

Refugee Week



Refugee Week 2012 Evaluation Report

I think the perception of refugees in this country has changed and it's because of the events like this. It gives people time to stop and think and look around about what's going on. I think there's still a lot of work to do but as long as things like this are happening, it's got to be a good thing and it's all positive. Long it may continue.

Refugee Week event attendee

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KEY FINDINGS AND DEVELOPMENTS



Refugee Week Events

- Approximately 300 Refugee Week events took place this year
- 229 events were recorded through the refugeeweek.org.uk website, with an estimated 94,481 people attending across the UK

Website

- There were 40,155 visits to the Refugee Week website from 1st January 2012 to 1st July 2012, with 16,874 visits taking place during June 2012.
- We responded to over 200 emails of enquiries about Refugee Week that were sent to the info@refugeeweek.org.uk email account or via the website email submission form, as well as providing on going telephone support.

Promotional Materials

- 1,500 'Unsung heroes 2012' posters were distributed to over 150 organisations
- 10,500 'Unsung heroes 2012' postcard flyers were distributed for Refugee Week 2012 – order by approximately 120 organisations

Marketing

- The London Underground campaign featuring 60 campaign posters was launched on Monday 18th June 2012. The posters reached an estimated 1,449,681 million people over the two week period 18th June-25th June 2012 (figures taken from Transport For London reporting)

Media

- From 17th June 2012 to 29th June 2012 17,361,664 people accessed Refugee Week media, in various mediums; from internet articles to print
- 80 key regional features reached 2,289,730 people

- With 13 additional regional features reaching 2,436,322– bringing the total of regional coverage to 4,726, 052
- Refugee Week achieved National coverage through 31 publications (such as The Guardian and The Metro) which reached 1,534,275 people
- Refugee Week internet articles were accessed by approximately 1,534,275, on sites including The Guardian, The Metro and The Morning Star.
- Timeout featured 2 Celebrating Sanctuary London events as its Top Critic's Choice : Celebrating Sanctuary London Southbank Festival across the weekend 16th- 17th June 2012 and “Casablanca” at the V&A Museum on Friday 22nd June.

Social media

- The new social media strategy developed for Refugee Week 2011 built momentum this year and Refugee Week partners and supporters noted the improved presence that Refugee Week held on social media sites such as twitter and facebook
- Refugee Week gained 500 new followers on twitter (**#RefugeeWeek**)
- We also saw a rise in the number of followers on facebook and an increase in unique visitors logging on for the first time- predominantly through our website links

Simple Acts

- 27,863 Simple Acts have been completed so far. Approximately 500 Simple Acts were registered on the website in and around Refugee Week 2012, most of which were done by hundreds of children and young people in school classes and year groups
- This year 7,280 Simple Acts flyers have been distributed
- Approximately 100 schools, organizations and individuals have registered with us and shared Simple Acts since the new site was launched in May 2012

Other Developments

- British Future joined the Refugee Week partnership in the reporting year 2012-2013
- We began to develop a model for delivering educational assemblies and workshops in schools alongside Simple Acts to highlight Refugee Week as an ongoing campaign as an invaluable programme for raising awareness and encouraging social cohesion all year round

- We continued to broker new partnerships with established organisations such as the V&A museum and Tate galleries (London) in order to reach new audiences and build a strong network of partners who can work with us to promote and deliver Refugee Week events as well as the Simple Acts campaign.

KEY RECOMMENDATIONS

Refugee Week Events

- Encourage partnerships and collaborations in order to pool resources
- Look at ways to increase the number of educational events taking place during Refugee Week in order to widen our supporter networks and continue to nurture increased awareness, knowledge and understanding of refugee communities across the UK. This could be achieved in partnership with Celebrating Sanctuary London, Simple Acts as well as partners co-ordinating their own events, and who have already produced informative educational resources
- Consider delivering fundraising events as part of Celebrating Sanctuary London in Refugee Week which would help to raise money for Refugee Week
- Use the Refugee Week Conference in January 2013 to support organisations with planning for Refugee Week in June

Website

- Refugee Week actively use the refugeeweek.org.uk website news and blog sections to keep supporters updated with events, activities and stories relating to current refugee issues in the UK – inviting partners and other organisations and individuals to play an active part in contributing to these sections
- Continue to build on the use of social media to keep in touch with current events, activities and news from partners and networks, as well as extend our reach
- Address the role of Regional Coordinators in uploading regional events on to the site, brokering local relationships with active organisations in the region and generating content for the regional pages, news and blog sections and newsletters.

