

STEPHEN LAWRENCE

DAY 

Impact & Evaluation
Report





MESSAGE FROM BARONESS DOREEN LAWRENCE

I would like to start by thanking everyone for their time and commitment in helping me and my fellow trustees for this year's Stephen Lawrence Day. With a special thanks to WPP for all the coverage that brought attention to the Foundation through advertisements. Your continuous support throughout is most appreciated. I am also grateful for the media coverage which began in March with De Montfort University, followed by the Prince's Trust, and continued well after. My vision for the day is building a future that shows everyone there is hope for all of us.

The purpose of Stephen Lawrence day is to leave a legacy in Stephen's name that promotes inclusion, particularly for young people. Though Stephen's life was short, it provides a positive example of a life well-lived. My message to young people is that Stephen was a normal young man who had dreams and aspirations like them. I am sure that he would have been a valuable member of society had he been given the chance.

Considering the Foundation was established and became a charity in January 2020, the commitment that everyone has shown has had a substantial impact on the development of the Foundation thus far. I look forward to how we can build on the day moving forward. This year was particularly challenging due to the Covid 19 pandemic and the fact that many of our activities were under Covid restrictions. I was touched by the number of celebrities who took time out of their busy schedules to contribute to the video. It was a truly amazing group of people that participated and donated their time. Everyone who was asked said yes and it wasn't just celebrities, but Politicians and community members that kindly supported and came together.

It was truly heart-warming to see the way in which communities and initiatives came together during unprecedented times to support Stephen Lawrence Day 2021. I would personally like to thank everyone who took part whether it be an activity you held or simply resharing a social media post, every form of support matters.

Baroness Doreen Lawrence of Clarendon
www.stephenlawrenceday.org

INTRODUCTION: ABOUT STEPHEN LAWRENCE DAY AND ITS OBJECTIVES

Stephen Lawrence Day was announced by then Prime Minister Theresa May at Stephen's 25th anniversary memorial service in 2018 as a way of celebrating Stephen Lawrence's life and legacy.

With the Stephen Lawrence Day Foundation becoming the only charitable foundation attached to Stephen's name and his Legacy, 2021 was the first year in which the Foundation organised and held Stephen Lawrence Day. As we were and all still are facing unprecedented times, the Foundation as an organisation had to think outside of the box in terms of how this would affect the delivery of Stephen Lawrence Day and its objectives.

This year, in particular, we wanted to spread a positive message of living your best life possible whilst being a part of creating a legacy based around change, despite the challenges we were and currently are facing due to the Covid 19 pandemic.

The main objectives for this years SLD were:

- To reach and engage with a younger demographic.
- To make the Foundation and SLD relatable and current to our next generation.

Further objectives of SLD were based around the Foundations three C's: Classrooms, Careers & Communities:

- To inspire and support children & young people to make choices and actions that enable them and others to live their best lives.
- To encourage and enable children & young people to play an active role in building stronger communities in which everyone can flourish.
- To give children and young people a strong voice in driving social change and creating a society that treats everyone with fairness and respect.

#LiveYourBestLife **#BecauseofStephen**
#SLDay21 **#StephenLawrenceDay**
#StephenLawrence **#ALegacyOfChange**

ABOUT THE STEPHEN LAWRENCE DAY PROJECT – STRANDS OF WORK

We have worked alongside schools, community groups, young people, and other youth organisations to deliver the Stephen Lawrence Day 2021 project. It was our aim to work with groups and individuals who would be able to deliver activities that had the potential to steer and generate positive change for children and young people.

This included:

- Encouraging and inspiring communities & young people to tackle serious crime and violence.
- Ambassador schools educating students in relation to Stephen's story and encouraging other schools to become ambassadors.
- Encouraging young people to get involved with, or influence, local policing by working with the Volunteer Police Cadets and Fire Cadets.
- Encouraging community groups, and the people who lead them, to share what Stephen and his story meant to them and how this affected them – Inspiring positive changes to improve their local communities.




Since inception in 2018, Stephen Lawrence Day has focused on three main initiatives: schools, communities and a strong media campaign including TV, Journalism, and social media.

This year's plan of work had to be adapted to reflect the constraints imposed by COVID-19. As a direct result, the team created a series of resources that could be used by both schools and communities that were practised social distancing, promoted learning, and encouraged community social action.

The early intervention and community-based activities both with schools and community groups, in particular the Volunteer Police Cadets, Fire Cadets & Aspire in Arts, support a number of Home Office and DFE policies, including serious violence, hate crime, character, resilience, and well-being.

The social media and mainstream media campaigns and messaging were carefully tailored to reflect the new environment caused by Covid-19. Due to the restrictions implemented, there were two sets of filming processes organised, with half of the campaign assets being filmed within a Covid safe environment and the additional half being filmed remotely.

**STEPHEN
LAWRENCE
DAY** 

Schools &
Ambassadors

SCHOOLS

This year we had 8 Ambassador schools across the UK supporting Stephen Lawrence Day, with several schools enquiring as to how they could become Ambassador schools in preparation of SLD 2022. All schools were sent assembly presentations and resources to teach children leading up to SLD and to present on SLD. To view the resources provided to schools, the concepts behind them and the experiences of those who took part please use the following link: <https://stephenlawrenceday.org/classrooms/>

LETTERS TO BARONESS DOREEN LAWRENCE

Moorlands
Primary school
Moorlands way
Belton
Great Yarmouth
Norfolk

12.5.12

Dear Baroness,

I am writing to you today because our class is learning about Stephen, and how wrong his death was. We are all feeling very sorry for you and your family, and hope you are OK. We all feel very sorry, sad and angry how people get treated differently sometimes - because of their skin colour! Stephen inspired our class to do a fun run 5 times around our field for the Stephen Lawrence Day foundation.

Your sincerely J Tabella.

Several pupils at Moorlands Primary School wrote letters to Baroness Doreen Lawrence letting her know how Stephen's story made them feel and things they had been doing as a class in support of Stephen Lawrence Day.

ONLINE WEBINARS

Along with the Ambassador schools there were several schools that signed up to our webinar scheduled for SLD, hosted by children's TV presenter Ben Cajee.

This was a great opportunity to teach the children and young people in attendance about Stephen's life and legacy whilst having the webinar hosted by Ben Cajee, a CBBC presenter for the BBC who is familiar to most children and young people.



Stephen Lawrence Day 2021
LIVE!
Assembly for Schools
Baroness Doreen Lawrence
&
Hon Stuart Lawrence
Hosted by Ben Cajee

STEPHEN LAWRENCE DAY

Primary & Secondary Schools

Thursday 22nd April 2021
9.00am - 10.00am

Friendship
Respect
Difference

#LegacyOfChange #LiveYourBestLife #StephenLawrenceDay
Save the Date and register at
<https://forms.gle/1A7udJVZUHcc1b8A>

STEPHEN LAWRENCE DAY FOUNDATION
Stephen Lawrence Day Foundation ©
A LEGACY OF CHANGE



STEPHEN LAWRENCE DAY

Media
& PR

WPP

Since October 2020, the SLDF campaign has run across digital, TV, cinema, and premium OOH sites in London and beyond.

GroupM secured another round of digital and TV value at **750k**, which ran from the 1st of April 2021. In addition to this the team were able to add value on VOD and for the first time, Radio. After weeks of negotiation, the team at GroupM agreed with all TV broadcasters to run a TV 'roadblock' on the 22nd of April & 20:15. This meant anyone watching commercial TV at that time would see the ad campaign for Stephen Lawrence Day. Bauer also agreed to reschedule some of their Radio programming to similarly run the roadblock in conjunction with the TV.

