

Refugee Week



REFUGEE WEEK UK 2015 EVALUATION REPORT

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refugeeweek



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Key Figures



- **Over 250 events + 110 in Scotland**
- **Over 171,500 people engaged in events or activities**
- **Media coverage reached a potential 12 million**
- **Social media reached 800,000**
- **2,000 posters and 15,000 postcards distributed**
- **Thousands of young people took part**

Background & Context

Refugee Week takes place every year in the week around World Refugee Day on the 20 June. In the UK, Refugee Week is a nationwide programme of arts, cultural and educational events that celebrate the contribution of refugees to the UK, and encourages better understanding between communities.

Refugee Week started in 1998 as a direct reaction to hostility in the media and society in general towards refugees and asylum seekers. An established part of the UK's cultural calendar, Refugee Week is now one of the leading national initiatives working to counter this negative climate, defending the importance of sanctuary and the benefits it can bring to both refugees and host communities.

Refugee Week is an umbrella festival, with events held by a wide range of arts, voluntary, faith and refugee community organisations, schools, student groups and more.

The aims of Refugee Week are:

- To encourage a diverse range of events to be held throughout the UK, which facilitate positive encounters between refugees and the general public in order to encourage greater understanding and overcome hostility
- To showcase the talent and expertise that refugees bring with them to the UK
- To explore new and creative ways of addressing the relevant issues and reach beyond the refugee sector
- To provide information which educates and raises awareness of the reality of refugee experiences

Our ultimate aim is to create better understanding between different communities and to encourage successful integration, enabling refugees to live in safety and continue making a valuable contribution.

Through Refugee Week we aim to provide an important opportunity for asylum seekers and refugees to be seen, listened to and valued.

Themes

Refugee Week UK and Refugee Festival Scotland¹ 2015 had the theme of 'celebrate', with celebration of the contributions and resilience of refugees providing a focus for events, media and social media campaigns. Refugee Festival Scotland also adopted the sub-themes of 'rights, dignity and protection'.

¹ Scottish Refugee Council rebranded Scottish Refugee Week as Refugee Festival Scotland in 2015, which is evaluated separately. See http://www.scottishrefugeecouncil.org.uk/news_and_events/refugee_festival_scotland for details

Partners

Refugee Week is a partnership project made up of the following organisations: Counterpoints Arts (Refugee Week UK coordinator), Amnesty International UK, Migrant Help, British Red Cross, United Nations High Commission for Refugees UK (UNHCR UK), International Organization for Migration (IOM) UK (IOM UK joined the partnership in October 2015), Refugee Action, Refugee Council, Scottish Refugee Council, Welsh Refugee Council, City of Sanctuary, Student Action for Refugees (STAR), Freedom from Torture and British Future.

Our Community

The [Refugee Week community](#) is made up of hundreds of individuals and organisations across the country who organise and hold Refugee Week events and activities every year. Refugee Week is also supported by regional coordinators who help to coordinate activities in their geographical region.