Promotional Materials

- Seek additional funding in order to produce more free materials, both to meet the demand and to challenge us to extend our reach. We do receive requests from international supporters and our aim is to establish Refugee Week on an international level

- Devise a distribution strategy to ensure that we can distribute materials to as many people as possible. This might include strengthening Refugee Week pool of volunteers who would work closely with the core Refugee Week team leading up to Refugee Week
- Market promotional materials earlier in the year in order to give a longer period of time for people to become aware of and purchase materials, therefore increasing sales and generating more income for Refugee Week
- Look at alternative sales opportunities both through marketing out online shop (www.refugeeweek.org.uk/shop) as well as alternative opportunities to purchase goods, such as at events such as Celebrating Sanctuary London and through our partners.
- Continue to create promotional materials which are timeless and universal so that they can be accessed by all

Marketing

- The London Underground campaign is a fantastic way of raising our profile. We will continue to source funding in order to find similar ways of marketing Refugee Week on this scale. This could include a National billboard and poster space campaign through a National partnership if funds can be raised.

Media

- Reassess the media approach for Refugee Week to develop a clear and coherent joint media strategy across partner agencies for Refugee Week, and with Regional Coordinators;
- Encourage agencies to work together with less of a concentration on individual media strategies;
- Work in conjunction with partner agencies from evaluation through to planning and delivery stages to ensure that our media approach takes on a theme or approach which is most effective and relevant in the current climate

Social Media

- To be proactive in sub-groups such as the social media ‘tweet ups’ which allow Refugee Week to gain greater understanding and knowledge of the use of social media, as a new and highly effective tool at promoting our work and engaging new supporters and followers

Simple Acts

- Support Simple Acts to widen the campaign across the UK; devising new inspiring Simple Acts and brokering partnerships, including a stronger allegiance between Refugee Week, Refugee Week partners and Simple Acts

- Continue to use this strong partnership and the value of the collaborative education and learning programme to source additional funding, which is essential in the current climate
- Explore ways of encouraging more schools to register their acts on the Simple Acts website – recording the real numbers of children and young people completing acts when taking part as part of a school class or year group (the year group often being included as 1 Simple Act rather than individually) and encouraging more groups to write blogs and articles for both websites

Introduction

This year Refugee Week ran from 17th June to 24th June 2012.

Serious financial challenges faced by almost everyone working in the refugee (and arts) sector had an obvious effect on the scale of this year's programme. However, it was partly because of these challenges that many of the organisations and community groups participating in Refugee Week came together to collaborate, pull resources and ensure that their events would happen with as much energy and enthusiasm as ever. It is thanks to this energy and commitment of these groups and individuals that Refugee Week 2012 was yet another incredible success.

The focus of Refugee Week this year was on highlighting the 'Unsung Heroes of the Olympics' - the refugees working behind the scenes to make it happen, and making valuable contributions behind the scenes every day in the UK.

Luka, Téa, Cynthia and Kolbassia featured in our Refugee Week campaign posters and flyers this year. Each refugee who has settled in the UK has their own individual story to tell of their involvement in the London 2012 Olympic Games. Refugee Week shared some of their stories on the Refugee Week website (<http://www.refugeeweek.org.uk/News/Unsung-Heroes>), following them through the London 2012 Olympic Games and Paralympic Games.

A few other highlights from this year include: over 300 activities across the UK; great regional and local media coverage reaching over 17 million people; the Unsung Heroes Campaign Poster being seen by over 1 million people during the two weeks it was exhibited across the London Tube; improved social media presence; superb feedback from various events, including the Scottish Refugee Council opening concert in Glasgow, the Casablanca event at the Victoria & Albert Museum and Celebrating Sanctuary London.

Detailed information on Refugee Week Events as well as Refugee Week Media, Social Media, Promotional Material, the Simple Acts Campaign and other developments can be found below.

Refugee Week Events



Above (left to right): Reem Kelani captivates her audience at the V&A Museum ; A winner collects his certificate from the Welsh Refugee Council Art Competition for Refugee Week 2012; Cerys Matthews performs in the Book Slam at Celebrating Sanctuary London 2012

(i) Events Summary

Refugee Week 2012 consisted of approximately 300 events that were attended by around 95,000¹ people across the UK. This shows a clear decrease from previous years (around 450 events in 2010 and 2011) and is a direct consequence of the funding cuts on the groups working with refugees in the UK. However, in spite of this bleak background, there was still an incredible range of organisations and communities who came together to mark the occasion. From our online data, we can see that many organisations worked in partnership to make events happen, pool resources and deal with smaller budgets. A few examples of this include: Northern Ireland reported collaborations with 22 organisations which enabled them to deliver 30 events in Belfast alone, attended by around 1,000 people. In the North West, Action Factory collaborated with 10 organisations to deliver two of their Refugee Week events in Blackburn and 10 events in Yorkshire and Humberside.

Furthermore, not all regions experienced a reduction in events. Wales and the East continue to be particularly active in developing new events, while Scotland continues to deliver and support a strong programme of events (see table below).

The figures below are collated from our refugeeweek.org.uk events calendar uploads and evaluation from Regional Coordinators and partner organisations. Where figures have been taken from refugeeweek.org.uk event calendar uploads alone we detail this in the initial column. This has been the case for those regions in which we are currently recruiting Refugee Week Coordinators.

