



Celebrating Windrush 75

A toolkit for communications
and events to mark the 75th
anniversary of Windrush in 2023

British
Future...

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1. Introduction

Britain marks this year the 75th anniversary of the 1948 arrival of the Windrush, carrying new migrants from the Caribbean. Windrush 75 offers an opportunity to celebrate the contribution of the Windrush pioneers and those who followed; and to ensure that their story and legacy is passed on to future generations.

It is also a chance to communicate an inclusive history of modern Britain and the part that migration has played in shaping the society we share today. Windrush 75 may help us to bridge polarised debates and examine how we could mark our shared history together..

Organisations across the UK, from the grassroots to our highest institutions, will be holding events and activities to mark Windrush 75. Many will have been marking Windrush Day for some time, and are looking to this special anniversary to reach broader audiences. For others this anniversary may represent a first engagement with the history of Britain's diversity, prompting anxieties about getting tone and language right and avoiding being drawn into 'culture war' skirmishes.

This toolkit seeks to offer evidenced advice to all those engaging with and communicating about the 75th anniversary of Windrush.



Photography by Paul Yates

Headline Points

- There is a broad public appetite for this occasion – but levels of awareness and knowledge vary. It may be useful and important to explain what Windrush 75 is and why the anniversary is being marked.
- There is especially high interest and engagement in Windrush 75 in the Black Caribbean community. Warmth towards the anniversary is also felt more broadly among ethnic minority Britons and with a significant proportion of the white British majority group.
- People strongly feel that children should learn about the Windrush and what it means for our society today. Events and activities in schools, and those seeking to appeal to young people or families, hold strong public appeal. Young people know less about Windrush but are more likely to consider attending events.
- Celebratory, family-focused events to mark Windrush 75 held the broadest appeal, more than those with more of a political or campaigning theme.

2. About the toolkit

This toolkit draws on nationally representative public attitudes research by Focaldata, with boosted samples of Black Caribbean and other ethnic minority respondents, conducted in March and April 2023.

It also comprises insights from a series of qualitative discussion groups in Sheffield, Sutton Coldfield and London. The Sheffield group were all from an ethnic minority background, with several participants from the Black Caribbean community. The Sutton Coldfield group was made up of a group we term 'Balancers', who make up half the UK public: those who are not particularly pro- nor anti- migration and diversity, but somewhere in between. The London group were sixth-formers, mostly studying politics or members of the college BAME network, at a college in Newham, London's most diverse borough. As such they were not representative of average teenagers in terms of awareness and engagement with issues of race and diversity. The group nevertheless offers useful insights into an audience that could be targeted for Windrush events.

This research sought to establish what people know and feel about Windrush; what they want from the anniversary; which audiences are most likely to engage with Windrush 75 and what types of events they are more likely to attend; and also how best to talk about Windrush 75 in a way that resonates with different groups.

British Future, an independent thinktank and charity, has a decade-long track record of understanding public attitudes and how to talk about issues of race and identity. It has also played a key role in founding and coordinating the Windrush 75 network, which brings together organisations and individuals invested in marking Windrush 75 as a major moment. We hope that this toolkit, and a report to be published ahead of the June anniversary, will be useful to network members and anyone else wishing to celebrate and engage with this major moment in Britain's history.

We are grateful to Spirit of 2012 and the Phoenix Group, whose support enabled us to conduct this research.

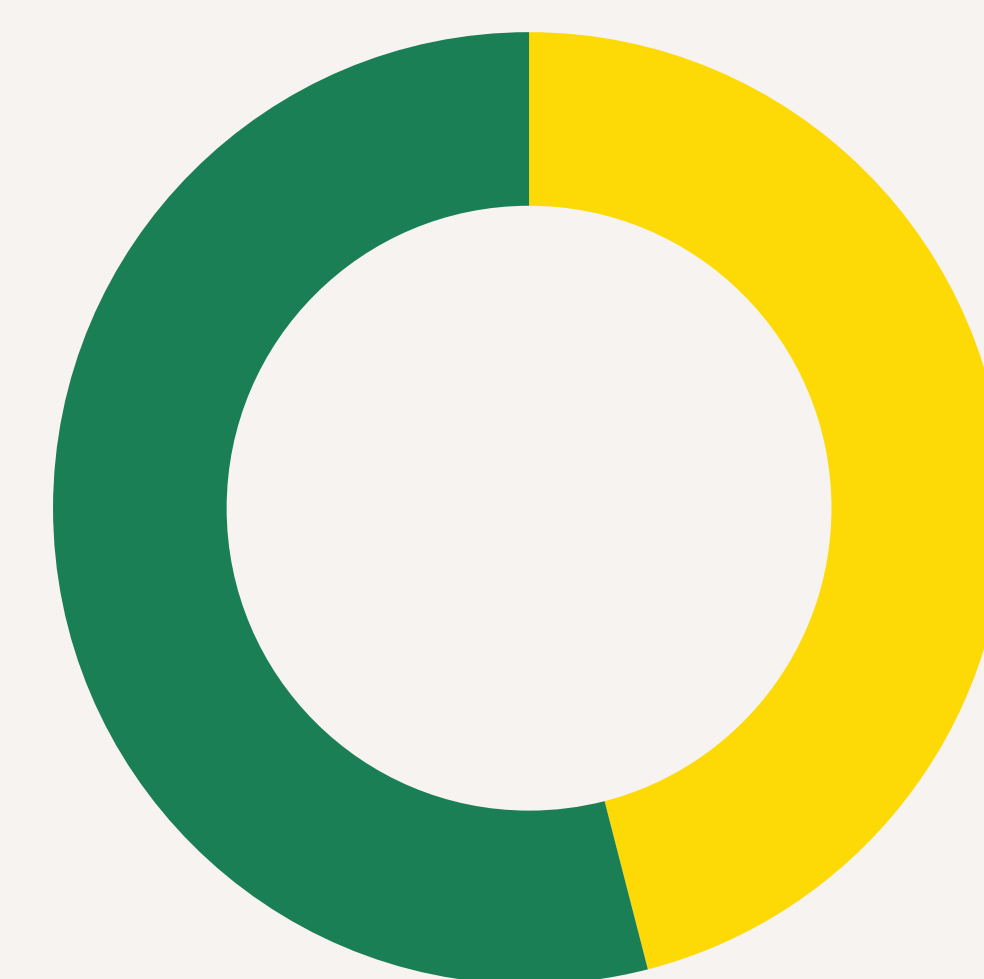
3. What do people know and understand about Windrush 75?

Events organisers should not assume that people will know that this year marks the 75th anniversary of the Windrush – nor even that they will know what Windrush is. It may be necessary, when talking about your event, to give people some basic facts about this historical moment, particularly if you are looking to reach young people.

