

Refugee
Week



m2

real change consultants

Summary section

‘Refugees and migrants carry with them some of the most important stories of our time.’

Refugee Week gives us all a chance to tell them.’

m2 methodology

We looked in depth at the experiences of schools;
Theatres; museums over 5 locations:

1. Hull
2. Nottingham
3. Sheffield
4. Doncaster
5. London.

m2 methodology 2

We also:

- Conducted an online survey to event *organisers* (153 completed)
- Interviews with Steering Group members
- Interviews with RW Wales & NI.

& drew upon:

- CA's data & analysis of events; media/social media reach; web statistics
- Our direct experience of attending additional events
- Evaluations undertaken by organisers from Nottingham and Doncaster
- Attendance at various RW & stakeholder meetings.



Summary & highlights

A highly successful week. Those taking part included:

- 100s of community, cultural and grassroots organisations & schools
- Mainstream institutions and events such as Shakespeare's Globe, Eid in the Square, British Museum, V&A.

Refugee week in numbers

- Took place during 18-24 June 2018
- Involved all four UK nations & 100s of local partners
- Estimated overall attendance 124,500
- 524 events in England (to audiences totalling c. 111,000)
- Scotland held 93 events (10,500).
- Wales held 15 events (1,000+) & 56 workshops.
- Northern Ireland held 25 events (2,000).

This total of 657 was approximately 10% higher than the number of events held in 2017

Media impact

RW significantly increased its national mainstream media coverage including:

BBC 1; BBC Radio 2 & 4; ITV; Channel 5; Evening Standard, Daily Mail; Elle magazine; Nat Geographic (kids).

The coverage was uniformly positive despite the challenging context.



Social media impact

- 53+k Refugee Week-related tweets
- 30.5k contributors
- Potential 'reach' of 74m

For the first time #RefugeeWeek hashtag took off internationally.

RW also received high profile support from Eddie Izzard, Gary Lineker, Russell Brand, the Mayor of London, JK Rowling, and Penguin Books, along with national partners and major cultural institutions.



Standing out from the crowd

‘So much energy and so many activities this year. This is the most cohesive and diverse Refugee Week ever.’

- Centrally coordinated but - critically - volunteer-led
- UK-wide
- Extensive range of participating organisations
- Now supported by major mainstream cultural centres:

<https://www.youtube.com/watch?v=8I26Kq3IIgY>

What it means to take part

Artist

'Refugee Week is full of energy & hope.'

Refugee

'Being able to talk about my experience matters so much.'

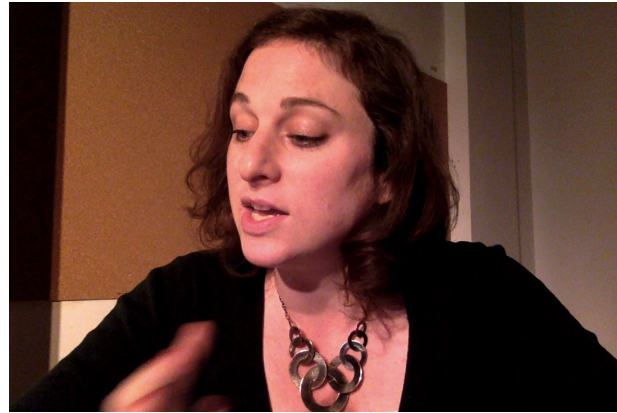
Mainstream institutions

'Refugee Week gave us the licence & provided the dynamic that made this work.'

Schools

'Seeing our school and the wider community come together & show compassion, empathy, & a real understanding of the plight of refugees and asylum seekers.'

What it means to take part-2



Counterpoints Arts

‘CA are so creative – great materials, lovely people. They really understand the limitations of working in a museum space and create incredible networks.’



Recommendations section

Recommendations - capacity

‘RW has outgrown its current structure.’

To build on the success of 2018 will require:

- **Dedicated fundraising time**
- **Increase in local-level support**

The UK coordinator post should be split in two –

- 1. Communications, development & strategy**
- 2. Project manager/organiser liaison.**

Recommendations – support to organisers

The support organisers receive from Counterpoints Arts is greatly appreciated. In 2019 they would like:

- Earlier access to information and marketing resources
- The website to be easier to navigate and better signposted
- A template for event planning
- Simple glossary of terms
- Support with fundraising, e.g. from local businesses.

Recommendations – support to schools

‘The kids really enjoyed it, they were excited and really interested in the learning.’

