

Committee: Rough Sleeping and Homelessness Sub-Committee	Dated: 04/10/19
Subject: Alternative Giving awareness-raising campaign: 'Help with real change, not small change'	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	

Summary

The City of London Corporation remains committed to supporting rough sleepers in the Square Mile. 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.

This report provides an update on the Alternative Giving campaign, which launched on 12 August, 2019, to help raise awareness of this issue with the general public, City of London (CoL) businesses and City Corporation employees.

Recommendations

Members are asked to:

- Note the Alternative Giving Report

Main Report

Main Aims

1. The main aims of the 'Help with real change, not small change' campaign are to:
 - raise awareness of alternative giving as a means to donate to homelessness charities
 - test and refine key messages on homelessness to engage the public and businesses
 - test contactless technology with the public and businesses.
 - review the CoL commitment to alternative giving as an initiative to support the rough sleeper population in the City

Launch Update

2. The Department of Community and Children's Services (DCCS) launched an Alternative Giving campaign to help the City's homeless and rough sleeper population on 12 August, 2019.

3. Four new contactless card points were set up to allow Londoners to donate £3 a time to homelessness charity, Beam, by tapping their debit and credit cards on the contactless devices at the following locations:
 - Guildhall West Wing reception window
 - Guildhall North Wing reception
 - City of London Information Centre, St Paul's Churchyard
 - Barbican Library
 - Tower Bridge Engine Room
4. People are also able to support the campaign by donating online on the CoL website: www.cityoflondon.gov.uk/tapforchange
- 5.
6. City firms can sign up to put devices in their premises at: www.cityoflondon.gov.uk/tapforchange
7. The campaign will run for three months, and if it is successful, more contact points could be rolled out across other City locations.
8. An awareness-raising promotion was also launched to support the campaign. Please refer to Appendix 1 for the list of locations for kiosks and digital screens in the CoL.

Communications Channels

9. DCCS used the following communication channels to raise awareness of the Alternative Giving campaign:
 - An article placed in *City AM* on 21 August – 5 September, which has a readership of 399,000 weekly (target audience is City workers).
 - An article in *City Resident* in October, which goes to residents in the Square Mile.
10. CoL website - www.cityoflondon.gov.uk/tapforchange
 - CoL Intranet - <https://corpoflondon.sharepoint.com/sites/Intranet/SitePages/City-orporation-launches-new-campaign-to-help-City%27s-homeless.aspx>
 - eLeader
 - Twitter campaign.

Media Coverage

11. A press release about the Alternative Giving campaign was placed in *Financial News*

<https://www.fnlondon.com/articles/city-sets-up-contactless-payment-points-to-help-rough-sleepers-20190815>
12. Continuing coverage in [Londonist](#) and [FS Tech](#) of a new City Corporation initiative to install contactless payment points around the City to help rough sleepers. Marianne Fredericks, Chairman of the City of London Corporation's

Homelessness and Rough Sleeping Sub-Committee, is quoted. This coverage also appeared in [Scottish Financial News](#).

Money raised through the Contactless Points 12 August to 24 September, 2019

11. The campaign has raised the following amounts to date:

• West Wing Guildhall Window Mounted	£ 24.00
• North Wing Guildhall	£ 12.00
• Barbican Library	£ 36.00
• Tower Bridge Engine Room	£323.00
• City Information Centre	£ 15.00
TOTAL	£410.00

Current Position

12. DCCS will continue to build consensus for the Alternative Giving campaign and refine the key messages to engage target audiences and drive change.

13. DCCS will seek to collect quantitative data and qualitative responses from selected CoL businesses to determine:

- whether the awareness campaign has raised business awareness of the complexities surrounding rough sleeping
- 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)

14. As part of phase 2 of the campaign, 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, feedback forms with partners at meetings/events (not an exhaustive list)
- b. benchmarking with other similar-sized local authorities, such as Westminster and/or Tower Hamlets, taking into account in 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 and return on investment.

