

COMMUNITY COHESION – CAMPAIGN OVERVIEW

Key research points:

- The 2008 MORI survey indicated that since 2005, residents are less likely to be positive about community cohesion.
- The MORI 2008 survey implied that community cohesion figures could be improved by informing residents more fully about Council initiatives to strengthen community cohesion in their neighbourhoods.
- Initial results from the MORI 2008 poll show BME residents (43.5%) are more likely than white residents (37.4%) to agree that people from different backgrounds get on well together.
- The common emerging theme is many residents are undecided about whether 'people from different backgrounds get on well together in their neighborhoods' (the question asked in the MORI survey).

Objectives:

- Increase the borough wide community score from 48% towards 61%.
- Increase the MORI indicator for selected wards by 3%: (2007 – Roxbourne, Roxeth, Rayners Lane & Edware) (2008 – Greenhill, Harrow Weald, Wealdstone & West Harrow).
- Ensure full involvement and participation of partners at all stages and events of the campaign.

Strategy overview:

- Carry out a high profile, high impact integrated marketing campaign, which communicates borough wide but connects with each ward on a local level, and also focuses on those key wards where cohesion indicators are lowest.
- The campaign will be carried out in close partnership with the Police, PCT and other partners.
- Each activity will be highly visible and recognisable, especially in those areas where community cohesion is perceived to be less positive.
- We will support existing and planned Community Connects events with localised promotions where needed and requested.
- We will also capitalise on Harrow's diverse workforce and target promotions internally, to ensure that the Council's staff also become advocates for the community cohesion campaign.
- We will consult with residents to test the effectiveness of the creative message and the most effective way to communicate our messages.
- Timing is significant and we aim to carry out a phased campaign, with the focal part of our activity centred around the next Place Survey (in September 2009).
- There will be a steady stream of local-level activity and publicity, which aims to gradually shift perceptions (both within the Council and borough) and prepare audiences for the more interactive initiatives that will ultimately follow.

Creative message:

- The campaign strap line is - **"Our Harrow, Our Community"**
 - We want residents to feel that Harrow belongs to each individual and their community, but also to feel a sense of pride and ownership for building strong communities.
 - We also want to personalise Harrow for residents and encourage them to value their neighbours.

Corporate Priority:

- Build stronger communities

Key campaign activities

(Spring)

- **Design campaign logo and branding** – Ensure all communications and messages are clear, and consistent; images are representative and challenge stereotypical perceptions.
- **Website Banner** – Establish a dedicated section on the Council website showcasing all Council-led cultural activities throughout the year.
- **Teaser – Phase 1** – Generate curiosity amongst residents by launching teaser postcards within Harrow People, which hint at something ‘big’ that is coming. This will be supported by the Harrow Observer and distributed within the Council, to partners, schools and libraries.
- **School competition** – Get schools involved by launching a borough-wide competition whereby classes must create a painting that celebrates the diversity within their class. The winning entries will be chosen by the Mayor and used for billboard and bus shelter advertising in Harrow in autumn 2009.
- **Teaser – Phase 2 / Soft Launch** – Unveil the answer to the first teaser through circulating branded car stickers with the ‘Our Harrow, Our Community’ message. This will be distributed through Harrow People and our partners. It will also be supported by feature-led articles on the campaign and our partners, within the Council magazine and local media.
- **Public Banners** – Distribute highly visible branded banners to be positioned around Civic Centre and outside key buildings of our partners to promote the joint message.

(Summer)

- **Calendar of Events** – Produce a comprehensive guide to community and cultural events within Harrow. This calendar will include partner information and will be made available in key public venues within the borough, such as libraries, youth centres, leisure centres, places of worship and the Council.
- **Promotional Bags** – Distribute additional ‘below the line’ branding material (Reusable shopping bags), to assist in promoting the creative message. These will be given to partners to distribute at relevant events, e.g. Under One Sky.
- **Myth busting leaflet** – Challenge perceptions through producing a ‘Things you find hard to ask’ leaflet, which will answer questions about different faiths and communities that may be difficult to ask (e.g. can non-Muslims go into a mosque? What do Jewish people do on Saturday?). Residents will be initially consulted and encouraged to send in their ‘hard to ask’ questions through articles in Harrow People. The leaflet will be distributed in key public venues within the borough, such as libraries, youth centres, leisure centres, and places of worship, as well as schools and to Council staff.
- **Film on the Hill!** – Launch a three-day outdoor film season on Harrow-on-the-Hill green, showing films that appeal to a broad ‘family’ audience. Residents will be encouraged to bring a picnic and enjoy a free outdoor community event, which will be supported and promoted by the local media.
- **Branded Rickshaws** – Arrange branded rickshaws around Harrow when Film on the Hill is running. They will take people from the one point in Harrow (e.g. the town centre) and drop them off at where the film is showing. This idea is designed to be memorable, to get people talking and generate a buzz!

(Autumn)

- **Bus shelter advertising** – Launch highly visible advertising in areas that reach a wide audience and in wards where residents are undecided about community cohesion.
- **Cohesion bus** – Transport the cohesion message through launching a road show/interactive branded bus that promotes campaign and partner activities.
- **Billboard Advertising** – Launch billboard advertising in high footfall locations and key wards to take place after the bus shelter adverts.
- **Cultural food week** - Launch an internal Cultural Food Week to promote the cohesion message and celebrate the Council’s internal diversity.