

REFUGEE WEEK

17-23 JUNE 2013

CELEBRATING THE CONTRIBUTIONS
OF REFUGEES TO OUR HISTORY
AND HERITAGE

REFUGEEWEEK.ORG.UK

EVALUATION REPORT

*“It was great to see so many people discussing refugee issues and trying to find out more about how to engage with refugee issues on a local level” ~ Jake Westlake,
Refugee Week Wales Co-ordinator*

Refugee Week
128 Hoxton Street
London
N1 6SH

T +44 (0)207 012 1761

jess@counterpointsarts.org.uk

www.refugeeweek.org.uk

www.refugeeweektimeline.org.uk

Contents

Summary	page 3-7
- Key Findings and Developments.....	page 3-5
- Key Recommendations.....	page 5-7
Quotes from our supporters.....	page 8
Introduction	page 9
Refugee Week Events	page 10- 12
Website	page 13
Media and Marketing	page 14 - 18
- Media.....	page 14 - 15
- Social Media	page 16 – 17
- Marketing	page 17 - 18
Simple Acts, Education & Learning	page 18– 20
Other Major Developments	page 20 - 21
Conclusion	page 21
Appendix	page 22



Summary

Key Findings and Developments

Events

- Approximately 350 Refugee Week events took place this year across the UK
- Over 75,000 people attended this Refugee Week activity
- Events were organised by around 300 groups and organisations

Promotional Materials & Marketing

- We distributed a range of materials this year again, including banners, t-shirts, balloons, badges and a range of printed materials
- Around 1,800 posters and 8,300 postcard flyers marking this year's RW theme were distributed to over 300 organisations & partners across the UK
- The illustrated designs received great feedback, leading us to consider producing limited edition prints as well as new materials such as mugs and canvas bags
- English Pen and Tricycle Theatre worked on a new 'June to June' Refugee Week diary with a group of newly arrived young writers this year, which is still available from the Refugee Week Central Team (via the website) and aims to generate interest amongst new audiences
- Refugee Week newsletters went out to over 2,000 subscribers

Media

- Over 200 pieces of media coverage were recorded in our media monitoring report (conducted by The Children's Society) during Refugee Week, which were reported to reach approximately 35,754,908 people
- This was a 100% increase in media coverage from last year's reach of 17,361,664
- Additionally, Scottish Refugee Week reported 110 pieces of media coverage (*please note that 32 pieces of media coverage were recorded through The Children's Society media report and there may be some cross-over here*)
- Refugee Week achieved national coverage in The Guardian, The i (the paper for today), The Metro, The Independent, The Express, Daily Mail online and two BBC Online news pieces (BBC News: In Pictures), reaching 8,983,697 readers
- This year Refugee Week had an improved presence on broadcast (TV and radio). Approximately 13,802,500 people tuned in to broadcasts on the Andrew Marr Show and ITV news (online), Radio2, BBC Radio Manchester and community radio channels

Social media

- A social media schedule and programmed tweets for Twitter allowed us to engage with wider networks more regularly
- From 1st June 2013- 26th June 2013, Refugee Week UK recorded 319 new followers on Twitter ([#RefugeeWeek](#)) and 1,376 visits to the Facebook site ([facebook/RefugeeWeek](#)), including unique visits and 244 new followers (likes) to the page)
- Refugee Week now has 3,260 twitter followers. Additionally across Refugee Week we reach over 216,255 people who follow the Refugee Week partner networks on *Twitter*

Website

- 14,623 people visited the Refugee Week website from 1st June 2013 to 30th June 2013, reaching a total of 18,431 visits to the site across the month. Approximately 26,744 people have visited the site from 1st January 2013- 30th June 2013
- We responded to over 200 emails of enquiries about Refugee Week or via the website email submission form, as well as providing telephone support

Simple Acts, Education & Learning

- In response to this year's theme, Refugee Week created the new online resource www.refugeeweektimeline.org.uk. This time-line and 'living archive' acknowledges and records the significant contributions that refugees have made to our history and heritage
- The number of submitted **Simple Acts** for this Refugee Week is 3,137 and the total of completed Acts is estimated at around 8,000. This number includes some wonderful submissions by individual supporters as well as those carried out in Simple Acts workshops, schools assemblies and other various workshops
- Refugee Week and Simple Acts promoted a handful of Acts which complimented the theme particularly well; *Do a quiz on refugees; Find out who you REALLY are; Define the word "Refugee"; Find an object that tells a story about migration*

