscribers

2 x as much merch roaming Cumbria

1 million social reach

95% higher than channel our size

250 Cumbrian shops have ARC stickers



The Guardian THE TIMES



Communications

Community Impact



As of December 2023, ARC are now a team of over 100 active volunteers! Without them, we would not be the organisation we have become today.

We had 68 of our brilliant volunteers at our Summit keeping things running smoothly, and teams at Solfest, Whitehaven Alive, Kendal Pride, Cumbria Pride - that's a combined footfall of over 30,000 people!

We quite literally could not do this work without them.

We're proud to have built an open minded community of people supporting and educating each other on their anti-racist journeys, through a variety of channels in addition to our social media platforms, including a WhatsApp space to connect and communicate with other volunteers as well as regular get togethers...including legendary festive parties!

“

"As a White person, joining ARC was initially about taking the next step on my anti-racist journey...and I'm always learning and growing as an anti-racist. But I've also found my family.

ARC is a safe space for me, where I can be my whole, queer, quirky self. I don't have to mask my neurodivergent traits, explain myself or try to be somebody I'm not. With my ARC family, I can be 100% authentically me. That is crucial to me feeling empowered and resourced to tackle all kinds of oppression - racism, homophobia, transphobia and ableism. Thanks to ARC, I belong and Cumbria feels a bit safer. For that, I will always be grateful. ❤️🌟"

”

Communications

The 2023 Anti Racist Cumbria Summit



On Thursday 2nd November we held our third Anti Racist Cumbria Summit, in a new bigger venue - The Theatre By The Lake on the shores of Derwentwater in Keswick. Once again our equitably priced, in-person tickets sold out...by the end of September!

- **390** attendees in person, 30 online
- 45% of attendees came as representatives of businesses, local authorities, charities and organisations
- 47% of attendees came on full price citizen tickets
- 8% of citizens accessed our low/no income tickets



Keynote:
David Olusoga

“

“I feel more hopeful. As someone in my workshop group said, 'We have a duty to be hopeful.' I am conscious that this does not lead me to being unrealistic... be realistic and also hopeful. Also it was uplifting to feel the buzz and see the enthusiastic yellow hoodie helpers.”

“I loved seeing the sense of joy, community and challenge that Anti Racist Cumbria has built. It is incredibly inspiring! It was amazing to see things I'd only been told about second hand in person. Seeing SO MANY volunteers was also amazing - it is so hard to build something like this!”

”

[Click here to see lots more photos from the day](#)

The 2023 Anti Racist Cumbria Summit



Workshop 1: Questioning Societal Norms with ARC & brap

Workshop 2: Confronting Injustice: Racism and the Environmental Emergency with Runnymede Trust

Workshop 3: Disrupting the Dialogue with Danny F***ing Price



Kitchen takeover with a guest chef:

Walaa's Syrian Kitchen. ARC and Walaa worked with the theatre's restaurant team to create a bespoke menu for the Summit and brought authentic Syrian food to everyone's plates.

The feedback was unanimous- it was delicious!



Mindful Boat Trips on Derwentwater:

Attendees were able to join our Embodiment expert Rowan on a short lake cruise from the pier.

In typical Cumbrian style it was rainy & grey but that didn't stop us. We heard from those who had found the morning session fascinating but also challenging, so they took the time on the boat to reset and come back feeling ready for the rest of their day.

**Exhibitions:**

Windrush 75 - A jam packed, curated exhibition celebrating the 75th Anniversary of Windrush

Ellis Tayamika Singano - 'The Aftermath' portrays the effects of Cyclone Freddy that devastated Southern Malawi in March 2023

Young ARC Artists - An art exhibition created by our youth project groups

What's Next:

2024 and beyond



There's no doubt that 2024 will be a big year for ARC. It feels like we've reached the point of reckoning and it's time to brace ourselves for what's to come... having reached the penultimate page of this report, we're sure you will agree that we are allowed to pause and give ourselves a pat on the back. We have worked out of our skins and we have done some fabulous really impactful projects which have made a huge difference for so many people Black and white.

But we also know there is much to do over the next 12 months, and as always the doing will be challenging and we will need to remain resourced through our embodiment work with Rowan to be able to meet both the work and those challenges head on. We've outlined some of our plans below, that's not to say there won't be more (!) or that we won't need to flex (!), but it gives you a flavour of where we want to go next and what we're up against and we sincerely hope that those of you already with us will want to stay and work even harder and those of you not yet here, will feel inspired to join us in making Cumbria the UK's first anti-racist county.

- secure sufficient funding for organisational costs so time can be spent delivering vital work instead of applying for funding!
- secure sufficient funds for our education work, it breaks our hearts that funding for this is like rocking horse poo and yet it is the greatest need and the best route into building an anti-racist county anti-immigration protests in our beloved Carlisle and how we work with communities fuelled with fear and the increasing pressure from the cost of living crisis
- develop more depth to our projects and support for young Black people and build projects that educate and create new activists in young white people
- work with our volunteers to build volunteers that are true to the principles of ARC's cornerstones of being genuine anti-racist allies and we will be introducing some checks and balances to support them in this endeavour
- grow and raise awareness about Living Whilst Black and enable more Black bodies to be ok with healing the wounds of racial trauma, something that has been denied to them for so long

Are you with us?



**ANTI
RACIST
CUMBRIA**

THANK YOU

PLEASE DIRECT ANY ENQUIRIES TO
HELLO@ANTIRACISTCUMBRIA.ORG