15. DCCS will consider the possibility of running another winter awareness campaign alongside the Alternative Giving campaign to raise awareness of the City's homeless and rough sleeper population.
16. Based on the qualitative data and quantitative responses, DCCS will consider setting up more contactless points across the City and extending the campaign beyond City borders.
17. Open Spaces have approached DCCS to discuss the possibility of acquiring devices for Hampstead Heath where the rough sleeper population has increased.

Lessons Learned

18. Identifying locations for the contactless devices has been challenging and time-consuming.
19. Businesses have been slow to respond to the campaign demands for locations for the contactless devices.
20. CoL buildings have not generated significant donations.
21. More resources need to be dedicated to the campaign if we want to increase the number of locations for the contactless devices.

Conclusion

22. The DCCS is seeking feedback on the next steps to the Alternative Giving campaign, in particular the intention to expand the campaign beyond the CoL.
23. Members are also asked to review locations of the devices to ensure that the locations provide the maximum footfall.

Appendices

- Appendix 1: Location of Kiosks and Digital Screens
- Appendix 2: Contactless Devices
- Appendix 3: Digital Screens
- Appendix 4: Phone Kiosks
- Appendix 5: News Cuttings

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Appendix 1: Location of Kiosks and Digital Screens

Kiosks

Panel Name	From Date	To Date
Cheapside adj St Paul's Stn LHS	12/08/2019	25/08/2019
Cheapside adj St Paul's Stn LHS	26/08/2019	08/09/2019
Outside 128-129 Nr Wood St Cheapside London	26/08/2019	08/09/2019
Cheapside St Pauls Stn RHS	09/09/2019	22/09/2019
Cheapside adj St Paul's Stn LHS	23/09/2019	06/10/2019
Cheapside St Pauls Stn RHS	23/09/2019	06/10/2019
Outside 128-129 Nr Wood St Cheapside London	23/09/2019	06/10/2019
Cheapside adj St Paul's Stn LHS	07/10/2019	20/10/2019
Cheapside St Pauls Stn RHS	07/10/2019	20/10/2019
O/S Bucklersbury Hse (3) Queen Victoria Street London	07/10/2019	20/10/2019
Outside 128-129 Nr Wood St Cheapside London	07/10/2019	20/10/2019
Cheapside adj St Paul's Stn LHS	21/10/2019	03/11/2019
Cheapside St Pauls Stn RHS	21/10/2019	03/11/2019
O/S Bucklersbury House (3) Queen Victoria Street London	21/10/2019	03/11/2019
O/S Bucklersbury Hse (3) Queen Victoria Street London	21/10/2019	03/11/2019
O/S H.S.B.C. No.60 Queen Victoria Street London	21/10/2019	03/11/2019
Outside 128-129 Nr Wood St Cheapside London	21/10/2019	03/11/2019

City Mainline Stations

12.8.19 – 28.8.19 – 1 x 6 sheet @ Liverpool Street, Cannon Street & Blackfriars – total of 3 sites

9.9.19 – 6.10.19 – 2 x 4 sheets @ Liverpool Street – total of 2 sites

7.10.19 – 20.10.19 – 1 x 6 sheet @ Liverpool Street, Cannon Street & Blackfriars – total of 3 sites

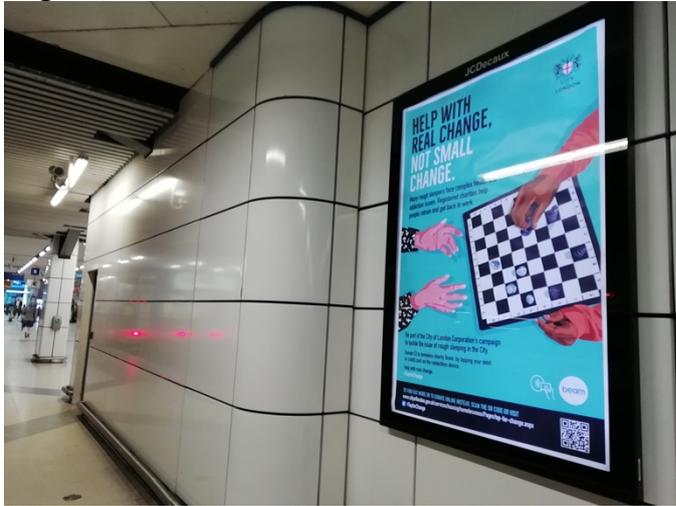
21.10.19 – 3.11.19 – 1 x 6 sheet @ Liverpool Street and Cannon Street – total of 2 sites

