

Journey to Justice Sunderland

Post Project Evaluation

March 2017

JOURNEY TO JUSTICE



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1.0 Introduction

Journey to Justice, henceforth known as JtoJ, is a national organisation with one key mission statement: to inspire and empower people to take action for social justice through learning from human rights movements and the arts. In order to achieve this mission JtoJ has the following five aims:

- 1) Reawaken public awareness of the long history in the UK and globally of individuals who take a stand for freedom, equality and human rights;
- 2) Educate through creative arts and multimedia programmes which excite debate;
- 3) Motivate people to see that injustice can be challenged and that they have the knowledge and skills to play an important role in bringing about change;
- 4) Equip people to take practical action for social justice, encompassing an intergenerational approach;
- 5) Build networks of people working for social justice.

JtoJ is a group of educators, youth, community, human rights and faith organisations, artists, film-makers, lawyers, musicians, historians, curators, and trade unionists. Using the lens of the US Civil Rights Movement, JtoJ aims to inspire people to take action for social justice issues that are affecting them and their communities. By examining this iconic movement through the stories of lesser-known activists involved in bringing about change in the US, JtoJ hopes to make clear that anyone can make a difference to a social justice cause they feel passionate about and can address their own journey to justice. In doing this, JtoJ projects are catalysts for conversations that will lead to grass roots activism across all arenas of social justice.

The charitable purposes of Journey to Justice are as follows:

To promote human rights (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations) all over the world by all or any of the following means:

- researching into human rights issues and supporting cross community groups to tell untold stories of local history relating to human rights issues;
- educating the public about human rights through organising education and arts programmes;

- raising awareness of human rights issues through running training courses for adults and young people;
- promoting public support of human rights issues through national programmes in partnership with local community groups; and
- promoting respect for human rights among individuals and corporations by telling powerful stories of the role of individuals in effecting social change.

To promote equality and diversity for the public benefit by:

advancing education and raising awareness in equality and diversity; and
promoting activities to foster understanding between people from diverse backgrounds.

To promote racial and religious harmony for the public benefit by:

promoting knowledge and mutual understanding between different racial and religious groups; and
advancing education and raising awareness about different racial and religious groups to promote good relations between persons of different racial and religious groups.

1.1 Journey to Justice Sunderland

Journey to Justice Sunderland (JtoJS) is one of ten JtoJ groups in England and was established in Sunderland after a successful taster day in January 2016. Since forming an active steering group, Journey to Justice Sunderland was successful in securing funding from the Heritage Lottery Fund, the Big Lottery Fund, Arts Council England and BAAS/US Embassy, London along with generous donations from the public.

Sunderland is a coastal city located in the North East of England. The 2011 census recorded a population of 275,300 people living in the wider Sunderland area, with 174,286 living in the city. The largest cohort of the city's population is aged between 24-49, with this accounting for 32% of the total demographic. The majority of the

population identified as White at 95%, with less than 1% of the population identifying as 'Mixed Ethnic Group', Black/Black British or Chinese or Other Ethnic Group at 0.8%, 0.7% and 07% respectively. A further 2% identified as Asian/Asian British.

Whilst Sunderland is diversifying and the demographic is changing, there are issues of integration and cultural intolerance, issues which JtoJS seeks to address.



Figure 1- Map of Sunderland (ONS, 2017)

Using the funding received, JtoJS was able to develop history, education and arts projects across Sunderland with the aim of educating participants about Sunderland's connections to human rights movements and empowering them to take action for social justice issues affecting the city. Not only did the projects take place across Sunderland but they also engaged a diverse range of participants of varying ages, ethnicities, genders and backgrounds. This post project evaluation will examine five of the projects undertaken by JtoJS funded, either in part or in full, by the aforementioned funding streams. The evaluation will examine the impact of the projects and the legacy JtoJS seeks to leave behind. This will be done by a combination of attitudinal surveys and feedback forms submitted to participants and attendees over the course of the project. As part of the national organisation JtoJS is working under the same mission statement and to achieve the same aims. All projects carried out by JtoJS were done in alignment with the aims set out by the national group, with the purpose of achieving the aims mentioned above, in partnership.

The projects to be outlined in this evaluation are¹:

- a) Journey to Justice travelling exhibition
- b) Hidden Histories ceramics project
- c) Mark Levy's visit to Sunderland
- d) Ship of Souls ceramics project
- e) Jean Stallings' visit to Sunderland

Prior to coming to Sunderland the travelling exhibition was piloted in Newcastle where it was seen by Reverend Chris Howson and Dr Rick Bowler who would go on to become members of the JtoJS steering group. They were keen to bring the exhibition programme to Sunderland and made sure the taster day attracted a wide and diverse audience, many of whom volunteered to be part of the JtoJS steering group. It was chaired by Jackie Nixon (March 2016 – January 2017), Promoting Health Engagement Lead, in the People Services Directorate, Sunderland Council (with Adam Gawne (Volunteer Opportunities Officer) as Vice Chair (January 2016-present). The steering group includes a diverse mixture of teachers, university lecturers, social justice activists, artists and youth workers. Through their strong leadership the group secured a venue for the travelling exhibition thanks to Sunderland Museum& Winter Gardens and thus began their Journey to Justice.

1.2 Steering group establishment and structure

The JtoJS steering group meet monthly to plan and discuss the progress of the project and the ways in which the JtoJ message could be further disseminated. Devising a work plan² the steering group detailed how they were to achieve the aims of Journey to Justice, up to and including hosting the travelling exhibition. In order to accomplish this, the steering group, which still met as one body, created three sub groups based on the key areas of education, funding, and PR and communications. Each group included

¹ There are other projects established by JtoJS which at the time of writing were as yet incomplete and not ready for evaluation. These are the Hidden Stories photography project and the JtoJS classroom toolkit.

² See appendices

steering group members with experience of the relevant skills. With the help of the wider team, the group raise £21, 230 from:

- Heritage Lottery Fund
- Celebrate, Big Lottery Fund
- Arts Council England
- US Embassy/BAAS
- Public donations

These funding streams will be discussed in more detail below.

The education subgroup was charged with taking JtoJ into schools, youth groups and community programmes, working specifically with young people. It was thanks to their efforts the successful visit of Jean Stallings to Sunderland took place in December 2016. The education sub-group comprised teachers, youth workers, and university lecturers all with a personal interest in the education and improvement of young people's experience and opportunities in the city.

The funding subgroup aimed to secure funding in order to employ a coordinator to manage the installation of the travelling exhibition, its associated costs and launch, help plan a complementary education and arts programme, recruit, train and manage volunteers, ensure PR, plan legacy projects, and the post project evaluation. The funding sub group was immensely successful in securing funding for JtoJS which has supported the appointment of a local co-ordinator, two ceramics arts projects related to Sunderland's untold human rights related history, volunteers to oversee the travelling exhibition and also a photography project under the Hidden History umbrella.

The PR and communications subgroup worked to raise the profile of JtoJS through social media platforms, including a dedicated JtoJS Twitter account and Facebook page and print press. They highlighted events in the JtoJS calendar such as the JtoJS Ceilidh hosted in Sunderland Minster. The group ensured the JtoJS launch (October 2016) was well attended and recorded by a photographer and videographer for the JtoJ website and local press. The event was captured live on Twitter from both the official JtoJS account and from others in attendance, using the hashtags associated with the funding bodies HLF and BLF.

The steering group also developed partnerships with and had representatives from Sunderland University, Sunderland Museum and Winter Gardens, Sunderland Bangladesh International Centre, Women of the World Sunderland, Friends of the Drop In, Young Asian Voices, Sunderland Soccer Samba and Sunderland Minster to help establish JtoJS in the city. (Please see www.journeytojustice.org.uk/projects/Sunderland) Sunderland has a vibrant and growing cultural sector and it hopes to be the third city to win the title of UK City of Culture in 2021. Aligning with this aim, JtoJS has sought to be an asset to the city, working to promote equality and good relations to inspire the people of Sunderland to take action to make Sunderland a more socially just place.

In order to achieve this JtoJS has established an extensive network across the city, reaching people in local government, local artists, activists, youth workers, lecturers, teachers and other social justice projects. The network helped to extend the ‘community’ of JtoJS, as well as providing opportunities for partnering, interaction and collaboration.

Alongside the other nine JtoJ groups, the vice chair and coordinator for JtoJS met with the management committee in November 2016 to discuss formalising JtoJ, the possibility of creating regional forums and discussing our experiences of being part of JtoJ. The Sunderland steering group were consulted prior to the meeting and were able to share their thoughts and experiences which have been taken into consideration and helped form a JtoJ handbook which is in draft form (March 2017). All JtoJ groups are offering feedback to create what will become a guide to being a JtoJ group.

1.3 Outline of Evaluation

In addition to JtoJ’s need to monitor its impact wherever it works, this evaluation will examine JtoJS over the period October 2016-February 2017. It was during this five month period that key JtoJS projects took place, with subsequent activities forming part of the JtoJS legacy. We will examine JtoJS events in chronological order.

The national JtoJ management committee always agrees a MOU (Memo of Understanding) with its local partners. The aim of the MOU is to ensure the work undertaken by a local group is carried out in partnership with the national organisation, detailing how the two will interact with, and support, one another over the course of the local JtoJ project and making clear the expectations of roles and responsibilities are clear. The following projects were undertaken within the MOU between JtoJ, JtoJS and the service provider. In addition to this, all projects undertaken by JtoJS were done in accordance with the specifications of each funding source.

As an essential part of the MOU there are a series of outcomes agreed by the management committee for all JtoJ projects which are:

Table 1

OUTCOMES	INDICATORS
1. Increased awareness of the US civil rights movement and the long history in the UK and globally of individuals and movements who have taken a stand for human rights.	Number of attendees to exhibition and relevant events. - increased traffic on our website's sections about human rights movements - Percentage of participants who communicate they are more aware of the history of individuals and human rights movements.
2. Increased knowledge of what the key factors are for any human rights movement to succeed – including the role of music and the arts.	Number of participants/visitors who show evidence of increased knowledge of these factors.
3. People engaging in JtoJ activities believe that they can challenge injustice.	Percentage of people that indicate activities have increased their belief that they can challenge injustice.

4. People engaging with JtoJ activities have developed new knowledge and skills regarding how to effect change	Percentage of programme attendees that indicate they have developed new knowledge and skills. Percentage of volunteers that indicate they have developed new knowledge and skills e.g. strategic planning, understanding power, lobbying.
5. As a result of participating in JtoJ activities, participants are inspired and empowered to take action for social justice.	Evidence of project visitors/audiences who say they are inspired and a. intend to participate in action for social justice (immediately after seeing exhibition or attending a workshop or event) or/and b. have participated in action for social justice (contact after 3- 6 months and one year/two years)
6.The JtoJ exhibition programme creates lasting networks of people committed to social justice.	Statistics on how many people: remain involved in NE JtoJ physically (meetings/activities etc.); use social media to stay in touch; contact people from the next JtoJ site.

Whilst some of these indicators will be evidenced in this report, the timing of this report means not all the JtoJS projects have been evaluated.