OOH CAMPAIGN

JCD – Wandsworth Tower

JCD – Putney Bridge Road

Open Media – Wembley Box Park

Global – Cheyne Walk

Ocean – Hammersmith Tower

Ocean – Trinity Wandsworth

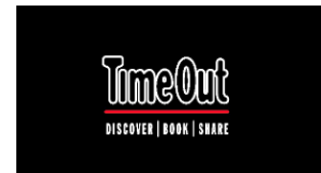
Clear Channel – Mall D6S

Clear Channel – Mall XL



DIGITAL

- In excess of **£250,000** of Digital Media delivery.
- **27.9million** impressions delivered across the campaign with **113k** clicks to the SLDF site.

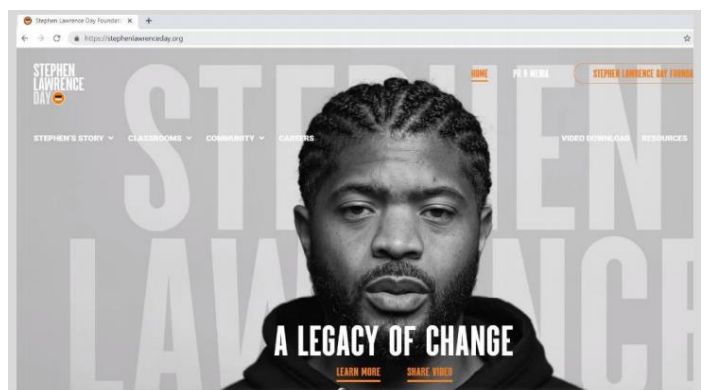


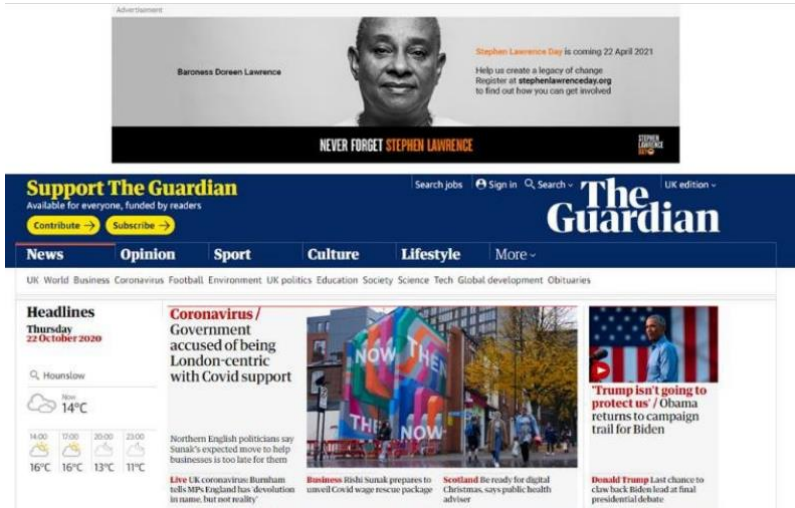
Teads

The Guardian

INSIGHT

- Campaign averaged **54%** above benchmarks for click through rate.
- Strongest time of the day for engagement was **20:00-22:00**.
- Millennials and City Dwellers were the highest engaged audience.
- **18-35-year-olds** and those searching for Charity and Community also over indexed.
- View through rate on the video varied which was expected given the length.

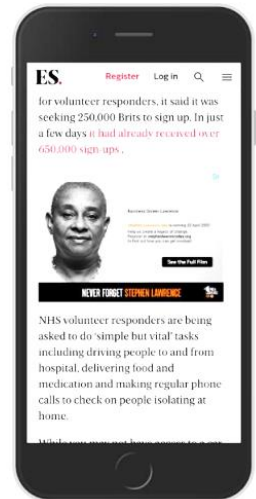
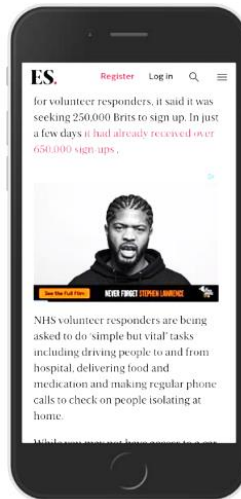
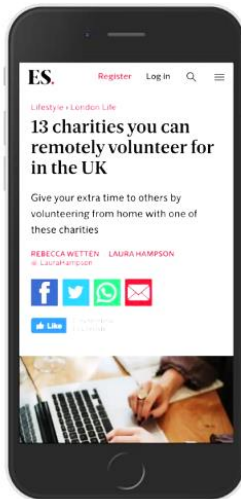




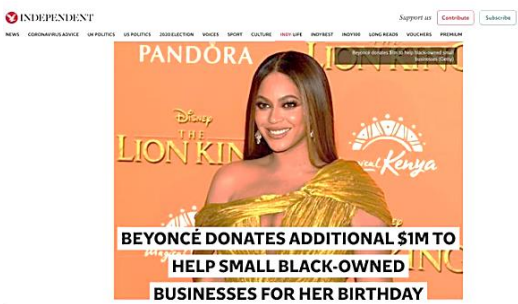
LAUNCH DAY

- High impact takeovers across the Guardian and Timeout were supported by targeted impressions.
- Captify search audiences ensured we were able to optimise to those most engaged across the campaign.
- Adapted Teads Video, allowed us to run across all premium news brands.
- Launch day saw over **6 million** impressions.

TARGETING



- Contextual targeted allowed for smart placements like the above and below.
- Keyword targeting allowed us to target users engaging with Anti Racist content.
- Location targeting, overlaid with demographic ensured smarter concentration of delivery.



On Wednesday, the singer announced through her philanthropic organisation BeyGOOD that she had partnered with the NAACP on the donation.



"Proud to announce \$1m in additional funds from Beyoncé to help black-owned small businesses," the foundation wrote in an Instagram post shared two days before Beyoncé's birthday. "Round two of funding opens this month, with our partner NAACP."

The new pledge comes after the organisation announced earlier this summer that it would be donating \$10,000 to black-owned small

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DIGITAL BILLBOARD EXAMPLES

STEPHEN LAWRENCE DAY

Baroness Doreen Lawrence

Stephen Lawrence Day is coming 22 April 2021

Help us create a legacy of change
Register at stephenlawrenceday.org
to find out how you can get involved

NEVER FORGET STEPHEN LAWRENCE

BILLBOARD ROS

TimeOut

LONDON EN

Things to Do Food & Drink Culture Travel Time In More

Worldwide Europe United Kingdom England London Unmissable events in London this autumn

You get a guaranteed interest rate and a chance to win £10,000 with our Mutual Reward Bond.

Every £100 saved is a chance to win.

One prize per member.

STEPHEN LAWRENCE DAY

Things to Do Food & Drink Culture Travel Time In More

Culture

The best art, music, theatre, film and cultural happenings in London

HPU ROS

THINGS TO DO

Culture binge: unmissable arty events in London this autumn

Make up for lost time at these top shows, exhibitions and gigs

Baroness Doreen Lawrence

NEVER FORGET STEPHEN LAWRENCE

Stephen Lawrence Day is coming 22 April 2021

Help us create a legacy of change
Register at stephenlawrenceday.org
to find out how you can get involved

STEPHEN LAWRENCE DAY

Things to Do Food & Drink Culture Travel Time In More

INSTREAM VIDEO

Recommended videos

Powered by AnyClip

WE ALL

NOW PLAYING

London Calling for Play All Things for Check out the new The Changing Face of the City of London with Sir John Wood behind the scenes New London story

The campaign delivered in excess of **50 TVR's** which meant it was seen over **27 million** times over the duration of the activity – with nearly **33%** of all adults seeing the Ad at least once.

In total, the value of the campaign exceeded **£545,000 worth of media coverage** which was built consistently over the campaign period, with GroupM having donated over **£1.5M in media spend** to raise awareness of the Stephen Lawrence Day Foundation.

The campaign achieved a total cover of **32.8%** of all adults – meaning nearly a third of all adults saw the ad on at least one occasion.