¹ This estimate is derived from attendance estimates from the Events Calendar as well as feedback from partners and Regional Coordinators. The figure takes into account that a number of event organisers did not send us their full attendance figures, and that not all events were inputted on the Refugee Week events calendar.

AREA	EVENTS
East	33
East Midlands (est. from web)	22
London	41
North East *	6
North West (est. from web)	13
Northern Ireland	30
Scotland**	56
South & South East	23
South West (est. from web)	10
Wales	21
West Midlands (est. from web)	5
Yorkshire and Humberside	24

* The North East also reported a dissemination of their 9th 'Myth Buster' resource – sending out a total of 15,000 across the region.

** Scottish Refugee Council recorded 119 completed Simple Acts across Refugee Week. Their official final report is due to be released in September 2012 and the above figures may vary slightly.

From the 200 events uploaded onto the Refugee Week events calendar, the majority of events were categorised under 'Arts and Culture' events. We recognise the role that arts and culture has in engaging audiences from all walks of life and levels of understanding about current refugee issues, in recognising the place of refugee communities in the UK today. It will be important to continue to develop partnerships in the arts sector in order to encourage a resurgence in activity across Refugee Week.

By developing greater educational events we could also support key strategic goals aiming to widen our reach, such as: raising awareness, engaging new audiences and increasing knowledge and awareness amongst children and young people. Again, this could be achieved through strengthened partnerships with arts and arts education organisations who can explore relevant issues through creative learning workshops, events and projects which enable more people to appreciate and celebrate the contribution of refugees in the UK as well as understand their personal stories.

(ii) Refugee Week Event Highlights

Refugee Week Scotland was launched with an opening ceremony to remember, which reached 600 people. Congolese refugee Jethro Kinavuidi opened the event with a performance of his song - "Thank You Glasgow" - dedicated to his adopted homeland as a tribute to the city which he now calls home. King Creosote and The Pictish Trail also performed at the Old Fruitmarket as part of the launch of Refugee Week, raising money for British Red Cross and Scottish Refugee Council.

Refugee Week 2012 was Refugee Week Scotland's 12th year and involved over 50 events took place, including carnivals, concerts, street football matches and exhibitions.

This year the Scottish Refugee Council focused on the Refugee Week theme "Spirit" by considering the spirit of survival of the refugees that escaped

persecution and rebuilt their lives in Scotland, as well as the spirit of communities across the country.

Refugee Week Wales also reached out to thousands of people through their events. Cardiff Umbrella Parade took place on 16th June 2012 and was organized by Welsh Refugee Council, YPSO, Children in Wales, and the Somali Integration Society. Whilst the rain might have stopped the parade's usual route through the city it didn't deter the hundreds of supporters who took part in a number of activities in the local Town Hall. Refugee Week Wales were delighted to welcome more people than they had in with clear skies in 2011! The event was also attended by Jane Hutt, Minister for Finance and Leader of the House with responsibility for Equality Matters, who launched the 2012 update of the Welsh Government's Refugee Inclusion Strategy Action Plan.

Welsh Refugee Council reported that their Refugee Week Art Competition (announced on 19th June 2012) had been a great success, with 30 new children entering and 8 new schools signing up. The children were given writing and drawing books with pens and paper to encourage them to write and draw.

Refugee Week Wales were also delighted with increased numbers of new supporters who had not previously supported Refugee Week or engaged with refugee communities at their event in Newport, South Wales. Forty people (mainly young people) attended a "music reading and notation" workshop from an idea developed by a local young refugee in the hope of supporting young people accessing music through youtube and new media to enhance their music reading skills in order to follow their interest more widely and take part in their own music making.

Refugee Week Yorkshire and Humberside was launched on Monday 18th June with a week-long exhibition of paintings by local refugees and asylum seekers exploring their lives, hopes and aspirations. Kala Sangam hosted a launch event, which was opened by the Lord Mayor of Bradford and the main speaker this year was Chief Executive of Bradford Council, Tony Reeves.

Another highlight of the week for *Refugee Week Yorkshire and Humberside* was their Beacon's sponsored Walk For Justice from Bradford to Leeds, the local Home Office division where asylum seekers have to sign on. The walk took place on Wednesday 20th June and participants made their way from Centenary Square to Waterside Court in Leeds to highlight the plight of asylum seekers who are required to report to Waterside the local Home Office on a regular basis, many of whom are destitute, have no access to funds and must therefore make the journey on foot. An imaginative event which captured the attention of many supporters!

Celebrating Sanctuary London delivered 3 large-scale events for Refugee Week this year. The core Celebrating Sanctuary London team comprised of Counterpoints Arts Celebrating Sanctuary Coordinator Dijana Rakovic, independent producers Rita Ray and Max Reinhardt and partners working on

each specific event: Coin Street Festival (Celebrating Sanctuary Festival on the South Bank, 17th June 2012), the Victoria & Albert Museum ('Late at the Museum' Casablanca event, London borough of Kensington & Chelsea; 23rd June 2012) and Rich Mix ('Round the Bloc' event, London borough of Tower Hamlets; 24th June 2012).