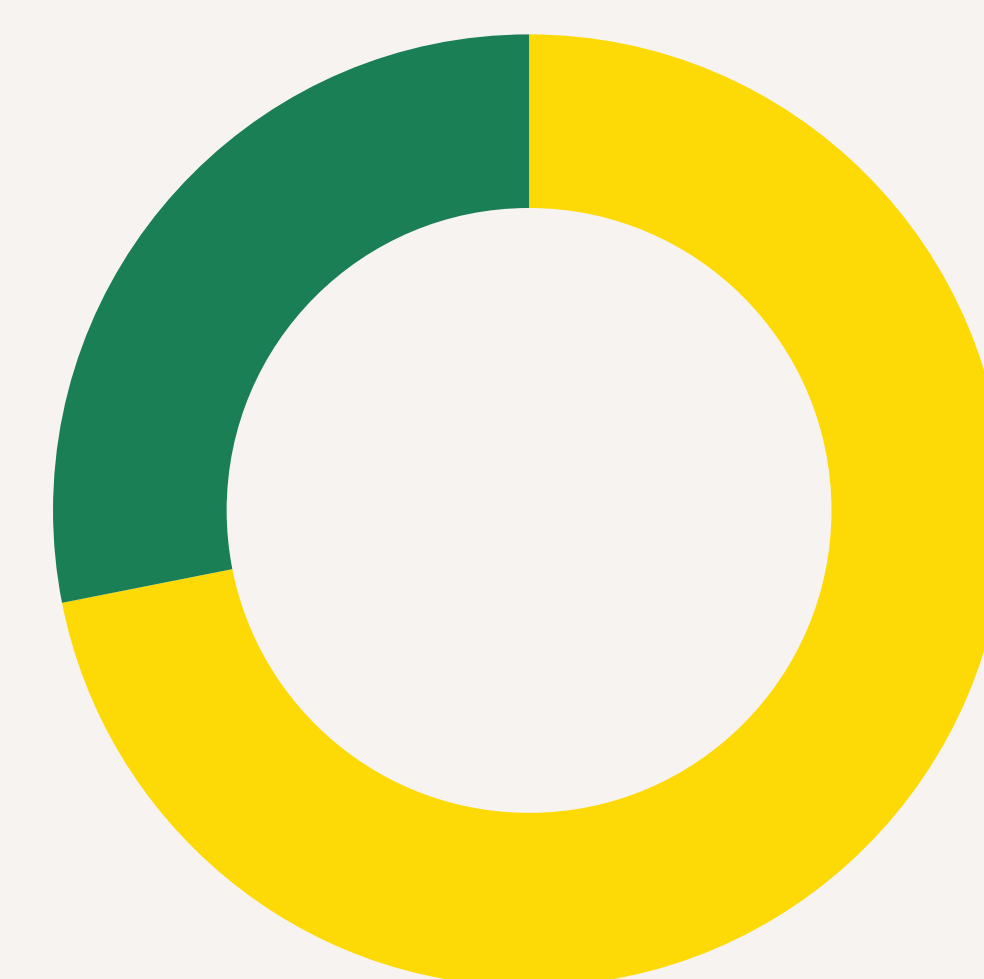
Asked to name the ‘particular ship that has become symbolic of Commonwealth migration to Britain,’ just over half the public (55%) picked ‘Windrush’ from a shortlist of four. Only 28% correctly chose 1948 as the date of arrival.

There is a massive age gap in awareness. Just 13% of young people (18-24s) were aware of the Windrush, compared to 87% of those aged 65+ and 76% of 55-64s. Awareness was actually lower among ethnic minority respondents (42%) and indeed our Black Caribbean sample (50%) – most likely because of younger age demographics.

Lack of awareness does not mean lack of interest, however. Around half of the general public is interested in the 75th anniversary. Later in this toolkit we will look in more detail at which audiences in particular. Six in ten people feel it is an important moment for the country, rising to 72% of ethnic minority Britons and 84% of Black Caribbeans. Some 53% of the public would like to learn more about it.



55% of the public is aware of the Windrush



28% correctly identified the date when it arrived

“

It matters because it's
our history”

- Sheffield discussion
group participants

Three quarters of the general public think children should be taught about Windrush in school, with ethnic minorities feeling this particularly strongly: more than half of our Black Caribbean sample felt this was very important.

In our discussion groups there was warmth towards the Windrush anniversary, a desire to acknowledge the contribution of those who came to help rebuild the country after the war and an acknowledgement of the hardships those first arrivals faced. The phrase “No blacks, do dogs, no Irish” was mentioned by two separate groups when asked what they associated with Windrush. But we found little evidence that this area of our past sparks divisive reactions among the public, nor nervousness of talking about it for fear of getting caught up in ‘culture war’ arguments. “It matters because it's our history,” we were told. “It shaped the country.”



Photography by Jesse Gerald

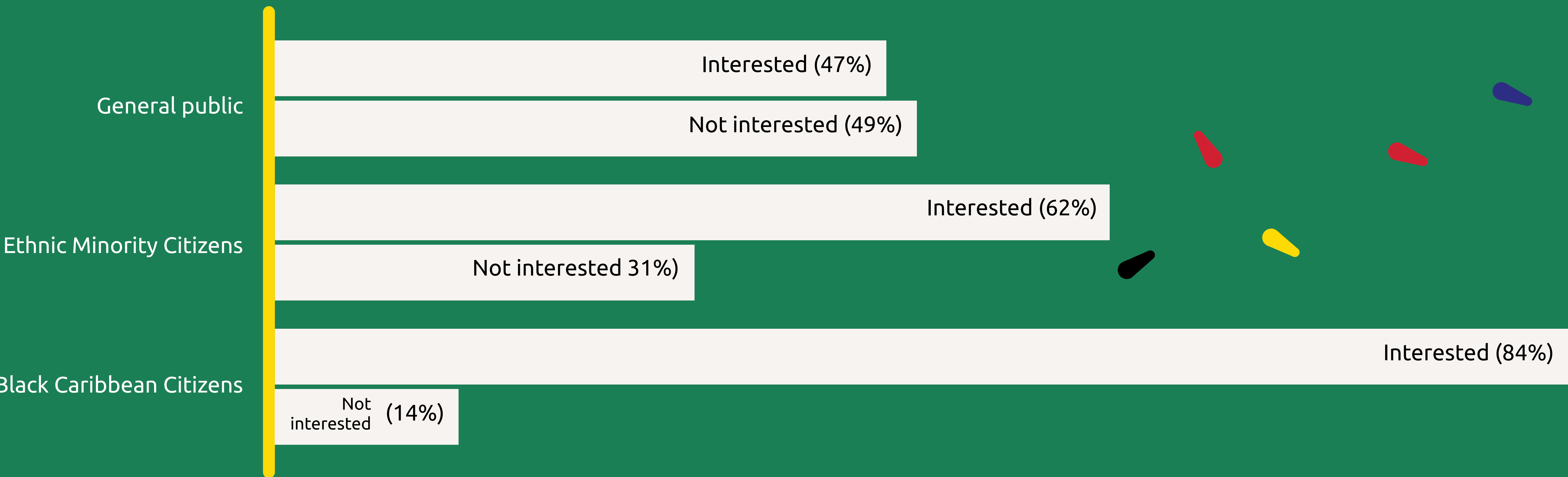
4. Audiences for Windrush 75 activity: Who is most interested and who isn't?