ORGANIC PR

Organic compiled a wish list of outlets to target for interviews with both Baroness Doreen Lawrence and Stuart Lawrence. With Organic focusing on securing a few key high-profile opportunities for Baroness Lawrence. It was agreed Baroness Lawrence would accept an interview with GMB to focus on SLD and the work of the Foundation.

Organic managed to secure **two days** of coverage on GMB and negotiated an exclusive clip of the “Never Forget Stephen Lawrence film the day before Baroness Lawrence’s appearance on the show.

It was agreed that Organic would explore another way of utilising the Baroness’ time to complete an interview in a controlled environment where the narrative could be set and agreed. Organic employed the services of PMA Film who filmed, produced, and edited an “In Conversation with” 15-minute interview with Jon Snow. Once Organic had this asset it was syndicated to their media database, and it was used by Stylist online.



Lastly Organic also further secured interviews with Stuart Lawrence on LBC and Max Cyrus on BBC London.



ORGANIC PR KEY ACHIEVEMENTS

- Set up exclusive interview with Baroness Doreen Lawrence on ITV1 GMB.
- Devised, resourced, and delivered 15-minute discussion between Jon Snow and Baroness Lawrence – syndicated to all media, which was picked up by, Stylist.
- Wrote and serviced press release with 30sec and 60sec film to all media on extensive press database.
- Managed comms with all contributors in the film to supply assets for them to share as part of the social media campaign.
- Outreach to personal PRs and influencers to engage their clients with SLD via social posts resulting in amplification of message to broader pool of celebrities and influencers.
- Placed exclusive video clip with GMB.
- Secured Sir Lewis Hamilton to appear in the SLDF film and lend his support to SLD 2021.
- Advised on social strategy and shared response plan to negative online posts.

In terms of demographic in relation to the Foundations reach, it was slightly more female, with a **57%** female and **43%** male split.

Gender split

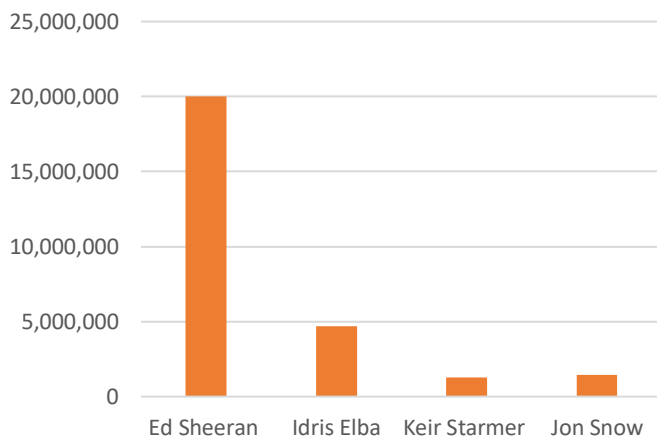


With the conversation being dominated by a UK audience (**84%**), followed by the US with (**8%**).

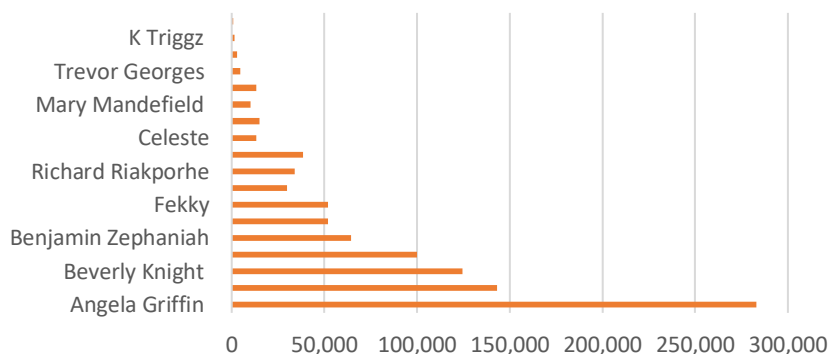
TOP COUNTRIES	UNIQUE AUTHORS
United Kingdom	14012 84%
United States of America	1324 8%
Republic of Ireland	165 1%
Canada	133 1%

Through the use of the SL film campaign, along with Organic PR and the SLDF team the Foundation was able to create a strategy whereby we utilised the assets and contributors that were secured. Accumulating **28,385,886** views via posts across both twitter & Instagram, solely from the below contributors:

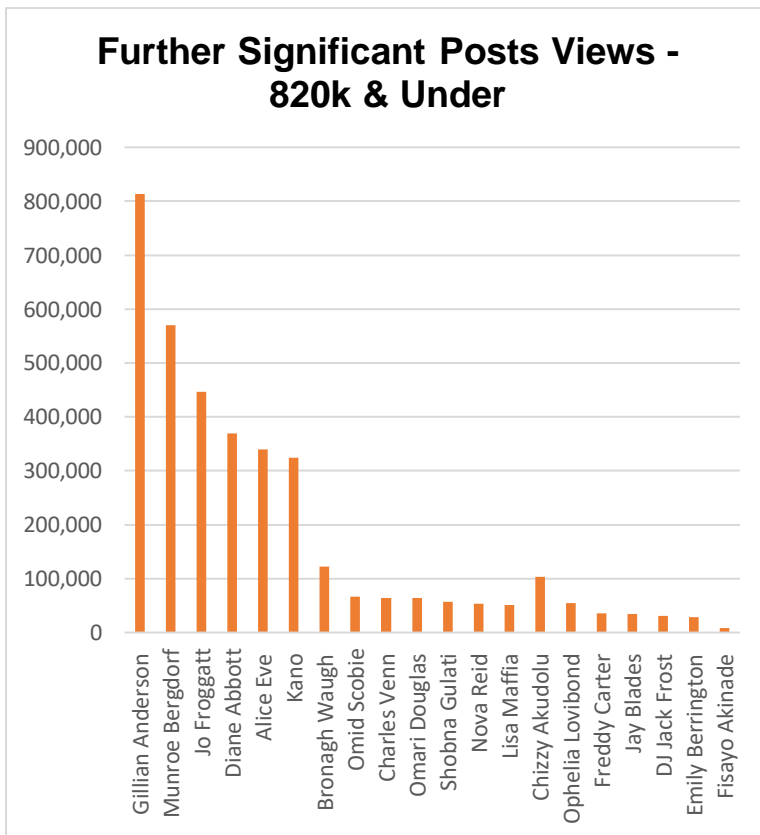
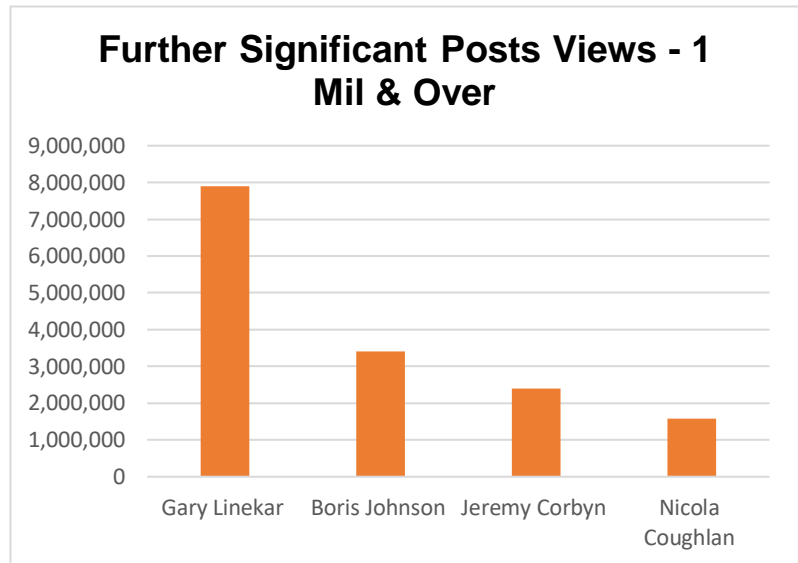
Film Contributor Social Media Post - Views - 1 Mil & Over