The 3 events contracted around 75 acts and approximating 150 artists, 95% of whom were from refugee communities. Over 25,000 people attended Celebrating Sanctuary Festival on London's South Bank, approximately 4,000 attended the V&A Museum and 750 to the Round the Bloc event.

Refugee Week received excellent feedback for Celebrating Sanctuary London yet again this year. Some personal thoughts and feedback from attendees at Celebrating Sanctuary London on the Southbank can be found below:

"Terrific atmosphere and a lot of exuberance. The plight of refugees strongly evident on the stand and people with t-shirts. Very informative."

"Thoroughly enjoyable and informative - a very good way to raise awareness of a very important issue."

"It's wonderful to kick start Refugee Week in this way, with great performances and interesting music. Well done!"

"Lovely, such a positive atmosphere, spreading positivity."

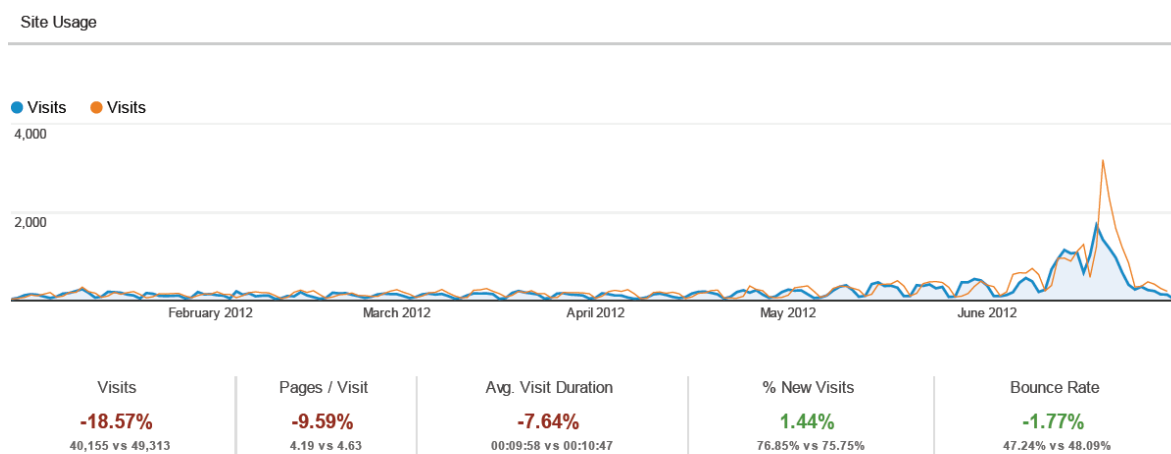
'I think the perception (or refugees in this country) has changed and it's because of the events like this. It gives people time to stop and think and look around about what's going on. I think there's still a lot of work to do but as long as things like this are happening, it's got to be a good thing and it's all positive. Long it may continue...'

"[An] accessible event which encourages passers by to become involved in via watching the performances and thus truth about the status of legislation towards refugees in this country. A very inclusive experience with great performances."

British Red Cross produced a film for Refugee Week to highlight the diversity of events and activities taking place across the UK and reflect on the importance of the week. This film will be available online in October 2012. Keep an eye on the Refugee Week website for more details.

Please also read more about our **Simple Acts campaign and educational events** which took place for Refugee Week 2012 on pages 19 to 21 (below).

Website



Between 1st May 2012 and 1st July 2012 19,719 people visited the www.refugeeweek.org.uk website. The chart above shows the concentrated increase of activity in June as Refugee Week approaches and during Refugee Week itself.

We responded to over 200 enquiries across Refugee Week, sent via the website email form.

We now have 3,458 users registered with us online, most of whom receive our newsletter to keep up to date with Refugee Week events and activity. Registered users have their own log in accounts so that they can take ownership over uploading their upcoming events on to our website events calendar all year round.

In this reporting period, 1st May – 1st July 2012, we reached 117,257 page views. We recorded that 77% were new site visits, 78% new visitors and 22% returning visitors.

These figures do highlight a decrease in activity from last year (-18.57% as well as -9.59% page visits), which we feel is partly caused by various delays in the production of the new website, which became fully functional by mid-May 2012.

The site being down for a period of time may have also contributed to lower online shop sales this year, which is where most of Refugee Week sales take place. This will also be due to funding cuts and organisations therefore re-using their materials from previous Refugee Weeks (see Promotional Materials section below).

Challenges:

- We still feel that the technical problems that have affected the online events calendar over the past two years continue to have the potential to discourage people from interacting with the site in the future. The

reduction in uploaded events this year and last year could potentially be attributed to this. A solution that we are looking in to is giving more ownership and responsibility to Regional Coordinators and key contacts. It could be a good idea to have a session or a stand at the RW 2013 conference to support people in feeling able to upload events with ease.