Other Activity & Developments

- Maurice Wren became Chair of Refugee Week, taking over from the fantastic work that Nick Scott-Flynn (Head of Refugee Services, British Red Cross) has done for Refugee Week as Interim Chair. Maurice Wren steps in to this role alongside his new post as Chief-Executive at Refugee Council
- This year South Korea has joined the Refugee Week movement, adopting our logo and time-frame for creating their first programme of events. Our intention is to continue to build on this partnership and explore other ways of working together, including through online media activities
- Our 7th Refugee Week annual conference was held in February this year, which was attended by 100 people from the refugee sector as well as the arts, education, social, health and community sectors
- Refugee Week appointed five new Regional Co-ordinators this year: Patricia Willie (Refugee Week Yorkshire & Humberside); NERS (Refugee Week North East); Kerry Tuhill and Mukhtar Ghebirrebbi (Refugee Week North West, hosted by Action Factory); Jake Westlake came in to post as Interim Welsh Refugee Week Co-ordinator (Refugee Council Wales)

General Recommendations

Events

- Promote Refugee Week from as early as possible, with a theme in place, in order to encourage new partners, groups and individuals to organise events
- Continue to explore different ways of encouraging event organisers to record their events on the www.refugeeweek.org.uk website calendar

- Continue to broker new partnerships with groups and organisations across the year – offering them support so that more people can be involved with Refugee Week

Promotional Materials & Marketing

- Produce promotional material in a time-frame which allows event organisers to order and disseminate resources
- Promote the materials more widely so that more people know about and use them
- Continue to develop engaging materials in order to raise interest and increase sales
- Due to ongoing financial constraints Refugee Week UK may need to start asking for greater contributions towards post & packaging of promotional materials and shop items from those ordering materials
- Start using the Refugee Week newsletter and mailing network more regularly so that our subscribers are more engaged, involved and grow in numbers
- Invite Refugee Week partners to support this work by disseminating materials, inputting on the website and newsletters as well as ensuring that the Refugee Week 'brand' (key message, logo etc.) is used where appropriate
- Think of new ways to market Refugee Week on a national and local level, for e.g. through school networks or local community networks

Media

- It will be important to build on 2013's success in working with an external media consultant and expanding our media plan, from as early-a stage as possible
- Develop a joint media strategy which shares a key media message and activity amongst partners, allowing enough space for them to create their own interpretations of this strategy
- Another key focus will be on attempting to secure a high profile media and broadcast achievements, where possible with the support of a celebrity figure

Social media

- Develop our knowledge and use of social media in order to have a stronger social media presence across the year, for e.g. think of ways to engage through interactive images and regular links to relevant news

- Continue to build the growing **#RefugeeWeek** networks which not only promote Refugee Week programme but stimulate important debate and information sharing – aiming for a 15% increase in followers in 2014

Website

- Re-energise the website so that it is fresh and up-to-date in order to maintain the interest of existing supporters and increase the number of new visitors to the website
- Ensure that social media channels help to promote the website and signpost people to it
- Encourage regional coordinators to generate content for regional pages and share links with their local networks

Simple Acts, Education & Learning

- Increase the number of people aware of and participating in Simple Acts, for e.g. use our partner networks
- Strengthen and sustain the Refugee Week and Simple Acts partnership in order to support the growth of Simple Acts and Refugee Week; produce useful learning resources for school and community groups which also act as promotional materials for our work and key aims
- Use the new **www.refugeeweektimeline.org.uk** website and project to acknowledge and record the significant contributions that refugees have made to our history and heritage – engaging with a far higher number of refugee individuals and communities, local museums, archives, heritage trusts and school groups to join forces and contribute

Other Activity & Developments

- Support all Refugee Week regional co-ordinators and particularly those new to post in order for the regions and the national project to be as supportive and effective as possible. This might include exploring ways to assign additional support for regions to widen networks and allow co-ordinators to share the workload

*“It was great to see so many people discussing refugee issues and trying to find out more about how to engage with refugee issues on a local level” ~ Jake Westlake,
Refugee Week Wales Co-ordinator*

“Love the new postcards!” ~ Refugee Week supporter

“Wow! The materials look beautiful! Well done!” ~ Refugee Week supporter

“We had a very busy and successful Refugee Week in Devon and the South West... (with) plenty of media coverage (TV, radio, newspaper and magazines)... Events ran throughout the week, bookended by the family fun day with football tournament and the international fashion show!” ~ British Red Cross Plymouth

