

<b>Committee:</b> Rough Sleeping and Homelessness Sub-Committee	<b>Dated:</b> 06/09/2018
<b>Subject:</b> Alternative giving awareness-raising campaign: 'Help with real change, not small change'	<b>Public</b>
<b>Report of:</b> Andrew Carter, Director of Community and Children's Services	<b>For Information</b>
<b>Report author:</b> Rachel Morrison, Strategic Communications and Engagement Manager, Department of Community and Children's Services (DCCS)	

### Summary

The City of London Corporation (City Corporation) remains committed to supporting rough sleepers in the Square Mile and is working to address a number of begging hotspots. As such, there is a public need to promote best practice around alternative giving in order to support the most vulnerable people on City streets in the most effective way.

The DCCS is proposing to run an alternative giving awareness campaign to raise this issue, primarily with City businesses, as well as the general public and City Corporation employees. Alternative giving offers the City Corporation the opportunity to raise the issue of tackling begging with audiences in the Square Mile in a positive way.

### Recommendations

Members are asked to:

- Note the report
- Endorse the campaign approach (see points 10 and 11).

### Main Report

#### Background

1. The DCCS has previously run two winter awareness campaigns (November–December 2016 and November 2017–March 2018) aimed at the general public around how to refer rough sleepers to StreetLink, the national referral service.
2. Alongside ongoing referral awareness, the DCCS now wants to expand its awareness-raising work to promote alternative giving.
3. Alternative giving is a means of giving where someone can make a donation to a charitable organisation on a recipient's behalf – in this case, services that support rough sleepers. Contactless payments are a mechanism to alternately give.

## Current Position

4. The DCCS is asking members of the Rough Sleeping and Homelessness Sub-Committee to endorse its recommended campaign approach targeting City businesses.
5. TAP London is a non-profit organisation promoting contactless giving, dedicated to improving the lives of homeless Londoners through contactless technology.
6. DCCS officers met with TAP London (see: [www.taplondon.org](http://www.taplondon.org)) and determined that there is potential scope for the City Corporation to collaborate with the organisation in forthcoming alternative giving campaigns.
7. The DCCS has commissioned an external designer, Studio 11, to design a range of visuals based around three campaign messages for inclusion in a toolkit aimed at City businesses:
  - Many rough sleepers face complex health and addiction issues. Registered charities help people access services and find settled, long-term housing.
  - For many rough sleepers, moving away from the street can be a massive step. Charities can support them throughout their journey.
  - Giving directly to charities helps them to support someone in making the life-changing steps that can end their homelessness.
8. Website addresses for donations will be added to each visual design, along with: 'Donate to registered charities who support rough sleepers'.
9. The headline message **Help with real change, not small change** will wrap around each of our campaign messages. Variations of the design will retain the overarching style to ensure a consistent overall look and feel across campaign materials.
10. The DCCS proposes engaging businesses in two ways in autumn–winter 2018:
  - Gauging business feedback on the campaign designs (via online surveys, newsletters inviting comment, Heart of the City channels, and so on) to ensure that campaign materials are well received ahead of the campaign to maximise potential take-up by businesses.
  - Getting buy-in from businesses to support the campaign and promote campaign messages via their corporate channels to their employees (we will supply them with campaign assets and tools) in spring–summer 2019.
11. The DCCS proposes to run its alternative giving campaign in spring 2019. This will enable the DCCS to:
  - fully support the Greater London Authority's (GLA's) autumn–winter StreetLink referral campaign and avoid a clash between campaign activity
  - use learning from a discreet alternative giving pilot with TAP London (autumn 2018) to ensure that campaign materials meet business needs while highlighting alternative giving as a positive solution.

12. Based on feedback from businesses, the DCCS will investigate running insight sessions with relevant staff to support the digital campaign.

13. Post-campaign, the DCCS will survey all businesses taking part, collecting quantitative data and qualitative responses to determine:

- whether the campaign has raised business awareness of the complexities surrounding begging
- whether the campaign has changed people's thinking or behaviour in terms of how they donate
- what materials or content businesses would like in the future (should the campaign be repeated).

## Proposal

14. Based on discussions with TAP London and the GLA, the DCCS recommends running an awareness-raising campaign around alternative giving in the City as outlined in the table below.