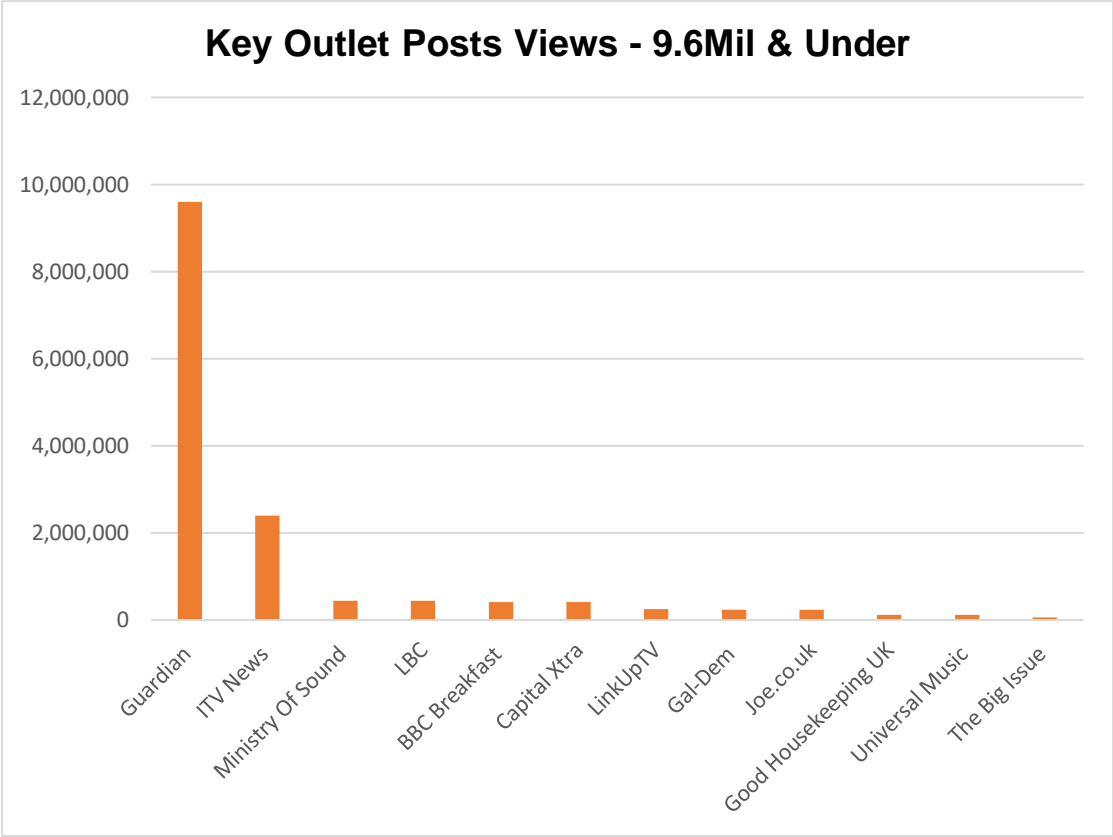
Film Contributor Social Media Post - Views - 300k & Under



Further to the assets and contributors secured we were able to capture a snapshot of data in relation to what we have named, significant posts along with the views accumulated, with a total of **18,908,500** views:



Lastly, there were a variety of key media outlets posting on SLD day, accumulating a total of **14,695,000** views, supporting the Stephen Lawrence Day Foundation in reaching a varied demographic.




FACEBOOK


Content [See What's New](#)

Ads and Posts ▾


Top Performers



Tomorrow is Stephen...
Reach 22.8K
Facebook Post








No Instagram post in this date range.



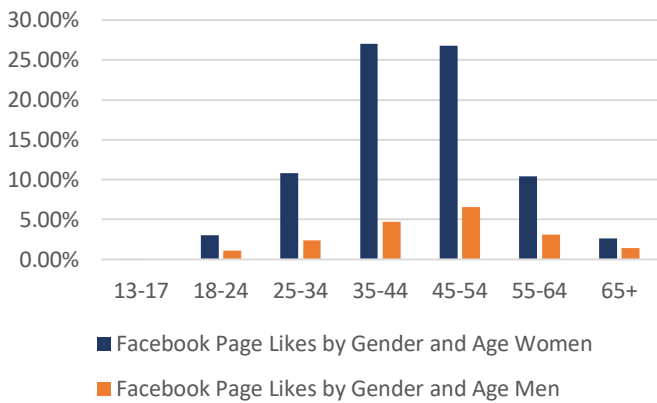
No ad in this date range.

Through our Facebook channels we were able to reach **61,000** people the day before and on Stephen Lawrence Day, solely through our posts.

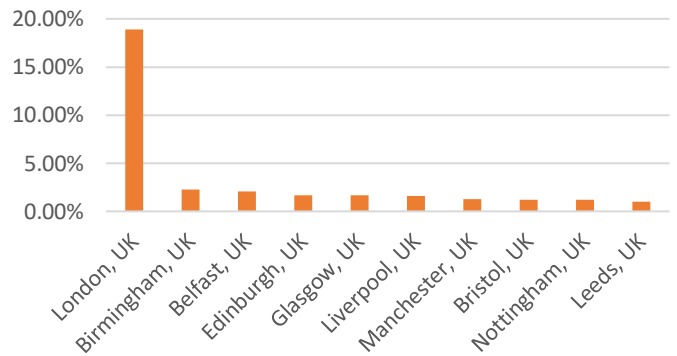
Recent Content	Content Type	Reach	Likes and Reactions	Comments
 Tomorrow is Stephen La... Wed Apr 21, 5:00am	Facebook Post	22.8K	761	45
 welcome to Stephen La... Thu Apr 22, 12:01am	Facebook Post	16.7K	494	28
 Never forget Stephen La... Thu Apr 22, 3:10am	Facebook Post	13.3K	134	8
 Stephen Lawrence Day ... Wed Apr 7, 1:05am	Facebook Post	4.1K	125	9
 Only hours left until Step... Wed Apr 21, 1:12pm	Facebook Post	4.1K	96	7

Below outlines the demographic we reached via our Facebook profile, along with the peak of our reach which fell on the 22nd of April 2021 at **44,003**:

