

Committee: Rough Sleeping and Homelessness Sub-Committee	Dated: 18/02/2019
Subject: Rough Sleeping Winter Campaign Alternative Giving Awareness-Raising Campaign	Public
Report of: Andrew Carter, Director of Community and Children's Services	For Information
Report author: Sofia Sadiq, Interim Strategic Communications and Engagement Manager, Department of Community and Children's Services (DCCS)	

Summary

This report covers two areas of activity. First, it provides an update on the winter awareness campaign, and second, it seeks approval of the approach to the Alternative Giving awareness campaign, in order to raise this issue with the general public and City Corporation employees.

Recommendations

Members are asked to:

- Note the Rough Sleeping campaign update
- Endorse the Alternative Giving proposal.

Main Report

Background

1. The Department of Community and Children's Services (DCCS) ran a campaign with the Greater London Authority (GLA) from December 17, 2018 to 4 February 2019, displayed on kiosks and digital screens at City mainline stations, including Liverpool Street and other high footfall areas. This is part of a campaign to reduce long-term rough sleeping and improve access and support for those who require specialist professional intervention.
2. Please refer to the appendices for the list of the locations of the kiosks and digital screens in the City of London.

Communications Channels

3. The DCCS has used the following communication channels to raise awareness of the Rough Sleeping campaign:
 - Advertisement placed in *City AM* on 29 November, 2018 and 10 January. 2019 – reaching a potential readership of 399,000 weekly (target audience is City workers)

- Advertisement placed in *City Matters* on 12 December, 2018 – reaching a potential readership of 30,000 weekly (target audience is City residents)
- An article in *Cityview* in December, 2018- aimed at key political and economic stakeholders, city businesses and residents (25,000 copies are printed twice a year)
- An article in *City Resident* in April which is distributed to residents in the Square Mile.
- Four social media channels – Squarehighways, City of London and the Estate feeds.

Campaign Impacts – Kiosks and Digital Screens

4. All 15 kiosks fall within the same area, so they all carry the same impact score of 15,000 per week. The digital screen campaign was set to deliver 1.6 million impressions, plus any additional or spare inventory over the festive period. To date the campaign has delivered 11,385 million impressions from all the digital screens in the stations.

Money raised through Mayor’s Rough Sleeping Campaign

- £35,000 – TAP London
 - £75,839 - Go Fund Me
 - £72,000 - two corporate donations
 - 5,754 referrals to StreetLink (during the campaign period)
5. The GLA has not been able to provide a per location amount, due to confidentiality with the location partners. The total amounts given are the only information they have provided. Lessons from the campaign will be collected a few weeks after the end of the winter campaign in March 2019 and will then be provided to the DCCS.

Current Position

6. Metrics show that the winter awareness campaign was well received by the public and businesses in the City. Referrals to StreetLink rose steadily over the course of the campaign.
7. The GLA continues to review impact from the winter awareness campaign and will provide the DCCS with all the learning in March 2019.
8. Alongside ongoing referral awareness, the DCCS is continuing to expand its awareness-raising work to promote alternative giving.
9. The DCCS proposes to launch its Alternative Giving campaign in late spring 2019. This will enable the DCCS to:

- use the learning from the GLA alternative giving pilot with TAP London to ensure that campaign materials meet business needs while highlighting alternative giving as a positive solution
- use learning from the Heart of London Business Alliance which represents the business improvement district for London's West End (from Charing Cross Road to The Ritz on Piccadilly). The alliance funded 12 TAP units across the West End. Their involvement was driven by their business members who fund their organisation and wanted to do something to help tackle the increase in homelessness in central London
- use learning from the Cheapside Business Alliance through their own Tap London initiative with the City of London.

Proposal – Phase 1 (Late Spring/Summer)

10. Build consensus for the Alternative Giving campaign and identify key messages to engage target audiences and drive change.
11. Launch the Alternative Giving campaign in late Spring. Please refer to the Communications Plan in the Appendices which outlines the key elements of the campaign.
12. The DCCS will continue to survey all businesses to collect quantitative data and qualitative responses to determine:
 - whether the awareness 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).