Increasing numbers of ***schools*** are becoming involved & existing resources may need to be supplemented:

- A dedicated resource pack
- Further resources for key stage 1
- Simplifying and ‘packaging’ the schools area of the website (enable more schools to take part & help measure number of schools taking part.)

Recommendations – support to other public institutions

- Further overtures could be made to other major arts & cultural institutions in London & beyond
- The *museum* planning meeting was very popular & useful for peer networking
- Representatives from *theatres* are keen to have an equivalent event for their sector.

Recommendations – planning & timing

Organisers & representatives of institutions said they would like more time to plan. A longer lead-in = more time to market to new audiences

This is particularly the case for large organisations which plan events months/years in advance. *‘We’re looking to collaborate beyond this year so can’t wait another 8 months.’*

One option: move the Organisers Conference to earlier in the year; additional capacity would help too.

One challenge: the Great Get Together takes place within the same period.

Recommendations – call to action

‘20 Simple Acts seemed to bring a lot of joy to people’ (survey)



In ‘Simple Acts’, RW produced a highly communicable & effective promotional vehicle:

<https://tinyurl.com/ycxzufoo>

Recommendations – call to action

- *#SimpleActs* was a success: 4,000 tweets, over 26m ‘impressions’
- A highly successful and flexible tool for attracting media coverage & wider engagement
- RW 2019 should deploy an equivalent ‘device’/ offer.

Recommendations – audiences

‘We could make GP surgeries a sanctuary.’

A key audience for RW is ‘fence sitters’. These could be better targeted through:

- Strategic segmenting
- Further developing the Ambassador project
- Working with an increasing numbers of mainstream institutions
- Reaching other sectors, incl. health; sport; environment
- Working with transport networks
- Building relationships with faith groups & universities.

Recommendations – audiences 2



Recommendations – advocacy

RW's USP is an arts, cultural & educational festival - a week where, *'we put the soapbox and megaphone to one side.'*

Local partners/organisers are free to campaign & fundraise; some, however, want to capitalise on the momentum built up during the week.

At close of RW, CA's blog directed people to relevant organisations. This type of intervention could be developed in 2019:

Option 1: a postcard type resource to be handed out at events

Option 2: a straightforward 'Simple Act'-type ask that all partners could easily support.

Recommendations – media

The media coverage gained for RW 2018 was impressive.

Two options for further development:

1. Take on a 2019 media partner
2. Secure in-depth, post-week coverage.

Recommendations – partnerships, governance

- Partner organisations could be encouraged to fully promote RW via all communication channels, especially social media, as early & consistently as possible
- Encourage people with lived experience into RW governance roles
- Appoint RW patrons
- Continue to develop RW internationally
- Build on the relationship with Ben & Jerry's Foundation (✓) & develop similar support from other Trusts/corporate sector
- Build on NEU partnership & attract TU partners from other sectors, including the arts (e.g. Unison; MU; Equity.)

Recommendations – taking into the mainstream

Significant progress was made in mainstreaming RW in terms of the range & size of organisations taking part & increased media coverage.

To summarise potential next steps:

- Pay attention to issues concerning language & brand (*not name*)
- Build on media profile by further deploying Ambassadors, high profile supporters/influencers - & publishing/promoting more films & blogs
- Building on links with major museums & theatres
- Reaching new audiences through working with health, sport, art galleries and other sectors
- Attract a mainstream media partner.

Recommendations – language & brand

There are a number of issues connected with the language & brand associated with RW:

- The public/audience members not always clear on distinction between refugees, migrants, & asylum seekers
- Some refugees themselves uncomfortable with the term refugee; feel they lose their individuality
- Describing the week as a ‘festival’ or ‘celebration’ can feel overly positive
- Confusion between World Refugee Day & RW
- RW/CA should develop its core messages for 2019 and test them with key audiences/stakeholders.

Recommendations – strategy

RW/CA should develop an integrated & comprehensive strategy to engage new & diverse audiences (including ‘fence sitters’) & increase the range of contributions of Refugees themselves.

RW should utilise its warm audiences to further amplify & disseminate its messages.

RW should invest in enabling organisations and organisers to collect and provide greater feedback and audience data.

Recommendations – evaluation

Organisers keen to understand & improve the impact of their work:

- Undertaking evaluation of events is challenging & time consuming
- Supporting those who wish to evaluate their event through peer learning and additional resources would address this
- This would build a stronger baseline for future evaluations of RW, critical for funders & partners.

Thank you & Qs

miranda@m2consultants.co.uk

matthew@m2consultants.co.uk

www.m2consultants.uk

[@m2consultants](#)