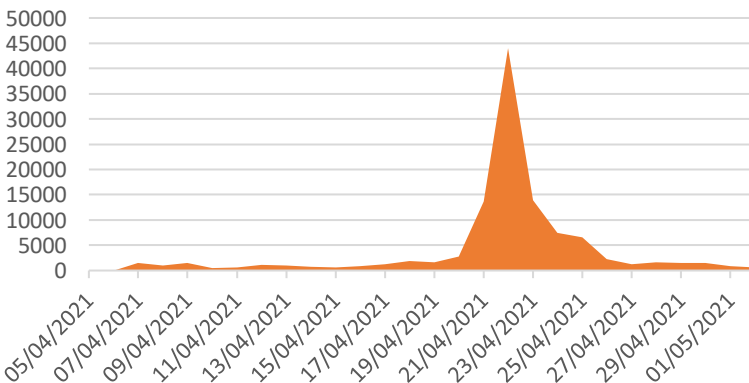
Facebook Likes - Gender & Age



Facebook Page Likes by Top Cities Value



Facebook Page Reach

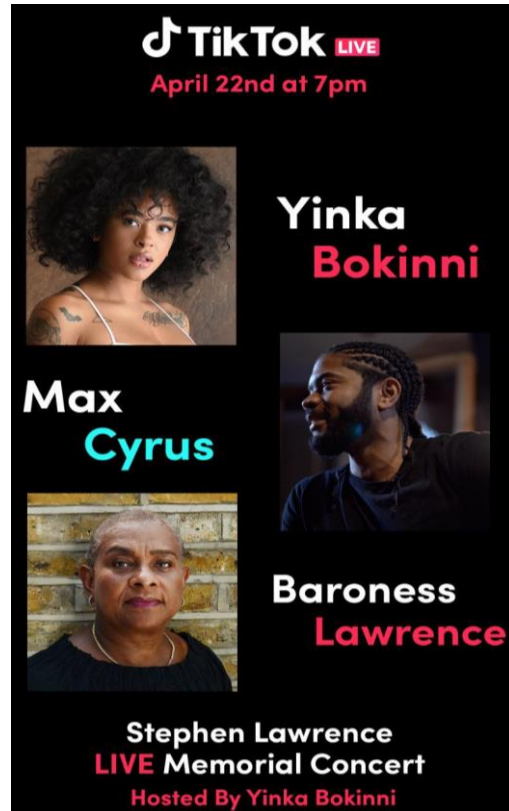
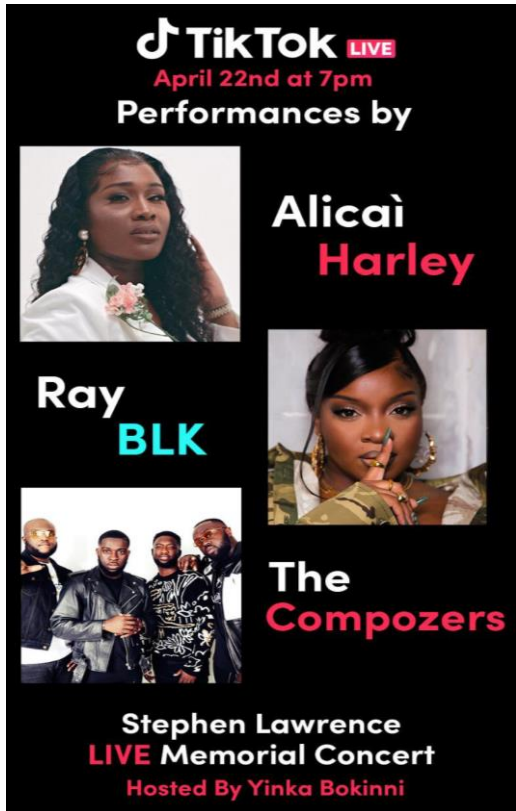


Media Channel	Reach & Engagement
Twitter	Impressions - 199,734
Instagram	Accounts reached - 17,704
	Content interaction - 19,329
Facebook	Views – Over 80k Likes - 1.4k Reach - 103.4k
YouTube	Subscribers - 600 Views - 4.7k

TIK TOK

As part of our objective to connect with the next generation and make the Foundation & SLD relatable, we were able to partner with Tiktok to create a profile for the Foundation and more importantly host a range of activities, including the following:

A LIVE virtual memorial concert with some of the most current and upcoming artists. With musical performances from The Compozers, Ray BLK and Alicai Harley. Along with DJ & Presenter Yinka Bokinni presenting.

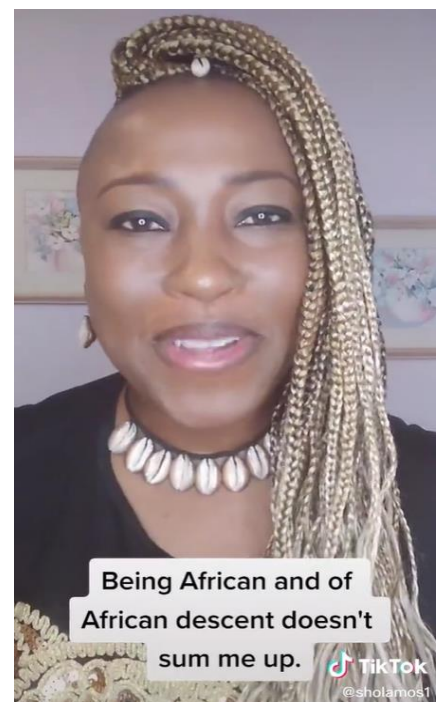



A hashtag challenge - #LiveYourBestLife, in which individuals and organisations were able to upload content to Tiktok discussing what Stephen's death meant to them, how it affected them and or how they try to live their best life.

With supporting content from contributors such as Ian Wright accumulating **58,000** views & Dr Shola Mos-Shogbamimu, accumulating **27,300** views on SLD.

With the help of both campaigns, we were able to gain **1,983** followers.

Nationally the live concert and content amassed **709,210** views.



**STEPHEN
LAWRENCE
DAY** 

Community
Partners

STEPHEN LAWRENCE RESEARCH CENTRE X DMU

The Stephen Lawrence Day Foundation and SL Research Centres aims for SLD 2021 were as follows:

- Improve educational learning based around equality, diversity, and inclusion.
- Empower young leaders to make a difference in their own lives and in their communities.
- Strengthen and restore community cohesion in civic and civil society.
- Enhance intergenerational relationships of global citizenship, rights, and responsibilities.
- Benchmark social, cultural, economic value & impact against the Macpherson report.
- Promote and sustain multi-agency collaboration and partnerships.

The Stephen Lawrence Research Centre created and delivered a programme of activities that responded to Baroness Lawrence's vision of extending Stephen Lawrence Day into regions outside of London. To do this the SLRC helped to anchor Stephen's legacy in schools and communities within the City of Leicester, Leicestershire and beyond.

Events held were as follows:

- **Community Webinar**
An Evening with Baroness Doreen Lawrence: Bringing Legacy to Leicester

The first event held was the Stephen Lawrence Day Community Webinar, 'An Evening with Baroness Doreen Lawrence: Bringing Legacy to Leicester' which took place on Wednesday 31 March 2021, gaining the below reach in terms of registrations, live views, and YouTube views:

Registrations – **600**

Live Views – **337**

YouTube Views – **2043**

This online event launched Stephen Lawrence Day in Leicester while at the same time, engaging the work of the SLRC to a wider regional audience and helping to raise awareness of the day across the Midlands.

Schools, local educational partners, and community groups were invited to attend this panel discussion and to hear from Baroness Lawrence, Imran Khan QC, educators within the SLRC School Network and students from the Ambassador Schools who champion Stephen Lawrence Day.



Please use the following link to view the webinar:
[An Evening with Baroness Doreen Lawrence: Bringing Legacy to Leicester - YouTube](#)

- **Virtual Timeline**

11 schools were granted access to the SLRC virtual timeline, year groups ranging from Year 1 to year 11, with the timeline being utilised in PSHE & Citizenship, History and RE.

Timeline use quotes:

“Links to classroom activities for some groups, independent research linked to themes which we have already linked to Stephen Lawrence’s story in our curriculum”.

“The timeline will be used for a combination of learning focuses on the key message on living your best life.”

“Mixture of all in relation to current RS scheme of work which focuses on Stephen Lawrence and tutor time activities for all year groups”.

“To continue with our anti-racist education programme”.

“To show the pupils and generate discussion/debate”.

“To plan a classroom activity.”

- **SLRC Classroom Takeover**

For the week of 19th - 23rd April and 30th of April, Leicester and Leicestershire schools were invited to apply to take part in a class session delivered by the SLRC on themes that responded to everyday race and social justice issues

Themes included - The sights and sounds of Black Britain, Black British History and the importance of Black Studies, Race and Privilege, Sport, Protest, and Racism, Race and Islamophobia, Colourism, Measuring our Multicultural Society, and the policing & media response to UK rap music.

Number of schools that participated in the offer: 14

Number of sessions delivered: 16

Number of children that participated: 1,209

- **DMU Graphic Design Student Support**

SLRC supported undergraduate graphic design students led by Emma Powell to fulfil a graphic design project set by Stuart Lawrence. The SLRC delivered a presentation to the students that included a virtual tour of the centre, giving them a sense of the structure and interior style of the space, an understanding of how it had been designed to serve a specific need, and how it is being used to support educational activity to provide additional context to Stuart’s brief.