“The event went really well ... We had lots of families attending ... and they really enjoyed exploring the Museum and making artwork about what they found and about themselves.” ~ Sophie Martin, Family Outreach Programme Manager, Museum of London

“This event (CSL Southbank) opened my eyes up a little more” ~ Event attendee

“We had great week!... Very busy but worth it! Every individual who participated in our events gave positive feedback. Our colleagues in Blackburn agreed that we had the very best refugee week event ever!” ~ Mukhtar Ghebirrebbi, Refugee Week North West Regional Co-ordinator

“our table tennis tournament at Space 4 U and the wonderful flash dance event in Cardiff’s Queen St [were] watched and enjoyed by so many passers-by, and gave such an attractive impression of asylum seekers and refugees in our city.” ~ Sian Best, Space 4 U, Refugee Week Wales

Introduction

This year Refugee Week ran from 17th June to 23rd June 2013. Across the week, approximately 350 events took place, attended by over 70,000 people. Other main highlights included a 100% increase in our media presence; international development with South Korea joining the Refugee Week movement; some brilliant events organised by supporters across the refugee, arts, community, education and social services, including various museums and archives; the creation of a new time-line resource; improved collaboration within the Refugee Week partnership. We were also delighted that Maurice Wren became new Chair of Refugee Week (as well as the new CEO at Refugee Council), taking over from our interim Chair, Nick Scott-Flynn (Head of Refugee Services, British Red Cross), who majestically guided Refugee Week through the transition period.

Since 2012, we have witnessed a series of unparalleled world refugee crises which have had significant effect on those seeking but also those offering sanctuary. The crises are taking place whilst the UK is experiencing a huge economic downturn and as a consequence dramatic financial cuts to services, and rising anti-immigration views. With this in mind, it felt even more important this year that we continued our work in tackling anti-immigration views, and challenge the misconception that refugees and migrants are a modern phenomenon and heartache. In order to do this we wanted to ensure that we are raising awareness in the wider public of how refugees, migrants and their descendants have helped shape our nation and influence our history, heritage and culture.

Our new time-line and 'living archive' (www.refugeeweektimeline.org.uk) was created in response to this year's theme and acknowledges the contributions of refugees to our history and heritage. It aims to share a far more inclusive and accurate history of the United Kingdom, taking in to consideration the contributions of refugees. So far, we have tracked refugee settlers back as far as early third century AD when the Romans offered sanctuary to tribespeople fleeing south of Hadrian's wall (from what is now Scotland). The resource will develop to become an important space to learn, share and exchange memories and personal stories about refugee experiences, local histories and neighbourhoods. We have already had good response from individuals, heritage trusts and community groups and this input of individual perspectives will keep changing and improving the archive, reflecting a real history of the UK. We aim to work with key partners to use the Refugee Week time-line and archive to support schools to deliver this work in the next academic year.

The Refugee Week UK Partnership also decided to conduct a survey this year (May/June 2013) to explore "refugee contributions in our history and heritage". It was interesting to see that 94% of the survey participants agreed that we need to ensure that our future generations are more aware of this shared history. This would enable the UK to continue to uphold our culture of welcome and be a place of sanctuary to those who are forced to flee their homes. It would also allow us to better understand different cultures and traditions and acknowledge the fantastic part they have played in making Britain the exciting place it is today.

Refugee Week Events



Photos (left to right): Eritrean teacher Daniel shares his collection in a V&A Museum tour produced for RW2013; the Refugee Week team at Celebrating Sanctuary London; Refugee Week Drum & Dance Fest Yorkshire & Humberside at Wakefield Cathedral; World Stages Now From Here to There' at Avenue St Andrews Multicultural Centre, Southampton (Photograph credit: Delphi Lythgoe)

Approximately 350 events took place across the UK for Refugee Week 2013 and were attended by approximately 75,000 people[1]. Taking in to consideration the current climate and substantial funding cuts across services (including education and the arts as well as the refugee sector), we were overwhelmed to see such a rich programme of events across the UK and the level of enthusiasm that organisers and attendees brought to the week.