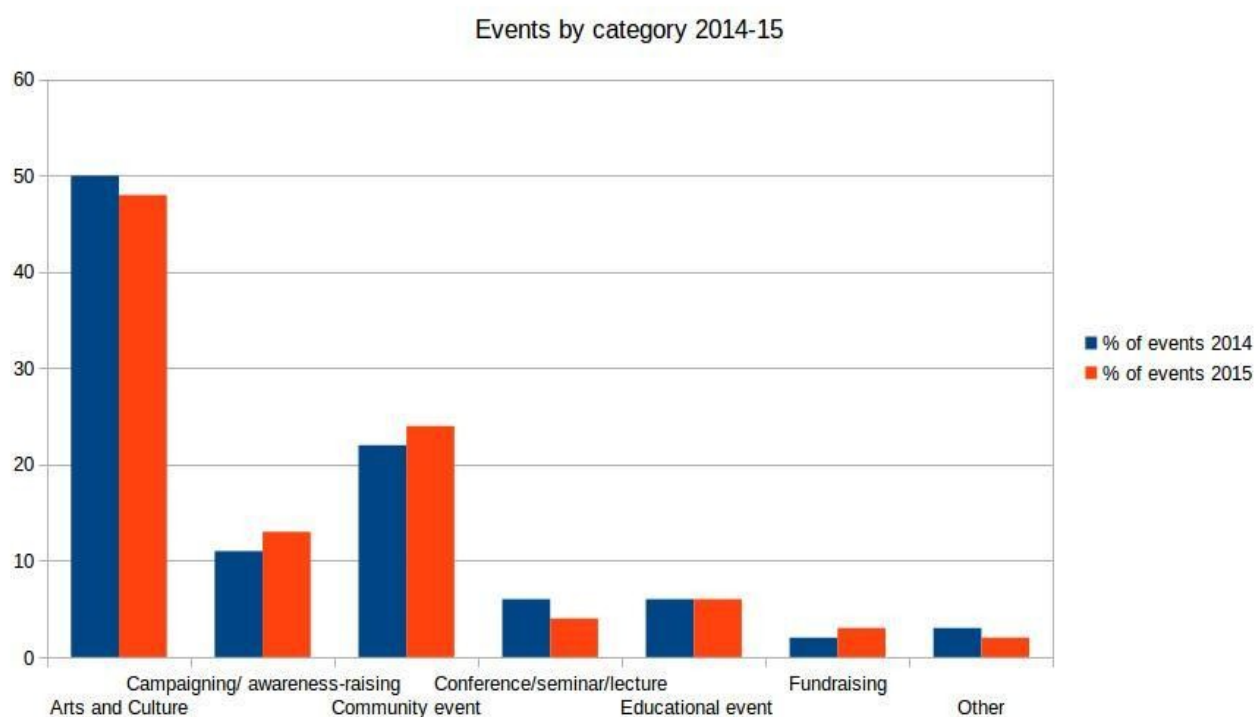
Organised by Gatwick Detainees Welfare Group, [Refugee Tales](#) saw hundreds of people joining an 80-mile walk and 1,500 attending events in solidarity with refugees and detainees. Echoing the route of Chaucer's pilgrims, the organisers held storytelling events along the way with leading writers, including Ali Smith, Abdulrazak Gurnah and Chris Cleave, who shared their tales of refugee experiences with local audiences.

Photo (c) Chris Orange

Events

From concerts and exhibitions at major UK cultural venues to solidarity walks across the country, Refugee Week 2015 saw over 350 organisations organising 253 events and activities attended and experienced by over 171,500² people. A further 8,700 people attended, organised or participated in Refugee Festival Scotland³, which saw 110 events held with 144 partners. Many more attended Refugee Week events in Wales. These figures do not include potentially hundreds of schools events, which are not promoted to the wider public or via our website.

Although this total is less than 2014's estimated 300 events, it is an exact figure rather than an estimate and is comparable to the 257 events registered on the Refugee Week website in 2014.



² This figure includes an estimated 106,000 people who saw Manaf Halbouni's installation 'Nowhere is Home' outside the Southbank Centre

³ Scottish Refugee Council rebranded Scottish Refugee Week as Refugee Festival Scotland in 2015, which is evaluated separately. See http://www.scottishrefugeecouncil.org.uk/news_and_events/refugee_festival_scotland for details

Similarly to last year, almost half of 2015's events focused on arts and culture, reflecting the conviction underpinning Refugee Week that arts, culture and education can create positive encounters with the potential to change attitudes.

Arts events ranged from an exhibition bringing local and refugee talent together in Wolverhampton to a street installation in London seen by over 100,000 people; from an international music and cultural festival in Bristol to an 80-mile storytelling and solidarity walk in the footsteps of Chaucer's Pilgrims.

Almost a quarter of happenings were classed as '**community events**' (24%, compared to 22% in 2014), including a football tournament in Newport, a free family fun day in Dover and the launch of Brighton and Hove Sanctuary on Sea⁴.

***“Refugees, asylum seekers and migrants are not alone.
Geordies and people from North East support you.”***

Visitors to People Like Us exhibition by Crossings, Newcastle

Among the **campaigning and awareness raising events**, which made up 13% of the total (11% in 2014), were a Walk for Sanctuary in Sunderland, a flashmob highlighting destitution in Oxford and an educational exhibition about asylum seekers in Carlisle.