As with any issue, some audiences are more interested than others in the story of Windrush, and more likely attend events.

But it is important to note that only 26% of the public overall say they don't care about the story of the Windrush. More than half of people surveyed say they would like to learn more. So there is a clear opportunity to reach beyond the core audience and attract a broader range of people to learn more about Windrush 75.

Ethnicity is the biggest indicator of whether someone will be interested in Windrush 75. While six in ten ethnic minority Britons are interested in Windrush 75, a quarter 'very interested', that figure falls to 45% of white Britons. The Black Caribbean community is the most engaged, with 84% interested in the Windrush story. Across every type of proposed event to mark Windrush 75 – as detailed in Section 5 that follows – Black Caribbean respondents to our survey were significantly more likely to say that they would consider attending.

Who is most interested in Windrush 75?



So this is an argument for institutions that struggle to reach and attract ethnic minority audiences to engage with the Windrush anniversary. If your core audience is predominantly white, Windrush is an opportunity to engage with new people and open a conversation with them. If you are concerned that you lack reach to tell ethnic minority audiences about your event or activity, consider different marketing tactics or work in partnership with another organisation that has greater engagement with ethnic minority Britons.


While older people are more aware of Windrush, young people are more likely to want to engage with the anniversary. Two-thirds of young people (65%) say they would consider going to Windrush 75 events, compared to just a third of over-65s. Older people are more likely to say that Windrush events are ‘not for people like me’.

Who would consider going to an event to mark Windrush 75?

	Would consider going	Would not consider going
General Public	50%	50%
18-25s	65%	35%
Ethnic minority citizens	64%	36%
Black Caribbean citizens	71%	29%
Men	46%	54%
Women	54%	46%
Graduates	60%	40%
Non-graduates	46%	54%
Positive attitude to immigration	70%	30%
Negative attitude to immigration	27%	73%
‘Balancer’ middle attitudes to immigration	50%	50%

Other factors indicating an interest in the Windrush anniversary are education, with 60% of those educated to degree level or above saying they would attend an event compared to 46% of those educated to below degree level; and gender too, with women slightly more likely to attend than men. Attitudes to immigration matter too: 70% of people who feel most positive about immigration say they would attend a Windrush event, while 73% of those with the least positive attitudes say they would not. However, with half (50%) of people who sit in the middle of the attitudes spectrum on immigration saying they would consider attending a Windrush 75 event, organisations do have an opportunity to connect with this group and open a conversation about Britain's history of migration and diversity.

Young families are also an audience that organisations should strongly consider targeting with their events and communications around Windrush 75. As discussed in the previous sections, there is very strong support for children learning about the Windrush story. People in the 25-44 age group – those most likely to have school-age children – are interested and engaged in the anniversary, with around two-thirds saying they would like to know more. The need for organisers to attract families to events came up strongly in all of our discussion groups, as did the importance of young people learning about Windrush. As we examine in the next section, family-focused events were consistently among the most popular ideas for how to mark the 75th anniversary of Windrush.



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5. What types of event are people most interested in?

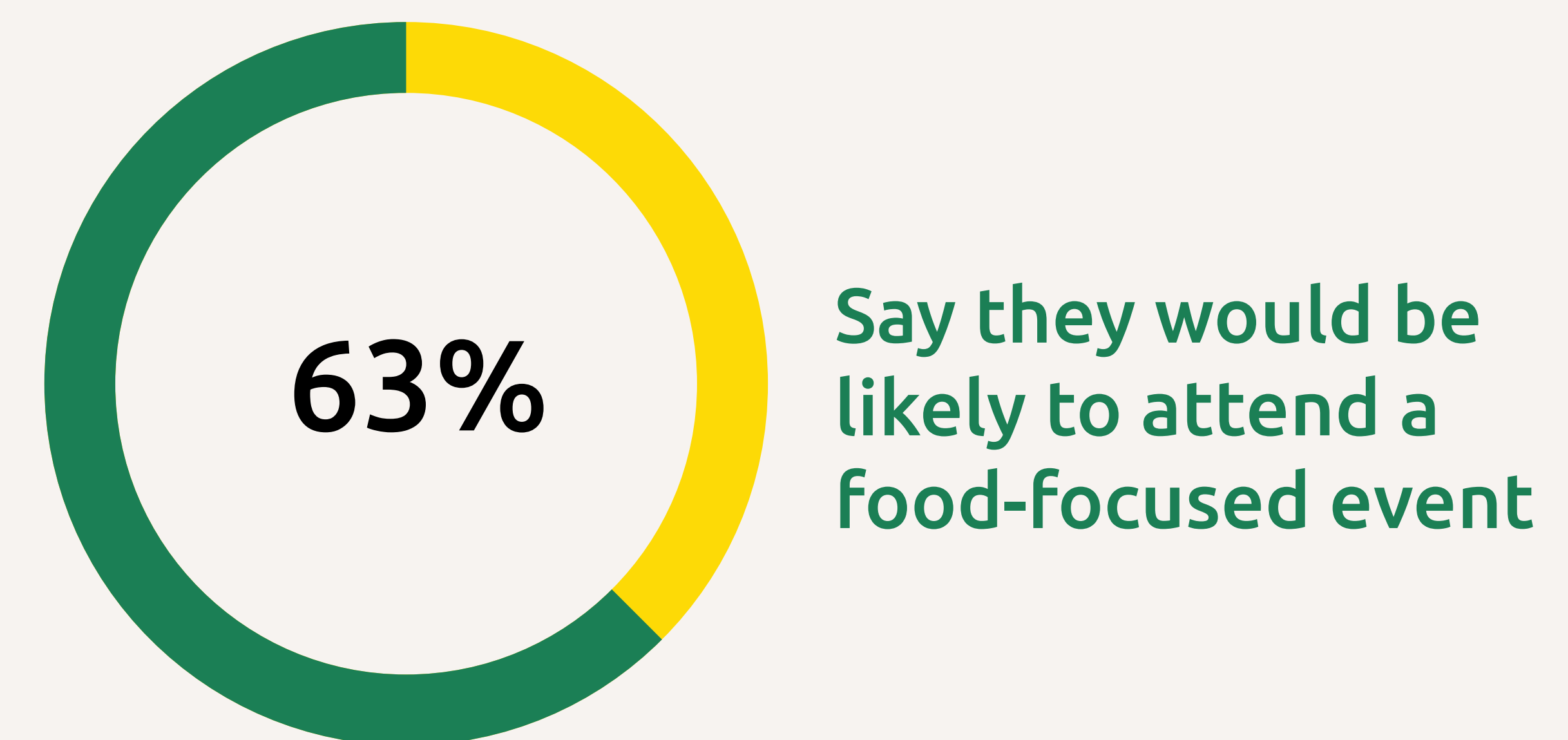
People are most likely to attend events that mark Windrush 75 in a positive, celebratory way. This was a consistent finding, across different audiences, from both the representative survey and discussion groups for this project. In our polling by Focaldata, the most popular type of event to mark Windrush 75 was one that focuses on food; followed by a music event, a film screening and a street party.

