



/together

THANK YOU DAY

REVIEW | AUGUST 2021

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INTRODUCTION

In March 2021, /together published our foundational report: Talk/Together. The consultation asked nearly 160,000 people what could unite us as a country. One of the key ideas that came through was the creation of a UK-wide day that celebrates our communities and brings people together.



As well as being something the public genuinely wish to see happen, the idea has a long pedigree and stems from a sense that the UK has been historically poor at creating regular moments that unify and connect. France has Bastille Day, the US has Thanksgiving, but we don't have a counterpart.

The Together Coalition, as a diverse cross-sector coalition, and with important media partnerships is in a unique position to add both scale and reach to such an idea, accessing communities that might not otherwise attend nationally-organised community activities, and would most benefit from the initiative.

Following the suggestion in talk/Together, we tested some propositions for a community day this year through 7 hour-long groups with a mixture of moderate people of all ages and demographics from different regions of the UK. Participants all spontaneously said they would like to take part in a UK-wide community day. They told us that names such as 'Neighbour's Day' felt too prescriptive, and that it was far more powerful, coming out of the COVID-19 crisis, to build a "Thank You Day". After all, we all have someone to say thank you to.

Together, hundreds of organisations set about building the first national Thank You Day on Sunday 4th July 2021 - harnessing our huge desire to say personal thank you to everyone and everything that helped us through the COVID-19 Pandemic, and giving the public the opportunity to demonstrate that thanks by meaningfully connecting to their communities.

Our Aims For Thank You Day

- To engage millions of people in the day and through it create opportunities for meaningful social connection, especially across lines of difference
- To ensure that this is a day that everyone feels belongs to them, it's not owned by Together or any other entity. We want to crowd in activity
- To particularly engage those groups who are traditionally less likely to take part in such an event
- To use the day to build a narrative of what connects us and to encourage people to reach out beyond our usual bubbles
- For the day to be an engagement tool for partners and public to bind them into the wider campaign
- To pilot the idea of community connectors to see what does and doesn't work, with a view to building a fuller proposition for 2022.
- To help to share best practice through the coalition about how to build successful and impactful moments.
- To establish a foundation for future advocacy around making the day an annual bank holiday.

CREATING THANK YOU DAY

To become a national moment, Thank You Day had to reach from a UK-wide conversation right down to individuals on the ground. With this in mind, we created ways to engage with the day at 4 levels: as individuals, as communities, nationally and in organisations. This approach was key to building a moment that everyone felt they had a stake in.

Individuals

When Thank You Day was launched, it was important that it did not feel 'top-down'. Working through partners of the coalition, we reached out to 13 individuals with powerful stories of thanks and connection to their communities, and from all backgrounds and geographies to officially 'propose' the day. They started to do this from April 2021 (the 'Phase 1' launch), working through their own networks, a Thank You Day Facebook Group, and through local media.

By the time the media launch (the 'Phase 2' launch) for Thank You Day happened on 10th May 2021, the proposers (four of the 13 highlighted below) had collectively galvanised tens of thousands of members of the public to support the day, and headlined both local and national media coverage in every part of the UK with their own powerful stories, alongside high profile individuals and celebrities.

EMMA



Emma is a 16 year old Explorer Scout from the North West. She's been involved in Scouts since the age of 6 and it's been a very significant part of her life. During the summer of 2019, Emma attended the 24th World Scout Jamboree in North America that shaped her into the person she is today. Whilst lockdown brought face to face meetings to a halt, Emma took it upon herself to run sessions on Zoom every week for her Beaver Scout section.

GAVIN



"I think Thank You Day is a great idea, during the last year there were many negatives, many dark times, and moments of sorrow, but as always there were people stepping in and stepping up to offer hope. Many people went unnoticed, and many people did over and above to be a light during the dark times. Young people endured a time like no other and for these reasons I want to take time out and say THANK YOU!"

MAY



May is Modern Matron for Education and Escalation Interim Modern Matron for Respiratory Medicine University Hospital Coventry and Warwickshire. On December 8, 2020, May gave the first Covid vaccination in the world (outside of clinical trials) at University Hospitals Coventry and Warwickshire.

LAURA



Laura is a Northampton-based freelance writer and community activist who got to know her neighbours through The Big Lunch in 2017. This #ThankYouDay Laura would like to thank her neighbours for their friendly smiles and waves, notes through the door and gifts on the doorstep during this (very challenging) year. It's made a huge difference and she's so grateful to them all for being there for each other.

