

2019 HIGHLIGHTS

THE
GREAT
GET
TOGETHER

21 - 23 JUNE 2019



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FROM MOMENT TO MOVEMENT

The Great Get Together is at the heart of **The Jo Cox Foundation's** vision for a nation of strong compassionate communities in a country which is both proud of its diversity and celebrates the things we have in common. It takes place every year on the weekend of Jo Cox's birthday in June and grew out of an outpouring of goodwill that followed her murder in 2016.

Great Get Together events are as diverse as the people who make them happen. There is no 'one size fits all'. Anyone can take part and events can be large or small, based around food, sport, music or anything else, with people you know or those you don't.

This was the third year for *The Great Get Together* and it signalled an important shift from an annual event to a year-round movement powered by thousands of community champions nationwide who believe - as Jo did - that we have more in common than that which divides us.

This nationwide community of groups and individuals are forging meaningful connections through *The Great Get Together* as a vehicle to tackle local issues from knife-crime, to loneliness, to inter-faith projects.

A GROWING MOVEMENT



IN 2019

720,000
people took part in

11,000
events

Participation more than doubled in 2019 with an estimated 720,000 people taking part in more than 11,000 events.

Celebrations took place in every corner of the country, stretching from Orkney to Jersey and from Lowestoft to Derry-Londonderry.

Regional initiative launch events helped inspire more get togethers across England, Scotland, Wales, and Northern Ireland.



UNITING THE COUNTRY

Even at the best of times the country can feel divided and disconnected. A recent survey conducted by The Mirror found that 81% of Britons felt the country was divided.

The Great Get Together is a chance to bring communities together and celebrate all that we have in common. It is also an opportunity to meet new people from different backgrounds and with different views.

From everything you tell us, we know that The Great Get Together can make a huge difference to communities and help people feel a real sense of belonging:

71% of those surveyed said The Great Get Together helped unite their community

51% of attendees said that they met someone new

71% told us that The Great Get Together helped them feel less lonely

66% felt more hopeful about the future

A NATIONWIDE COMMUNITY

The Great Get Together is powered by thousands of volunteers representing every region of the country. Every year, more people step up to bring their communities together.

One quarter of Great Get Together attendees said they felt inspired to host their own event. **More than three quarters** of Great Get Together organisers told us they plan to do so again.

This year, we focused on empowering these amazing individuals as part of our nationwide More in Common community. We provided more training and event support than ever before:

Organiser Training Day

More than 60 of our most engaged organisers were invited from every corner of the country to a full day of learning and knowledge-sharing at Facebook's headquarters. Attendees shared best practices, learned how to host more impactful events, and received coaching on how to tell their personal stories.



Event Packs

Our free event packs - which include bunting, invitations and posters - are the most requested resource and this year we produced 1,600: doubling the previous year's amount.

Toolkits

We also created an in-depth Organiser Toolkit that provides guidance on increasing the diversity of events and creating experiences that build bridges across communities.



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WORKING TOGETHER

The Great Get Together brings together a diverse array of partners to deliver our 'more in common' message to new communities. This year, we developed bespoke partnerships with more than thirty organisations.

Breaking Boundaries, a Youth Sport Trust initiative

Breaking Boundaries empowers youth organisers to unite their communities through cricket. With cricket World Cup games happening over the Great Get Together weekend, we came up with the idea of hosting "Tea20" events and helped Breaking Boundaries organisers to build bridges in their communities.



The Women's Institute (WI)

The WI collaborated with us on a digital toolkit that helped their membership get involved in The Great Get Together on a national scale. The toolkit included custom crafts like gingham brooches and an original cookie recipe.

The Royal British Legion

The Great Get Together is a vehicle that can be used to tackle a range of issues, and the RBL felt it was ideal to help their membership combat loneliness and reach out beyond their own communities. We produced co-branded event toolkits that included a Get Together pledge.



