

FLAIR

FUTURE 2022 **LEADERS**

**A national student competition for
Britain's brightest minds**

Challenging students (14-17years old) to find
creative solutions to one of the biggest
problems we face today: racial inequity.



Overview

Racism in schools is something that needs to be seen and acknowledged before it is understood. Once data is collected to understand the scale and nature of the problem, only then can it be tackled effectively.

A Guardian investigation last year (2021) revealed more than 60,000 racist incidents were recorded in UK schools over a five-year period. The true figure is likely to be considerably higher as many incidents are either not reported or not recorded.

But it hasn't always been this way...

The 1999 Macpherson inquiry into the murder of Stephen Lawrence recommended schools should “record all racist incidents”. The reporting of racist incidents was mandatory for all schools until 2012, when the government issued guidance to schools saying they had no legal duty to report the figures.

By not reporting racist incidents, the government is hiding the true scale of the problem and schools are failing to meet basic safeguarding measures. It is only by tracking and measuring racial discrimination in our schools, can we begin to tackle and overcome the problem.



The challenge

The challenge is to drive petition sign ups to make the reporting of racist incidents mandatory in schools. We want to harness the power of the student voice to ensure racist incidents in schools no longer go unseen and unreported.

Enter a group of up to 6 students per school between the ages 14-17 years old.

Could your students create an award-winning awareness campaign? The more petition sign ups, the more pressure there is for change, at both a local and political level. The petition is a platform to build momentum, but the social posts, emails, influencers, events and content you create will be the key to your success.

Together, as a part of this campaign, we aim to raise our collective voices loud enough to encourage schools to voluntarily report on racist incidents, sharing best practice to educate schools on how to get started.

The objectives

- Promote: drive sign ups to the petition
- Engage: students, staff and parents in the conversation on racism in schools
- Influence: schools to voluntarily report on racist incidents
- Educate: schools on how to get started

The deliverables

- WEEK 1-2: A campaign plan to drive petition sign ups (PDF, word doc or PPT)
- WEEK 3-5: A piece of educational content on how to voluntarily report racist incidents, e.g. a video, infographic, or guide
- WEEK 2-8: Evidence of campaign execution, e.g. social analytics, photos, screenshots, videos

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The awards:

- #1 [The Future Leaders Award](#) - [Judges Award] Most powerful campaign
- #2 [Best Creative Campaign Award](#) - awarded for originality and creativity
- #3 [Best Social Campaign Award](#) - the best social engagement results
- #4 [Social Influencer Award](#) - best use of influencers to elevate campaign
- #5 [Racial Equity Educator Award](#) - best educational piece of content

Recommendations:

- Launch an internal campaign to gain support from your school community
- Use a range of channels, e.g. social media, email, flyering, events
- Engage influencers (whether it's a TiKTok star, a charity or your local MP)

Why students should participate:

- The opportunity to drive real change by creating an awareness campaign to influence schools to report on racist incidents
- Students will gain essential skills and attributes for work, such as problem-solving, creative thinking, team-working, communication and drive, improving their self-esteem and building confidence
- For winning student groups, there is also the chance to gain highly sought-after paid summer internships at a top UK organisation. The top submissions will also have the opportunity to present their campaign.
- Opportunity to enhance student CVs and uni and job applications with meaningful extra-curricular activity
- Opportunities for peer-to-peer learning and development

WIN! WIN! WIN! WIN! WIN! WIN!

Win a paid internship at a top UK
organisation

Please note: A breakdown of the judging criteria will be released once applications have been approved.

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Why schools should participate:

- The opportunity to be a part of a movement that is redefining the education sector, launching in line with Black History Month 22
- To provide students with meaningful extracurricular activity to boost their CVs and student applications, as well as the chance to gain highly sought-after paid summer internships at leading UK businesses
- Networking events to learn from like-minded educational leaders
- Extensive resources that help schools follow best practice to report on racist incidents voluntarily
- The optional benefit of PR opportunities to promote best practice and position themselves as a leading anti-racist school

To apply, visit: flairimpact.com/fl22

Applications for Future Leaders 2022 close on October 01 2022.



FAQ

Q: Who can enter?

Enter a group of up to 6 students per school between the ages 14-17 years old.

Q: When do I need to enter by?

You must enter the competition before October 01 2022.

Q: When does the competition begin?

The competition is run over an 8-week period including bank holidays. There are two cohorts you can join: (1) Oct 22 - Dec 22 (2) Jan 23 - Mar 23.

Q: Are there any fees for participation?

No - the competition is completely FREE to enter.

Q: How will it be judged?

The awards will be judged by a range of independent racial equity & business leaders. A full judging criteria will be released shortly.

Q: Where will the paid internships be?

A full list of participating organisations will be released in due course.

Q: What if my school doesn't currently report on racist incidents?

You can still enter! Give your students the chance to build a business case for change and benefit from networking opportunities and useful resources.

Q: How will the prizes be awarded?

The group of students who win the Future Leaders Award will secure paid internships. Students who win the other awards will win a £200 grant to promote inclusion in their school.

Q: When will the results be announced?

FLAIR will announce the results in March 2022.

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FLAIR

The leading race and ethnicity data platform

Safeguarding students and staff

151 000+
Students

100+
Schools

12 000+
Staff

FLAIR help schools measure, track and overcome racial bias to build cultures where all ethnicities can thrive.

- Turn intention into action with data-driven solutions
- Measure, understand and advance racial equity
- Benchmark, track and report on progress

Want to see FLAIR's software in action?

Sign up for a free demo and discover why 100+ schools have chosen FLAIR.

flairimpact.com/get-started



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