Refugee Week 2013 provided another offer of a huge range of inspiring activities, many of which incorporated this year's theme in really creative ways. A few examples of this include:

- ~ Victoria & Albert Museum re-visiting their V&A collection tours, training 6 refugees in selecting items from the V&A collections across the museum which told a story about their personal history and heritage

- ~ various history trails, tours, talks and walks took place throughout June. Examples include: BEACON's 4th Walk for Justice from Bradford to Waterside Court Reporting Centre in Leeds; London Metropolitan Archives' "Green Lanes to Spitalfields" walking tour sharing the history of refugee and migrant communities in the Eastend; Norwich's Stranger's walking tour and publication - looking at the contributions that refugees have made to today's vibrant city over many centuries

- ~invitations from inspiring venues across the UK to explore their archives and learn more about local history & heritage, such as; Manchester People's Museum & the Labour History Archive & Study Centre; The Miller Trust at Senate House, University of London; London Metropolitan Archives; University of East London Archives; The Weiner Library; The Jewish Museum; York Human Rights Film Festival; The V&A Museum; CARA "The Space Between" photographic exhibition - sharing personal histories of female refugee academics and their journeys to find safety in the UK

From the events recorded via our online events calendar, we can see that once again organisations often worked in partnership to pool resources and ensure that events took place. Collaborations were created amongst groups within the refugee sector but also across sectors, involving; the arts, community, education, social and health

services. We would hope that these collaborations form strong support networks for refugees and asylum seekers in their communities and will lead to more important conversations and ideas happening in the future.

It is also important to acknowledge that not all regions experienced a reduction in events. The table below breaks down the number of events and the total number of event attendees in each region. Figures are collated from our website events calendar uploads and evaluation from National/Regional Coordinators and partner organisations. Where figures have been taken from the events calendar alone (for example if a Regional Co-ordinator is not in post to advise us) we detail this in the initial column. On the whole we continue to have good contact with key event organisers and refugee services who can advise us on much activity.

Refugee Week 2013 regional event figures:

AREA	NO. OF EVENTS	COMPARISON TO 2012 DATA	ATTENDANCE
East	7	-26	7815
East Midlands (est. from web)	11	-11	1378
London	38	-4	13596
North East	7	1	990
North West (est. from web)	34	21	5804
Northern Ireland	26	30 (-4)	400
Scotland*	100	0	20000
South & South East	26	3	1910
South West (est. from web)	29	19	5040
Wales	23	2	3805
West Midlands	5	+/- 0	5107
Yorkshire and Humberside	34	10	8175
		TOTAL ATTENDANCE	74020

*Although our evaluation report for 2012 reported 56 events in the Refugee Week Scotland programme the final report from Scottish Refugee Council recorded approximately 100 events taking place last year, similarly to this year.

The breakdown above shows a total of 74,020 attendees at events in 2013. We have rounded the figure up to 75,000 to include some of the additional community and educational events not accounted for through the online events calendar system or our regional co-ordinators' monitoring, but which we know have taken place.

Breakdown of Refugee Week event categories:

EVENT CATEGORY	NO. OF EVENTS	% OF TOTAL EVENTS
Arts & Culture	106	47%
Fundraising	2	1%
Campaigning & Awareness Raising	23	10%
Education	13	6%

As the table above shows, from the 226 events uploaded onto the Refugee Week event calendar, the majority of events were categorised as 'arts and culture' events. These events made up 47% of the total number of events. We have always recognised the role that arts and culture has in engaging people and supporting them to build a better understanding of refugee and migrant experiences, as well as the different cultures and traditions they bring to the UK.

Challenges:

- Getting people to input details of their events on to the website so that we can help to raise awareness
- Gaining more information about the organisations engaging with Refugee Week and the events taking place, so that we can build better connections with our networks
- Expanding the range of people who use our marketing materials for their events
- The presented figures do not include additional activity which is not uploaded to the Refugee Week website, such as; school activity, community activity and arts projects

Recommendations:

- Strengthen our support networks for community activity, particularly in terms of supporting them with ideas on how to link with local media and create strong news stories and press packs
- Start networking and brokering partnerships for Refugee Week as far in advance as possible to enable more people to think of ways that they can be involved
- Build on our partnerships in other sectors, such as arts and education. For example, build on our partnership with TES from this year to promote further education and learning activity, and become more connected with those already delivering educational activity for Refugee Week UK. This Refugee Week we created a series

of resources to guide, inform and inspire educators in exploring refugee experiences, which had the potential to reach over 2.6 million users in over 275 countries

Website



A total of 14,623 people visited the Refugee Week website from 1st June 2013 to 30th June 2013, with a total of 18,431 visits being made to the site across the month. Approximately 26,744 people have visited the site from 1st January 2013- 30th June 2013.