[Crossings](#) entertained shoppers with music at two Refugee Week stalls in Newcastle, where they invited passers by to add their messages of support for refugees to a piece of bunting. Crossings created a Refugee Week exhibition, 'People Like Us', showcasing work produced by refugees and asylum seekers during workshops with a creative writer and photographer. The Crossings band also welcomed renowned Zimbabwean mbira player Stella Chiweshe, who performed and ran a music workshop.

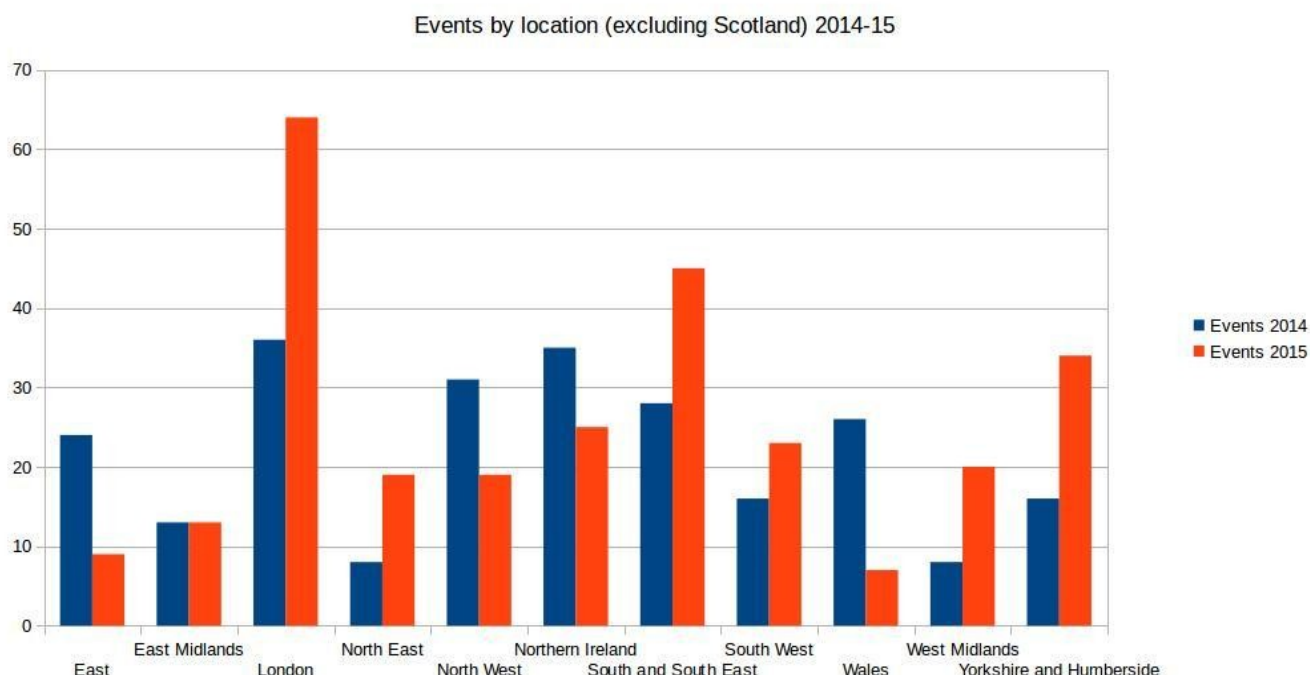


***“This exhibition demonstrates that whatever the diverse
backgrounds, culture, travails, life experiences - art
provides hope and brings people together. It can
convey the suffering these people have endured.
Both humbling and inspiring.”***

Visitor to City of Sanctuary exhibition at The Lighthouse, Wolverhampton

Theme

The theme of 'celebrate' was a broad one, giving organisers flexibility in terms of how they incorporated it into their event. Eighty percent of event organisers who responded to our feedback survey said they had planned their event with the theme of 'celebrate' in mind (43% said "yes", 37% "to some extent").



Geographical spread

Refugee Week again proved itself to be a truly national festival in 2015, with a good spread of events around the country, and activity more than doubling in the North East, the West Midlands and Yorkshire and Humberside, and jumping by around third or more in London, the South West and South and South East.

Other regions saw drops in activity, most notably in Eastern England. However, the apparent fall in the number of events in Wales does not present an accurate picture, as many more events took place in Wales than were uploaded to the Refugee Week website. This may also be the case for other regions.