In addition to these outcomes set by JtoJ, the following expected outcomes were agreed in grant applications written by JtoJS:

Table 2

Heritage Lottery Fund	Creation of a local arts project focussing on the less well-known stories of human rights/social justice histories in Sunderland. Research undertaken into local histories/stories by volunteers working with local groups and individuals. Opportunities for local people to volunteer as exhibition guides, with training provided for these roles.
Celebrate, Big Lottery Fund	Empower local people to explore past stories of Civil Rights movements across the US and the UK, with an

	<p>emphasis on Sunderland.</p> <p>Give voice to those who might otherwise be unable to express their stories in a public forum.</p> <p>Work with disadvantaged communities to raise aspiration and celebrate achievements.</p>
Arts Council England	<p>Engage young people across Sunderland to teach them about Sunderland's history and connections to the North Atlantic slave trade.</p> <p>Use this knowledge as a catalyst for conversation about social justice in Sunderland and what this means to the young people.</p> <p>The young people will take inspiration from the experience to create the Ship of Souls exhibition piece, to reflect social justice issues that affect them.</p>
BAAS/US Embassy	<p>Increased awareness of the long history in the UK and US of individuals and movements who have taken a stand for human rights and what makes them work;</p> <p>Participants are inspired and empowered to take action for social justice whether by campaigning or other means;</p> <p>The Journey to Justice exhibition programme creates a lasting network of people committed to social justice</p>

1.4 Evidence base for evaluation

In order to measure the impact and outcomes of JtoJS and its associated projects, exit surveys were distributed to participants and visitors to gauge their attitudes, levels of enjoyment, and how much they learned as a result of their involvement with a key aspect of Journey to Justice. Demographic statistics were also recorded at the travelling exhibition so we could monitor and understand the audience background to find out

whether we were reaching our target audience. JtoJ's main target audience is young people, whilst also focusing on intergenerational and community groups and school students: upper primary and secondary school age, Further and Higher Education students and those who work with youth, in order to embed good practice. A related aim is to get the wider community to understand the lives and needs of the most marginalised people and to advocate for them and confront prejudice.

Sunderland is one of the most disadvantaged areas in the UK. Young people we work with lack the connections to guidance or experiences that would develop their potential. They are often stigmatised or stereotyped because of where they live, the school they went to or because of their 'race' or class. We engage young people who are not motivated by most 'mainstream' schoolwork. JtoJ is an inclusive project, but in Sunderland JtoJS placed an emphasis on engaging with the BME community, as well as both young and older people.

The exit surveys provided an opportunity for participants and visitors to rank their experiences on a Likert scale and to provide longer text based answers. A copy of the exit survey is available in the appendix.

The evidence base for evaluation can be split into two sub sets; quantitative and qualitative. The quantitative evidence from JtoJS will present the numerical data gathered over the course of the project and the qualitative will set out the written and spoken data gathered, shedding light on the thoughts, feelings and experiences of those who have been involved in JtoJS; demonstrating how the project has had a positive and lasting impact.

By obtaining both quantitative and qualitative data the evaluation will be able to give an insight not only into who attended and participated in JtoJS but also how the project made them feel. This latter aspect is critical to what JtoJ as a whole hopes to achieve regarding the empowerment of participants to take action for social justice. The positivity and uplift associated with JtoJ and its local projects are best expressed through the voices of the participants themselves and this cannot be quantified.

2.0 Journey to Justice All Over the Land

Taking a multimedia approach, the Journey to Justice travelling exhibition uses films, photographs, music and audio recordings to bring its exhibition of stories, poetry maps and text to life. Focussing on the less well known stories of activism during the US Civil Rights Movement, the JtoJ travelling exhibition tells stories of individuals who made a difference during the struggles in the United States during the 1950s and 1960s, with the aim of inspiring visitors to see that ‘ordinary people’ can make a difference. JtoJ also teaches the factors necessary for a human rights movement to succeed. The exhibition follows the stories of Barbara Henry and Ruby Bridges as part of the New Orleans’ school desegregation process, Elmore and Peggy Nickleberry and the Memphis sanitation workers’ strike looking at economic justice and racism, Janice Wesley who was involved in the Birmingham Children’s Crusade, Bayard Rustin organiser of the March on Washington, Marcia Saunders Heinemann who was a Freedom Summer Voter Registration volunteer, Jean Stallings who was involved with the National Welfare Rights Organisation and the Greensboro Four who staged a sit-in protest at Woolworths. The exhibition uses stories and quotes from those involved to examine why people become and stay involved in social justice and civil rights movements. It also makes links to UK history including the 1963 Bristol bus boycott and includes a map of UK struggles for rights and equality, such as those experienced in Northern Ireland in the 1960s and 1970s. The exhibition always includes a section relating to local stories of social justice wherever it goes. These are chosen, researched and curated by the local JtoJ group. The Sunderland JtoJS exhibition featured the Hidden Histories ceramics project which was devised and delivered by MBC Ceramics working with six local groups in the Sunderland area. This project will be discussed in more detail below.

2.1 Launching Journey to Justice Sunderland

An official launch of Journey to Justice and the travelling exhibition programme in Sunderland was held on 23rd October 2016 at the Sunderland Museum & Winter Gardens, where the exhibition was installed. The launch gave a platform to speakers who delivered rousing and emotive talks to a diverse audience of men, women and children from across the Sunderland area, including women from Wearside Women in

Need. The audience also included members of Journey to Justice Newcastle, the JtoJS steering group, activists, artists, students, family members and those who had participated in the Hidden Histories ceramics project. Like cities the world over, Sunderland is not immune to global forces and as a result of a changing demographic, it is becoming a home to those fleeing wars, persecution and atrocity overseas. We were privileged to hear a moving account from one such survivor at the launch, a man persecuted in his native country for being gay, who has found sanctuary in Sunderland and is building a life here. He now feels able to live as an openly gay man without fear of retribution and mob justice, which had become a daily fear.

We heard from local and national educators who spoke about Sunderland's connection with social justice and the aims of JtoJ. The event ended with a performance by The Gemma Hackett School of Dance who amazed with a stunning and heartfelt performance of 'Read All About It' by Emeli Sandé, inspiring those in attendance to use their voices for change.

The visitors were then invited to see the exhibition after the ribbon was cut by Women of the World, Sunderland. Speaking in Bangla and English they said, 'We are honoured to be here and thrilled to be recognised as a group that has recently started on its own journey to encourage more BME women to take an active role in the wider community of our city. Our aim is to support and encourage women, particularly those from the Bangladeshi community like ourselves, to participate in social and educational activities and find ways of working together to address the day to day issues that concern us as wives and mothers so that we can make lasting improvements to the quality of our own lives and our children's.'



WoW cut the ribbon launching the exhibition



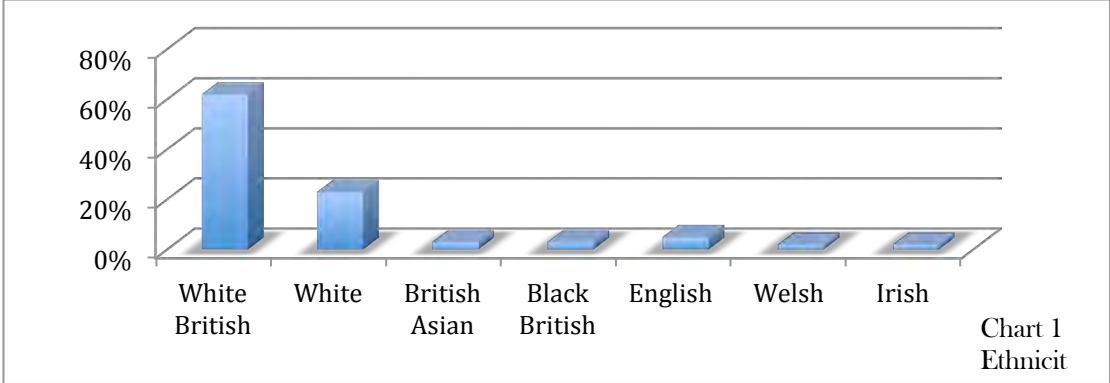
@Gemma Hackett School of Dance performance

Once launched and open to the public, the exhibition was overseen by local volunteers for the four weeks Sunderland hosted it, to ensure its smooth running and to capture visitor feedback. The team consisted of sixteen volunteers, men and women between the ages of seventeen to seventy-five, who gave their time to set up the daily running of the exhibition, answer questions, act as guides and collect visitor information. The volunteers were given training and were asked to evaluate their experience. All sixteen reported that their training had been ‘very good’ or ‘good’ and that they had enjoyed it. The volunteers further reported that the training they received made them feel well equipped to oversee the exhibition, including the more technical aspects of setting up the audio-visual equipment. All the volunteers found liaising with the public either ‘easy’ or ‘very easy’ when asking visitor to complete feedback forms and found monitoring visitor numbers and using the comments book the same. All volunteers stated that the exhibition had increased their knowledge of the American Civil Rights Movement either ‘quite a lot’ or ‘very much’. Similarly, they said that the exhibition had increased their knowledge of Sunderland’s human rights history either ‘quite a lot’ or ‘very much’. Only one volunteer replied that the exhibition had increased their knowledge by ‘not very much.’ Adding to this the volunteers were asked if the exhibition had increased their knowledge of social justice in the UK more generally, the majority reported that their knowledge had either ‘stayed the same’ or answered ‘not very much’. When asked if they had enjoyed being a volunteer for the JtoJ exhibition all replied ‘yes, very much’. All said they would like to remain in touch with JtoJ, as did visitors who signed up to receive updates from JtoJS, showing the capacity for the sustained reach of the project into the future. We hope many of them will become involved with legacy work in Sunderland.

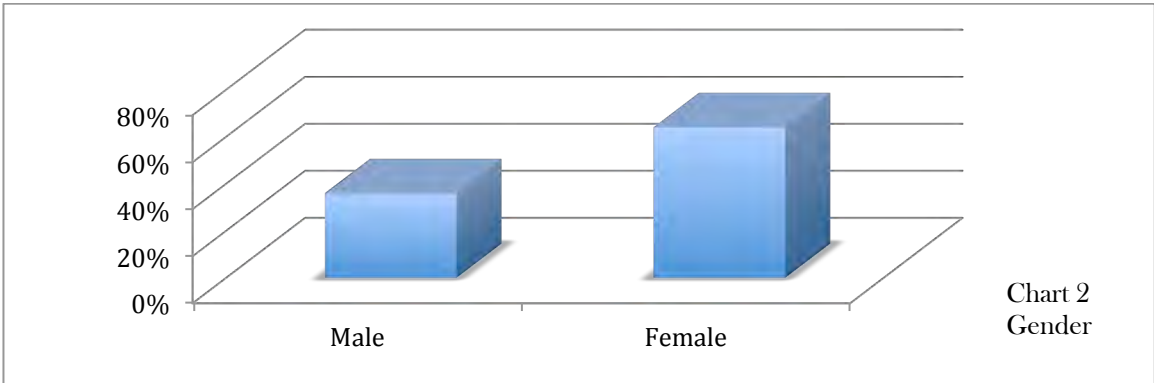
2.2 JtoJ Exhibition Visitor Experience

The exhibition welcomed 825 visitors over the four weeks it was installed in the city. 72 feedback forms were collected and 40 equality forms, alongside 44 shorter bus ticket style feedback forms. In total 11% of visitors filled out feedback and/or equality forms, therefore no generalised conclusions can be drawn from them. As there were two entrances and exits to the gallery, it was not always possible to ask every visitor to complete the exit survey or equality form. The results do however give us a good sense