- It is now possible to upload images on to the Events Calendar. This gives event organisers the opportunity to advertise their events in a more visually appealing way. Being more eye catching and unique should aid their promotion. Unfortunately the site templates do have tight restrictions on the use of images (size, dimensions). If we cannot work with the site managers to resolve this the Refugee Week central team must be able to offer support in editing and uploading images for event organisers. Due to the high number of enquiries usually received around Refugee Week, developing a group of volunteers might help us to meet demand.
- As recommended last year, the regional pages need to be more visually striking and have a 'local' feel to them. Website users have suggested that we find ways of enabling regional coordinators to edit the regional pages with the central team retaining the content authorisation control. This would empower Regional Coordinators to maintain an active part in their area, aware of current activity and groups. Sharing this area of work would also help the Refugee Week central team given our current capacity.

Recommendations:

- A strategy of increasing visits to the website needs to be developed. This could be achieved through a faster turnover of news stories and blogs uploaded online, as well as an increased number of e-resources available for community groups, schools and event organisers: around setting up events but also learning cards and resources for increasing knowledge and understanding of current issues relating to refugees and asylum seekers in the UK, awareness raising and community cohesion activity ideas as well as information on Refugee Week
- The events calendar function and the website needs to be assessed with the website managers in order to increase ease of access for our event organisers and regional coordinators who upload images and events on the events calendar
- The idea of regional coordinators editing and generating content for regional pages should be explored further – as detailed within 'Challenges' above
- A more striking visual template should be developed for the regional pages. Strengthened regional hubs and volunteer scheme supporting coordinators may help Refugee Week to have a more active and inter-

active website and social media presence to share information with partners and supporters.

Promotional Material

“The poster, postcards and tube campaign were fantastic – really powerful, eye-catching and a great message to attach to Olympics. It was great to have real people involved this time too.” [Refugee Week partner, 2012]



Promotional materials sales were low this year compared to previous years, which is clearly linked to reduced resources that the participating agencies had at their disposal.

However all free materials were distributed and sought after therefore we will continue to fundraise to produce these materials.

Challenges:

- In a challenging economic climate we will consider new ways of disseminating promotional materials, for example, exchanging in kind contributions from partners and supporters, and possibly looking in to attaching small contributions towards post and packaging to orders. Attaching contributions to our promotional material is an area of concern of which we will have to think carefully about with our partners and supporters

Recommendations:

- We will continue to create promotional materials which are of great quality and that have a wide appeal
- We will continue to assess the production of our T-shirts, banners and other sold resources to ensure that we can offer materials at reasonable prices, which remain at a high quality in order to be used into the future.

Media and Marketing

(i) Media

A full Media Coverage report was produced by Refugee Week partner The Children Society.

From 17th June 2012 to 29th June 2012 Refugee Week had 71 features in National and local newspapers, reaching 10,745,964. A total of 17,361,664 accessed the Refugee Week 2012 media stories, across all media (National and regional coverage, online articles, radio broadcasts etc).

Refugee Week had key regional coverage through 81 features which reached 2,436,322. We had National coverage in 31 publications, including The Scotsman & The Evening Chronicle – which reached 2,289,730 readers.

An additional 14 features were published in regional publications such as Amnesty, The List, The Big Issue Scotland, Jewish News.

Scotland achieved some extremely prominent media coverage. Their strong media approach which incorporated the “Refugee Week Scotland Media Awards” recognising the achievements of journalists covering relevant current issues for refugees and asylum seekers enabled them to conduct a two-pronged approach for raising awareness about current issues concerning refugees and asylum seekers in the UK today whilst promoting Refugee Week to local and national press. Two Scotsman journalists were honoured at the Refugee Week Scotland Media Awards in Glasgow on Friday 22nd June: Reporter Martyn McLaughlin won the national print (News) category, while Chitra Ramaswamy triumphed in the national print (Features) category.

The awards were staged by the British Red Cross, in association with the Scottish Refugee Council and the National Union of Journalists, to celebrate “fair and accurate reporting of refugee issues”. We would be interested in looking in to a similar approach for the future in order to immediately link with press and media, gathering media attention.

Refugee Week internet articles were accessed by approximately 1,534,275, on sites including The Guardian, The Metro and The Morning Star. Timeout also featured Celebrating Sanctuary and Casablanca as Top Critic’s Choice events in London.