Audiences

Refugee Week seeks to reach a wide range of audiences, including opinion formers (e.g. journalists and policy makers), 'fence-sitters', children and young people and current supporters.

Partners and local event organisers alike are determined that Refugee Week engages new audiences – that it reaches beyond, as one partner put it, the “echo chamber” of like-minded people “retweeting each other”.

Using mainstream media and social media and engaging schools are three important ways that this is achieved.

Another crucial element is holding events which involve partnerships with mainstream arts organisations, or take place in open public spaces. Here are just a few examples from this year:

- Visitors to London's world-famous [Southbank Centre](#) were greeted by performances by refugee artists and activities by Refugee Week partner organisations
- Audiences in Birmingham enjoyed performances by refugee artists at BE Festival and Midlands Arts Centre as part of Birmingham Celebrating Sanctuary
- Bristol residents enjoyed food, music and children's activities in central Queen's Square as part of Celebrating Sanctuary Bristol
- Over 100,000 passers-by saw Manaf Halbouni's installation 'Nowhere is Home' outside Southbank Centre and the Victoria and Albert Museum



[Wolverhampton City of Sanctuary](#) held an exhibition at the Light House cinema showcasing work by local refugee artists, and artists and photographers who had worked with clients of the local Hope community project. Inspired by seeing the work of Syrian artist Ibrahim Fakhri at the Refugee Week conference, community members made paper bags of sunflower seeds inscribed with the word 'hope' in their own language to offer to visitors, and local artist Steve 'graffofflarge' created a replica of one of Fakhri's works.

There were also events at at least 12 museums across the country, including a week of family workshops and guided tours at Imperial War Museum North, a creative day attended by over 1000 at the V&A Museum of Childhood in London and an event bringing communities together through food at Bristol City Museum.

While it is right to assume that events in public spaces or in venues with pre-existing public footfall are reaching new audiences, it is difficult to judge the exact demographic reached without comprehensive audience surveys, which may be a challenge to carry out given the decentralised nature of the festival.

When we asked event organisers who, as far as they could tell, their audience was made up of:

- 38% said people connected to refugee/ asylum seeker organisations or campaigns
- 26% said members of the public who may not have engaged on refugee issues before
- 21% said people interested in the arts
- 15% said it was impossible to say

However, this is a very rough indicator at best, and much more comprehensive data collection would be required to give an accurate assessment of audiences reached.

You told us: Feedback from event organisers

1. Local and regional organisers value Refugee Week for its capacity to raise awareness, provide a platform for sharing stories and the connections it enables between people from different backgrounds.
2. 80% organised their event with the theme of 'celebrate' in mind, at least to some extent.
3. Almost half contacted local media about their event, and would like more support with this in the future.
4. Organisers would also like support with publicity, a more user-friendly website, more attractive publicity materials, better information and help with funding events

Source: Refugee Week 2015 event organisers' feedback survey,

Recommendations

1. Analyse the reasons why level of activity has fallen in certain regions and find ways of supporting where possible.

2. Support local and regional organisers to bring in new audiences who are not already connected to refugee issues, for example through training, facilitating learning sharing or targeted support of events.

3. Support organisers from an early stage in engaging local media, e.g. by offering model press releases early on, providing media training and sharing information about the central media strategy

4. Consider feasibility of facilitating a national audience survey

5. Ensure the new Refugee Week website is user-friendly and used as effectively as possible to share information with event organisers and promote events

Keele University held a programme of Refugee Week events across all faculties, including this exhibition of 'Knitted Narratives' produced by refugee and migrant women through a project coordinated by Dr Mariangela Palladino from Keele's English department, with a local NGO ASHA. Other events included film screenings, a photo exhibition, an information event about access to higher education for asylum seekers, a pub quiz and talks and workshops on refugee law and refugee health professionals in the UK.



“Really informative but not depressing. People seem so resilient and positive in light of such negativity from their fellow human beings.”