- **Winstanley School – Rt Hon Stuart Lawrence**

Rt Hon Stuart Lawrence virtually visited Winstanley School and spoke to 600 students about the life and legacy of Stephen. Inspiring the young people to be good citizens and to make the most of their opportunities to learn, achieve and reach their potential.

SLRC X DMU MEDIA COVERAGE

The community webinar took place on the same day the UK government released the report from the Commission on Race and Ethnic Disparities that said that institutional racism does not exist in the UK. Responding to comments from the audience at the event, Baroness Lawrence commented that the report was 'giving racists the green light'.

The quote headlined the front page of The Guardian the following day, highlighting the SLRC event and generating further coverage for the Foundation.

Further outlets covering the story included:

Sky News:

<https://news.sky.com/story/inequality-in-britain-report-doreen-lawrence-says-governments-race-review-gives-racists-the-green-light-12263183>

Independent:

<https://www.independent.co.uk/news/uk/home-news/racism-review-doreen-lawrence-stephen-b1825796.html>

ITV:

[Doreen Lawrence: Government's racial disparities report gives 'racists the green light' | ITV News](#)

Star:

<https://www.shropshirestar.com/news/uk-news/2021/04/01/racial-disparities-report-gives-racists-the-green-light--doreen-lawrence/>

Daily Mail:

<https://www.dailymail.co.uk/news/article-9428405/Stephen-Lawrences-mother-says-race-report-gives-racists-green-light.html>

Mirror:

[Doreen Lawrence says Boris Johnson's race report 'gives the green light to racists' - Mirror Online](#)

BBC East Midlands Today covered Stephen Lawrence Day activities at Winstanley School which appeared in the prime-time news coverage at 6pm.

RADIO

Dr Kenna Hammond Perry and Sherilyn Pereira gave BBC Radio Leicester interviews:

Mid-morning with Summaya Mughal 20/03/21

<https://www.bbc.co.uk/programmes/p0991lcl>

The Vibe: 21/04/21

<https://www.bbc.co.uk/sounds/play/p09cw9kd>

The Breakfast Show: 22/04/2021

<https://www.bbc.co.uk/sounds/play/p09cw9qv>

TWITTER CAMPAIGN

#BecauseofStephen

DMU led on a national twitter campaign calling on UK universities to support Stephen Lawrence Day. The DMU partnered with Middlesex and London Metropolitan Universities to engage UK Universities in the call to action for institutions nationwide to join the campaign.

The most popular tweet of the week:

'This afternoon Legacy in Action Fellow Dr Yusef Bakkali delivered a wonderful Stephen Lawrence Day classroom takeover session at @PrioryBelvoir discussing UK rap music, the media and police response

#StephenLawrenceDay

#SLDay21

#StephenLawrence #ALegacyForChange'

Impressions: **1,973**

Total engagements : **82**

<https://twitter.com/dmuleicester/status/1385137545986465795>

INTERNAL NEWS

<https://www.dmu.ac.uk/about-dmu/news/2021/april/stephen-lawrence-scholarship-opens-up-a-world-of-opportunity-for-dmu-architecture-student.aspx>

<https://www.dmu.ac.uk/about-dmu/news/2021/april/law-student-says-life-at-diverse-dmu-has-surpassed-expectations-thanks-to-a-stephen-lawrence-scholarship.aspx>

https://demontfortuniversity.sharepoint.com/sites/DMUHome/staff_news/Pages/April2021/The-VC-Weekly-The-power-to-start-conversations.aspx

<https://www.dmu.ac.uk/about-dmu/news/2021/april/baroness-lawrence-leads-the-call-for-action-to-make-a-difference-on-national-stephen-lawrence-day.aspx>

<https://www.dmu.ac.uk/about-dmu/news/2021/april/baroness-lawrence-says-government-commissioned-report-into-race-is-giving-racists-the-green-light...aspx>

<https://www.dmu.ac.uk/about-dmu/news/2021/april/hundreds-of-school-pupils-join-dmu-to-mark-national-stephen-lawrence-day.aspx>

<https://www.dmu.ac.uk/about-dmu/news/2021/april/schools-pledge-to-'be-the-change'-as-hundreds-of-pupils-commemorate-stephen-lawrence-day.aspx>

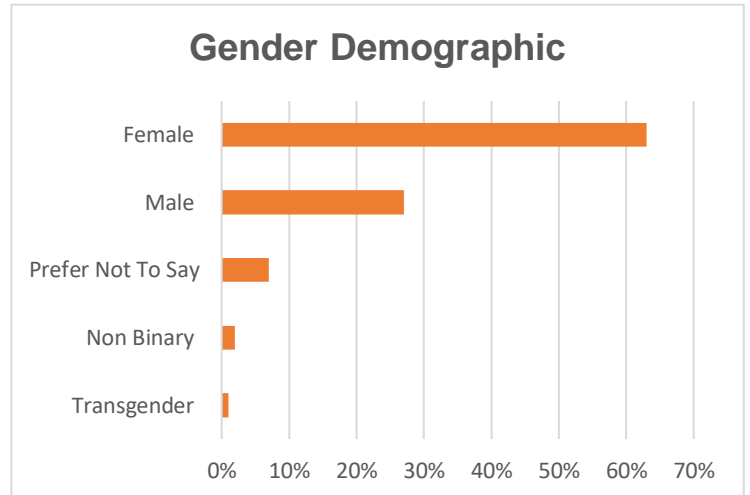
WHY APPRENTICESHIPS

“Why Apprenticeships?” was hosted on the 22nd of April 2021 as a live webinar event with **62** people attending.

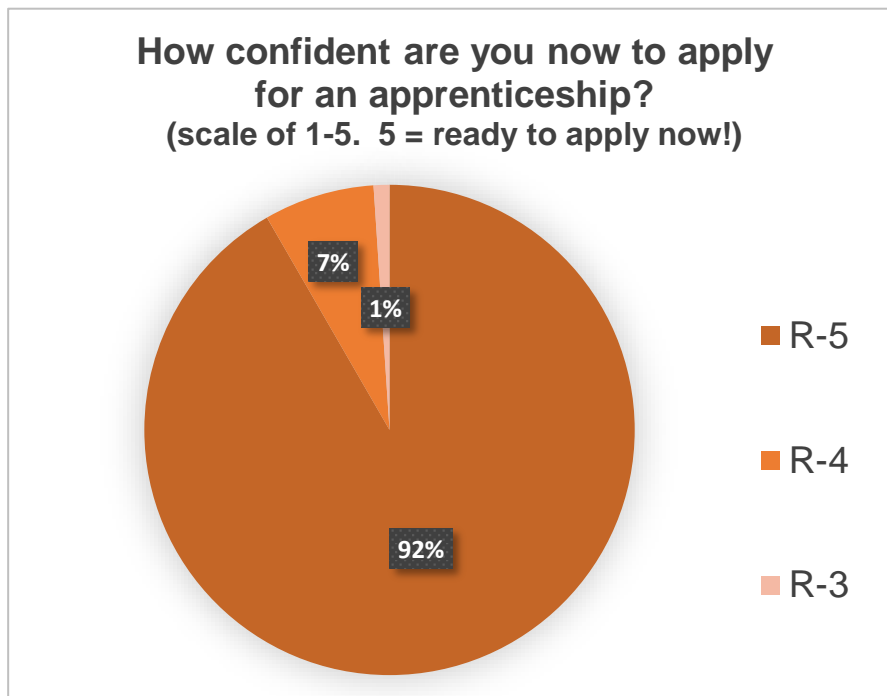
A variety of questions were covered in the session aimed at developing the attendees understanding of apprenticeships further and instilling confidence to apply. The event was replayed **347** times with an additional **33** people watching the event in its entirety and fully engaging with the survey.

Attendees spanned from all over the UK with a heavy attendance from the London area, with age groups ranging from 16 - 62 years old. **93%** of those attendees were between the ages of 16 – 21.