Critics' choice
The five best events this week

1 Celebrating Sanctuary Bernie Spain Gardens
This free festival on the Southbank showcases music, dance and spoken word performances from artists who've found a refuge in the UK. **June 17**

2 Trooping the Colour Horse Guards Parade & The Mall
Another opportunity to pitch camp outside Buckingham Palace, wave a Union Jack and generally feel good about being a Brit. See Preview. **June 16**

3 Royal River: Power, Pageantry and the Thames NMM
The National Maritime Museum's superb survey investigates how successive monarchs have made their mark on the river. **Sept 9**

Some of our media highlights:

Congolese man launches Refugee Week Scotland. 8th August 2012:

<http://www.scotsman.com/news/scottish-news/top-stories/congolese-man-launches-refugee-week-scotland-1-2361668>

Scottish Refugee Week Opening Party, Old Fruitmarket, Glasgow. Nicola Meighan,

20th June 2012:

<http://www.heraldscotland.com/arts-ents/music/scottish-refugee-week-opening-party-old-fruitmarket-glasgow.17919818>

Refugee Week Media Awards winners announced. Refugee Council. 27th June 2012:
http://www.scottishrefugeecouncil.org.uk/news_and_events/latest_news/1268_refugee_week_media_awards_winners_announced

The Guardian. CSL/ South Bank review, 20 June 2012:
<http://www.guardian.co.uk/music/2012/jun/19/celebrating-sanctuary-review>
<http://twitter.com/guardianculture/status/215121715586539520>
"This was the place to be." Robin Denselow, The Guardian

Time Out. CSL/ South Bank preview and recommendation as Critic's Choice. 14th June 2012
Print & online:
<http://www.timeout.com/london/around-town/event/262562/coin-street-festival-celebrating-sanctuary>

Time Out. Casablanca preview and recommendation as Critic's Choice. 21st June 2012:
<http://www.timeout.com/london/museums-attractions/event/267127/casablanca>

RADIO features:

All of the following radio features below are from Celebrating Sanctuary London events.

Loose Ends on BBC Radio 4
Lemn Sissay/ CSL interviewed on 9 June (First broadcast of the programme: 9 June, on Radio 4 at 18.15 on BBC Radio 4. After that it will be available online for one week and repeated on Monday @ 11:15 & 21:15 and Tuesday @ 04:15 on BBC Radio 4 Extra), at: <http://www.bbc.co.uk/programmes/b01jppw0>

Cerys on BBC 6music: Reem Kelani, Aissata Thiam, Simo Lagnawi (CSL) all on the show on 17 June, at:
http://www.bbc.co.uk/iplayer/episode/b01jppw0/Loose_Ends_Tony_Parsons_Lenora_Crichlow_Lemn_Sissay_and_Charles_Hazlewood/

The Verb on BBC Radio 3. Tanya AuClair/CSL on the show (15 June)
Live song & interview, at: <http://www.bbc.co.uk/programmes/b01jrk3b>

Rita's World on SOAS Radio on 14 June (Episode 29), at:
<http://soasradio.org/content/ritas-world-episode-29>

There was more Celebrating Sanctuary London coverage on SOAS Radio:
<http://soasradio.org/rwr2012>

Media Letter

As Refugee Week 2012 kicks off, we hope the government and people around the country will join us in celebrating the remarkable contributions refugees are making to British sport in this Olympic year. From Luol Deng, a

refugee from Sudan who is Team GB's leading basketball player, to footballer Fabrice Muamba, a refugee from the Democratic Republic of Congo.

But also among these shining stars are the unsung heroes who are helping to make the Olympics happen from behind the scenes: from coordinating and campaigning, to catering, media and recruitment, refugees are playing a vital part in this historic event. In communities throughout Britain, refugees who have overcome unimaginable adversity have gone on to make a significant difference to our everyday cultural, artistic, sporting and business life through the wealth of diverse skills and talents they have to offer. As Britain prepares to be in the international spotlight, it is the perfect opportunity to stand up and cheer for refugees playing their part in our shared futures.

We were unable to publish our media letter in a national newspaper this year. However during Refugee Week, our Olympic story was on BBC Radio London. Samira Ahmed also wrote a piece for the Spectator website having presented "Casablanca" at the V&A Museum event.

During London 2012 Olympic Games we were also approached by the Olympics broadcasting team, who interviewed our unsung hero Kolbassia about his voluntary post within the Olympics, at the Olympic park.

ii. Marketing

The Refugee Week Tube Campaign



Above: Refugee Week posters on display at Sloane Square Underground Station, London. Credit Campaign Photographer: Nana Varveropoulou

Refugee Week launched a tube campaign on Monday 18th June 2012, with 60 posters installed in the London Overground network over the two week period 18th June-25th June 2012. London Underground reported that these posters reached 1,449,681 million people, across 59% of the London Underground network system.

This campaign is made possible through the fantastic support of the Refugee Week partners. We will need to continue to fundraise in order to run a similar

campaign next year. We would like to consider ways in which to develop a National billboard and poster space campaign in the future.

(ii) Social Media



In the run up to Refugee Week 2012 we saw a rise in our twitter followers, with **500 new people joining us at #refugeeweek**

We also saw a rise in the number of followers on facebook and an increase in unique visitors logging on for the first time- predominantly through our website links. Our timeline was well used by followers and partners although there is always more that can be done. There is a clear need to acknowledge the lead up to Refugee Week from early into the year and use social media and our website to support organizations, events and activities with raising awareness and promoting events. The sites are also valuable for information sharing, ongoing dialogue and debate amongst partners, followers and individuals. Our aim would be to extend our reach to further followers and link with influential followers through our networks and partners.