Visitor to Counterpoints Arts' Dis/placed exhibition, Shoreditch Town Hall

Counterpoints Arts' Refugee Week programme



Clockwise from top left: The Salt of the Earth screening at BFI drew 300; Akala and Katibeh Khamseh played a sell out show at Rich Mix, attracting an audience of over 400 mostly young people; Manaf Halbouni's outdoor installation 'Nowhere is Home' (co-commissioned with V&A) was seen by an estimated 106,000 people outside Southbank Centre; Dis/placed exhibition at Shoreditch Town Hall featured works of 40 artists to 1000 visitors; Southbank Centre, one of UK's leading arts venues, held their first Refugee Week programme, elements of which were co-curated in collaboration with Counterpoints Arts

Media

Refugee Week's 2015 media strategy was primarily aimed at getting stories of positive refugee contributions and encounters covered in local and regional media, because of their mainstream audience/readership and greater interest in softer, non-news stories, given that we didn't have a news hook this year.

Despite this decision, Refugee Week did in fact enjoy good national coverage, achieving a **potential reach of 12 million**, the vast majority being people *not* actively seeking information about Refugee Week.

As in the previous two years, British Future hired a freelance media consultant to lead on delivering the strategy, which was agreed by the media sub-group. The consultant put together a calendar for the week, identified case studies (with the support of the Refugee Week coordinator), wrote a diary note followed by regional and national press releases and pitched stories to journalists. British Future also provided monitoring and analysis of Refugee Week's media coverage, from which figures in this section are taken.

The use of a dedicated media consultant was again very valuable and greatly increased Refugee Week's capacity to engage with the media.

National highlights:



Manaf Halbouni's 'Nowhere is Home' featured in Sky's [The Week in Pictures](#)



[The Long Road EP](#), an album by British Red Cross telling the stories of refugees and asylum seekers and announced for Refugee Week, received good coverage on music and entertainment sites, and the [Press Association's interview](#) with artist Scroobius Pip was widely featured on news websites



A full-page spread in [the Mirror](#) documenting the journey and aspirations of Mo, a young refugee from Afghanistan



Refugee boxer Amjal Faizy's World Refugee Day was covered by [BBC News](#), [BBC Sport](#) and [ITV News](#), in addition to a TV appearance on ITV Grenada and BBC North West



How to Teach... About Refugees feature in [The Guardian](#)



Jon Walter's top 10 refugee heroes in children's fiction in [The Guardian](#)



Feature on the Huguenots in [The Independent](#)



[Regional Asylum Activism](#)'s podcasts of refugees and locals in and around Manchester featured on BBC Radio 4's Woman's Hour

Local media coverage

Refugee Week was mentioned at least 60 times in local and regional media, with most of the coverage focusing on Refugee Week events in that area.

Although getting publicity for local events is of course important, the 2015 media strategy had aimed for local and regional media to become platforms for positive stories of individual refugees. This proved difficult because of challenges in identifying case studies. Our event organisers' feedback survey showed that people organising local and regional events have an appetite for engaging the media, with almost half of respondents having contacted local media. However, less than half of those who contacted the media knew that they had been successful, and several respondents said more support with engaging media would be useful for next year.

Although local organisations appreciated support from the media consultant with key messages and press releases, she was of course unable to personally support the hundreds of event organisers across the country. In future the Refugee Week coordinator should consider ways to support all local organisers, for example by distributing media training resources and press releases via the Refugee Week e-newsletter or website, as early as possible.

Stories of Connection in the North West

To mark Refugee Week 2015, Regional Asylum Activism North West worked with BBC Outreach to produce a [series of podcasts](#) featuring refugees and locals in and around Manchester.

People who had escaped persecution in Afghanistan, Zimbabwe and Iran joined by those who had welcomed them to the local community to tell their stories.

Regional Asylum Activism was supported by Refugee Week's media consultant in pitching the podcasts, which were broadcast on BBC Radio 4 Woman's Hour, BBC Radio Manchester, Salford City Radio and Tameside Radio.

How does 2015 compare to previous years?

It is difficult to look at this year's reach comparatively because we switched to a new, more precise methodology for measuring reach this year, which resulted in a lower number than the previous years' methodology would have produced. Therefore, it is not accurate to interpret this year's potential reach of 12 million as a drop from 35 million in 2013, when reach was last properly measured.

Having said this, it is interesting to note that there were a greater number of national features this year than throughout Refugee Week 2014, despite last year's news hook of the YouGov poll, compared to no news hook this year.