<b>Timescale</b>	<b>Activity</b>	<b>Cost implications</b>
Autumn 2018	The DCCS supports an alternative giving campaign led by TAP London, as a discreet strategic partner.	No anticipated costs to the DCCS during this phase due to TAP London leading the campaign and the discreet nature of DCCS support (no City Corporation promotion or branding).
Spring 2019	The DCCS runs a promoted alternative giving campaign targeting City businesses, with TAP London.	The DCCS uses learning from a discreet intelligence-gathering autumn campaign.  Related costs (approx. £5000 +VAT) include design of toolkit materials (as outlined under Financial implications in point 19 below and in Appendix 1) incorporating TAP London's details and billboard promotion (if the City Corporation chooses to display campaign posters in City train stations and/or on phone boxes).

15. Alongside this campaign activity, the DCCS also proposes to support the GLA's autumn–winter StreetLink referral campaign (as outlined in point 11 above) to continue our awareness-raising work around referral processes.

16. The DCCS recommends the above approach as it offers a number of benefits. It will:

- give us an opportunity to discreetly test alternative giving messaging in the Square Mile and refine campaign assets ahead of our promoted spring campaign

- enable us to test the TAP London technology and produce a benchmark for donations
- enable us to build links with businesses and other strategic partners ahead of our public, business-focused campaign in spring 2019
- allow us to play a leading role in a regional strategic approach with the GLA. Please note: the DCCS will use the charitable consortium already established by the GLA
- avoid potential campaign and message clash between concurrent, similarly focused campaigns
- enable us to support the Mayor of London's alternative giving agenda and consolidate our strategic working partnership with the GLA on which to build in the future.

## **Corporate & Strategic Implications**

17. This alternative giving awareness campaign will support a number of Corporate Plan outcomes within the 'Contribute to a flourishing society' outcome:

- People are safe and feel safe – Safeguarding children, young people and adults at risk.
- People enjoy good health and wellbeing – Raising awareness of factors affecting mental and physical health.
- People have equal opportunities to enrich their lives and reach their full potential – promoting and championing diversity, inclusion and the removal of institutional barriers and structural inequalities.
- Communities are cohesive and have the facilities they need – bringing individuals and communities together to: share experiences and promote wellbeing, mutual respect and tolerance; support access to suitable community facilities, workspaces and visitor accommodation; and help provide homes that London and Londoners need.

18. This alternative giving awareness campaign will support a number of DCCS Business Plan outcomes:

- Safe – People of all ages live in safe communities, our homes are safe and well maintained and our estates are protected from harm.
- Independence, Involvement and Choice – People of all ages can live independently, play a role in their communities and exercise choice over their services.
- Health and Wellbeing – People of all ages enjoy good mental and physical health and wellbeing.
- Community – People of all ages feel part of, engaged with and able to shape their community.

## **Implications**

19. Financial – Budget for this awareness-raising campaign work has been allocated by the People Services Directorate (within the DCCS) from the

Homelessness and Rough Sleeping Local Risk budget and no new funding is required. Financial implications have been outlined above in the Proposal (point 14). The DCCS will incur design costs (roughly £5,000 +VAT) to create the range of campaign materials for use across digital platforms. The DCCS could also incur expense for billboards, if we choose to progress with public billboards and marketing as part of awareness-raising activity. This cost is based on a unit fee (£200+VAT) per billboard per fortnight.

20. Campaign timing – The DCCS should ensure that it runs its campaigns at the best time strategically. By proceeding with the recommended option, we would avoid any campaign clash with strategic partners.

21. Cultural sensitivities – The conversation around alternative giving and begging has a sensitivity around it, with many differing viewpoints. The DCCS needs to ensure that its materials retain a clear, strong message while remaining sensitive to the issue.