SPREADING THE 'MORE IN COMMON' MESSAGE

Britons didn't have to attend The Great Get Together to receive our 'more in common' message. Traditional and digital media helped us reach even more people between the initiative launch in April through to the weekend in June:

- 33 million** unique social media users reached
- 59.4 million** impressions earned
- 636** print, online, and broadcast pieces published
- 80%** of coverage came from media outside South of the UK
- 18%** increase in social media conversation over the previous year
- 43%** increase in media coverage over the previous year

A poll conducted by Populus after the initiative weekend confirmed that our message was cutting through:

- 83%** of people said they felt positive about The Great Get Together
- 71%** said 'It helped unite the community'

Major Coverage

Join a street party this weekend for The Great Get Together



The Great Get Together, held annually on what would have been the 45th birthday weekend, is a great example of how community events can bring people together in the best of times and the best of times. They can be anything from a street party to a single barbecue, a game day at school assembly, or a visit to a local club or pub. We've got lots of ideas on what you could do in your own area.

THE TIMES

Mais elle s'est jouée, grâce à ce projet ambitieux. Cette fête de 45 ans, une fois de plus et avec beaucoup de succès, a été organisée dans le meilleur des mondes possibles, pour célébrer la vie de la défunte. Les événements ont été organisés dans tout le pays, du 11 au 13 juin. La cérémonie d'adieu du Great Get Together, une multitude de manifestations (jeux, repas, concerts, compétitions sportives, activités artistiques, etc.) destinées à rassembler des milliers de personnes, a été organisée par le projet Great Get Together de Jo Cox le 11 juin à 17h30, avec à l'ordre du jour 45000 personnes.

Le Monde

Thousands across world to gather for murdered MP Jo



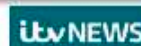
Next weekend, when we should have been celebrating Jo's 45th birthday, we will be united in The Great Get Together. There are things going on all over the country as people and communities can connect through all kinds of events, such as picnics, street parties and sports days.



Since the murder of MP Jo Cox there have been two nationwide Great Get Together days, with the third to be held in various locations across the country next weekend.



Great Get Together events to mark what would have been Jo Cox's 45th birthday



London comes together in memory of Labour MP Jo Cox



Next weekend Jo's family will lead the Great Get Together, a nationwide effort to combat loneliness in her memory.

The Great Get Together, June 21-23. Go to greatgettogether.org for info.



YOUR STORIES

We are a very diverse street and it was great to sit, eat and hear each others stories. It was so great to share food and be a welcoming community.

- Wendy from Newcastle upon Tyne



My highlight was a neighbour in his 80s, whose wife has recently gone into a nursing home. He eventually left us after 11pm. What a success! We have invited him to start watching our sons play football as we can collect him, provide a chair, and take him home again afterwards. All the community vowed to do more for David.

- Fiona from Stockport

There was genuine new conversations and communications between people divided by a river and in two very different parts of Leeds. - **Martin from Leeds**

Ladywood has received a lot of adverse press recently, due to a horrific street murder. We countered this with a Great Get Together street party attended by over 350 multi-racial people. It was amazing to see a millionaire having a cuppa with a homeless refugee, Muslims talking with Jews, Sikhs talking with Hindus, and young talking with elderly. - **Andrew from Birmingham**

There was a real sense of people helping bring communities together. A Muslim gentleman from Eccles came after seeing it on Facebook, and brought along an Albanian family. - **Laura from Widnes**

A young lad came in and was asked if he would like to come and join us and he declined. A little later he came back and said he had changed his mind and asked if it was too late. He sat and chatted with one of our library friends and actually needed help so we have been able to put him in touch with an organisation that can help. - **Helen from Norfolk**

Our event was in the library and we had a small group with two vulnerable people in it. One had had severe anxiety, but by the end of the session she was chatting away. - **Seth from Lydney**

THANK YOU FOR ANOTHER GREAT GET TOGETHER

HOW YOU CAN JOIN IN:

SIGN UP ON OUR WEBSITE

You'll find resources, guides, and more at
www.greatgettogether.org

CONNECT WITH US ON SOCIAL MEDIA

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MARK YOUR CALENDAR FOR OUR 2020
CELEBRATION ON JUNE 19-21



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