Some of the biggest media hits this year came from strong case studies, combined with either a peg making them relevant to the current news agenda (e.g. Mohammed's story of his journey to Europe) or an innovative approach (e.g. Amjal Faizy's Refugee Week boxing match). This is important to consider for next year.

Recommendations

1. Recruit a volunteer to work with either the Refugee Week coordinator or the media consultant to support finding case studies and other research
2. Support organisers from an early stage in engaging local media, e.g. by offering model press releases/ key messages, providing media training and sharing information about the central media strategy, as early as possible
3. Liaise with regional coordinators from an early stage to identify events and case studies in each
4. Begin gathering case studies and stories from January 2016
5. Start earlier to create a more comprehensive media strategy with audiences broken down
6. Partners to share media diaries for Refugee Week as early as possible and incorporate Refugee Week messaging into releases where possible
7. Consider how to make stories and case studies relevant to the current news agenda
8. Refugee Week coordinator to ensure harmonisation between media and social media strategies

Social Media



Refugee Week's 2015 social media campaign was the most successful yet, with an estimated reach of over 800,000 and leading to a substantial rise in followers and engagement on Facebook and Twitter - which reached the milestone of 8000 followers in August 2015.

This success was partly due to the decision by Counterpoints Arts to work with an external social media consultant, Montfort, which honed the Refugee Week social media strategy, set targets and pre-prepared and scheduled social media content in accordance with a broad strategy agreed by the Refugee Week social media subgroup. Montfort also did a detailed social media evaluation, which informs this section.

Montfort's support meant, among other things, that Refugee Week was able to have a much greater online presence, posting an average of 18 pre-scheduled pieces of content a day during the week itself, leading to substantial levels of engagement (see key figures below).



This Tweet by a proud mum became one of the most successful Facebook posts of Refugee Week 2015, reaching 8,500 people

Refugee Week's online presence was also greatly boosted by the support of volunteers, one of whom spent around five hours a day retweeting and responding to comments on Twitter throughout the week, and another of whom managed our new Instagram account.

Key figures

Social media campaign had an estimated reach of 814,302*

Social media community grew to 14,996, an increase of 11%*

#refugeeweek used 13,787 times

#refugeescontribute used 2,013 times

@refugeeweek mentioned 4,379 times

*These figures encompass Refugee Week, Counterpoints Arts, Platforma, Simple Acts and Celebrating Sanctuary London's accounts: compared to a benchmark in May 2015

Platform by platform

The following table indicates the success of the 2015 social media campaign on each Refugee Week platform⁵:

	Growth in followers	Reach/ impressions
Twitter	856	418,323
Facebook	602	72,179
Instagram (new for 2015)	70	850

5 All statistics compare the end of June 2015 to a May 2015 benchmark

These indicators were not measured in the same way following Refugee Week 2014, however the statistics we do have for last year indicate a growth in impact this year:

- Refugee Week Facebook page gained 436 new likes between 1 – 30 June, compared to 179 over the same period in 2014

- Refugee Week gained 924 Twitter followers in the two months between 2 June and 2 August 2015 alone, compared to around 1,500 in the six months between January and the end of June 2014⁶

Social media graphics

The Refugee Week social media subgroup identified reaching and engaging people *not* already engaged on refugee rights as a key aim of the 2015 social media strategy.



With this in mind, and following the 'celebrate' theme, they decided to produce a [series of graphics](#) showing contributions of refugees, hoping that asking people to share these eye-catching images would lower the barrier to participating in Refugee Week online.

The #RefugeesContribute images, designed by Montfort, which ranged from fish and chips to the achievements of Rita Ora, proved popular with Refugee Week partners, followers and other social media users. While it isn't possible to measure the reach of an image on social media, one indicator is that our fish and chips graphic was

used in a [blog post](#) by Richard Branson and tweeted to his over 6 million-strong Twitter following.

National reach

Montfort's social media analysis before Refugee Week 2015 revealed that there was a strong London bias in Refugee Week's Twitter following, which does not reflect the national spread of Refugee Week activity and limits the Twitter account's capacity to effectively promote events across the country.