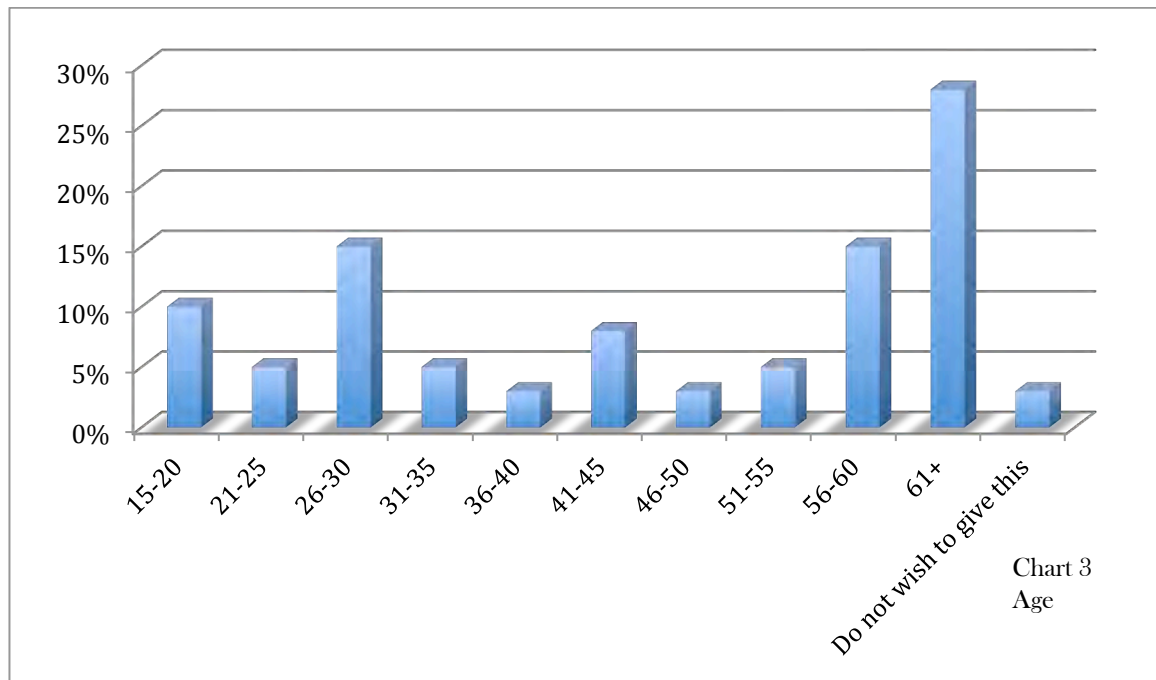
of the people who came to the exhibition and what they felt about it. This can be triangulated with qualitative data collected in order to make more sound assumptions. The ethnicity of the visitors recorded was in line with the demographics of the city outlined above.



The majority of those who visited the exhibition identified as White British, followed by those who stated they were White, 62% and 23% respectively. Visitors who were British Asian or Black British accounted for 3% each and a further 5% of visitors identified as English. Welsh and Irish visitors accounted for a further 2% respectively. Though there was no scope to record this on the Equality Form, it was verbally recorded that the exhibition drew visitors from Sweden, Germany and Canada. Where gender was concerned the majority of visitors to the exhibition were female at 64% and 36% male.

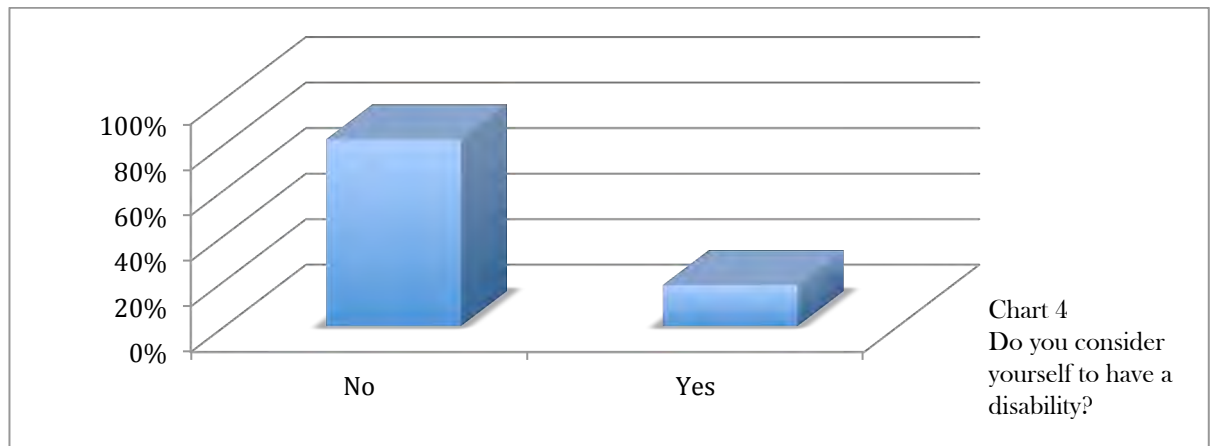


The age range of visitors was varied, but there was a concentration of visitors at both the top and bottom of the age range scale.

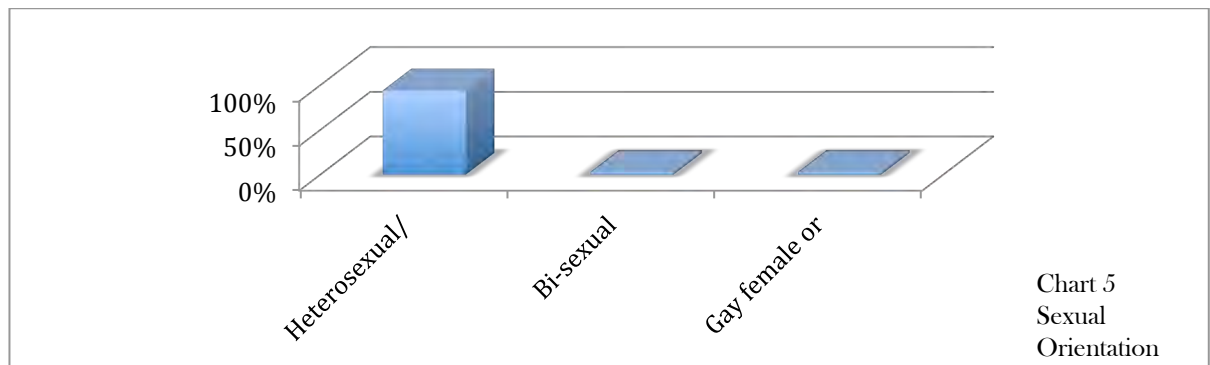


Of the total visitor information collected, 28% of those who came to see the exhibition were over 61 and the next largest age cohorts to visit were aged 56-60 and 26-30, each accounting for 16% of the total visitors recorded. The third largest cohort was aged between 15-20 at 10%. The mix of ages indicates that the exhibition appealed to those both older and younger, highlighting that the exhibition has universal appeal. The pronounced older demographic could be attributed to those of pensionable age having more free time to enjoy visits to museums than those who are working or have caring responsibilities. Or perhaps they are more likely to identify with the US Civil Rights Movement? We did not ask what had attracted people to the exhibition. Only 3% of those who responded to the Equality Form did not wish to give their age.

Of those who visited, 18% considered themselves to have a disability, though they were not asked to specify details. That those who considered themselves to have a disability were still able to come and interact with the exhibition suggests the accessible nature of the installations we hope and that they, as with age, can be enjoyed by a varied audience although we did not ask whether that was the case and we are in discussion about how to ensure the exhibition is accessible to all.



Lastly the visitors were asked to identify their sexual orientation. 94% of those who visited identified as Heterosexual/Straight. Those who were Bi-sexual or Gay female or lesbian accounted for 3% each.

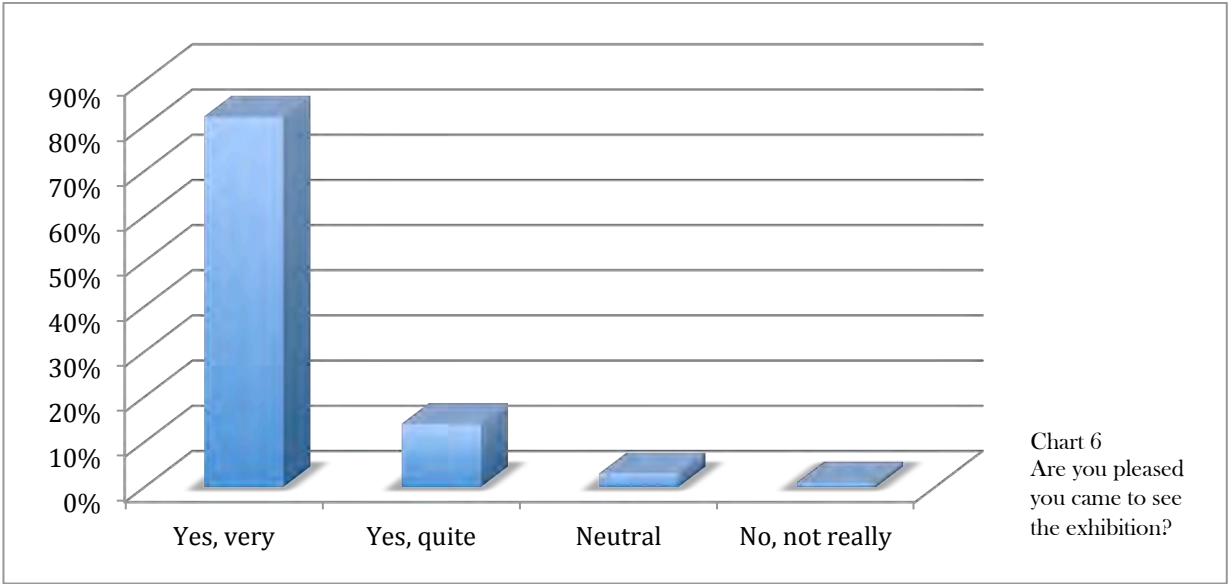


The visitors to the exhibition were asked to complete an exit survey or feedback form asking for their thoughts and opinions and whether or not it had inspired them to take action for a social justice cause they felt passionate about in Sunderland. One of the key aims of the exhibition is to inspire those who interact with it to take action for social justice as a result of and through exploring the stories of those who had an impact during the American Civil Rights Movement and in the UK.

When asked if the exhibition had inspired them to take action for social justice 46% of respondents replied that it had inspired them to take action. One third of the respondents cited that they did not know if the exhibition had inspired them to take action and 21% stated that no, the exhibition had not inspired them to take action. That 46% of respondents felt inspired to take action for a social justice cause after seeing the exhibition demonstrates the positive impact that the exhibition has had. As this is the key and critical aim for JtoJ this response is an encouraging one. It is a hope of JtoJS

going forward that those who had been inspired to take action would help to prevent and reduce racist incidents and promote tolerance and good will.

Of those who visited the exhibition, 82% reported they were very pleased they had come. A mere 1% of respondents reported that they were not pleased they had come to see the exhibition whilst 3% reported a neutral attitude. The remaining 14% cited they were quite pleased they had come.



When asked what they enjoyed about the exhibition, the most frequent response was the music from the jukebox, followed by the story of Ruby Bridges. Visitors widely praised six-year-old Ruby, and several cited that if a child can be so resilient and have such an impact then they too should be able to find the courage to affect positive change.