In terms of gender:
63% identified as **female**
27% identified as **male**
7% preferred not to say
2% identified as **non-binary**
1% identified as **transgender**



By the end of the webinar **92%** of attendees felt more confident about applying for apprenticeships and their understanding of them.



RESOLE X BRIXTON VILLAGE



In the lead up to Stephen Lawrence Day the Foundation had to plan the day according to the possibility that the United Kingdom would still be under lockdown restrictions due to Covid 19. Whilst all other projects and activities were virtually based, we were able to team up with Resole CIC based in Brixton, with the support of Brixton Village, to present the only physical representation of Stephen Lawrence Day 2021.

Both Resole & the Foundation as a whole felt it was important and a great opportunity to have a physical representation of Stephen's legacy in such a rich environment in terms of Brixton being well known a black and ethnic minority community with a longstanding history of culture.

BRIXTON VILLAGE FOOTFALL

There was a significant increase in traffic TY (this year) with **803.2k visitor's vs LY** (last year) which saw **232k visitors, 236%**. For the first 4 weeks of the SLDF X Resole exhibition opening traffic increased from **89.7k** visitors to **104.7k** visitors, a week on week lift of almost **17%**.

WHAT STEPHEN MEANS TO US

Further to the portrait exhibition, in the lead up to SLD, Resole facilitated a day of filming, inviting community leaders to attend and discuss what Stephen Lawrence meant to them, the importance of the Stephen Lawrence exhibition and the importance of Stephen's legacy, with attendees such as the Proud & Gifted team and Lambeth Councillors Dr Mahamed Hashi & Abdulkarim Abdullah.

All content was filmed in preparation of Stephen Lawrence Day.



We as a Foundation posted the video to our YouTube channel: <https://www.youtube.com/watch?v=1ViPC-oScOg>

Man donates £4,000 of Adidas trainers to NHS staff for Stephen Lawrence Day

Comment

Laura Abernethy
Wednesday 21 Apr 2021 4:44 pm

156 SHARES



Some of the NHS staff getting their new trainers (Picture: Re:Sole)

Moosa Nsubuga runs Re:Sole, an initiative giving high-quality trainers to people who are homeless and in need.

Resole Instagram content for the day, accumulating **1,073 views** collectively:

<https://www.instagram.com/p/CN-4dm2hoNn/>
<https://www.instagram.com/p/COCtP5vBiUb/>

NHS THANK YOU

As a final commemoration and celebration of Stephen's legacy and SLD, Resole donated footwear to **25** NHS nurses at Kings College hospital with the support of adidas by way of thanks for their hard work during the pandemic.

Article: <https://metro.co.uk/2021/04/21/man-gives-4000-of-trainers-to-nhs-staff-for-stephen-lawrence-day-14449620/>


This partnership and exhibition accumulated, **£37,000** worth of media coverage.

Courier	2021	and 'change', say parents			
This is Local London	22nd April 2021	Stephen Lawrence's legacy is of 'hope' and 'change', say parents	Online	122,280	£3,000
London Post	22nd April 2021	Large Scale Photography Exhibition Launches in Brixton Village	Online	40,410	£1,800
The Resident	23rd April 2021	15 Things to Do this Bank Holiday in London	Online	54,000	£1,000
SheerLuxe	29th April 2021	What To Do This Weekend 01.05.21	Online	550,000	£2,000
Evening Standard	30th April 2021	Things to do in London this Bank Holiday weekend	Online	18,880,050	£5,000
TOTAL				198,060,502	£37,000

PUBLICATION	DATE	TOPIC	MEDIU M	CIRCULATIO N	EEAV
The Guardian	21st April 2021	Best Photographs of the Day	Online	23,053,000	£14,000
METRO	21st April 2021	Man donates £4,000 of Adidas trainers to NHS staff for Stephen Lawrence Day	Online	12,284,000	N/A
Brixton Blog	21st April 2021	'Pride and belief': Brixton Village and Re:Sole mark Stephen Lawrence Day	Online	17,550	£1,500
The Courier	21st April 2021	News in Pictures – 21 April 2021	Online	238,800	£4,000
VOA News	21st April 2021	Chauvin Guilty Verdict Reverberates in Britain	Online	4,473,030	£10,000
Capital Xtra	21st April 2021	What is Stephen Lawrence Day? How Can I Support?	Online	1,690,000	£10,000
The British Black List	21st April 2021	Never Forget Film Launches in Honour of National Stephen Lawrence Day	Online	11,070	N/A
Into Film	21st April 2021	Stephen Lawrence Day 2021 – More Timely Than Ever	Online	19,200	N/A
Express & Star	22nd April 2021	Stephen Lawrence's legacy is of 'hope' and 'change', say parents	Online	745,380	£7,500
News Shopper	22nd April 2021	Stephen Lawrence's parents speak of son's legacy 28 years on	Online	218,970	£4,000
Evening Standard	22nd April 2021	Stephen Lawrence's legacy is of 'hope' and 'change', say parents	Online	18,880,050	£10,000
MSN	22nd April 2021	Stephen Lawrence's legacy is of 'hope' and 'change', say parents	Online	101,253,900	£10,000
Yahoo! Finance	22nd April 2021	Stephen Lawrence's legacy is of 'hope' and 'change', say parents	Online	14,450,432	£10,000
Belfast Telegraph	22nd April 2021	Stephen Lawrence's legacy is of 'hope' and 'change', say parents	Online	1,012,230	£10,000
The Northern Times	22nd April 2021	Stephen Lawrence's legacy is of 'hope' and 'change', say parents	Online	15,240	£1,000
The Inverness	22nd April	Stephen Lawrence's legacy is of 'hope'	Online	50,910	£2,000

FURTHER COMMUNITY PARTNERS

Name Of Community Group	Location	Activity
Aspire In Arts	Nuneaton	Arts and music workshop with the theme of knife crime prevention
Blak Outside	Blackfriars, London	Black Heritage walk from Lewisham to New Cross in Stephen's name
Duffus Cancer Foundation	Croydon, London	Provided online content for SLDay21 Live Channel for young people mental health & wellbeing for Covid19 recovery and developed 3 video clips for SLDF ambassador school's values on Friendship, Difference & Respect.
ER Mason Youth	Birmingham	Social media crime prevent and live your best life campaign by service users on SLDay 21
Fridays	Coventry	Online social media campaign - Pledge A Promise for Stephen
Kick Off @3	UK Wide	Live streamed online concert (Unity Livestream in memory of Stephen Lawrence) with young people from England and other countries around the world.
MGT Youth	Manchester	Engagement with young people in Manchester about prevention of knife crime and a performance for the Stephen Lawrence Concert.
Pythian Club	Nottingham	Stephen Lawrence memorial football match.
St Mathews Project	Brixton, London	Stephen Lawrence awards ceremony and football match.

**STEPHEN
LAWRENCE
DAY** 

The Princes Trust
& Home Office

MICROGRANTS PROGRAMME

9 Community groups based in Hertfordshire, Brixton, Peabody Estate, Southwark London, Manchester, Nottingham, Birmingham, Coventry & Warwickshire received micro grants from the Foundation.

Activities included animation for schools, pledge a promise for Stephen, Stephen's football matches; heritage walk for Stephen, a social media campaign, creative arts workshop in commemoration of Stephen, development of 3 videos supporting classroom programmes based upon respect, friendship and difference's assembly resources and Unity live stream concert with young people from London, Manchester, Birmingham, Canada, USA, Jamaica, Africa, and more attending.