Phase 2 (Autumn/Winter)

13. As part of phase two of the campaign, the DCCS will be incorporating outcomes-based qualitative evidence into our recording, as appropriate, to investigate audience behaviour change resulting from the campaign. This activity will take the form of:
 - a. public surveys, feedback forms at public engagement events, and with partners at meetings/events
 - b. benchmarking with other similar-sized local authorities, such as Westminster and/or Tower Hamlets, taking into account differences in demographic size/scale of the issues to compare our performance and identify what improvements to make

- c. revisiting service key performance indicators (KPIs) to determine communication KPIs that will support this work and enable us to better show impact/return on investment.

Governance

14. This work will be presented to and be overseen by the Rough Sleeping Strategy Group and will be a standing item at those meetings. Updates will also be brought to the Members' Group.
15. The DCCS recommends the above approach as it offers a number of benefits. It will:
 - 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 in the City of London
 - 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
 - enable us to support the Mayor of London's Alternative Giving agenda and consolidate our strategic working partnership with the GLA, which we will build on in the future.

Implications

16. **Campaign timing** – The DCCS should ensure that it runs the Alternative Giving campaign when there is enough data to support all campaign activities. By proceeding with the recommended option, we would ensure that we are spreading the right messages and highlighting alternate giving as a positive solution.
17. **Cultural sensitivities** – It is evident that the conversation around alternative giving and begging continues to have a sensitivity around it, with many differing viewpoints. The communications campaign for Alternative Giving will ensure that all materials retain a clear, strong message while remaining sensitive to the issue.
18. There are no legal, property or human resources implications.

Conclusion

19. The DCCS is seeking approval to progress with the recommended approach to the Alternative Giving campaign. The Communications Plan (see appendices), can only be delivered once we are able to use all the learning from TAP London, the GLA and the Business Improvement Districts which are all involved in raising awareness of alternative giving.

Appendices

- Location of Kiosks and Digital Screens
- Breakdown of Campaign Impacts per Kiosk
- Digital Screens
- *CityView* article
- *City Am* Display Ad
- Communications Plan

Sofia Sadiq

Interim Strategic Communications and Engagement Manager
Department of Community and Children's Services

E: sofia.sadiq@cityoflondon.gov.uk

Locations of Kiosks and Digital Screens

Kiosks

Site Name	Proof of Posting Image
Outside 128-129 Nr Wood St Cheapside London	https://post.primesight.co.uk/images/pop_images/01236242.JPG
Pco Eastcheap London	https://post.primesight.co.uk/images/pop_images/01236243.JPG
Cheapside St Pauls Stn RHS	https://post.primesight.co.uk/images/pop_images/01236241.JPG
O/S Barclays Bank Moorgate London	https://post.primesight.co.uk/images/pop_images/01230568.JPG
O/S Pret A Manger 140 Bishopsgate London	https://post.primesight.co.uk/images/pop_images/01230572.JPG
O/S Accessorize (84) Cheapside London	https://post.primesight.co.uk/images/pop_images/01230564.JPG
O/S Bucklersbury House (3) Queen Victoria Street London	https://post.primesight.co.uk/images/pop_images/01230566.JPG
Pco Eastcheap London	https://post.primesight.co.uk/images/pop_images/01230573.JPG
O/S HSBC No.60 Queen Victoria Street London	https://post.primesight.co.uk/images/pop_images/01230570.JPG
Pco Giltspur Street London	https://post.primesight.co.uk/images/pop_images/01230571.JPG
O/S Aviva Fenchurch Street London	https://post.primesight.co.uk/images/pop_images/01230574.JPG
Jcn Rising Sun Court Long Lane London	https://post.primesight.co.uk/images/pop_images/01230563.JPG
O/S Cards Galore London Wall London	https://post.primesight.co.uk/images/pop_images/01230565.JPG
Jct London Wall Aldersgate Street London	https://post.primesight.co.uk/images/pop_images/01230567.JPG
Pco Finsbury Circus London	https://post.primesight.co.uk/images/pop_images/01230569.JPG