Appendix 2: Contactless Devices

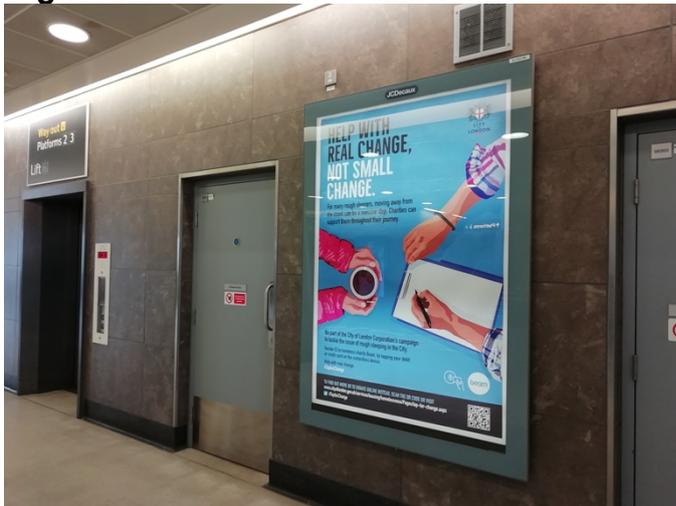


Appendix 3: Digital Screens

Digital Screens: Cannon Street Station



Digital Screens: Blackfriars Station



Digital Screens: Liverpool Street Station



Appendix 4: Phone Kiosks

Phone Kiosks – Cheapside adjacent to St Paul's Station LHS



Phone Kiosks – Outside 128 –129 Nr Wood St, Cheapside, London



Phone Kiosks - Cheapside adjacent to St Paul's Station LHS



Appendix 5: News Cuttings

THINGS GET WILD
A day of excitement for the whole family awaits those stopping in at Culture Mile's Smithfield Street Party on August Bank Holiday Monday Page 11



HOOK, LINE AND DINNER
Get hooked on some of the very best seafood the City of London has to offer: the restaurants in our line-up serve up the catch of the day Page 12



CITY MATTERS

21 Aug - 03 Sep 2019 The City's SOCIAL ENTERPRISE newspaper with 35,000 READERS Edition 105

City urged to tap for change

ALTERNATIVE GIVING CAMPAIGN UP AND RUNNING IN BID TO SUPPORT SQUARE MILE'S HOMELESS POPULATION

THE City of London Corporation is launching an alternative giving campaign to help the City's homeless and rough sleeper population by donating money through four new restaurants and pubs.

Londoners will be able to donate £1 a time to homelessness charities by tapping their debit and credit cards on restaurant devices at the City of London Information Centre at St Paul's Churchyard, Ruchica Library, Sweet Bridge Engine House, and the Cardinal Newman reception window.

Devices
People can also support the campaign by donating online, and City firms can sign up to put devices in their premises, as by visiting cityoflondon.gov.uk/tapforchange.

The campaign will run for three months, and if successful, more contact points could be rolled out across other City locations.

Mrs Anne Henderson, chairman of City of London Corporation's

Homelessness and rough sleeping sub-committee, said: "In a culture where people are increasingly using their debit and credit cards and carrying very little cash, this is an obvious and efficient way to help the homeless in our society."

"The funds raised through these devices will go towards the essential, often life-saving work being carried out by those."

Business
"Working with our partners we are supporting rough sleepers to make real life changes, leading to real jobs and long-term accommodation and helping them get off the streets for good."

"I hope City business will embrace this campaign and help provide even more solutions for the alternatives going up machines."