Among those who say they would consider going to a Windrush 75 event, 63% say they would be likely to attend a food-focused event; 59% would come to a music event; 55% would be interested in attending a street party and 54% a film screening. Half (50%) said they would be interested in attending a talk from a member of the Windrush generation.

In the discussion groups, a 'daytime family festival celebrating Windrush 75 with music, dancing, Caribbean food and activities for children' was the most popular choice, particularly as it was felt that the family appeal would attract a wider audience. The all-ethnic-minority group in Sheffield felt that this kind of event would "drag the young people in" with the promise of entertainment – but that organisers should then use this opportunity to inform and educate them.

Film screenings and film festivals were popular because they could also be viewed online and potentially have a life beyond the anniversary itself. Our younger group in London wanted a strong online and social media element to activity.

- People are most likely to attend events that mark Windrush 75 in a positive, celebratory way.
- The most popular type of event to mark Windrush 75 was one that focuses on food; followed by a music event, a film screening and a street party.
- There was support for hearing from Windrush generation elders at events as well, promoting intergenerational contact between young and old.





There was support for hearing from Windrush generation elders at events as well, promoting intergenerational contact between young and old. This included support from some in our discussion groups for an event that heard from Caribbean and other veterans from the Second World War. But several participants raised concerns about whether intergenerational events would be attractive to young people and whether they would attend. It was suggested that intergenerational events would best be held in schools, with a 'captive audience' of young people; or that intergenerational elements could be incorporated into other events that were "more of a draw", especially for younger people and families.

The survey found least support for a political panel discussion event. This was reinforced in all of our discussion groups, where people said that politicians would just make the anniversary about party politics. But this did not mean that events should ignore the backdrop to the anniversary – both the hardships and racism that the Windrush pioneers encountered, and the recent injustices of the Windrush scandal. While people did not want 75 years of contribution to be framed solely through the narrow lens of the Windrush scandal, people felt that organisers should not 'sugar coat' the Windrush story. We examine some strategies for engaging these themes in our communications sections later in the toolkit.

Who would consider going to an event to mark Windrush 75?

Percentage saying they would be very or fairly likely to attend a type of event

	General public	Ethnic minority	Black Caribbean	18-24s	Ethnic minority 18-24s	People who would consider going to a Windrush 75 event
Food-focused event	39%	56%	74%	59%	59%	63%
Music event	38%	52%	69%	53%	47%	59%
Street party	34%	47%	68%	53%	46%	55%
Film screening	33%	50%	69%	45%	48%	54%
Talk/discussion with Windrush generation elders	30%	45%	66%	35%	35%	50%
Relating the anniversary to the Windrush scandal and campaigns for justice	27%	44%	65%	33%	39%	43%
Political panel discussion	20%	35%	62%	22%	28%	30%
Religious service	18%	40%	61%	27%	39%	28%

Research by Focaldata for British Future, conducted 29 March – 17 April 2023. n = 1,104 nationally representative sample, 1,026 ethnic minority sample and 323 Black Caribbean sample.

6. Barriers to participation and what would make people more likely to take part?

One of the biggest barriers to participation in Windrush 75 events will be lack of awareness. Only three in ten people know that 2023 marks the 75th anniversary and most people in our discussion groups were unaware of local or national events to celebrate it. Many complained that more publicity is needed – as they felt that this should be a moment that Britain marks in a significant way.

So getting your marketing right will be important. Partnerships and word of mouth, advertising and editorial in local and national media, paid and organic social media will all help to get the word out. If you are looking to attract new audiences, pay closer attention to marketing channels and consider forming partnerships with organisations that bring reach and credibility with the people you want to talk to.

Pay attention in the communication of your event to the framing and whether that will be attractive to your target audience. With half the population feeling that events to mark Windrush 75 are 'not for people like me', simply stating that everyone is invited – and perhaps emphasising that inclusivity in your choice of imagery – can be helpful. Most participants in our discussion groups also tended to prefer a focus on celebration over events and messaging that was political or of a campaigning nature. Protesting injustice and inequality is important and an entirely valid theme for an event – but if this is foregrounded in your event communications, do not expect it to attract the same audience as a family festival.

Only three in ten
people know that
2023 marks the
75th anniversary





Photography by Paul Yates

Practical considerations are important too. The issue of cost was raised in our discussion groups, especially by young people – but the cost of living crisis means everyone's budgets are squeezed. For paid-for events, consider offering free or discounted tickets for particular groups that you would like to attend but which may struggle to cover the admission price. Parking should also be considered. If you want to attract families, toilets and baby-changing facilities, as well as food, should be available. Prayer facilities will also make your event more accessible to people from a diverse range of faiths. And if you want to invite Windrush generation elders to participate in your event, ensure you have considered the needs of older people, such as mobility.

Event organisers should also plan ahead to make their events accessible to people with disabilities. This could include the provision of access ramps and other venue layout considerations; disabled toilets; hearing induction loops for those with hearing impairments; and adequate lighting for those with visual impairments. Consider allowing free entry to companions or carers. And ensure that pre-event communications, including any registration process, are fully inclusive. Links to further guidance on holding inclusive events can be found in the resources section of this toolkit.

7. Engaging young people with Windrush 75

Everyone in our discussion groups felt it was important to engage young people with the 75th anniversary and the Windrush story.