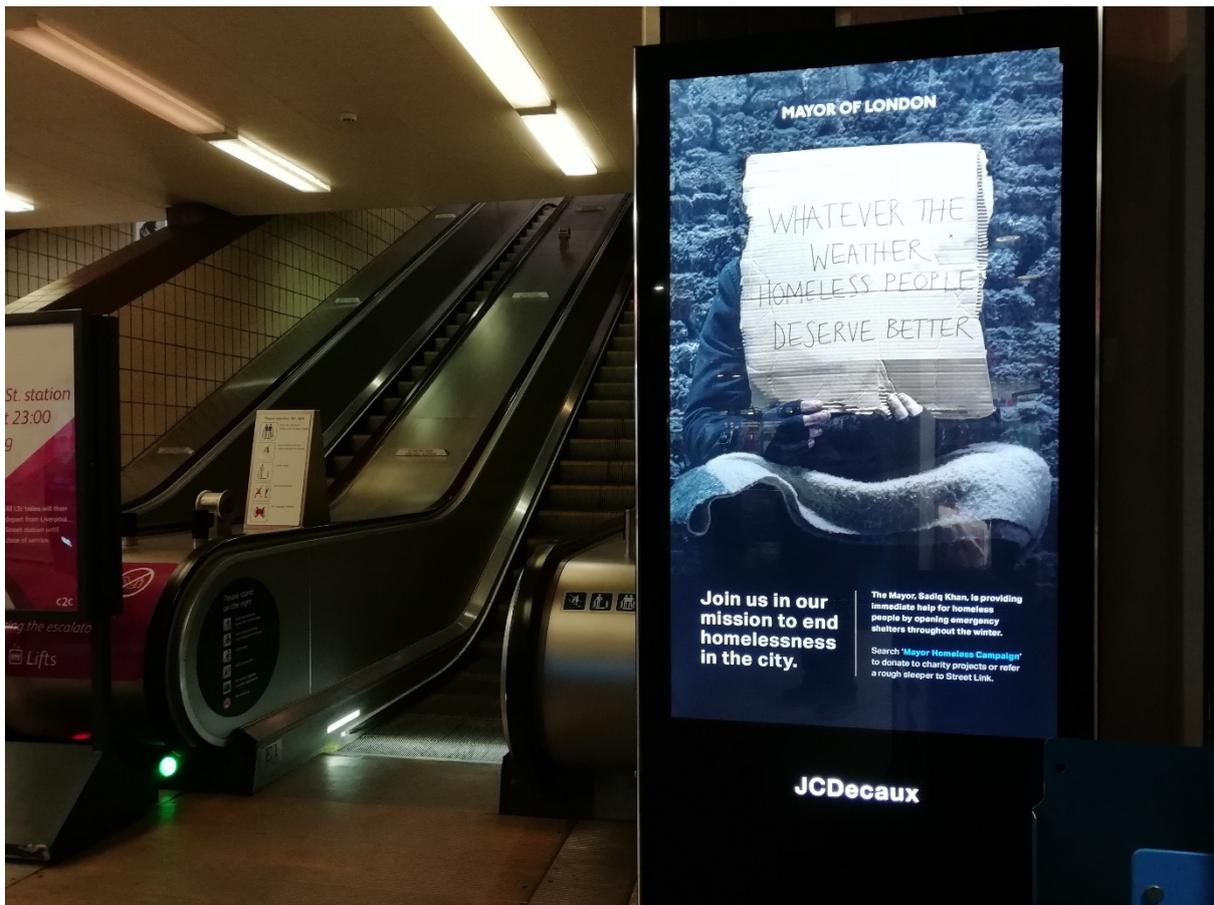
City Mainline Stations

- Liverpool Street (4 digital screens)
- Fenchurch Street (3 digital screens)
- Cannon Street (5 digital screens)
- Blackfriars (7 digital screens)

Breakdown of Campaign Impacts per Kiosk

Panel Name	Start	Finish	IMPACTS PER WEEK	TOTAL IMPACTS OVER PERIOD
Pco Eastcheap London	31/12/2018	13/01/2019	15 000	15 000
O/S Pret A Manger 140 Bishopsgate London	17/12/2018	30/12/2018	15 000	15 000
O/S Accessorize (84) Cheapside London	17/12/2018	30/12/2018	15 000	15 000
Pco Eastcheap London	17/12/2018	30/12/2018	15 000	15 000
O/S Aviva Fenchurch Street London	17/12/2018	30/12/2018	15 000	15 000
O/S Cards Galore London Wall London	17/12/2018	30/12/2018	15 000	15 000
O/S Barclays Bank Moorgate London	17/12/2018	30/12/2018	15 000	15 000
Pco Finsbury Circus London	17/12/2018	30/12/2018	15 000	15 000
O/S HSBC No.60 Queen Victoria Street London	17/12/2018	30/12/2018	15 000	15 000
O/S Bucklersbury House (3) Queen Victoria Street London	17/12/2018	30/12/2018	15 000	15 000
Jct London Wall Aldersgate Street London	17/12/2018	13/01/2019	15 000	30 000
Pco Giltspur Street London	17/12/2018	30/12/2018	15 000	15 000
Jcn Rising Sun Court Long Lane London	17/12/2018	13/01/2019	15 000	30 000
Cheapside St Pauls Stn RHS	31/12/2018	13/01/2019	15 000	15 000
Outside 128-129 Nr Wood St Cheapside London	31/12/2018	27/01/2019	15 000	30 000
			225 000	270 000

Digital Screens:



JCDecaux

MAYOR OF LONDON

WHATEVER THE
WEATHER
HOMELESS PEOPLE
DESERVE BETTER

Join us in our
mission to end
homelessness
in the city.