In addition to empowering visitors to take action for social justice, the travelling exhibition aims to educate people about the American Civil Rights Movement and how it links to social justice movements in the UK. When asked whether the exhibition had made them more aware of the US Civil Rights Movement the majority of visitors at 54% replied that the exhibition had made them much more aware, with a further 34% stating they had left the exhibition a bit more aware of the US Civil Rights Movement. The remaining 12% of visitors said their knowledge had remained the same. Here it is evident that the travelling exhibition achieved a key aim in Sunderland as the majority of respondents' knowledge increased as a result of their visit. Similarly the exhibition,

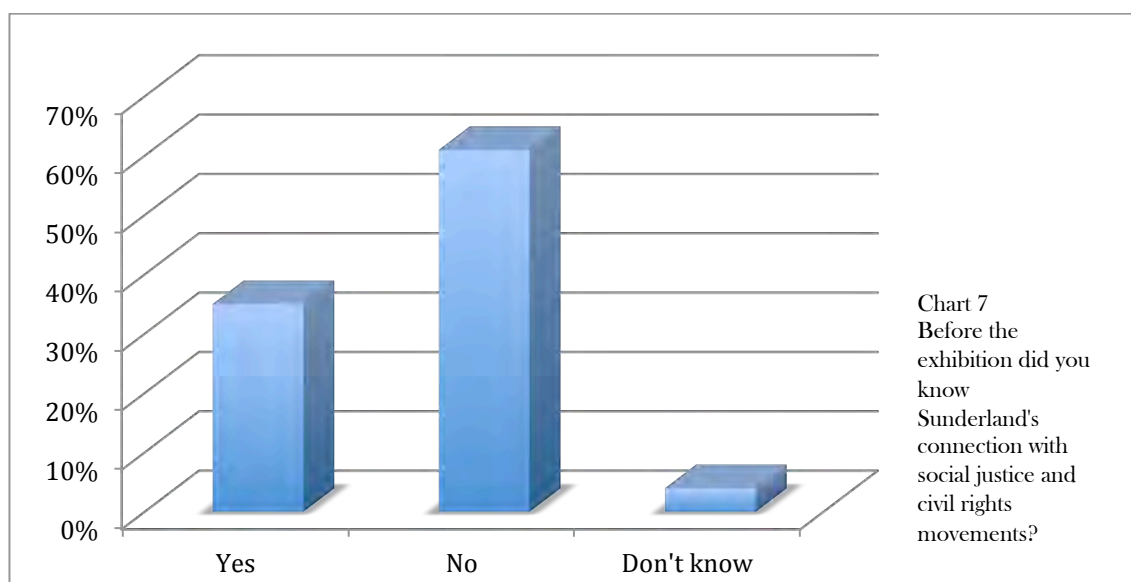
through the Hidden Histories project, set out to educate local people about Sunderland's connections to social justice movements. When asked if they were aware of Sunderland's connection to civil rights and social justice, 65% of visitors replied they had not known of the connection. At nearly one-third, 31% of the visitors did know of the history whilst 4% stated that they did not know whether they knew it. As above, this shows that Journey to Justice has achieved its aim in informing those who come to the exhibition about social justice movements.

In addition to the visits from the general public, the exhibition welcomed a visit from History pupils from Red House Academy, located in the north of Sunderland. The pupils reported that they had very much enjoyed the visit, and that it built upon their existing knowledge of the US Civil Rights Movement. As part of JtoJS's programme, Mark Levy a civil rights movement activist went to Red House Academy and Thornhill Business and Enterprise College, both secondary schools, where he met year 11 pupils in October 2016. Mark talked of his involvement in the Mississippi Freedom Schools, which took place in any space a community could find such as churches, storefronts and even porches. He was one of many volunteer teachers who taught art, history, politics, writing and poetry, all with the aim of making the world a better place.

The students immensely enjoyed talking to Mark about his experiences as he told them that ordinary people, working together, can accomplish extraordinary things. The students gave overwhelmingly positive feedback with one stating, "I was glad Mark came in as I now have a good insight of what life was like for black people." Another who had also enjoyed the experience said "I thought it was really good to learn his views and experiences. He was also really nice...I also found it really interesting about how women weren't allowed to be involved in the speeches with Martin Luther-King." See the blog: <http://journeytojustice.org.uk/mark-levy-in-sunderland/>

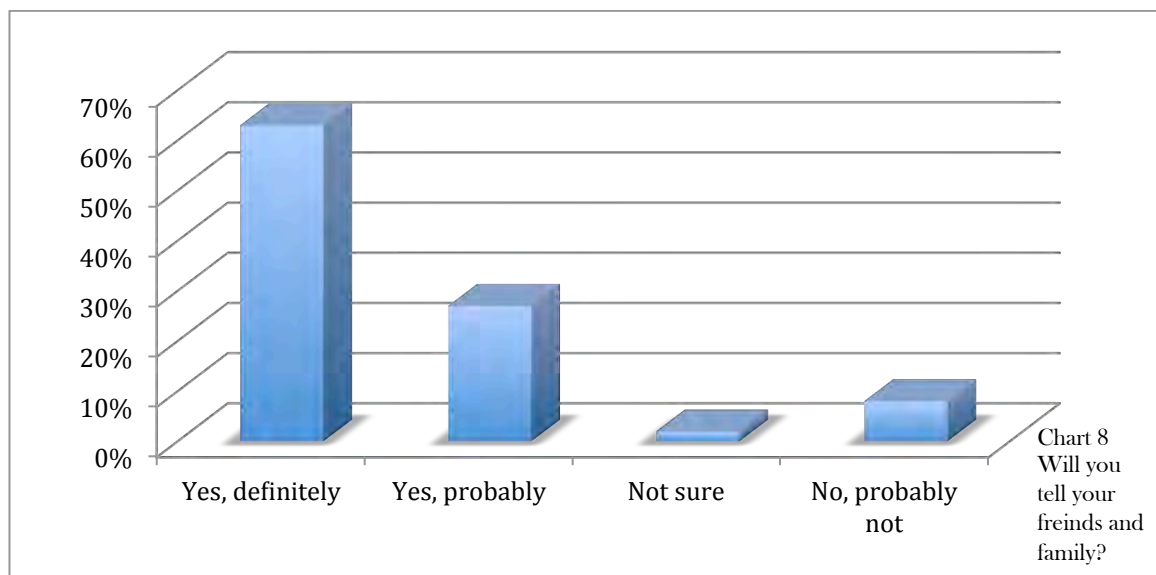
When they visited the exhibition the young people particularly identified with Ruby Bridges and her determination to be educated, citing her as someone they could take inspiration from, and that it made them realise how lucky they are to have access to education. There was also a visit from the Headliners, a South Shields youth group who came to the exhibition as part of their half term programme aimed at increasing the young people's awareness of social justice and social action. The group enjoyed the

exhibition, giving very positive feedback. As part of their discussion, they raised issues that were important to them, in particular transgender rights and access to services. One black young woman who visited the exhibition was particularly moved by it. She and her family are very much a minority where she lived and that people in her local area was taking the time to tell the stories of the social injustices faced by black people moved her considerably. After visiting the exhibition the young woman felt more hopeful about living in the North East and was comforted by what she had seen and heard at the exhibition. Further to this Dr Rick Bowler, a member of the JtoJS steering group, brought a group from his degree programme to visit the exhibition who ten returned of their own volition and a group of older persons visited as part of a day out in the community.



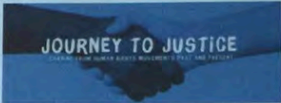
It is clear from the results of the exit survey that the exhibition programme had an educational impact in Sunderland, for both visitors and volunteers alike. This is a positive legacy for JtoJS to build on in the city, which is critical post- EU referendum, to help the city develop a more open and tolerant community, one of the aims of JtoJ and JtoJS. In the months July-September 2016 there were 72 reports of racist incidents, compared with 32 incidents during the corresponding period in 2015, as recorded by Northumbria Police. The number of incidents recorded as crimes increased from 30 to 80 from 2015 to 2016.

Sunderland has a white, homogenous population but that demographic is changing, and with these changes there is an inevitable period of transition and adjustment. Projects like JtoJ which advocate for tolerance, understanding and social justice are critical at this time, and the vital role of education cannot be overstated. That the project has also reached a range of ages from across Sunderland sees the impact spread beyond the immediate locale of the Sunderland Museum & Winter Gardens. To encourage visitors to think about the exhibition after leaving, they were asked about the likelihood that they would tell friends and family about the exhibition. The majority replied they would, thus spreading the JtoJ message further.



Of those who responded, 63% answered ‘yes, definitely’ they would tell family and friends about the exhibition with 27% saying ‘yes, probably’. Only 2% of respondents weren’t sure if they would tell their friends and family and a further 8% replied ‘no, they would probably not tell their friends and family about the exhibition’. A combined 90% of visitors stated they would tell others about the exhibition suggesting that the message of JtoJ is a powerful one which visitors are willing to carry forward. It also indicates that visitors found the exhibition engaging and informative and therefore worth a peer recommendation. In addition to the JtoJS exhibition exit survey, volunteers collected responses via ‘bus tickets’. Shorter than the exit survey, the bus tickets were replicas of 1960s bus tickets from Birmingham, Alabama, a key site in the civil rights movement. Here visitors could record whether they had been inspired to take action, as well as

identifying barriers to participating in social justice causes. In total 44 people completed the bus tickets as demonstrated below by qualitative means:



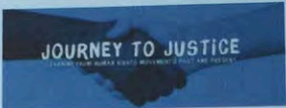
Has the exhibition inspired you to take action? Please say what:

I'm black. I'm Action in Motion

What do you think stops people from taking action?

Fear, Ignorance

Keep me informed about Journey to Justice: e-mail / mobile / other contact:




Has the exhibition inspired you to take action? Please say what:

Yes, to continue ensuring people are not ignorant on these things

What do you think stops people from taking action?

The constraints society places on the mind. That we are to small to encourage drastic change, what we think does not matter.

Keep me informed about Journey to Justice: e-mail / mobile / other contact:



Has the exhibition inspired you to take action? Please say what:

It definitely makes you think about how lucky we are in this country, having been to America + experienced segregation (still!) It does make you want to take action.

What do you think stops people from taking action?

It doesn't affect them personally.

Keep me informed about Journey to Justice: e-mail / mobile / other contact:

One respondent who completed a bus ticket mentioned social class as a crucial issue in Sunderland, holding people back from taking action. These sample bus tickets reflect the overall nature of the responses. The majority of respondents cited that a lack of confidence prohibited them or others from taking part in social justice and civil rights campaigns. This, coupled with better education, were the two key elements that visitors thought were needed to encourage and increase action within communities for social justice issues and is very valuable for JtoJ planning what to focus on in its human rights education programmes.

As an interactive part of the experience of the exhibition, visitors were asked to fill in a series of coloured tags, laid out on the Greensboro sit-in lunch counter installation.



Visitors enjoying the tags exercise in the exhibition

The images below depict some of those tags, where visitors write about their enjoyment of the exhibition, but the tags were primarily used to question visitors as to their thoughts on the importance of voting (red), the issue of stereotyping (green), who they found to be inspirational (yellow), and lastly whether an item on the news had ever inspired them to take action for social justice (blue). This aspect of the exhibition challenged visitors to take what they had seen in the exhibition and use it to reflect on their own lives, examining whether they are already taking a stand for social justice and if not, how they might begin to. By exploring the ideas of voting rights, stereotyping and questioning role models, this exercise allows visitors to examine issues within the frame of civil rights and social justice and garnered some powerful responses, as seen overleaf:

Great Exhibition.
Real History. These
Brutal and insane
INJUSTICES happened
(not long ago) People → Pro

So eye opening and the
exhibition. Hope to see more things
like this.

Nelson Mandela
and
Rosa Parks
inspire me
as they stood
up for equal-
ities.

Voting is important to do in order
for our voices to be heard and to stand
up for our rights/beliefs.
As without this nothing will ever
change.

EVERYONE THINKS
I'M CLEVER BUT
DON'T KNOW I'M
DYSLEXIC. THIS IS
MY HIDDEN STORY.