Among the public generally, young people (18-24) are 50/50 on whether Windrush 75 events are 'for people like me' – in line with the population as a whole. Yet two-thirds say they would consider going to a Windrush 75 event – higher than all older age groups. Young people like going out!

Only around half of young people from an ethnic minority background feel that Windrush 75 events are for 'people like me' – compared to 63% of the ethnic minority population across all ages. Black Caribbean youth are also less likely than older members of the community to feel that Windrush 75 events are for 'people like me' and less likely to consider going to an event. Although this was a small sample in our Focaldata poll, it echoes sentiments from some Black Caribbean members of our discussion groups that young people in their community do not see Windrush as particularly relevant to their lives today. Better education and more targeted efforts to engage young Black Caribbean people with the Windrush story may be needed.

Two-thirds of young people say they would consider going to a Windrush 75 event

Young people aged 18-24 are more likely to attend a Windrush event of any type than their older peers. Like everyone else, they are interested in food: 59% say they would be interested in attending a food-focused Windrush 75 event. They are more likely to be interested in going to a music event (53%), a street party (53%) or a film screening (45%) than older groups. As for others, party politics is a turn-off, though a third say that would consider going to an event that links the 75th anniversary with campaigns against injustice of the Windrush scandal. Ethnic minority youth scores are very similar, with slightly more interest in a Windrush scandal campaign event (39%) and the greatest appetite for a food-focused event (59%).

What types of event would young people (18-24) go to?

	All 18-25s	Ethnic minority 18-25s
Food-focused event	59%	59%
Music event	53%	47%
Street party	53%	46%
Film screening	45%	48%
Talk/discussion with Windrush generation elders	35%	35%
Relating the anniversary to the Windrush scandal and campaigns for justice	33%	39%
Religious service	27%	39%
Political panel discussion	22%	28%

The 6th formers in our London discussion group were more politically aware than your average teenager, as most were studying politics. They were well-versed on current affairs, race politics and campaigns against racial injustice. Yet this group, too, was dismissive of events involving politicians, who they saw as self-serving. They also favoured festival-type events that would attract a wider audience.

“

Politicians will do what they do best, which is not address issues. Having a political discussion will stray away from Windrush and make it all about politics and party points. ”

- Newham discussion group participant

While it is a cliché that young people are mainly interested in social media, they do clearly see it as a very important way to reach their age group. They liked the idea of a Windrush 75 film screening or festival that also existed online. And they felt that online video and podcasts could be used to capture and share the testimonies of Windrush generation elders, in a way that would be more engaging and have wider reach among young people than an event where older people were speaking.

So getting social media right is essential if you do want to connect with young people – TikTok, Snapchat and Instagram rather than Twitter or Facebook. Creating shareable content for social media also leaves a legacy that lasts beyond your event and can broaden your audience in terms of both geography and demographics.

But young people do actually talk to each other face-to-face too, and you should do the same if you want to connect with them. Consult and engage young people upfront so your event is appealing to them and they feel a sense of ownership. Build partnerships to involve them in organising the event and through this create word-of-mouth promotion of your activities. Many Sixth Forms and colleges will now have BAME societies or groups and there are other formal youth organisations with local outposts that organisations can partner with.



Photography by Ilyas Ayub for British Future



Schools provide an obvious location to connect with younger groups under 18 and teachers will be looking for ways to talk about the 75th anniversary of Windrush in June. Today's classrooms are more diverse than ever, and teaching Windrush enables students from diverse backgrounds to feel that their own heritage is reflected in the curriculum. It also offers a way in to talk about our modern, multi-ethnic society and how it has been shaped by migration over the last 75 years. The Windrush 75 network has partnered with educational charity the Linking Network to produce a series of classroom materials, assembly packs and videos to help schools to introduce the 75th anniversary of the Windrush to their students and promote further discussion. Links are in the resources section of this toolkit.

It also offers a way in to talk about our modern, multi-ethnic society

8. How to talk about Windrush 75: tested messages

The way you communicate about Windrush 75 is important. If you get it right, people will be interested in what you have to say and more likely to feel that your event or activity is for them. Get it wrong and it will put people off, or they will tune out.

Some organisations will also be worried about getting caught up in heated ‘culture war’ arguments about contested aspects of Britain’s history. The good news is that we found little evidence that Windrush 75 is such a topic – most people, across the political spectrum, recognise that this is an important moment in Britain’s history that should be commemorated. All the same, choosing the right language and framing will certainly help organisations to avoid getting drawn into these debates.

We tested 11 different messages about Windrush 75, both in our nationally representative Focaldata surveys and discussion groups, asking people to score each message from 0-10 according to how well it reflected how they feel about Windrush and the anniversary. The messages and findings from the Focaldata survey are set out below. For ease of understanding we have segmented responses into three groups: A positive, ‘This reflects how I feel about Windrush’ group (scores of 7-10); a negative, ‘This does not reflect how I feel about Windrush’ (0-3) group; and a ‘neither/nor’ group in between (not included in the table below).

There was more difference between different audiences than between people’s feelings about the messages themselves. Scores from people from an ethnic minority background were broadly 10 points higher than the general public; and more than half of Black Caribbeans felt that all messages reflected their feelings about Windrush – often they were more than 20 points more positive about the messages than the average general public.

Two messages, (9) and (10) suggested which messenger was delivering the message, and in both cases this made a big difference to how they were received. The message delivered by the NHS, celebrating staff from an ethnic minority background, was among the most popular across the board. People were more sceptical, however, of a Windrush message delivered by ‘this government’ – though it is worth noting that a majority (54%) of ethnic minority respondents still saw it in a positive light.

Message (2) 'Windrush 75 is a chance to celebrate the diversity of modern Britain,' was broadly popular, particularly with younger people. Our discussion groups liked its celebratory tone and felt similarly positive about message (11) for the same reason. Message (1) 'The 75th anniversary of Windrush is an important moment in British history, helping to explain why our multi-ethnic society looks as it does today,' was also among the more popular suggestions.

Message (3) 'By celebrating Windrush 75 together we are showing that Britain rejects racism and division,' was a little more divisive. It was one of the more popular messages among the general public but ethnic minority respondents were less warm towards it. This was explained by some participants in the discussion groups, who felt it suggested that racism no longer exists in Britain and so failed to reflect the challenges still faced by our society.

This desire not to gloss-over racial prejudice today is also reflected in the greater support among ethnic minority respondents for messages (4) and (5), which allude both to the racism experienced by the Windrush pioneers and the ongoing need to address injustices today – though the more explicit focus of message (5) on the Windrush scandal was off-putting to younger people in the Focaldata research, and to some discussion group participants who felt it was too negative at a time of celebration.



Photo courtesy of Tony Cealy

What messages about Windrush 75 connect with people?