To combat this, we:

⁶ Unfortunately time limits on Twitter analytics means it is not possible to compare the exact dates

1. Invested more time in retweeting posts from people across the country
2. Scheduled regular Tweets promoting local/ regional events
3. Distributed a [social media pack](#) via our e-newsletter and website, including pre-prepared Tweets for supporters across the country to share, and social media templates for local organisers to promote their events
4. Ran social media workshops at the February 2015 Refugee Week conference

Although engagement with the social media pack was limited, this strategy was relatively successful overall, with the majority of the growth in Refugee Week's Twitter following over the week coming from outside London.

Engaging celebrities and influential figures

Plans for partners to engage celebrities on social media were not as successful as hoped.

However, Refugee Action and the Refugee Week coordinator asked various Twitter users with a high number of followers to Tweet a #refugeescontribute message, and the resulting seven Tweets went out to a total of over **382 thousand** followers.

This is in addition to the Tweet from Richard Branson to his **over 6 million** followers (see above).

These significant results would be multiplied if other partner agencies were also able to engage their influential followers in this way, and if further celebrity support was secured in advance of the week.

Recommendations

1. Have as much of the social media strategy ready as possible by February conference, to get local and regional organisers on board in a face to face setting
2. Build relationships with local and regional supporters and organisers on Twitter throughout the year, to build national reach
3. Create attractive, shareable social media visuals again
4. Recruit two or three volunteers solely dedicated to monitoring and responding on social media, at least one week in advance

5. Ensure a specific commitment to social media strategy across partners
6. Twitter-using partner agencies to ask a selection of their most influential followers to Tweet during Refugee Week
7. Identify celebrities to engage and assign specific partner to approach them well in advance of the week
8. Tweet more in the evenings, as Refugee Week's followers are still active online through till 11pm

“I was there!! Got a couple of tix at the last minute. Powerful vibes at [#RichMix](#) What a night, my mind was blown...Left there [#hopeful](#) that we can all make a change. Starts with us!

Audience member at Akala + Katibeh Khamseh at Rich Mix, via Facebook

Website

This year saw a growth in engagement with the Refugee Week website, with the number of total visits increasing from around 17,100 during June 2014 to around 20,500 over the same period in 2015 (see table below). This could be due to increased social media activity leading to greater visibility for the website.

It is also interesting to note the spike in new audiences engaging with the website in September 2015, when the refugee crisis became a huge topic of public debate in the UK and Europe - over 90% of visitors to the site 1 - 17 September were new audiences. There was also an increase in donations and email queries about how to get involved in supporting refugee rights during this time, reflecting Refugee Week's role in the national refugee rights movement all year round.

	2014	2015
Website users 1 - 30 June	12,843	15,689
Total visits	17,095	20,477
Total page views	61,000	83,327
New visitors, as % of total	70%	73%
Total visits 1 Jan - 30 June	25,540	39,636

“We gave the young people an enjoyable experience that made them all feel incredibly proud of each other and themselves. Audiences felt the power of their performance in an incredibly memorable and perception altering way.”

Event organiser

Marketing and Promotional Materials



Pupils at Woodside High School with Refugee Week 'celebrate' posters and flyers

Following the theme of celebrate, the free posters and postcards designed for Refugee Week 2015 featured the words 'Get together, create & celebrate the contributions and resilience of refugees in the UK', against a backdrop of icons reflecting the creative ways communities across the country creatively engage in Refugee Week - from making music to sharing meals.

Distribution of posters was comparable to last year (around 2,000) while distribution of postcards grew to around 15,000 (from around 12,000 in 2014)

Refugee Week t-shirts, badges and other marketing materials continue to be popular with people celebrating around the country, and again represented an important source of income for the festival this year, raising a total of over £2,500.

Recommendations

1. Introduce a promotional materials pack with a set number of flyers and posters
2. Have promotional materials ready to order by early May 2016
3. Consider a design with a human face for 2016

Simple Acts, Education and Creative Learning



Miss Maile @MissMaile1 · Jun 16

@RefugeeWeek check out our #refugeeweek tent- up all week with info & activities promoting #simpleacts @SandbachHigh



Thousands of young people took part in lessons, assemblies or workshops celebrating refugee contributions or exploring why people seek sanctuary this Refugee Week.