If we're talking
"Equality" we better
be talking about black
lives and lives of
colour, women wearing
cultural clothing, and
sexuality/gender of
ALL people, too. We
need to think of ALL
lives and choices, not
just cis white men
and women wearing
revealing clothing! ☺

I respect everyone because we are
all the same. We should respect
others and not harm them
because of their skin colour.
By Ashbyne Wake a year old

IT'S REAL PEOPLE, REAL LIVES, REAL
DISCRIMINATION
DON'T ALLOW IT.
SPEAK UP
ACT UP
VOTE! HAVE A VOICE, A SAY AND OPINION
WE ARE ALL EQUAL BUT WONDERFULLY
DIFFERENT. LET'S CELEBRATE IT!

2.3 Hidden Histories

JtoJ always includes a section within its travelling exhibition showcasing local connections to social justice and civil rights in every community it visits. JtoJ Sunderland chose Hidden Histories, a ceramics project completed in partnership with MBC Ceramics. It was completed with the help of sixty participants from six community groups across the Sunderland area; The Bangladeshi Centre, Sangini, Pennywell Probation Service, Washington Sunderland Care and Support, Leechmere Sunderland Care and Support and Fulwell Sunderland Care and Support.

The result is a beautiful piece of artwork that is now touring Sunderland so that it can be enjoyed by people from all over the city. Inspired by a local geological formation, cannonball rocks secreted from limestone, the installation captures the true essence of a hidden history and evokes the city's maritime history. The participants were taught about less told stories of social justice in Sunderland's history in order to inspire them to think about their own journeys and stories of social justice, including: James Field Stanfield an actor and abolitionist; Norman Gaudie a Conscientious Objector during World War One and Baroness Anna Isabella Byron an abolitionist who also campaigned for prison reform and for the improvement of education, particularly of girls. Participants were then asked to handwrite stories from their own lives, either on behalf of themselves, or someone close to them, about their experience of social justice in the city. The stories they told were powerful, moving, evocative and inspiring. A selection can be seen below.

The hijabi is still an individual!

How things have changed with hijab in 2016.

When I first started wearing the hijab in 2001 I was very comfortable wearing it and people were very accepting of it too in the sense that I didn't receive any abuse from anyone. Although at times I used to feel wearing a hijab wouldn't give a decent job. However, I think I was wrong because interviews with and without hijab went equally well.

~~Then~~ At one point I decided to wear the niqab (full face veil). At this point I felt very uncomfortable in public because people would shout abuse at me,

I felt I needed to shout back when I did, I was doing it for myself to make my faith stronger. I just felt why can't people just wear what they want especially in this day & age UK. I feel nowadays, people and myself feel scared going out wearing a hijab because of the stares and the abuse. I feel because of Islam always being on the media people's perception of hijab has changed and the general public or the minority feel that people like myself should take our hijabs off. However, hijab is my identity and choose to wear one,

They then made clay spheres in which their stories were encased and kiln-fired to form replicas of cannonballs. Each cannonball was decorated in order to personalise the sphere and give an insight into the person who made it, reflecting how the everyday image we project may not always reveal what is happening inside. The participants involved reported this was a meaningful experience they enjoyed very much. As seen in the photograph below, the project also produced beautiful photo books to be enjoyed by visitors which catalogues the journeys, experiences and stories of those involved in the project. The books show the creative process of the project.



Visitors enjoying the Hidden Histories project

In order to capture the impact of the project, JtoJS conducted starter and evaluation surveys with those who took part. Participants were asked to rank, on a scale of 1-10, how much they knew about social justice issues in the world prior to beginning the project. The majority of respondents answered 6 at a rate of 55% similarly the respondents were most likely to reply a 6 when asked the same question about social justice in the UK, at a rate of 62%. Over half of respondents felt ill equipped to speak out about social justice in the world with a combined 72% ranking 1-4 on the scale, indicating that they did not at all feel able to speak out. Lastly, when asked, 'Do you feel your voice makes a difference in the world?' 64% of respondents felt that their voice

did not, ranking their voice between 1-4 on the scale. This indicates a need for empowerment in Sunderland, which JtoJS aimed to address through the Hidden Histories project. When asked if they had ever fought for an injustice 100% of respondents said that they had not. 60% of respondents reported they knew a little compared with 40% who stated they knew nothing. After the participants had discussed what social justice meant and had participated in the JtoJ-MBC Ceramics project, they were asked to reflect on their experience and answer evaluation questions. These answers revealed that 60% of respondents reported they had indeed fought against what they believed to be an injustice, as perhaps the participants were now able to identify social justice causes as a result of the JtoJ-MBC Ceramics project. The participants stated they had taken action on issues such as fair trade practice, anti-war campaigns and dementia awareness. Lastly, all participants enjoyed taking part in the project. Most participants described that hearing each other's stories as being the most enjoyable part, with others citing that the project had been therapeutic, uplifting and fascinating.

At the end of the project the participants were asked how much they knew about the heroes and heroines of Sunderland who have fought for human rights.

The groups involved in the project particularly enjoyed hearing stories relating to Sunderland's history of social justice and stories of their friends and peers.

2.4 Ship of Souls

Funded by the Arts Council England, the Ship of Souls project was the second art installation created by JtoJS and MBC Ceramics. The project was carried out at Red House Academy with eight Year 8 pupils as part of their history lessons. The pupils were taught about Sunderland's connections to the North Atlantic slave trade and campaign for abolition and about the injustice the slave trade bred around the world. Before and after to the project sessions the pupils were asked about their knowledge, and what Journey to Justice meant to them, with their answers becoming much more confident after the sessions, as seen in the table below.

The pupils then took what they had learned about the North Atlantic slave trade and used this to talk about what social justice issues affected them and their community. The conversation generated was used as the inspiration for the ceramics element of the project. Each pupil made their own 'plank' which would adorn a frame in order to

create the hull of a ship. Every plank was unique and reflected what social justice meant to each student personally which produced a stunning and powerful installation. The images below show the ship installed in Red House Academy, but it will be moving around the city so that as many people as possible in Sunderland and the surrounding area can enjoy it. With thanks to Stephen Newman at Red House, Mark Burns Cassell and Emily Nolan of MBC Ceramics and JtoJS steering group members Adam Gawne, Lesley Etherington and Dean T. Huggins.



These pictures show the ship in situ in the school and the pupils who took part standing with it. The ship is a source of pride in the school and has given the pupils who took part a great sense of achievement. Several of the pupils who took part in this project went on to present



their work at the Jean Stallings day in December 2016. As with the Hidden Histories project, photo books were produced and each child received one in recognition of their efforts.



	BEGINNING OF PROJECT³		
	(comments verbatim)	Yes	No
Do you know anything about the African slave trade?		2	6
If yes write a short paragraph about what you know	<ul style="list-style-type: none"> • It is about swapping things with Africa. • People got took away from their home to be a slave. 		

END OF PROJECT		
Yes	No	(comments verbatim)
8	0	
		<ul style="list-style-type: none"> • The African trade was a bad time for Africans. They were took for slavery. • They swap things with other countries. • I know that people has. • They had to go on a boat to America and sold to others plantations. • They chain the black people on a boat then go to America. • That they chained them down on the boat and took to America. • People got used as slaves.

³ With thanks to Lesely Etherington, steering group member for the production of this grid

Do you know anybody from Sunderland's history who is connected with the slave trade?		0	8
Name some here	Don't know		
Do you think it is important that young people understand this history?		6	2
Why?	<ul style="list-style-type: none"> Because they might want to help other people. 		

7	1	
		Ruby Bridges x 2 James Field Stanfield x 6 Celestine Edwards x6 The Hiltons x 2 Lesley No
6	2	
		<ul style="list-style-type: none"> So that they know about it. People don't make the same mistake.

	<ul style="list-style-type: none"> • Because people should not look stupid. • So they can help. • So they know what happened long ago. • Because if you don't know it. 		
What does the term "Journey to Justice" mean to you?	<ul style="list-style-type: none"> • I think they go on a journey and go to the place where they wanted to go. • Getting somewhere fast. • Nothing 		

	<ul style="list-style-type: none"> • So they can understand more about it. • So we can make a change. X 2 • Reason people know about it is so they don't repeat them.
	<ul style="list-style-type: none"> • Freed the slaves. X 2 • To me it means people go on a journey to give people justice. So mixed religions are together. • We come a long way so everyone is mixed. • We come a long way so all are mixed now. • People who fight for freedom. • We have come a long way. • It mean on a journey.

What have you enjoyed most about creating the “Ship of Souls”?	N/A		
---	-----	--	--

		<ul style="list-style-type: none"> • Clay making • Making stuff with the clay • I have enjoyed doing the clay • Made the planks • Yes • Creating new things • Building and playing with the dough.
--	--	---

2.5 Connection to funding streams

As outlined above, JtoJS secured funding from two key sources, Heritage Lottery Fund and Celebrate, Big Lottery Fund, to support its organisation and the exhibition. In conjunction with employing a project co-ordinator, the funds were used to support the recruitment and training of volunteers and the launch of JtoJS in Sunderland as well as funding the Hidden Histories project. The expected funding outcomes can be found in Table 2 above.

As part of the Heritage Lottery Fund monies, JtoJS delivered the local arts project through the medium of Hidden Histories, which engaged with marginalised people and people who live on the geographical peripheries of Sunderland, often excluded by distance and economics from the city centre. In addition to this project, JtoJS commissioned Hollie Dearing (a talented student of Photography) to produce a photography project that tells the stories of ten local people in Sunderland and how they have achieved positive change in the city as a result of grassroots work for social justice and well being accompanied by striking portraits of themselves. The themes discussed in this project mirrored those of JtoJ and included the arts, activism, youth work, LGBTQ rights and anti-racism.

Hollie's project was exhibited in March 2017 at The Bridges Shopping Centre in Sunderland and forms part of the legacy of JtoJS, post exhibition. The exhibition was open to the public and on display in one of the busiest areas of the centre. A photo book was created in conjunction with the project so that visitors could take away the message of JtoJ and JtoJS in the hope that they would be inspired to take action. All projects have given a voice to those who might not otherwise be able to express their journey in a public forum, showcasing the multi-cultural nature of the city, and the universal struggle for social justice independent of age, gender and race.

JtoJS has worked with disadvantaged communities from across the Sunderland area, with the facilitators of the projects researching local histories and stories giving a platform for those who might not have otherwise been engaged in social justice and the arts to participate. In addition, JtoJS recruited local people to take part in the exhibition as guides, all of whom enjoyed the experience and felt it worthwhile, as outlined above.

The Ship of Souls project engaged with eight young people over three days to produce a stunning piece of ceramic art and directly impacted on the pupils' knowledge of Sunderland's connections to the North Atlantic slave trade and educated them as to social justice issues in their areas.