Scores show proportion who felt the message reflected how they feel about Windrush ('Positive') and the proportion who felt message does not reflect how they feel about Windrush ('negative')

	General public	Ethnic minority respondents	Black Caribbean respondents	People who said they would consider attending a Windrush 75 event	'Balancers' on immigration attitudes
1) The 75th anniversary of Windrush is an important moment in British history, helping to explain why our multi-ethnic society looks as it does today.	47% positive 12% negative	60% positive 11% negative	82% positive 3% negative	67% positive 1% negative	42% positive 6% negative
2) Windrush 75 is a chance to celebrate the diversity of modern Britain.	48% positive 16% negative	61% positive 12% negative	76% positive 6% negative	67% positive 4% negative	43% positive 10% negative
3) By celebrating Windrush 75 together we are showing that Britain rejects racism and division.	47% positive 17% negative	51% positive 12% negative	68% positive 7% negative	64% positive 7% negative	43% positive 12% negative
4) Windrush 75 reflects the complex story of migration to Britain – a story of pride but also one of prejudice too.	47% positive 16% negative	59% positive 8% negative	83% positive 1% negative	63% positive 3% negative	40% positive 11% negative
5) As we celebrate 75 years since the Windrush, we should also remember the injustices of the Windrush scandal and demand that the Government rights these wrongs.	43% positive 19% negative	57% positive 10% negative	83% positive 4% negative	62% positive 5% negative	36% positive 14% negative
6) Windrush 75 is something for all of us to commemorate. While it's a particularly special moment for Black Britons, it marks a key moment in British history that shaped the society we all share.	40% positive 18% negative	58% positive 9% negative	82% positive 5% negative	64% positive 4% negative	39% positive 11% negative


	General public	Ethnic minority respondents	Black Caribbean respondents	People who said they would consider attending a Windrush 75 event	'Balancers' on immigration attitudes
7) With a Coronation and the 75th anniversaries of the Windrush and the NHS, 2023 is a year to celebrate our society and what makes us proud of it.	41% positive 18% negative	53% positive 13% negative	73% positive 8% negative	62% positive 4% negative	39% positive 13% negative
8) The Windrush generation overcame racism and prejudice to build new lives in Britain for their families. In this anniversary we celebrate their legacy.	46% positive 17% negative	56% positive 10% negative	71% positive 5% negative	66% positive 6% negative	44% positive 11% negative
9) This government is fully committed to honouring the Windrush generation and their immense contribution to this country. This funding will really help local communities come together, honour the past and celebrate our country.	38% positive 21% negative	54% positive 14% negative	70% positive 8% negative	53% positive 9% negative	31% positive 15% negative
10) The 75th anniversary of the arrival of the Windrush is a fantastic opportunity to celebrate the work of our Black and other ethnic minority colleagues and their significant contributions to the National Health Service, which is also marking its 75th year.	48% positive 14% negative	62% positive 9% negative	75% positive 9% negative	66% positive 5% negative	43% positive 9% negative
11) We mark this day to celebrate British Caribbean communities and acknowledge the sacrifices and contributions the Windrush generation and their descendants have made to British society.	44% positive 17% negative	59% positive 10% negative	73% positive 9% negative	60% positive 5% negative	37% positive 13% negative

9. Navigating risk: avoiding getting caught up in 'culture wars'

Public debates in the UK about race and identity have become increasingly divisive and polarised in recent years, amplified by shifting political, media and social media dynamics. Indeed, over half of people in Britain now agree that the UK is divided by a so-called 'culture war', while media commentaries on the topic have increased more than eight-fold between 2019 and 2021.

Work that institutions across the arts and culture sector have been doing on inclusive histories – to acknowledge the legacies of colonialism and transatlantic slavery, and to recognise the histories of minority groups previously hidden or not told – has come under increased scrutiny.

However in our research for this project, and in research and communications over the last year building up to the 75th anniversary, we have not encountered significant 'culture war' divisions over the marking of Windrush 75. As discussed previously, most people think that the Windrush is an important moment for Britain (61% in our Focaldata poll) and three quarters of the general public think children should be taught about Windrush in school. Highlighting this evidence of broad public support for efforts to mark Windrush 75 can be useful in public communications.



The 75th anniversary of Windrush offers an important opportunity to bridge some of these 'culture war' divides and bring people together to celebrate a history that is shared by people from different backgrounds

Photography by Ilyas Ayub for British Future



As such, the 75th anniversary of Windrush offers an important opportunity to bridge some of these ‘culture war’ divides and bring people together to celebrate a history that is shared by people from different backgrounds across the UK. Some of the messaging featured in section 8 above consciously seeks to bridge, by alluding to shared history and British history. Our message testing found that it has broad appeal and does not appear to alienate any particular groups. Testing of messages with a more political or campaigning character had less broad support but did not spark a strongly negative response.

So our advice is to be confident that you can engage with the 75th anniversary of Windrush without fear of being pitched into controversy. All the same, it is useful to bear in mind some lessons from research into communicating work on inclusive histories. This includes:

- Think carefully about communications from the outset, and how to communicate your work to people with a weaker baseline understanding of history and Windrush.
- If possible, consult audiences at an early stage, engaging people from different backgrounds
- Do give consideration to risk and identify and prepare for any potential controversy - but importantly don't take risk aversion too far.
- Take advantage of the fact that this is a major anniversary that is being marked across the country – by the Royal Mail, the Royal Mint and Royal Palaces, and by other major institutions, as well as by civil society and community groups.
- Form new partnerships and recruit unusual allies. Think about how to partner with relevant organisations that have broader reach across the political spectrum and to new audiences, broadening engagement.

10. What can businesses do to mark Windrush 75?

Sandra Kerr of Business in the Community looks at how the corporate world can engage with the 75th anniversary of the Windush this year.

As we mark the 75th anniversary of Windrush Day, businesses should consider how they can celebrate, remember and pay tribute to the people from the Windrush generation who made the UK and its businesses what they are today. But the anniversary also provides an opportunity for business leaders to demonstrate, to both internal and external stakeholders, that their business is committed to equality, equity, diversity and inclusion in the workplace, and diversity in our wider society.

Census data in England and Wales shows that diverse populations are increasing, currently making up 18.3% of the population, and that the Black population is growing – from 1.9 million in 2011 to 2.4 million today. Sectors such as transport and communication (19.4%), distribution, hotels and restaurants (15.4%), and administration, education and health (15.0%) employ the highest number of Black, Asian, Mixed Race, and other ethnically diverse employees.

With the tight labour market, it is vital that companies become comfortable talking about race and ethnicity and show their commitment to building a diverse workforce and an inclusive workplace culture. The talent, skills, knowledge, and experience that a diverse workforce can bring will be instrumental in building the UK economy.