78.4% of visitors to our website are new visitors, which indicates that our (inter)national and regional networks are expanding and strengthening.

We were also interested to find out a bit more about the audiences that are engaging with our site which could lead to the possibility of engaging more with our international followers, for example from Australia, the United States, Malaysia and Germany.

We responded to over 200 emails or website submission enquiries and provided telephone support for event organisers and supporters engaging with the website. In general, event organisers and supporters needed support with: uploading events to the online calendar, purchasing shop items, adding blogs, ordering free flyers and posters.

Challenges:

-Our website audience figures are lower than last year. This is likely to be due to a shift to social media sites as well as a tendency for followers in Scotland and Wales using the Scottish Refugee Council and Welsh Refugee Council websites to access information about Refugee Week in their area. We might see more users if we ensure that the site is updated regularly, hosting even more information, news and resources

-Uploading events still presents challenges for various users

Recommendations:

-To promote the website or page links by signposting users back to the site - where they will find more information and interesting resources and news, for example;

using the growing following on social media as well as our partner sites to promote our own site

-Schedule activities around the beginning of Refugee Week as well as International Refugee Day, when there seem to be the highest number of supporters visiting the website

Media and Marketing



Photos (left to right): Lucky Moyo and Sam Carter on The Andrew Marr Show; the British Red Cross street art commission for Refugee Week; our opinion poll infographic, created by partner Amnesty International UK; the Refugee Week 2013 promotional poster

I. Media

This year we had additional support from an external media consultant, brought in with the financial support of Refugee Week partner *British Future*. The main aspect of this role was to help to generate more media coverage, through activities such as an opinion poll and celebrity backing.

In spite of our efforts, we didn't manage to recruit a celebrity due to various factors, including limited time frame and busy schedule of various people we approached. However we did achieve national coverage and a 100% increase on our media presence than in 2012. From 17th June 2012 to 29th June 2012 31,057,896 people accessed Refugee Week in various mediums, such as; UK nationals, key regionals, online media, magazines and broadcast.

Refugee Week UK secured 8 UK national features: The Guardian, Independent i (the paper for today), Metro, Daily Mail, BBC and The Express, which reached approximately 8,983,697 people.

Included in our increased media presence is a number of TV and radio broadcasts this year, some co-ordinated by the central team and partnership but others initiated by our fantastically pro-active supporters. Refugee Week 2013 was launched with artists Lucky Moyo and Sam Carter on the Andrew Marr Show on Sunday 16th June 2013, which is broadcast to 2 million people. An ITV news feature on Monday 17th June 2013 with British Red Cross and street artist Marcus Crooker was also viewed by up to 3 million people. Radio broadcast, including a show led by Rabbi Baroness Julia Neuberger on the Chris Evans BBC Radio 2 Breakfast Show, reached a predicted 2,644,000 people.

The opinion poll and the report gathered some interest and features were published in: The Express (UK National); Jewish Chronicle (magazine); Sunday Mail (UK Key Regional); Wales on Sunday (UK Additional Regional); Big News Network (Web); Times of Malta (Web); Platforma Arts + Refugee Network (Web; blog) – reaching approximately 1,006,218 people.

Refugee Week Scotland (RWS)'s strategy for this year was to attract media coverage around RWS 2013's theme, focussing on Heritage as well as adding the

strap-line; 'A festival for everyone'. RWS felt that including this strap-line in their strategy gave them the opportunity to build the concepts of community and integration into their media coverage. They also felt that their media campaign was very successfully received by journalists and media outlets and this resulted in increased coverage from previous years, both in terms of volume and geographical reach. In total, approximately 110 items of media coverage were generated in the Scottish and national media covering RWS 2013 events. Scottish Refugee Week's 'Media Awards' continue to be a great way of recognising and encouraging positive coverage of refugees in Scotland and the UK

Refugee Week Wales 2013 emphasised and encouraged collaborative working from both refugee and receiving populations to raise awareness of the positive impact refugee contributions make to Wales and the UK as a whole. They felt that they had reasonable media attention from this strategy, particularly engaging with the following publications: The Big Issue; The Metro; The What's On Wales newsletter & website (online); The Sprout (online); CS3C (online); Monmouth Today; Oxfam Cymru blog (online). As well as Radio Cardiff (Lunchtime with Jane Morris) and Radio Wales (Eye on Wales).