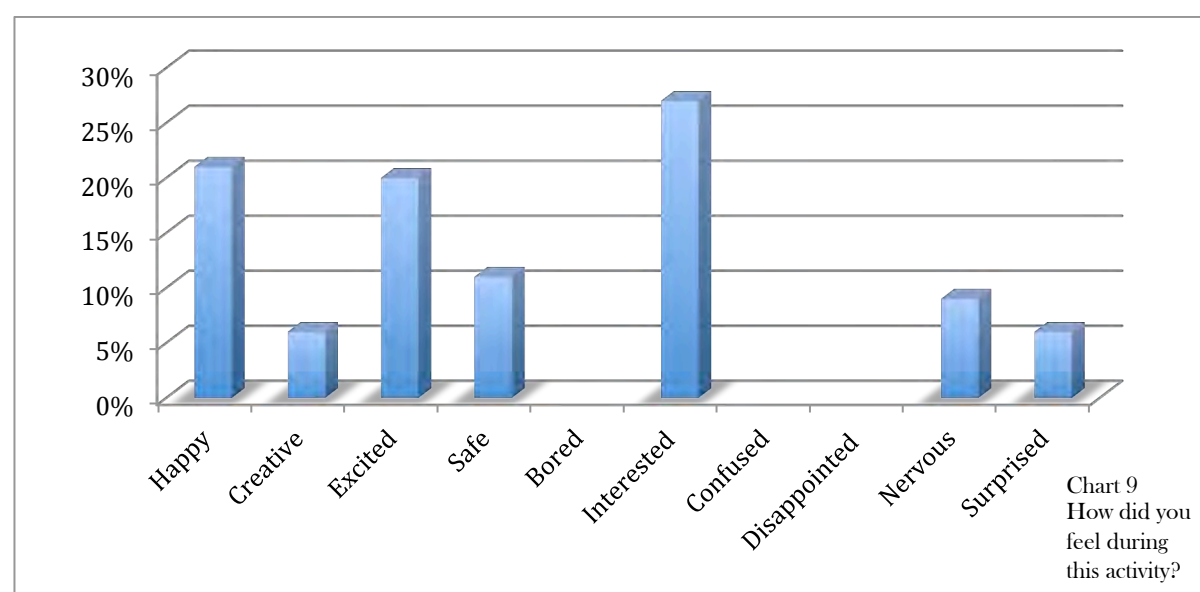
This demonstrates that JtoJS has fulfilled its purpose in Sunderland with reference to both the intended outcomes set by the national JtoJ and the commitment JtoJS made to the funding bodies, HLF and BLF. The project has had a positive impact on the majority of those who engaged with it, raising awareness of the potential of positive change in the city, with JtoJS being seen as an asset to the people of Sunderland.

3.0 Jean Stallings' visit to Sunderland

As part of the legacy offer of JtoJS in the city, the project was lucky enough to host veteran civil rights activist Jean Stallings, accompanied by her granddaughter Brianna. Visiting the UK as part of the launch of JtoJ in Tower Hamlets, Jean and Brianna came to Sunderland to engage with local school children, sharing examples of what they had learned in the classroom with Jean and other children to facilitate discussion around civil rights and social justice issues. Jean has been an activist with ATD Fourth World (combating poverty) for nearly 15 years. Prior to this she was involved with the National Welfare Rights Organisation (NWRO) during the American Civil Rights Movement, an American activist organization that fought for welfare rights, especially of women and children. As part of her activism Jean met with and was inspired by, Martin Luther King. On behalf of ATD-Fourth World, Jean has participated in the UN's human rights committee and the subcommittee on the eradication of poverty. Though Jean only visited for the day, she met with over one hundred school pupils from four schools in the Sunderland area, and with JtoJS steering group members, local activists, Sunderland College students, and the Mayor of Sunderland in the afternoon. Impact was captured from the school pupils in the morning. Jean's visit to Sunderland was primarily to help engage young people with social justice stories and movements, to inspire them to take action for their own causes, and to give them confidence that they can make a difference through the power of their own actions and voice.

Of those who participated and heard Jean speak, 100% of participants reported that they had enjoyed all aspects of the morning, which included a question and answer

session with Jean which saw pupils ask her about the way she felt as a campaigner, what she thought about the Black Lives Matter movement, and what message she had for young women today. The pupils also gave a presentation of work on social justice from the various schools taking part, and had a chance to talk to pupils from other schools about their social justice experience both in and outside of the classroom. When asked how the day had made them feel, the respondents reported a mix of emotions, as detailed below:



The pupils were asked to describe the way they had felt during the day and the most popular answer among the pupils (27%) was that the morning had interested them, suggesting that the time with Jean had been engaging to an audience aged between seven and eighteen. This also indicates the universal appeal of making a difference, and that children and young people are receptive to the message of social justice. The next most popular answer was ‘Happy’ with 21% of pupils responding this way, closely followed by a fifth of pupils who were ‘Excited’ by the event. These encouraging responses are testament to the intergenerational, intercultural nature of JtoJ and JtoJS that no participants felt they had had a negative experience on the day. To support these statistics, participants, including pupils, JtoJ members, pupils and, teachers said the following about the day:

“Jean Stallings’ visit to Sunderland couldn't have come at a more important time. She spoke vividly and movingly about her own journey to justice, and about the need to be inclusive and strong in the face of divisive and racist

policies. She really inspired all who met her, especially the school children who she made sure she spent time with. Thank you to Journey to Justice for making her trip to Sunderland possible.” Reverend Chris Howson, Chaplain, Sunderland University.

“[Jean] was amazing, so inspirational for young women today when she described the struggle to just manage to look after your children, keep a job and fight for help so that you can get your family out of poverty for the long term and she was pioneering that for all of us 50 years ago!” Helen Smith, St. Anthony’s Catholic Academy.

“Jean Stallings was an absolute inspiration to the girls at our school. Every word she spoke had us amazed, it was a privilege to be given the opportunity to meet her.” Lucy Robinson, Sixth Form pupil, St. Anthony’s Catholic Academy.

“Many times today I had to keep my emotions in check as there were many moving moments. Seeing so many people working and sharing together and feeling such passion for social justice, Jean and important issues generally by everyone was so great. I thought it was a huge success.” Dr Kim Gilligan, Sunderland University.

As these testimonies show, Jean’s visit was a huge source of inspiration to those who saw and spoke with her. That such a large number of young people were present to hear her message adds to the success of the event. The long term impact of Jean’s visit can be seen in a blog post written by a pupil present. She writes;

“Jean’s strength of character will always remain a source of inspiration for me, and is what I strive to achieve. She is the type of woman young people should look up to and admire.” Kushi, <https://kushaktr.wordpress.com> [Accessed 28/02/2017].

Speaking about the experience Jean said:

“To my Children in St. Anthony’s and all present
HOW JOYFUL THE NOISE OF GOD’S CHILDREN GATHER IN HARMONY
TO LISTEN SHARE LOVE EACH OTHER
YOU ARE A SEED TO GROW NURTURED BY THE STILLNESS OF A
STREAM THE SUN WILL CAST ITS WARMTH AND SHINE WITH LOVE
OVER YOU ALWAYS YOU ARE AND WILL BE ALWAYS IN MY THOUGHT
PRAYS AND HOPE FOR A PEACEFUL HUMANITY”

And her granddaughter wrote:

"My experience at St. Anthony's in Sunderland was one I will never forget. Meeting and briefly speaking to the young girls and boys there was amazing. As I sat there with my grandma, hearing her speak to them and watching an interest spark in them, made me so happy to see. I couldn't believe the impact we made just by being there, and listening to each individual left an impact with me, one I will always cherish. I can't wait for each and every student to achieve greatness. Always remember to never back down, never give up and to keep hope alive. Thank you to Journey to Justice, Carrie, Lindsey, St. Anthony's and everyone else who has made this experience for me unforgettable."

Though not quantifiable, these more intangible and abstract legacies of the JtoJS aspect are a crucial way to carry on the message of JtoJ and all that it stands for. The power of spoken word is crucial here to maintaining JtoJS’s presence in the city and continuing the conversations that bring about change. Jean’s visit was one event that is a catalyst for those conversations, but follow up work and a continued platform for expression is vital.

Jean’s visit to the city was overwhelmingly successful, enjoyed as much by Jean and those from JtoJ and JtoJS as it was by the pupils in attendance. It is with thanks to the US Embassy/BAAS that JtoJ was able to bring such an inspirational speaker to such a wide audience. The grant application to US Embassy/BAAS stated that Jean’s visit would raise awareness of the long history of human rights movements in both the US and the UK. This was achieved through the pupils interacting with Jean and hearing her story, as well as sharing stories that they had learned in the classroom in preparation for the morning. Further the aim of the visit was to inspire and empower pupils to take

action which can be evidenced by both the blog posts and the testimonies. Speaking some months after the event (March 2017) Sister Josepha, a teacher at St. Anthony's, said, "No-one could fail to be inspired by Jean that morning".



Pupils from Hudson Road Primary School showcasing their work at the Jeans Stallings visit

4.0 Impact and conclusion

After the successful taster day saw JtoJ establish a local group in Sunderland there were six key outcomes that JtoJ wanted to achieve in the city (found in Table 1) during the lifetime of the project. The six outcomes detailed core elements from within the JtoJ mission and aims, promoting social justice for all, and the idea that everyone has the capacity to effect positive change no matter how small. The first indicator for the project detailed that as a result of engaging with Journey to Justice participants would have an increased awareness of the civil rights movements happening across the world, beginning with the US Civil Rights Movement. This outcome was achieved in Sunderland, demonstrated by the majority of those who partook in JtoJ based activities stating their knowledge around civil rights and social justice causes and movements had been increased.

Further it is the hope of JtoJS that it was successful in inspiring participants to take action for social justice causes through the inspirational and multimedia projects it has run in the city. Evidenced by the exit survey, those who engaged in the exhibition said

they were more likely to take action for social justice as a direct result of engaging with JtoJS. Similarly, those who evaluated their experiences as both a participant of the Hidden Histories project and those who volunteered as exhibition guides said they were likely to take action as direct result of involvement. The volunteers and participants reported an increased awareness of the elements needed to make a civil rights or social justice movement successful, with many identifying tools such as organisational skills, confidence and resilience as being defining features of the individuals who have successfully campaigned for change.

There is an appetite in Sunderland for education to promote tolerance and mutual understanding between people in the city, be they along the lines of race, gender or age. This was made strikingly clear in Hollie Dearing's photography project and JtoJS is lucky to include many of those most committed to ensuring community cohesion in the city.

JtoJS has promoted these qualities on a citywide basis to date and has engaged over 1,000 people. The interest garnered around the project and the curiosity and engagement suggest that there is scope for further work to be done in the city. The project had sought to engage with the BME community, however this did not happen on the scale the steering group had hoped. Though efforts were made to reach out to these communities, through the launch of the exhibition, choice of partners, the Hidden Histories ceramics project and the Hidden Stories photography project. In future, developing a stronger connection to BME communities will be at the forefront of JtoJS as it moves forward in planning the next stages of the project.

Speaking after the taster session Justin Gillespie, an interested party in the beginning of JtoJS, said:

“All the charities and community groups that people are meant to rely on are getting scaled back or even closed because the councils don't have the grants for them anymore and the most vulnerable of society are penalised. This is why I am offering in some small part my services to Journey to Justice. I also have a passion for social justice which is why it felt like a natural charity to work with.”
(Justine Gillespie).

Justine felt her hopes for JtoJS had been met, and they the project had achieved the aims it set out to. Writing in March 2017 Justine expanded:

“I know that JtoJ had a great impact on the city. I am so glad that it worked out fantastically well. I am sure the legacy will live on.”

Former Chair of JtoJS Jackie Nixon felt that her aims and expectations for JtoJS had been met. At the beginning of the project she said this which she feels was achieved:

“I am hoping that JtoJ brings together a group who will continue to work together to raise the profile of inequalities that we face. In Sunderland we are not prepared to allow our city be classed as a racist one. We are already a multicultural city and the difference I want to see is that we highlight this instead of ignoring it!!”

(Jackie Nixon)

That this project has made a widespread impact is without doubt and it will continue across the city into the future as legacy projects emerge, such as the tour of JtoJS Hidden Stories projects, an invitation to work with Platforma and with Refugee Week and the partnering of JtoJS with Barrie West for his Mapping Armageddon audio project, which will be distributed in Newcastle and the wider North East. The Hidden Stories installations will be touring Sunderland. Several members of the JtoJS steering group are involved in producing a JtoJ educational toolkit to help bring social justice into the classroom. Members of the steering group were also invited to take part in Eating for Peace at City of Sunderland College which was very thought provoking and was enjoyed by all who took part.