Yet only one in 10 people in senior positions in public and private sector organisations are ethnically diverse, even though it has been found that organisations which have more diverse teams have 36% better financial returns than those with less diversity.

There are many ways in which businesses can engage with the 75th anniversary of Windrush.

Internally, businesses can use the Windrush anniversary to drive their EDI strategy and show their employees, clients, customers and other external stakeholders that they are committed to fostering diverse talent and taking action to tackle race inequality in the workplace and in society. Actions such as capturing and reporting ethnicity data, including by reporting ethnicity pay gap data and committing to closing the gap, are effective ways of showing commitment to a diverse and inclusive workforce, where all employees feel safe, valued, and respected, and where everyone has equal opportunities.

The anniversary of Windrush Day should not just be about looking back and celebrating. It should also be a moment when businesses commit to further action on the inequalities that we know Black, Asian, Mixed Race, and other ethnically diverse employees experience in the workplace. While much has changed since 1948, there is still much work to be done to make UK workplaces truly equal – not only for descendants of the Windrush generation, but for everyone from all backgrounds.

It is vital that companies become comfortable talking about race and ethnicity and show their commitment to building a diverse workforce and an inclusive workplace culture.



11. How can Windrush 75 bring together people from different backgrounds?

Windrush 75 is an opportunity to bring people and communities together. In our more fragmented society today there are fewer opportunities for connection between people from different backgrounds. Even locations for social contact like the high street and the workplace are becoming more sparsely populated as people increasingly shop, work and consume entertainment from home. Shared moments, such as major sporting events and historical anniversaries, can provide an important opportunity for contact.

Our Sutton Coldfield discussion group, for example, spoke fondly and with local pride about the Commonwealth Games and the positive 'vibe' around the Birmingham area as people came together and shared this experience. The Sheffield group spoke positively about the opportunities for social connection:

“

A great opportunity to celebrate the input of everybody, from all different communities ”

- Sheffield discussion group participants

“

You've got to badge it that it's for everybody – a celebration of a diverse nation, not just a ship that came in the 1940s. ”

- Sheffield discussion group participants




People from an ethnic minority background (64%) or a Black Caribbean background in particular (71%) are more likely to say they would consider going to a Windrush 75 event than white Britons, who are 50/50. For institutions with a predominantly white core audience, which may struggle to attract a more diverse crowd to their events, this makes Windrush 75 a great opportunity to make new connections, reach new audiences and bring people together.

Many organisers of Windrush events will already have strong ethnic minority connections, however, particularly with the Black Caribbean community. In this case attracting a white audience may be the key to a more diverse event. And organisers may also see Windrush 75 as an important moment to bridge between generations and get younger and older people talking; or to build more contact across class and income divides.

In all cases, framing events and getting your communications right – including visual imagery – can play a big part in showing new audiences that your event is ‘for people like me’. Consider advertising and promotion in new outlets and spaces. Forming new partnerships with organisations that have strong organic reach into your target audience can pay great dividends too.





The type of events can make a difference too. Our research found that food-focused events and music festivals were both popular for encouraging adults to mix, with an emphasis on keeping events family-friendly. We found that more political or campaigning events will attract a narrower audience of those who are most engaged – a perfectly valid activity but not one that is likely to attract a broader audience. It is worth considering, too, whether the location of your event is known to people from all backgrounds in the area, or whether some venues might seem less welcoming to some groups.

Activities involving schools were highlighted by the Sutton Coldfield group as a good way of bringing people together locally. Most schools are diverse places and children are seen to mix comfortably across ethnic groups. Putting on a local event themed around Windrush 75 involving school children and inviting parents along would encourage them to mix too – and teaching children about Windrush was found to be broadly popular with the majority of the public.

**Putting on a local event
themed around Windrush 75
involving school children and
inviting parents along would
encourage them to mix too**



Photography by Paul Yates

12. Legacy: keeping Windrush alive beyond the 75th anniversary

Windrush 75 is a moment when a far wider range of organisations and individuals will pay attention to the Windrush story and the people who have a stake in it. Much of that attention will subside again by 2024 (and indeed by the end of June).

So the 75th anniversary is not only an opportunity to raise the profile of Windrush now. It is a chance to build and strengthen relationships – within your community, with other organisations, funders, media producers and journalists, decision-makers and opinion formers – that can be sustained into the future.

The Windrush 75 network was formed in 2022 and its first media intervention was ahead of Windrush Day that year, bringing more than 100 voices together in a joint letter urging all institutions to pay attention to the 75th anniversary in a year's time. Since then we have sought to extend the Windrush 75 commemorations to try to make this more than a 'moment' on 22 June.

So we are keen to keep Windrush 75 conversations going throughout 2023, after most events have finished by the end of June – shifting the focus from the anniversary itself to its legacy and plans for the future relationships to help ensure a lasting legacy for Windrush 75.

We want the Windrush 75 network to become the Windrush 100 network – carrying conversations and collaborations forward



The Windrush 75 network was specifically formed with the aim of maximising awareness of the 75th anniversary and participation in events to mark it. It has brought together more than 300 organisations and individuals to help coordinate and share plans in the lead-up to Windrush 75 and throughout this anniversary year. But it would be a waste for that collaboration to cease on 1st January 2024. We want to build on this momentum and maintain these relationships to help ensure a lasting legacy for Windrush 75.

With this in mind, we want the Windrush 75 network to become the Windrush 100 network – carrying conversations and collaborations forward, activating them for Windrush Day each year but also taking a longer-term view of where we want to have got to by the time we do mark Windrush 100 in 2048. In 25 years' time – a generation – where should Britain have got to on questions of race, equity and combating discrimination? What society do we want to be living in by then? And what needs to happen now in order to get there? We would welcome conversations with organisations who would like to join us in taking this idea forward.

In 25 years' time – a generation – where should Britain have got to on questions of race, equity and combating discrimination?

13. Measurement and evaluation

Evaluating your event is important for several reasons. Firstly the evaluation is for you: it helps you identify what worked well and can be repeated next time; and what worked less well and needs addressing. It makes for better future events.

It's also important to partners: funders will often expect an evaluation as part of a grant. And if you're applying for funding to hold other events in the future, having some data showing your successful track record can be extremely helpful. Other partners, too – venues, other organisations you worked with, speakers or performers – will also want to know how the event was received. Being able to show other stakeholders, such as the local community or media, that the event was successful is also valuable.

Set clear objectives for your event that you want to achieve. It will be against this that you'll evaluate the event. Do you want people to learn something about the Windrush story? Feel inspired to research their own family history, or take action against injustice? Or do you want to use Windrush 75 to encourage people to meet and mix with people from a different background to their own?