The Mayor, Sadiq Khan, is providing immediate help for homeless people by opening emergency shelters throughout the winter.

Search "[Mayor Homeless Campaign](#)" to donate to charity projects or refer a rough sleeper to Street Link.

CityView Article

First night out, last night out

Now we are well and truly in the winter period, the City Corporation is again looking for help in spotting rough sleepers across the City and ensure that more of those who arrive new to the streets, spend no more than one night out.

The City Corporation's outreach team, led by St Mungo's, can help rough sleepers access specialist accommodation and support services with the aim of reducing long term rough sleeping as well as dealing with those who require specialist professional intervention.

If you are concerned about a rough sleeper you can report via



streetlink.org.uk, by downloading the app or calling 0800 500 0914. This will help us respond that much quicker and enable better targeting of outreach services for vulnerable rough sleepers and support enforcement where outreach and engagement have been refused. ▲

MORE INFORMATION
cityoflondon.gov.uk/roughsleepers

HELP US LOOK OUT FOR ROUGH SLEEPERS THIS WINTER

Our outreach team, led by St Mungo's, can:

- help rough sleepers access specialist accommodation and support services
- reduce long term rough sleeping
- help those who require specialist professional intervention

Reporting a rough sleeper helps us respond that much quicker and enable better targeting of outreach services for vulnerable rough sleepers

You can report via streetlink.org.uk or by downloading the **StreetLink** app

www.cityoflondon.gov.uk

[f@cityoflondoncorp](https://www.facebook.com/cityoflondoncorp) | [t@cityoflondon](https://twitter.com/cityoflondon)

St Mungo's
Ending homelessness
Rebuilding lives



Communications Plan

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

Timing	Suggested headline activity	Audience
Spring 2019 April - May	Awareness billboard /poster campaign	All
End May	Final promotional push of campaign, using corporate/departmental/partner channels to maximise reach/profile	All
Spring 2019	Public/staff survey on recent campaign to provide quantitative and qualitative data on: <ul style="list-style-type: none"> • awareness – of the issue in the City • engagement – likelihood of making referral/donating to registered charities (behavioural change) • impact – of billboard marketing (number of times seen, general visibility in City) • improvements/suggestions. 	All
Spring 2019	With TAP London, the DCCS runs a promoted Alternative Giving campaign targeting City businesses.	Businesses
Spring 2019	Identify businesses in the City to locate TAP Units	BIDs
Spring 2019	Advertisement placed in <i>City Matters</i>	Businesses
Throughout year	Members/senior City Corporation figures to raise the issue and prevention agenda at appropriate meetings	Business leaders
Throughout year	Residents' meetings	Residents
Throughout year	Through business CSR leads, increase number of corporate volunteering opportunities/building up partnership links (City Brokerage/Link)	Businesses
Throughout year – monthly	City Business Forums (City Police led) – promote/display materials and campaign messages	Businesses
Spring/ Summer	Briefing session – key messages, forthcoming activity, key asks	Members
Spring/ Summer	Adaptation of winter awareness campaign – what summer-specific risks/issues do rough sleepers face? What summer-specific support can people provide? Seasonal begging?	All
Spring/ Summer	Awareness stall at City-wide residents' meeting (May)	Residents
Summer Autumn	Quarterly update in Business Healthy newsletter (need new 'hook' each time)	Businesses
Autumn	(Pan-London) round table event with TAP London, 'sponsored' by City Corporation	Business leaders

Autumn/ Winter	Wider City-Corporation staff awareness sessions / stall	City corporation staff
Winter 2019/20	Option one: Re-running City-specific winter awareness digital screens using corporate/departmental/partner channels to maximise reach/profile. Option two: Join up with GLA and other key partners on pan-London campaign.	All
Throughout the year	Accompanying social media campaign	All