The JtoJS steering group is currently going through a transition period, moving away from the stories of civil rights and social justice overseas and in the wider UK, to focussing on the more immediate locale, and what it means to be a citizen of Sunderland.

With the aim of producing further engagement, and with a greater celebration of positive change and social justice action in the city, JtoJS is developing from the embryonic stages creating the projects discussed in this evaluation to growing into a sustainable enterprise throughout the city. In order to achieve this aim, JtoJS must seek to grow its members in Sunderland and strengthen its partnerships with relevant organisations and institutions in the city including developing the use of social media in order to grow this as a platform for engagement. As a result of the transition period

JtoJS is having a ‘What next?’ meeting in early April 2017 to establish a legacy plan and a programme of events for the incoming year, working in continued partnership with the national group.

Having successfully met the outcomes set at the beginning of the JtoJS project, those involved hope to see a longevity to the impact that has already emerged, supported by a continuation of engagement through legacy projects into the future. The experience had by JtoJS must be shared to help develop good relations in the city, but also to help emerging JtoJ groups elsewhere in the country, to support their endeavours, and to strengthen the message of Journey to Justice all over the land.



Jean Stallings, December 2016

Appendix One Journey to Justice Sunderland

PROJECT PLAN: Journey to Justice in SUNDERLAND October 2016

<p>1. PROJECT 'AIMS'</p> <p><i>Why are we doing what we are doing - what change are we trying to bring about?</i></p>	<p>JtoJ mission: to inspire and empower people to take action for social justice through learning from human rights movements and the arts. Vision: Social justice for all JtoJ aims to:</p> <ol style="list-style-type: none"> 1. Reawaken public awareness of the long history in the UK and globally of individuals and movements who take a stand for freedom, equality and human rights. 2. Educate through creative arts and multimedia programmes which excite debate. 3. Motivate people to see that injustice can be challenged and that they have the knowledge and skills to play an important role in bringing about change. 4. Equip people to take practical action for social justice, encompassing an intergenerational approach. 5. Build networks of people working for social justice and human rights. <p>Following the successful Journey to Justice pilot in Newcastle (April 2015), the multimedia travelling exhibition has been scheduled to be installed in Sunderland Museum and Winter Gardens October 22nd - November 20th 2016. The exhibition will bring the story of the US civil rights movement and its relationship to the UK back to the North East before moving to another city. The focus will be on the stories of men, women and children, people whose voices are not often heard but without whom justice would not happen. A range of events, talks and workshops will complement the exhibition to meet the group's aims.</p> <p>During the Sunderland Stories: past and present, JtoJ, we will seek to:</p> <ul style="list-style-type: none"> • Raise awareness of JtoJ's work in Sunderland – open to all audiences possible and it will be truly inclusive. For particular strands of the project, a focus and target will be on those not in education, employment or training; students in Higher and Further Education, Secondary and Primary school; BME communities. • Establish JtoJ's reputation as a 'best practice' provider of education about and for human rights (resources, training and support) and a leader in innovative practice. Sunderland's exhibition will be a creative mix of personal stories, photographs, audio-visual recordings and objects relating to the people of the city. • Increase the number of educators/community workers in Sunderland who are engaged and committed to JtoJ's mission, and willing to critically explore and work on social justice issues in schools/communities. • Create a network of people within the city to continue working on social justice and human rights, mobilizing the community to get involved <p>Above all we need to demonstrate we have a sustainable and viable programme, capable of being delivered in multiple locations.</p> <p>To meet our aims we will deliver a programme that includes:</p> <ul style="list-style-type: none"> • Sunderland Stories: past and present, JtoJ, launch event at Sunderland Museum & Winter Gardens • JtoJ travelling exhibition and complementary workshops on: i. human rights movements; ii. The arts of social protest; iii. Social change and how to be part of it. (Details to come from education sub group) • A local history project. Participative intergenerational work will focus on lost voices (untold) story of a time when people in the region joined together to challenge an
<p>2. OBJECTIVE S/ ACTIVITIES</p> <p><i>What do we</i></p>	

<p><i>need to do/deliver to achieve our aims?</i></p>	<p>injustice.</p> <ul style="list-style-type: none"> • A follow up event 7th December with Jean Stallings at St Anthony's Academy, Sunderland College, Youth work and all JtoJ Sunderland team and WOW Sunderland <p>We will need to:</p> <ul style="list-style-type: none"> • Establish preliminary relationships with key partners from relevant sectors and decision makers. • Find a suitable venue for JtoJ exhibition and complementary workshops. • Identify a main local partner and co-ordinator. • Run introductory, information sharing session and/or Taster Day to generate interest/support. • Create a local steering group, FB, Twitter and website (linked to national website) • Ensure exhibition is ready with all necessary logistics and features ready for visitors. • Plan, promote and deliver programme, workshops, local activities, events and research local history ready for inclusion in JtoJ main exhibition (using guidance provided). • Fundraise for agreed programme of events. • Find a team of volunteers to help staff the exhibition programme • Evaluate the pilot. • Form a network of people to continue the work in Sunderland.
<p>3. TARGET GROUPS/STAKEHOLDERS</p> <p><i>Individuals we are trying to reach, or who could help us succeed, and may be affected by the project.</i></p>	<p>We want to attract a range of audiences to the exhibition and programme. Certain events will be geared to specific ages/groups; others will be for the general public. We are developing activities for: upper primary pupils; lower secondary; 14-16 year olds; sixth form, FE College and University students; young people classified as NEET or in danger of becoming NEET; older people who remember the US civil rights movement or are activists; those who feel powerless and want to find a voice; the general interested public.</p> <p>Stakeholders include</p> <ul style="list-style-type: none"> • Local and national funders; • Our main partners, Sunderland University, Sunderland City Council (Museum and Winter Gardens) and local residents. • Prof. Rick Bowler, Sunderland University, Senior Lecturer Community and Youth Work Studies Sunderland University. • Those who have shown an interest in what JtoJ has to offer and are partners in delivering activities e.g. WOW Women of the World, Bangladeshis International Center, Young Asian Voices, Sangini Women's group, Disability Advisory group DAG, Young development group, Redhouse Academy, Mental Health matters service Users Voice, local residents. Where possible, access new communities of support in identified stakeholder sectors to ensure increased awareness of JtoJ's work within current target groups (see Appendix I for experts as agreed at JtoJ steering group) • Local decision makers e.g. Yvonne Ewington
<p>4. "MARKETING PLAN"/ENGAGEMENT STRATEGY</p>	<p>What is the offer?</p> <ul style="list-style-type: none"> • Creation of a network of like-minded individuals who can share knowledge and experience and support and strengthen each other's social justice work. Collective power and influence. • A month-long, enriching series of events and learning and opportunities to inspire and entertain people in Sunderland, focused around the JtoJ travelling exhibition (see

<p><i>What is the 'offer'?</i></p> <p><i>What key messages do we need to reinforce - if any?</i></p> <p><i>What is the engagement strategy? Email, social media, web, direct mail etc.</i></p>	<p>objectives).</p> <p>Key Messages (taken from our exhibition brief)</p> <ol style="list-style-type: none"> 1. Popular 'ownership of human rights' - it is up to us, people of all walks of life, to bring human rights to life and be their guardians. 2. Our story today, in the 21st century, is part of a continuum - we stand on the shoulders of a long and powerful legacy of human rights activism in the UK, which was also known as a refuge for people seeking asylum and support for struggles for freedom in Africa, Asia and America. We want to elevate that part of our history. 3. We need to understand and listen to each other, there's room for everyone. 4. The US CRM has a universal appeal& links with other human rights movements including peace, women's& gay liberation& in the UK, China, Ukraine, India, S. Africa, Australia& the Middle East. It was informed by philosophies/idea including Bunyan, Gandhi and Christianity. 5. People often forget that ultimately MLK was about economics and he was shot just as he was going to push forward on a poor people's movement. Many think of the US CRM as about particular charismatic leaders, solely focused on civil rights for black Americans but it was driven by more than individual leadership and had economics and anti-poverty in its roots. 6. We learn and grow from those who have come before us. We also develop ourselves and our relationships to create stronger more powerful movements. Change can happen and we all have a part to play. <p>Engagement Strategy How to reach all our target audiences? Identify key local networks and how to access them. Use contacts of steering and wider group e.g. sschools' networks; Sunderland Youth development team, Sunderland VCAS, Sunderland BME network, Sunderland Voluntary and community networks, Sunderland Health and Wellbeing engagement network, Labour Party, Sunderland City College & Sunderland University - student unions, societies, staff - faculty and support; Sunderland Partnership, DAG Disability Advisory Group, Sunderland Pride LGBT, Sunderland Museum and Winter Garden, Age UK, Sunderland Carers centre, MAC trust, Sunderland Tall ships, Sunderland City Cultural bid 2020, National Citizens Service, CONNECT (faith groups) FODI (refugees and asylum seekers); Amnesty International; Guides& Scouts; sports; media.</p> <p>Marketing Tools/Promotional Strategy - to be finalized <i>with London Comms team</i></p> <ul style="list-style-type: none"> • Link to existing events e.g. Black History Month; Human Rights Day; Holocaust Memorial Day, Bangladeshi heritage, Sunderland Libraries literature month • Direct mail-out of generic printed leaflet flagging up Sunderland Stories: past and present, JtoJ • Extensive use of media links in all regions and on campuses both before and during JtoJ programme period. Blogs and printed articles, get onto local radio/TV stations and web based media • Mass email to all stakeholders • Promotion on Sunderland Stories: past and present, JtoJ website and social media • Direct delivery of bespoke publicity to schools, teacher training and relationship-building (<i>subject to necessary capacity to deliver</i>)
5.	Lead Responsibility

PROJECT GOVERNANCE <i>Who is managing what aspect of the project?</i>	Overall responsibility for organization of programme	Carrie Supple, JtoJ Director (working to JtoJ MC). Responsible for: overall planning and delivery of exhibition programme (core workshops, Train the Trainer for adults who work with young people and delivery of training for young people in partnership with Sunderland SG education group); line managing local coordinator; managing relationships with external partners; recruiting and managing evaluator; ensuring the exhibition runs smoothly and is well staffed; relationship with exhibition venue.
	Co-ordination of Sunderland JtoJ exhibition programme	Jackie Nixon (until appointed) , local co-ordinator – responsible for maintaining contact with local partners; servicing working with the local chair of the local steering group; booking venues and local programme including the research/display of a local history (with CS); supervising local volunteers, and keeping JtoJ continually updated on progress
	Delivery of Sunderland JtoJ exhibition programme	Sunderland steering group - responsible for working with CS and coordinator on planning and promotion, including: support with fundraising; planning a programme of events and complementary activities e.g. films, speakers, community organising, opportunities to work with experts and learn from current campaigns while the exhibition is in town; ensure social media presence and promote JtoJ in the local media and all channels relevant to target audiences; make plans for the sustainability of JtoJ after December 2016; ensure activity on the local Sunderland JtoJ pages relating to local history of movements for social justice and current campaigns and ‘signpost’ visitors to sources and organisations related to their interest. (See Terms of Reference –to be agreed by Sunderland steering group)
6. LINKS AND INTERDEPENDENCIES <i>e.g. links to other projects (internal or external)</i>	We will be working with numerous local projects and organisations (see above) and possibly JtoJ’s national partner’s e.g. Facing History and Ourselves and local artists and arts organisations. The Sunderland JtoJ team will liaise in ways yet to be determined with other local JtoJ groups who are at various stages of planning and delivery including Sheffield, Middlesbrough, Tower Hamlets and Nottingham This exchange of information and experiences (ongoing in addition to the formal evaluation) is essential.	
7. FINANCE & BUDGET	Our budget is approximately £15,000 (see Excel spreadsheet). Applications for funding from the Tyne and Wear Community Fund, Heritage Lottery Fund, Tudor Trust, Garfield Weston, the Arts Council and many other local/national sources for additional funding.	
8. RISKS & MITIGATION STRATEGIES <i>- Key risks to successful</i>	1. Fundraising target for pilot will not be reached. Mitigated by: Fundraising strategy; taking advice from people with local knowledge and long experience; research skills of Lucy Davis; Coordinator to plan a fundraising event in August 2016. Ensure we have a Plan B, barebones programme/budget. 2. Programme we are planning is too ambitious Mitigated by: Regular contact (daily emails, at least weekly phone calls, every 3-4 weeks to ensure plans on track; agreement not to commit to anything until funding is in place).	