Set clear objectives for your event that you want to achieve



Think about how you will measure whether you achieved your objectives. What data can you gather?

Think about how you will measure whether you achieved your objectives. What data can you gather? Raw numbers of attendees are great but you will probably need more than that. A survey can tell you more; or you could bring people together for a more in-depth discussion about the event. What are you going to ask them? What questions will best help establish whether your event had the effect you wanted? Logging media reports and even simple observation and photography of the event can also be useful.

Analyse your findings to assess how well you achieved your objectives. And make sure you share the results of your evaluation too – not only with funders but with partners and others who were involved.

There are some great guides to evaluating community and other events from Spirit of 2012, Local Trust and the Joseph Rowntree Foundation – you'll find links to them all in the resources section on this toolkit.



14. Working with the media

If you're able to get the media – local or national, print, broadcast or online – to talk about your Windrush 75 event or activity, you can generate awareness and help to get people along – without having to pay for it. The good news is that there will be media interest in Windrush 75, particularly in June as the anniversary on the 22nd draws nearer. We are already being approached by national and regional media outlets asking what events are happening. So do remember to tell the Windrush 75 network about your event (email info@windrush75.org) so we can list it on the www.windrush75.org website and tell journalists and media producers about it.

Some basic pointers for working with the media:

Journalists want stories – so spend some time considering what makes your event or activity 'news'. What is new or remarkable about it? And why should a journalist cover it now?

Think about your objectives and audience – who do you want to reach and what do you want them to do? Do you want to reach local people and get them to attend an event? Or is your audience nationwide and you want them to watch something online? Is there a particular group or demographic you want to target? Think about what media is most likely to reach them.

Do your research - Half an hour on Google will help you identify which journalists are writing similar stories. Often their contact details are published online; and most of them are on Twitter with DMs open. The Windrush 75 network can also help to provide contact details for specific journalists if you know who you want to talk to



Photos courtesy of Tony Cealy



A **'press release'**, sent by email, is the typical way to tell a journalist about your story. It includes a date when they can cover the story; a compelling headline and opening paragraph that attracts their interest; further details (what, where, when, who); a quote from a named individual; a 'case study' of a person's story, if you have one; and your contact details.



Always follow-up an email with a phonecall (or a Twitter Direct Message if you can't get through). Think hard about your 'pitch' as you'll have one minute to sell the journalist your story.

Give journalists what they want. A print reporter wants all the elements of their story in the press release: they should be able to cut and paste it into the paper (or website). A radio story is all about the interviewee. A TV story needs a good interviewee and an interesting filming location, ideally where they can show some action happening.



Photography by Jesse Gerald

Interesting people will attract a journalist's attention. Most of the media won't switch on to Windrush 75 until June, at which point they will want to talk to someone from the Windrush generation. Start talking to your contacts now and establish who has a story to tell and would be willing to tell it. Offer support to individuals if they are talking to the media.

If you want advice on working with the media about the 75th anniversary of Windrush, the Windrush 75 network may be able to help – contact us at info@windrush75.org

15. Resources

A host of useful resources are available online to help events organisers. This is not an exhaustive list so if your resource has been left out, apologies! We hope these links – and the information in this toolkit – is useful in helping you to plan and deliver a fantastic Windrush 75 event. If you have any question for the Windrush 75 network do contact us using the details below.

Events – listings and guidance

The Windrush 75 network's website has an events page www.windrush75.org/events that seeks to bring together, in one place, all of the events happening across the UK to mark the 75th anniversary. If you'd like to feature your event, email info@windrush75.org

The Black History Month Windrush 75 page also carries some events listings, as well as an extensive back catalogue of Windrush stories and information www.blackhistorymonth.org.uk/section/windrush-75/

Celebrating Disability's guidance on how to hold an inclusive event: celebratingdisability.co.uk/creating-an-accessible-event/



Photography by Paul Yates



Funding

The National Lottery Community Fund has some useful guidance for those interested in applying for funding for Windrush 75 events

www.tnlcommunityfund.org.uk/news/blog/2023-03-15/windrush-75-top-tips

Evaluating your event

There are several really useful 'How to' guides to evaluating community events

Spirit of 2012 [evaluation guide](#):

Local Trust: localtrust.org.uk/news-and-stories/blog/evaluating-the-power-of-community-events/

JRF: <https://www.jrf.org.uk/sites/default/files/jrf/migrated/files/1859354157.pdf>

Teaching Windrush

The Windrush 75 network has partnered with the Linking Network to create a series of schools' resources such as teaching packs and assemblies. We have also created a new short video to be shown in assemblies – for which we brought four Windrush generation elders into three schools in Bradford so the students could interview them about their experiences.

Talking about Windrush video – Primary schools:

vimeo.com/825464400

Talking about Windrush - Secondary schools:

vimeo.com/825424512

The Linking Network Windrush teaching resources:

thelinkingnetwork.org.uk/teaching-resources/windrush/

There are lots of other schools resources out there, including:

British Library:

www.bl.uk/windrush/teaching-resources

Royal Museums Greenwich:

www.rmg.co.uk/schools-communities/schools-resources

The Black Curriculum:

<https://theblackcurriculum.com/resources>

Windrush Foundation:

windrushfoundation.com/featured/the-windrush-70-pioneers-and-champions/

TES:

www.tes.com/teaching-resource/windrush-generation-12336304

Branding

The Department for Levelling Up, Housing and Communities has, for several years, made a white-label 'Windrush Day' logo available for use by events organisers. This year they have updated it to mark Windrush 75.

Download it here: www.gov.uk/government/publications/windrush-75-national-windrush-day-2023-toolkit

Other useful organisations

Black Cultural Archives

<https://blackculturalarchives.org/>

The Ubele Initiative

<https://www.ubele.org/>

Black Heroes Foundation

<https://www.blackheroesfoundation.org/>

The Voice

<https://www.voice-online.co.uk/>

Race Council Cymru

<https://racecouncilcymru.org.uk/>

Windrush National Organisation

<https://windrushnationalorganisation.com/>

NuDawn <http://www.nudawn.london/>

The Together Coalition <https://together.org.uk/>

Reach Society

<https://www.reachsociety.com/>

Black Equity Organisation

<https://blackequityorg.com/>

Churches Together in Britain and Ireland

<https://ctbi.org.uk/>

Museumand: The National Caribbean Heritage Museum

<https://www.museumand.org/>

The Windrush Anchor Memorial Project

<https://www.windrushanchor.com/>

The Windrush Foundation

<https://windrushfoundation.com/>



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