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Challenges:

- Broadening our networks
- Raising our profile
- Working more closely with current and new partners

Recommendations:

- Develop networks with partners and further afield who can support our work and keep our social media sites and profiles fresh and appealing
- Follow a strategic annual plan which prompts us to be pro-actively involved with our own profile and others on a regular basis

- Incorporate our social media details on all marketing materials as well as our website and e-signatures etc

Simple Acts

- Our Simple Acts campaign is in its fourth year and there are 27864 acts registered on the website. Most of the 500 submissions made this year were submitted by school children and schools on behalf of their young people. Simple Acts are in the process of getting a true number of how many individual acts were done. The campaign still seems to be a great way some schools celebrate and structure Refugee Week
- In May this year we launched a new Act Find an object that tells a story of migration which we are promoting to Museums and their families and education services
- We are still hoping to develop a partnership with the Victoria and Albert Museum, which was interrupted by the work on Casablanca Celebrating Sanctuary London event. We hope to resume our discussions shortly.
- Very recently begun working on a partnership with Spots of Time, a social enterprise who are working on the National Citizen Programme for Catch 22 (charity who amongst other disadvantaged people support young people at risk of school exclusion). We hope to have five of our Simple Acts included in the Spots of Time website, and the young people who will be working on their community projects will have the option to design their activities around Simple Acts;
- Our motivation for establishing Spots of Time comes from our belief that it is often the little things in our days that make a big difference to how we feel about life. Whether its seeing a beautiful painting, hearing a long-forgotten song or reading a favourite poem, we want to bring these little great moments into more people's lives;
- Our aim is to bring more of these great little moments into people's lives by making it easier for people to share their talents and interests with other people in their communities.
- Refugee Week have also agreed to become a partner on a 2-year youth programme hosted by Inter-Act, an Islington-based inter faith charity. Refugee Council, All Change Arts and Victoria & Albert Museum are partners in the programme which will teach local young people about current issues relating to refugees and asylum seekers in the UK today from a safe and inspiring creative learning space which also promotes social inclusion, respect and diversity. Refugee Week's role will be to promote the final event exhibition which will be held in Refugee Week 2013. Refugee Week will also deliver a workshop introducing young people to Refugee Week and working with Inter-Act to bring in a creative facilitator to explore current issues and develop plans for their involvement in Refugee Week.

Some of the Refugee Week 2012 Simple Acts include:

- ❖ Each grade at the school chose to do different simple acts. Grades 3,4, and 5 shared the song 'Refuge' by John Legend, and discussed the lyrics. Grade 1 planned what they would need to take in an 'emergency bag' if they had to leave home suddenly, they then packed their backpacks and wore them out to play. Early Childhood and Kindergarten watched 'This is Our House' by Rob Graham and Michael Rosen, and then did a big draw to tell the story and how it might feel not to be allowed in to play. [Southbank International School, Kensington]
- ❖ Our school's Amnesty group which is student lead had great fun making this banner. It is now up in school and raising awareness over all years.
- ❖ We watched United Nations films about world refugee day on you tube.
- ❖ In class we made homemade hummus with a vegetable wrap. The hummus was taught by a refugee.
- ❖ I smiled to a woman she smiled back. I smiled to a man he smiled back. I smiled to a man he gave me a wink. Suddenly - if you smile - the whole world smiles back to you.
- ❖ I said a prayer coming from the heart for all those refugees out there!
- ❖ I watched Welcome, a film about a Kurdish boy from Iraq trying to get to England to be with his girlfriend who gets stuck at Calais with other refugees
- ❖ Using information on this and some other websites, I designed a quiz about refugees and asylum seekers. I'm going to use it to put my local Amnesty group through their paces at our meeting tonight.

Our Simple Acts:

- [1. Cook a dish from another country](#)
- [2. Tell a child a story from another country](#)
- [3. Watch a movie about refugees](#)
- [4. Do a quiz on refugees](#)
- [5. Say a little prayer for me](#)
- [6. Read a book about exile](#)
- [7. Sign off your email with a note about refugees](#)
- [8. Find five facts about refugees](#)
- [9. Find out who you REALLY are](#)
- [10. Visit a Refugee Week event](#)
- [11. Smile :O\)](#)
- [12. Learn to say a few things in a new language](#)
- [13. Have tea with a refugee](#)
- [14. Share a song](#)

- [15. Join a big action campaign in support of refugees](#)
- [16. Share your sweets](#)
- [17. Give a book about refugees as a present to someone](#)
- [18. Define the word "Refuge"](#)
- [19. Take a picture of you and your pro-refugee banner](#)
- [20. Play football with refugees](#)
- [21. My Simple Act](#)
- [22. Find one big or small thing that was created by a refugee](#)
- [23. Find an object that tells a story about migration](#)

Challenges

- Turn Simple Acts into a school engagement programme, which involves a training module for teachers and a support network for creative sessions in class. New funding applications will be going out this autumn.
- Some schools and individuals completed Simple Acts but did not register their acts on the website therefore the total number of completed Simple Acts is much higher than registered on the website.