Schools, organisations and grassroots groups across the country worked with children and young people in imaginative and creative ways, from [songwriting](#), to making refugees a focus for the whole week's lessons, to [writing and blogging stories](#) on themes of refuge.

As school events are not public, organisers do not tend to upload them to our online calendar and we therefore do not have exact figures for the number of schools or pupils involved; work is needed to develop an alternative way of monitoring this aspect of Refugee Week for future years.

However, the examples in the box below gives a sense of the scale of participation in educational Refugee Week activities during Refugee Week 2015.

Getting involved

1. British Red Cross's Refugee Week classroom resource was sent to 50,000 secondary school teachers* and downloaded from the internet 569 times (see box below). British Red Cross also delivered anti-stigma education to 1085 young people
2. Many of the hundreds of schools are involved in City of Sanctuary's [Schools of Sanctuary](#) network took part in Refugee Week. City of Sanctuary also worked with Oxfam to develop a new schools resource for Refugee Week 2015 (see box below)
3. Young Roots delivered awareness raising lessons and assemblies in 12 London secondary schools, reaching over 3200 pupils
4. Across events, schools and SA led workshops, a total of over 3000 people are estimated to have taken part in [Simple Acts](#)**

*Via a newsletter with an open rate of 10%

** A Counterpoints Arts' inspiring individuals to use small, everyday actions to change perceptions of refugees.

Simple Acts Competition

For Refugee Week 2015, Counterpoints Arts' [Simple Acts](#) campaign invited young people in schools and youth organisations to discover a contribution made by a refugee in the UK and share it in a creative way.

Entries included a short film entitled Celebrate made by young refugees, asylum seekers and their British friends, sharing stories about refugees who had helped them in their everyday lives. Young Roots used the film to raise awareness among other young people in secondary schools during their education project, as well as sharing it online and screening it at the V&A Museum of Childhood (see below).

The winning entrants, Sandbach High in Cheshire, set up a marquee where students carried out Simple Acts during their lunch break, including sharing what 'home' meant to them, sending a message to the Prime Minister, educating each other with posters and leaflets and discussing the positive impact of refugees.

New educational resources for 2015

[Traces learning activities](#) by Counterpoints Arts: Creative activities linked to the Traces timeline of artistic and cultural contributions by people who have sought sanctuary in the UK.

[Refugee Week 2015 – Celebrate](#) by British Red Cross: Lesson plans exploring refugee experiences and contributions, based on Traces artists.

[Schools of Sanctuary: Giving a Warm Welcome](#) by Schools of Sanctuary and Oxfam: Quiz, workshop, presentation and more to help pupils learn about refugees and improve schools' welcome

[Into Film](#) collaborated with Refugee Council to produce a new resource for Refugee Week 2015, which uses films to encourage discussion and celebration of the contributions made by refugees.

Key Recommendations

1. Analyse the reasons why level of activity has fallen in certain regions and find ways of supporting where possible.
2. Support local and regional organisers to bring in new audiences who are not already connected to refugee issues, for example through training, facilitating learning sharing or targeted support of events.
3. Support organisers from an early stage in engaging local media, e.g. by offering model press releases early on, providing media training and sharing information about the central media strategy
4. Recruit a volunteer to work with either the Refugee Week coordinator or the media consultant to support finding case studies and other research
5. Liaise with regional coordinators from an early stage to identify events and case studies in each, and begin gathering case studies and stories from January 2016
6. Have as much of the social media strategy ready as possible by February conference, to get local and regional organisers on board in a face to face setting
7. Create attractive, shareable social media visuals again
8. Recruit two or three volunteers solely dedicated to monitoring and responding on social media, at least one week in advance
9. Ensure a specific commitment to social media strategy across partners
10. Introduce a promotional materials pack with a set number of flyers and posters
11. Develop a mechanism for schools to share their events and activities online

British
Future...

 **UNHCR**
The UN Refugee Agency



 BritishRedCross



scottish
refugee
council


refugee.
action



 CITY OF SANCTUARY

 Welsh Refugee Council
Cynghor Ffoddunaid Cymru

 amnesty.org.uk

 Freedom from Torture
Deddfwrdd i ddifennu'r hawl i ddod i'r afael yn ddiogel



REFUGEE WEEK IS COORDINATED AND MANAGED BY:

COUNTERPOINTS ARTS