If you would like to know how you can get involved in the campaign, send an email to apple@lscg.cityoflondon.gov.uk.



Help with real change: Mrs Anne Henderson has announced the campaign.

+10 PAGES OF LIFESTYLE



3
Paint the Square Mile red

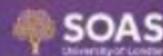


11
Bet on Casino Royal experience



15
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You Can Now Give Money To Homeless People Using Contactless In The City



Londoners can donate to homeless people, by making contactless donations in the City of London.

Four Tap for Change points dotted throughout the Square Mile now allow you to tap a phone, debit or credit card, making a £3 donation each time. The money goes straight to homelessness charity [Beam](#).

The four locations of the Tap for Change points are:

- City of London Information Centre, St Pauls Churchyard
- Barbican Library
- Tower Bridge Engine Room
- Guildhall West Wing reception window



Marianne Fredericks, Chairman of the City of London Corporation's Homelessness & Rough Sleeping Sub Committee, tapping her phone on the contactless card device at City of London Information Centre.

The points will be run as a trial for three months, with the hope that more will be installed afterwards.

Marianne Fredericks, Chairman of City of London Corporation's Homelessness and Rough Sleeping Sub-Committee said:

In a culture where people are increasingly using their debit and credit cards and carrying very little cash, this is an effective and efficient way to help the most vulnerable in our society.

Working with our partners we are supporting rough sleepers to make real life-changes, leading to training, jobs and long-term accommodation and helping them get off the streets for good.

It's a great idea — although the City of London Corporation is not the first to think of it. [Tap London](#) already has 90 permanent contactless points around London, including some in the City itself.

More information about [Tap for Change](#).



Contactless donation points installed for City homeless

Written by Peter Walker
16/08/19

The City of London Corporation has installed four new contactless card points to help the area's homeless and rough sleeper population get donations from those that don't carry cash.

Londoners will be able to donate £3 a time to homelessness charity Beam, by tapping their debit and credit cards on the contactless devices at the following locations:

- City of London Information Centre, St Pauls Churchyard.
- Barbican Library.
- Tower Bridge Engine Room.
- Guildhall West Wing reception window.

The campaign will run for three months, and if it is successful, more contact points could be rolled out across other City locations.

Marianne Fredericks, chairman of City of London Corporation's homelessness and rough sleeping sub-committee, said: "In a culture where people are increasingly using their debit and credit cards and carrying very little cash, this is an effective and efficient way to help the most vulnerable in our society.

"The funds raised through these devices will go towards the essential, often life-saving work being carried out by Beam," she continued, adding: "I hope City business will embrace this campaign and help provide even more locations for the alternative giving tap machines."

In May last year, The Mayor of London partnered with iZettle to [launch a contactless payments initiative for buskers in London](#).

The Swedish FinTech firm's Repeat Payments feature allows street musicians across the capital to set a fixed amount on their iZettle Reader and accept continuous contactless contributions, whilst performing, as passers-by can tap to show their support.

This followed a student from Brunel University London [developing a payment device](#) that enabled buskers and street performers to accept contactless and mobile payments.

The City of London is launching an alternative giving campaign to help the City's homeless and rough sleeper population, by donating money through four new contactless card points.



The City of London Corporations said those working and living in one of the world's biggest financial centres will be able to donate £3 a time to homelessness charity Beam, by tapping their debit and credit cards on the contactless devices at the following locations:

- City of London Information Centre, St Pauls Churchyard
- Barbican Library

- Tower Bridge Engine Room
- Guildhall West Wing reception window

People can also support the campaign by donating online, and City firms can sign up to put devices in their premises at www.cityoflondon.gov.uk/tapforchange.

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“The funds raised through these devices will go towards the essential, often life-saving work being carried out by Beam.

“Working with our partners we are supporting rough sleepers to make real life-changes, leading to training, jobs and long-term accommodation and helping them get off the streets for good.

“I hope City business will embrace this campaign and help provide even more locations for the alternative giving tap machines.”