<i>delivery (reputational, operational, financial or other risks)</i>	<p>3. Exhibition and resources will not be produced and delivered on time. Mitigated by: Main exhibition is complete and stored in Blaydon. Completion of a comprehensive planning and delivery schedule outlining key dates for all logistical elements, agreed with HKD (or whoever we choose to be our designers) and exhibition team with help of MC and local steering groups and regular contact with those who are producing exhibition and resources. Ensure clear, agreed sign-off process for exhibition and related programme and publicity.</p> <p>4. Visitor numbers (to exhibition) and take up for activities are disappointing. Mitigated by: Ensuring JtoJ is part of The Sunderland Museum and Winter Gardens Museum's outreach and publicity and that we use our own networks and supporters to the maximum. Utilise effective, creative marketing and communication tools to reach target audiences. Work with PR experts. Use 'Save the Date' and early publicity mechanisms</p> <p>5. Demand for JtoJ NE will exceed staff/volunteers' capacity. Mitigated by: Recruitment drive for volunteers from all local Universities, FE Colleges, volunteers agencies, free advertising and schools. Clear agreement on the number of staff/volunteers needed per event. Regular contact with volunteers and clarity about roles and responsibilities. Provide training and support for them. Consult with VCAS CVS.</p>
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9. DELIVERY: WORK PLAN 2016

10. Outcomes, evaluation and monitoring – to be discussed and agreed.

Appendix A - Examples of expertise relevant to JtoJ - in no particular order

Education - primary, secondary, SEN, FE, staff, students and parents.
Subject Associations - History, Citizenship, English, Drama, Philosophy, Psychology, Special Education Needs, Geography & Spiritual, Moral, Social and Cultural Development (SMSCD).
History & heritage - US & UK civil rights& BME history& political/social protest
Race relations organisations, representatives of BME communities, refugee groups
Civil rights/liberty organisations, human rights/social justice for all including CAB
Libraries/archives e.g. BCA, GPI, Bishopsgate, Birmingham, LMA, Northampton
Faith/humanist groups - **all**, incl. those involved in US CRM e.g. Baptists, Quakers, Jews, Muslims
Arts - music, dance, poetry, literature, drama, film, art, photography, storytelling, sculpture...
Young people and older people's organisations, intergenerational groups.
Women's organisations.
Universities - American Studies/Social & Labour History/civil rights UK history/students' unions.
Law firms, legal experts.
Campaigning - grassroots, national, international, Avaaz, 38 Degrees, Sheila McKechnie Fdn.
Economic justice - TUs (e.g. RMT, NUS, UNITE), anti-poverty, training providers, Job Centre Plus.
Museums, Museum Studies and Visitor Studies, local history groups.
Designers and advertising agencies
People with disabilities
LGBT groups
Communications, media and PR including social media
Business and social enterprise
Youth Offending Teams
Sport
Conflict resolution
Global social justice - Oxfam, Save the Children, Occupy, South Africa, Egypt, Burma, MSF.
USA - relevant projects, museums, centres, CRM participants.
Politicians cross party.

Appendix B -Sunderland JtoJ Steering Group - Terms of Reference (agreed 14/6/16)

Mission: to inspire and empower people to take action for social justice through learning about human rights movements and the arts.

Aims:

1. Reawaken public awareness of the long history in the UK and globally of individuals and movements who take a stand for freedom, equality and human rights.
2. Educate through creative arts and multimedia programmes which excite debate.
3. Motivate people to see that injustice can be challenged and that they have the knowledge and skills to play an important role in bringing about change.
4. Equip people to take practical action for social justice, encompassing an intergenerational approach.
5. Build networks of people working for social justice and human rights.

The Sunderland Steering Group (SG) has been created to develop and deliver Journey to Justice (JtoJ) in Sunderland. The Sunderland SG will work in accordance with national JtoJ policies and values and the Memorandum of Understanding signed between JtoJ, Sunderland University and Sunderland Museum and liaise regularly with the national JtoJ team (exact details and frequency to be agreed). The group will plan a programme of activities to complement the JtoJ travelling exhibition, for which it will fundraise, make contacts, attract interest, support and establish essential ground work to make the project a success. Working sub-groups will be established to focus on the practicalities of the project – local history exhibition content, marketing and design, fundraising, event planning and education. A key role of the Sunderland steering group is to plan for the legacy of the project. Members are welcome and encouraged to join each group to assist with tasks.

Journey to Justice in Sunderland

Following the successful Journey to Justice pilots in Newcastle (April 2015) and Sheffield (June 2016), the multimedia travelling exhibition has been scheduled to be installed in Sunderland Museum and Winter Gardens (October 22nd – November 20th 2016). The exhibition will bring the story of the US civil rights movement and its links with the UK back to the North East before moving to Tower Hamlets in London. Sunderland's part of the exhibition will be a creative mix of personal stories, photographs, audio-visual recordings and objects relating to the heritage of the people of the city. The focus will be on the stories of men, women and children, people whose voices are not often heard but without whom justice would not have happened. A range of events, talks and workshops will complement the exhibition to meet the group's aims.

The exhibition will be open all audiences possible and will be truly inclusive. For particular strands of the project, a focus and target will be on those not in education, employment or training; students in Higher and Further Education, Secondary and Primary school; BME communities and others who are marginalised.

The Steering Group will connect and excite people at a community level taking into consideration their needs and ensuring equality and diversity is an integral part of the project. The group aims to attract audiences who may have experienced the US civil rights movement and were/are involved in other human rights related campaigns as well as attract audiences who could/will be inspired to take action for social justice as individuals or part of a collective movement.

Steering Group purpose

- To advise on the development, delivery and direction of the Sunderland Journey to Justice project.
- To support the project staff (paid and volunteers) in Sunderland (and the wider North East).
- To review the progress of the project against its aims, objectives and activity plans and agree recommendations for action or other changes, where appropriate.
- To share knowledge, ideas and expertise, propose contacts, prospective partners, resources and programmes that will help to implement the agreed strategy and realisation of the project.
- To help raise awareness of and participation in the project locally and nationally.
- Members of the SG might represent the project at external events and/or accompany staff in order to promote or explain the project.

Membership and composition

- Membership will be drawn from individuals and organisations with an interest and expertise in the central elements of the project and human rights work.
- Meetings will be chaired by an elected member of the steering group. A deputy chair will also be elected to assist and the SG will choose a secretary and treasurer
- Membership of the steering group will be open to anyone who would like to be a part of the group and by invitation. All members of the Sunderland steering group must respect and abide by the values and policies of JtoJ.

Agenda and administration

- The steering group secretary will draft the agenda for meetings. Members are welcome to submit agenda items, ideally a week before meetings or in AOB. Minutes will be produced and distributed within ten days of SG meetings and copies sent to a designated person in the national JtoJ team. Members of the national JtoJ team are welcome to Sunderland meetings.

Meetings

The Steering Group will agree frequency, timings and venues for meetings. Ideally, given the timetable, they will be every 4 weeks during the development period. These will be held in Sunderland and most likely at the University of Sunderland. Meetings

will last no longer than two hours. Sub groups will meet when and required to complete project tasks and will report back to the Steering Group at each subsequent meeting. Each sub group will include at least one Steering Group member but sub groups might invite non-SG members to join.

Confidentiality We want everyone to feel the group is a safe place in which to talk freely and so we ask that discussions which are sensitive – whether about policy, plans or personal issues, stay in the room.

14th June, 2016

Appendix Two JtoJ Exit Survey and Equality Form

Journey to Justice Exhibition Exit Survey

We would like to know what visitors think about the Journey to Justice exhibition, so we would be very grateful if you would answer a few questions about it. [It will take about 4 or 5 minutes].



1. Are you pleased you came to see the exhibition?

Yes, very Yes, quite Neutral No, not really
No, definitely not

2. Did the exhibition make you more aware of the history of the US civil rights movement?

Much more aware A bit more aware Stayed the same
Don't know

3. Has it made you more aware of the history of human rights movements in the UK?

Much more aware A bit more aware Stayed the same
Don't know

4. Before you came to the exhibition, did you know Sunderland's connection with the history of social justice movements including the suffragettes and anti-slavery work?

Yes No Don't know

5. Which aspect of the exhibition do you think you will remember most, and why?

6. What do you think are the most important factors which make a human rights movement succeed?

7. Now that you have seen the exhibition, has it inspired you to do anything?

Yes No Don't know

If so, what do you think you will do?"

8. Will you tell your friends about the exhibition?

Yes, definitely Yes, probably Not sure No, probably not
Definitely not

9. Where did you find out about the exhibition?

10. Can you suggest any improvements we could make to the exhibition? Please describe.

11. If you would like to stay in touch with Journey to Justice, please write your name and email address. We will keep your details according to the Data Protection Act 1998 and we won't give them to any other organisation.

Name:

Email:

12. Please may we contact you in 3 months to find out about the longer-term impact of Journey to Justice? Yes please (please write your email address clearly!) / No thank you

Thank you very much!

Journey to Justice - Equality

Journey to Justice wants to reach as wide a range of people as possible, so we would be very grateful if you would answer these questions. All the responses are anonymous.

The data will only be used for the evaluation of Journey to Justice, and in accordance with the Data Protection Act 1998.

www.journeytojustice.org.uk

Age		
	How old are you?	
	Do not wish to give this information	
Gender		Tick
	Male	
	Female	
	Other	
	Do not wish to give this information	
Ethnic Origin		
White		
English / Welsh / Scottish / Northern Irish / British		
Irish		
Gypsy or Irish Traveller		
Any other White background, please describe:		
Mixed / Multiple ethnic groups		
White and Black Caribbean		
White and Black African		
White and Asian		
Any other Mixed / Multiple ethnic background, please describe:		
Asian / Asian British		
Indian		
Pakistani		
Bangladeshi		
Chinese		
Any other Asian background, please describe:		
Black / African / Caribbean / Black British		
African		
Caribbean		
Any other Black / African / Caribbean background, please describe:		
Other ethnic group:		
Arab		
Any other ethnic group, please describe:		
Do not wish to give this information		
Disability		
Do you consider yourself to have a disability?	Yes	
	No	
	Do not wish to give this information	

Sexual orientation		
	Heterosexual or straight	
	Gay male	
	Gay female or lesbian	
	Bi-sexual	
	Other	
	Do not wish to give this information	
Religious belief		
Do you have a religious belief?	Yes (please specify):	
	No	
	Do not wish to give this information	