The key words at the end of each programme for community group partners were as follows; **Hope, Unity, Education, Awareness, Love, Grateful, Empowerment and Encouraged.**

IMPACT

The community groups who were able to obtain a micro grant via the Foundation felt they were able to:

- Become further connected with other youth groups carrying out similar work to prevent youth crime, allowing them to build on those connections and create a working network.
- Amplify and instil the importance of Stephen Lawrence's case and racism (hate crime) itself.
- Raise awareness of young people's lived experiences of racism within communities and particular services, such as the police.
- Inspire the setup of 4 national Stephen Lawrence football tournaments.
- Increase self esteem and confidence amongst young people to go on and raise awareness about the serious nature of knife and racist hate crime.

FEEDBACK

'The young people in attendance felt a sense of empowerment and that their voices count'

'It created an opportunity for people to fully express themselves, free from fear or judgement to reach their full potential and celebrate a healthy and successful life.'

'Make everyday count, do the best you can and make the most out of each day. Stephen Lawrence has left a legacy to change how people get treated differently and to have equal rights.'

'For the Pythian club 'Live Your Best Life is about seizing the moment, living life to the fullest and respecting each other.'

EVENTS

In support of Stephen Lawrence Day, the Princes Trust held daily one-hour events over a 5-day period. In partnership, SLDF & the Princes Trust delivered the last event on the 23rd of April 2021.

Diversity, Inclusion and Policing

Date: 19th April **Time:** 2-3pm

Event details: Rhammel Afflick; writer, political activist, and trustee at Police Now, chaired a panel of police officers from across the UK. Discussing routes into policing, the journeys and experiences of ethnic minority police officers, and why diverse police forces are important.

Starting and Supporting Black-led Businesses

Date: 20th April **Time:** 2-3pm

Event details: Celebrating some of the incredible talent that has come through the SLDF & Princes Trust Enterprise programme. A selection of Black entrepreneurs who have successfully started business ventures shared their journeys, experiences, and aspirations.

A Conversation with Stuart Lawrence

Date: 20th April

Event Details: Home Office staff, spent an hour with Stuart Lawrence discussing Stephen's legacy, the change we want to see and racism along with its many caveats.

Live Your Best Life panel

Date: 21st April **Time:** 10-11am

Event details: Baroness Barran, Minister for Civil Society, discussed topics at the heart of Stephen Lawrence Day - diversity and inclusion, aspiration, goal-setting, success, community, and race - with young black people from across the UK.

An Interview with Kit Malthouse

Date: 22nd April **Time:** 11:15am-12pm

Event details: Police Cadets and Fire Cadets interviewed the Minister for Crime and Policing, Kit Malthouse, on topics related to Stephen Lawrence Day including, but not limited to, diversity and inclusion, community, policing, race and ethnicity, aspirations and goal-setting, living your best life, and creating your own success.

An Hour with Stuart Lawrence

Date: 23rd April **Time:** 1:30-2:30pm

Event details: Stuart Lawrence gave a motivational speech in relation to his experiences.

VOLUNTEER POLICE AND FIRE CADETS

15-year-old Cadet Awele from the Metropolitan Police (Southwark) VPC joined representatives from the Fire Cadets and Princes Trust as part of a virtual Q&A panel with the Policing Minister Kit Malthouse.

The event was watched by around **130** young people, Awele asked the panel questions regarding recruitment of more police officers from ethnic minorities and made some great observations around living as a black woman in South London and how her perception of the police changed when she became a Cadet.

Some examples of other activity included:

Warwickshire – cadets and leaders from across the county joined together online to discuss Stephen Lawrence and what SLD21 meant to them. Creating a montage capturing their #ChallengeAccepted thoughts and goals.

Devon & Cornwall and Avon & Somerset – over 75 VPC and Fire Cadets came together in a big virtual event run by adult leaders from both groups, learning about Stephen Lawrence Day, discussing racism & hatred and how every young person's voice counts.

Derbyshire VPC - teams explored Stephen's legacy, the aims of Stephen Lawrence Day, and through some amazing artwork they expressed what made it relevant to them all in 2021, in their communities and their lived experiences.



IMPACT & OUTCOMES

4 Nations Reflect Event - 4 Nations Football Tournament in memory of Stephen Lawrence for youth groups around the UK setting up for SL Day 2022 in Scotland with KickOff@3, RAF, Police, and more partners.
Planning meetings started 05/05/21.

Antiracism in Education and Beyond Event – A recommendation of the Baroness Doreen Lawrence OBE. Sir Geoff Palmer to write the history for education, feedback taken to various local authorities in UK by Sir Geoff Palmer
City of Edinburgh Council first local authority to agree.

A Legacy of Change Community Network – Network setup by SL Day21 funded groups to connect, share best practice and plan for next SL Day22 across England.

A Message to My Younger Self – All Panel members and moderators agreed to support SLDF with mentoring as suggested by Baroness Doreen Lawrence OBE

FEEDBACK – GENERAL PUBLIC

‘Just how beautifully inspiring and strong it all was. I felt emotional at times but with a drive for change & togetherness always.’

‘Get people to share their lived experiences (the good and the bad) to drive more engagements with comments etc.’

‘More of the same please, loved it and very grateful.’

‘I liked the tiktok live.’

‘Wonderful work done by all of you. Thinking of Stephens family and friends.’

‘Let’s hope and pray for change’

FINANCES

The cashflow to your left has been prepared by the Foundation's Treasurer, Alex Ashby.

REF	HEADINGS	BUDGET (£)	EXPENSES (£)	VARIANCE (£)	NARRATIVE
	ELIGIBLE DIRECT COSTS				
A	STAFF COSTS	9,924	8,208	-1,716	Lower spend due to less permanent staff
B	TRAVEL AND SUBSISTENCE	2,000	2,500	500	Includes travel, provisions and make up for filming
C	GOVERNANCE	1,103	1,250	147	Small overspend due to lower staffing support
D	STRATEGIC DEVELOPMENT AND BUSINESS PLANNING	5,000	3,350	-1,650	Pro bono support by a Trustee offsetting some costs
E	COMMUNICATION/CAMPAIGN INFRASTRUCTURE	32,873	29,071	-3,802	Slight underspend due to some pro bono social media
F	EXPERT FEES	2,850	1,250	-1,600	Less expert moderation and support needed (stream yard)
G	EVALUATION AND IMPACT ASSESSMENT	2,500	5,800	3,300	Data collation costs and lack of templating with partners
H	COMMUNITIES STRAND INCLUDING MICRO GRANTS	11,500	7,000	-4,500	Less applications
I	APPRENTICESHIP SITE	1,000	10,321	9,321	Includes direct spend on Apprenticeship event
I	TOTAL DIRECT COSTS (A+B+C+D+E+F+G+H+I)	68,750	68,750	0	
J	INDIRECT COSTS	6,000	6,000	0	Admin, Info email, IT support
K	TOTAL ELIGIBLE COSTS (I + J)	74,750	74,750	0	

STEPHEN LAWRENCE

DAY

ACKNOWLEDGMENTS & THANKS

Aamer Anwar

AFL Films

Amanda Lee Ajala- City of
London

Aspire in Arts

Ben Cajee – CBBC / BBC

Blak Outside

BLM Scotland

Brixton Village

BMB Agency

CC Foundation

Cllr Graham Campbell

DCF Foundation

De Montfort University – SLRC

Department of Education

ER Mason Youth

Facebook Black @

Flag Up Jamaica Scotland

Fridays Coventry

Glasgow City Council

Hannah Mercer-Adidas

Home Office

Huey Hutch

Irish Football Association

Karen Blackett OBE-WPP

KickOff@3

Know Mean Feat

Lauren Crowley – Community
Union

Max Cyrus

Melantha Chittenden

MGTY

Monique Campbell-Dixon-
Adobe

Nadia Foster

National Black Police
Association

Nil By Mouth

Organic

Paul Samuels

Princes Trust

Resole CIC

Romel Davies

Sense Over Sectarianism

Show Racism the Red Card

Simon Frederick

Sir Geoff Palmer OBE

Sketch Note UK

Sony Music – The Orchard

St Mathews Project

The Pythian Club

TikTok

Volunteer Police Cadets

WPP