Challenges:

- Generating more national media coverage across England and Wales
- Working with a new model working with an external media consultant
- Finding a celebrity to front the campaign
- Finding a way to raise interest in the theme 'our history & heritage' whilst addressing current news and events

Recommendations:

- Build on this year's strategy and develop a clear and coherent joint media strategy with partner agencies for Refugee Week
- Ensure that Refugee Week as a partnership creates a clear key message and that it is used and supported by partner agencies, whilst allowing them space to develop their own interpretations and activities around the message
- Linking the Refugee Week theme to our media message, as well as relevant, current issues
- Develop strong materials that can be used as a basis for media story e.g. photos, marketing campaign, research report or opinion poll. The infographic for the poll report was fairly effective at engaging
- Bring in real stories and representatives from refugee communities who can be a voice for Refugee Week and refugees communities

-Consider producing 'Media Awards' in England and Wales, possibly with the support of a media partner

II. Social Media

The new social media strategy developed jointly with various partners for Refugee Week 2013 allowed us to build great momentum this year and Refugee Week, partners and supporters had an improved presence, particularly on *Twitter*.

From 1st June 2013- 26th June 2013 Refugee Week UK recorded 319 new followers on Twitter ([#RefugeeWeek](#)) and 1,376 visits to the Facebook site ([facebook/RefugeeWeek](#)), including unique visits and 244 new followers (likes) to the page)

We looked at new ways to engage audiences via social media by creating visuals, including; producing more inter-active images linked to the theme, our new time-line and the opinion poll. For example;

~ [the opinion poll infographic \(produced by Amnesty\)](#). This was also widely circulated and shared via other partner networks. Amnesty alone recorded that 581 people viewed the poll via their website, 123,584 people saw the infographic via the Amnesty facebook page post (1,343 liked it) and 1,103 shared the image via our partner Amnesty International UK's networks

~ [The Children's Society interactive image of Basque refugee children](#). There were a minimum of 515 image views and 723 tag.

~ [The Refugee Week interactive image of Sigmund Freud](#). Which had over 50 views and tag hovers that were tracked and the image was also disseminated via the

Refugee Week and partner networks however unfortunately we are not able to report full reach figures.

Challenges:

- Coming up with interesting, new material to disseminate through our social media channels
- Coordinating and working with our partners
- Scheduling and planning alongside other tasks and responsibilities
- Tracking the reach of interactive media

Recommendations:

- Develop a social media schedule. This allowed us to engage with networks at regular intervals across each day of Refugee Week 2013 and co-ordinate some activity across the partnership when time and resources were stretched
- Create more interactive images and other participatory activities via social media which links to the www.refugeeweektimeline.org.uk site and Refugee Week

website. This year interactive images and a quiz allowed us to share facts about refugees in our history and heritage whilst encouraging wider participation in and raised awareness of Refugee Week.

-Continue to work closely with the Refugee & Asylum Sector Social Media Group in order to continue to raise our profile on social networks but also find new ways to connect with audiences and share some delivery

-Continue to invite our followers and partners to use #RefugeeWeek hashtag in the future to build a greater presence on twitter

III. Marketing

“Also excellent this year were the posters and postcards.” ~ Refugee Week UK partner

“Wow! The materials look beautiful! Well done!” ~ Refugee Week supporter

“Postcards look fantastic!” ~ Refugee Week supporter

“Love the new postcards!” ~ Refugee Week supporter

This year we've also distributed a range of other marketing materials to over 100 people, such as; T-shirts, banners and badges.

Our marketing was brilliantly received this year - the illustrated design proving very popular. All of our flyers and posters were distributed. Over 1,800 posters and 8,300 postcard flyers were distributed to over 300 organisations & partners.

On facebook, our poster and postcard flyers were seen by over 8,500 people via our facebook page – which were promoted and used to highlight the theme for the week a number of times in May and June.

We have also produced a small additional number of posters with the thought that these will help to promote the new refugee week time-line, particularly within schools.

This year we asked for donations towards postage and packaging for the free materials. We raised a total of £128.00 which, although modest, was gratefully received and supported our costs, with the total postage and packaging costs reaching £750.00.