22. There are no legal, property or Human Resources implications.

## **Conclusion**

23. The DCCS is seeking endorsement to progress the recommended approach as outlined in the Proposal.

## **Appendices**

- **Appendix 1: Campaign toolkit**

Campaign toolkit materials include:

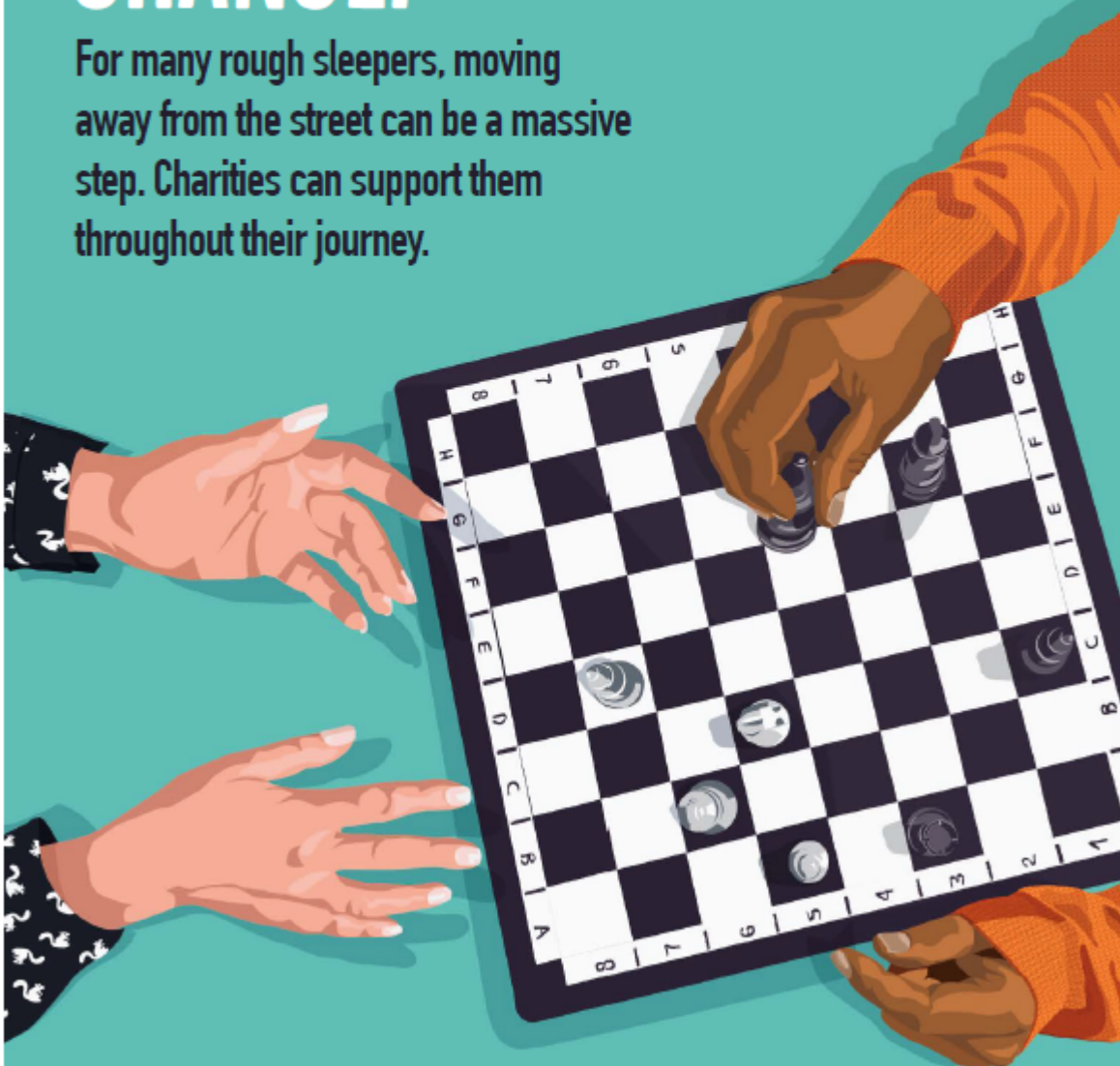
- posters (three in a set, each with different message)
- corporate screensavers based on the three posters
- infographics
- business cards (displaying infographics)
- travel card holder including DCCS logo with 'Working tirelessly to support rough sleepers in the Square Mile'
- digital banners for websites
- social media message and visual assets.