Recommendations

- A strategy for Simple Acts to keep the campaign fresh and improve chances of securing funding should be developed.
- While still encouraging more schools to register their acts on the website we need to be looking for other ways of evidencing the use of Simple Acts in schools.
- Ways of making it easier and quicker for individuals to register completed Simple Acts should be explored. We are exploring costs of developing a mobile phone app.
- Approaching more partners who could take on Simple Acts campaign within their education programmes.
- Invite an advisory group of experts who could support us in developing Simple Acts in schools etc.
- Update and refresh the website

Other Major Developments

Counterpoints Arts

Refugee Week has become part of a new organisation, Counterpoint Arts, which was established in May 2012. Counterpoints Arts is a creative hub producing projects by & about refugees and migrants. The Projects include Refugee Week, Celebrating Sanctuary London, Platforma - arts and refugee network and the Simple Acts educational programme, as well as a range of other projects such as Moving Worlds Film Festival, One Stop Doc and Learning Lab, which are produced by a team of colleagues from Dublin, who are now also part of Counterpoints Arts.

In June 2012 Jess Linton came in to post as Refugee Week UK Coordinator.

New Partner Organisation



British Future is a new independent, non-partisan thinktank seeking to involve people in an open conversation, which addresses people's hopes and fears about identity and integration, migration and opportunity, so that we feel confident about Britain's Future.

British Future aims to engage those who are anxious about cultural identity and economic opportunity in Britain today, as well as those who already feel confident about our society, to identify and develop workable solutions to make Britain the country we want to live in.

Read more at: <http://www.britishfuture.org/>

Conclusion

It has been noted by the Refugee Week partners, regional coordinators and various organisations working with refugees in the UK, that cuts have severely affected the sector. This has meant that there is a decreasing number of services, community organisations and individuals working directly with refugees and asylum seekers, which is also resulting in a reduced capacity to engage in Refugee Week.

Nonetheless, having seen another year of dynamic events and activities taking place, it is important for us to keep motivating and supporting our partners, coordinators, volunteers and supporters. This seems to be achieved most affectively through the arts and cultural activity. We also note the importance of being on hand as a central team for supporting promotion, use of the website and using our knowledge and contacts for linking networks. We will ensure that we support and value the community groups working on the ground on localised activity. Regional activity continues to be alive and active and our strategic approach to celebrate and value the contributions of refugees living in the UK today seems to be appreciated within local communities and forms the focal point of much activity as well as media coverage, with individuals and communities relating to the news and stories which is relevant or close to them geographically or emotionally. Nonetheless Refugee Week also recognises that we need to think carefully about our media approach for 2013 to ensure that we are engaging National press and media.

It will be essential that Refugee Week as a UK-wide initiative continues to be supported by its current partners in order to ensure it continues building on its previous successes. New partnerships should also be constantly identified and created.

The marketing campaign received fantastic feedback again this year, in terms of design, the concept linked to London 2012 and the impact of our reaching over 1 million viewers through our tube campaign. The marketing and media planning process with partners and coordinators aims to inspire all involved through being inclusive and facilitating the opportunity to play with a number of concepts and approaches suggested by key individuals working in the field such as our strong operations group.

The operations group has supported Refugee Week immensely this year, with a particular development being in the social media approach and raising the presence of Refugee Week through twitter and facebook. The social media group should continue to meet to plan a succinct and strategic approach for Refugee Week 2013.

Refugee Week can also build on the strong networks that our partners have established and make greater use of a wider network for promoting Refugee Week and raising awareness of current issues surrounding Refugees and asylum seekers in the UK in active and creative new ways.

Refugee Week continues to build on the Simple Acts campaign as well as Platform to promote Refugee Week opportunities and the valuable work that the arts and other cultural activity can have in raising awareness, inspiring debate, giving a voice to current issues regarding refugees and asylum seekers.

Securing funding for all of these projects will be crucial in order to maintain our work into the future, looking for funding sources wider than our partners and core funders. This may be most achievable through developing our own new strategies such as in-house education programmes or the CSL events.

We would like to thank everyone who contributed to this evaluation through sending back their feedback and evaluation forms.

Appendix

Additional Reading

If you would like to read the full Media Coverage Report (produced by The Children's Society, June 2012) and the Celebrating Sanctuary London 2012 report please contact jess@counterpointsarts.org.uk.

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 supported by the following organisations:

1. Amnesty International UK
2. British Red Cross
3. Children's Society
4. Refugee Action
5. British Refugee Council
6. Scottish Refugee Council
7. Welsh Refugee Council
8. Student Action for Refugees
9. City of Sanctuary
10. UNHCR
11. Freedom from Torture
12. British Futures