Challenges:

- Creating engaging materials that creatively address annual theme
- Finding balance between distributing free materials and ensuring that we raise enough money from sales and donations to cover costs of post and packaging
- Working with volunteers to distribute materials
- Devising new Simple Acts which will help promote and explore the theme with children and young people

Recommendations:

- Develop new ways to market Refugee Week on a national and local level, for example sending information and materials out via partner networks, particularly the growing Platforma and City of Sanctuary networks and new channels such as schools and museums networks
- Ask more prominently for small donations towards materials and postage & packaging – this might be more successful if we think about the appeal of the visuals that we create
- Create a small team of distributors to ensure that our promotional materials reach all regions and are used in community, education, arts and health settings
- Continue to develop relevant and beautiful marketing materials

Simple Acts, Education & Learning



The current total of submitted Simple Acts for across Refugee Week 2013 is 3,137 however the estimated number of completed Simple Acts is 9,000. This number

includes some wonderful submissions by individual supporters as well as those carried out in Simple Acts workshops, schools assemblies and other various workshops.

Simple Acts created some great partnerships and projects to support Refugee Week's theme this year. They organised library workshops in Waltham Forest,

London as part of this year's City Reads campaign inspired by Kindertransport stories, particularly Gerda Gelbard's story, one of many 'Kindertransport children' who shared her experiences with us.

The Edible Histories workshops were one of the highlights at this year's Celebrating Sanctuary London. Artist Orly Orbach created 10 carved moulds of scenes of refugee life in British history and historical refugee figures, which would then be used to make moulded biscuits re-creating historical scenes of refugees in the UK throughout the ages.

Simple Acts created a History quiz with Refugee Week using the new Refugee Week time-line and visited London schools during the Week. Simple Acts also worked with artist Natasha Reid (creator of 'The Embassy for Refugees') to 'Define the word Refuge' with children of Salusbury World and City Reads Academy. The children's contributions helped Natasha define her overall designs for the Embassy and the Flight and Territory butterflies installation.

Simple Acts and Refugee Week heard from a number of schools who completed individual 'acts' and also celebrated Refugee Week in a number of other ways; with presentations and assemblies; through citizenship lessons and other core subject lessons; by watching movies as a school; taking the new Refugee Week & Simple Acts quiz or reading stories about the experiences of refugees etc.

This year Refugee Week and Simple Acts particularly promoted the following Acts:

Simple Act #4. Do a quiz on refugees

Simple Act #9. Find out who you REALLY are

Simple Act #18. Define the word "Refuge"

Simple Act #23. Find an object that tells a story about migration

Refugee Week and Simple Acts will continue to work together on designing and promoting new Acts. For example, they will develop a new 'Act' to involve the time-line and archive. This will support ways that education and learning providers can integrate learning about refugees in our history, heritage and culture to present day. As well as promote equality & diversity.

The new online time-line and 'living archive' (www.refugeeweektimeline.org.uk) was created by Refugee Week and launched on 17th June 2013. The site aims to acknowledge and record the significant contributions that refugees have made to our history and heritage and invites refugee individuals and communities, as well as local museums and archives, heritage trusts and school groups to add to this time-line to ensure that we create a true representation of our history. Participants can share personal experiences, insights and 'counter-memories' that may not yet be included in 'mainstream' history through text articles, uploading artwork, photos, podcasts, oral histories as well as links to other sites, archives and projects. We have already begun to collect these contributions and the site is one of a kind in its recording and sharing the contributions of refugees in our history and heritage.

Challenges:

- Securing funding to support Simple Acts and the Refugee Week time-line and living archive
- Ensuring that large groups (for example; school groups) record the numbers of people completing their Simple Acts per project/ activity
- Extending, sustaining and managing the Refugee Week time-line and living archive website to become the engaging project it deserves to be

Recommendations:

- Create a strategy for Simple Acts to keep the campaign fresh and improve chances of securing funding
- Ways of making it easier and quicker for individuals to register completed Simple Acts should be explored
- Evidence the use of Simple Acts in schools
- Create a fundraising plan to extend our education and learning work

Other Major Developments – Regional Work

Refugee Week appointed five new Regional Co-ordinators this year: Patricia Willie (Refugee Week Yorkshire & Humberside); NERS (Refugee Week North East); Kerry Tuhill and Mukhtar Ghebirrebbi (Refugee Week North West, hosted by Action Factory). Jake Westlake came in to post as Interim Welsh Refugee Week Co-ordinator, based at Refugee Council Wales.