**Posters:**



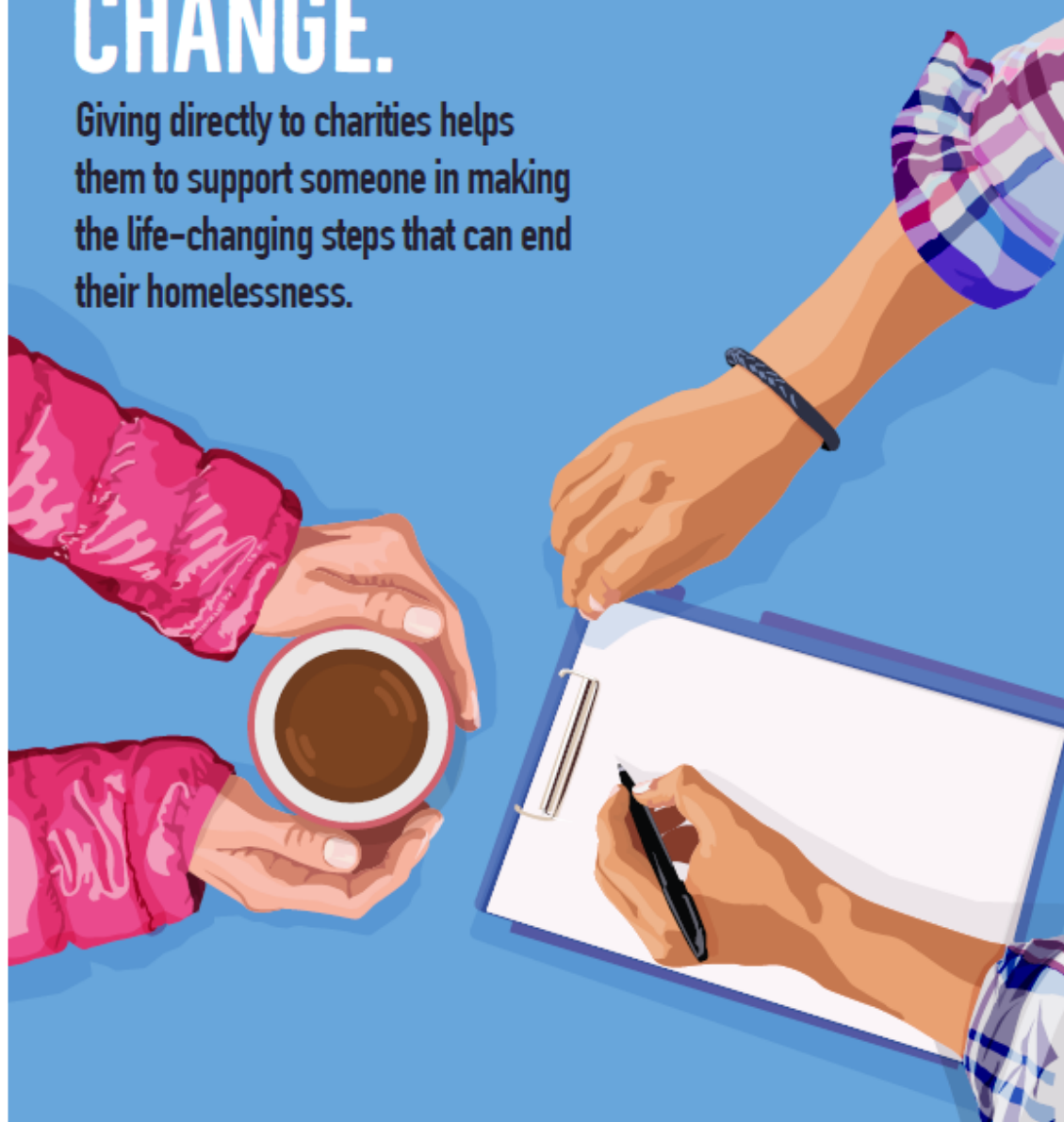
# HELP WITH REAL CHANGE, NOT SMALL CHANGE.

For many rough sleepers, moving away from the street can be a massive step. Charities can support them throughout their journey.



# HELP WITH REAL CHANGE, NOT SMALL CHANGE.

Giving directly to charities helps  
them to support someone in making  
the life-changing steps that can end  
their homelessness.





**Infographics:**





Text relating to donating and TAP London details to be incorporated.

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