Challenges:

- Working within a structure where our regional presence and information largely depends on regional coordinators who work with us on irregular and voluntary basis
- Driving Refugee Week forward when regions do not have co-ordinators in post and there is a high turnover of individuals in the co-ordinator roles
- Ensuring that co-ordinators are up to date with the latest activity and news, and supported in disseminating this to their networks

Recommendations:

- Support regional co-ordinators as widely as possible in order to support particularly those new to post in maintaining active networks. For example; this might include

exploring ways to assign additional co-ordinators for regions to widen networks and share a demanding workload

-Work more collaboratively with partners, particularly *City of Sanctuary* and *Platforma* regional networks to strengthen our work for refugees and asylum seekers and support our co-ordinators to develop their work. The City of Sanctuary and Platforma networks bring people together from across sectors (community, arts, health, education) and this seems a particularly effective way of working with new audiences and changing perceptions and actions on every level, as part of daily life

Conclusion

Refugee Week 2013 took place in a context marked by the growing anti-immigrant sentiment and serious financial and related challenges that have had huge impact on possibly every single service provider, community group, arts organisation or individual working with refugees and asylum seekers. All this has obviously and very directly affected their capacity to engage in Refugee Week, resulting in a smaller programme of events that attracted less people than in the last few years.

However, our evaluation research and feedback received from various partners and stakeholders; the massive increase in media coverage; improved social media presence; on-going demand for our marketing materials; growing presence of our brand and approach internationally; continuous support and working together of our brilliant partner agencies; the contagious enthusiasm and creativity of RW activists and event organisers across the UK, all suggest that Refugee Week 2013 was another great success. Further amplified by the very challenges and context against which it was achieved.

Having been inspired by this year's achievements and the work of our supporters, we are clear how important it is for us to keep developing our work further, looking for new ways of engaging audiences and motivating and supporting our activists, partners, co-ordinators and volunteers.

We believe that Refugee Week as a creative space and platform continues to have a crucial role in opening spaces for people to talk across differences, to inspire community participation and foster a more humane society. While many of our partners use policy and advocacy work to secure crucial rights and entitlements for refugees and migrants, we believe that the creative arts (as the main aspect of Refugee Week), is a uniquely potent medium able to raise awareness and humanize the other by opening a window into their life experiences.

On a more practical level, we are clear about the importance of being on hand as a central team for facilitating the work of the partnership, promoting Refugee Week inter/nationally and supporting the community and other groups working locally. Our strategic approach to celebrate and value the contributions of refugees living in the UK today seems to be almost universally appreciated within local communities and organising groups and forms the focal point of much activity. We are also keen to continue improving our media work and marketing approaches and to continue looking for new strategic partnerships.

In order to build on our work and previous successes, we will now have to go back to securing funding and planning for next year's activities. This will be only possible with the ongoing support and involvement of our current partners.

Appendix

Partnership Background

Refugee Week is a multi-agency project comprised of a broad range of partner organisations representing the refugee, development and human rights sectors. Representatives from these member agencies form the UK Steering and Operation Groups for Refugee Week, and sub-groups are made up of individuals from the Steering Group, other staff within the partner organisations and invited experts (where appropriate).

The governance of Refugee Week is the responsibility of the UK Strategic Steering Group. This group is made up of Chief Executives and relevant senior representatives of the major UK agencies working on refugee and related issues. It agrees and oversees the delivery of the Refugee Week business plan, and the work of the UK Operations group, which is responsible for delivering Refugee Week across the UK.

The RW central team work closely with Regional Coordinators in each region in England.- Regional Coordinators are people who dedicate their time, often completely voluntarily or as an add-on to their main job, to ensuring Refugee Week continues to grow and become an important part of the yearly calendar around the UK. Different regions, areas and towns throughout the UK also have their own Refugee Week Steering and Operational Groups which manage and co-ordinate Refugee Week activities in their areas.

Refugee Week is currently supported by the following organisations on the national level:

1. Amnesty International UK
2. British Red Cross
3. British Refugee Council
4. British Future
5. The Children's Society
6. City of Sanctuary
7. Counterpoints Arts (hosting agency)
8. Freedom from Torture
9. Refugee Action
10. Scottish Refugee Council
11. Student Action for Refugees
12. UNHCR
13. Welsh Refugee Council