Communities

Virgin Media O2 Together Fund

We built a collaboration with VMO2 to launch a 'Together Fund', to work through Neighbourly to distribute grants of **£1,000 to 400** small charities in communities throughout the country to support and celebrate community spirit, belonging and togetherness on and around Thank You Day. This was taken from a concept to launch within 3 weeks, which was quite a remarkable turnaround.

It led to many small local organisations who we would not have otherwise been able to reach getting involved in Thank You Day, and we have since followed up with them all to engage them in the Together Coalition more broadly. It also shows the impact of using a major, cut through event such as Thank You Day to invite and encourage funding to be channelled into grassroots organisations.



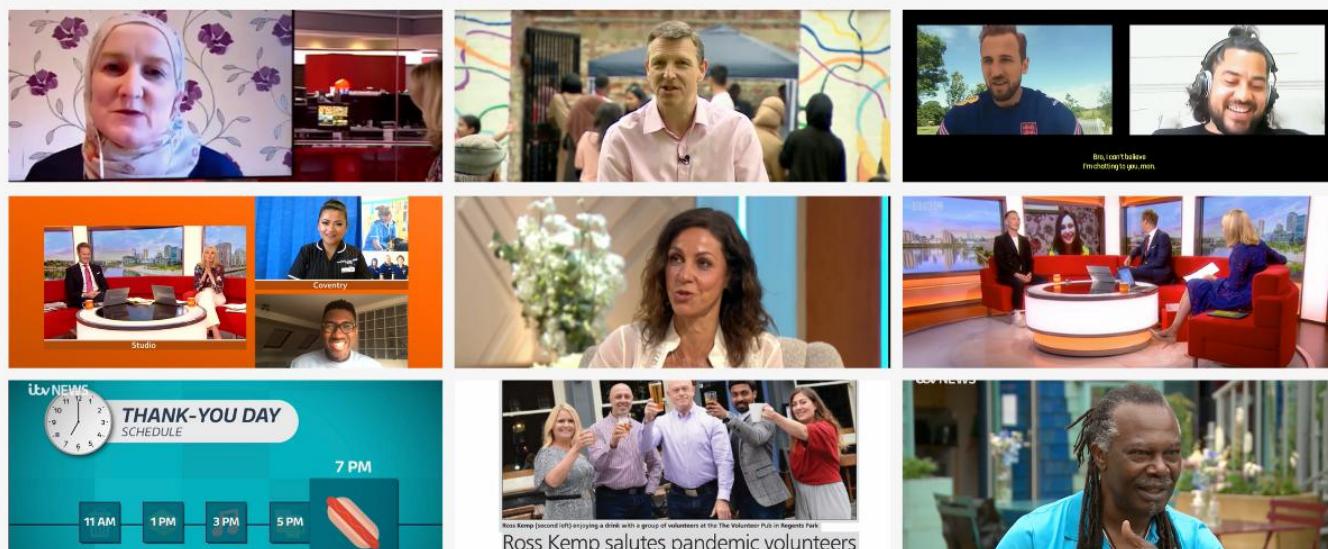
Charities in receipt of the VM02 Together Fund

Nationally

Working with partners across the four nations and through our media partnerships, we created a number of national 'moments' throughout the day that people could unite around. This wasn't about being prescriptive, but about giving people ideas, a sense of what is possible with a day like Thank You Day, and a feeling that they were 'joining in'. Each moment was curated as a mass activation - something that every member of the public could get stuck into and organise themselves, without having to rely on external community infrastructure.

These moments spanned the whole day, from a sporting activation at 9:00am to a BB-Thank-Q (see what we did there?) at 7pm, each spearheaded by a celebrity spokesperson. There really was something for everyone, and meant the media could latch onto an element of the day that suited them.

Our media partnerships with the Sun, Mirror and ITV meant we were able to reach communities nationally who might not normally take part in community events, and at a local level.



Organisations

We worked with and spoke to hundreds of organisations to bring Thank You Day to life. From those who helped us get reach such as Rotary Great Britain and Ireland, 38 Degrees, Facebook and Avaaz, Marie Curie, the National Citizens Service & the Scouts, to those who helped us curate incredible opportunities for and on the day such as Together with Music, UK Music & Universal Music Group, Freuds, Wimbledon and Marks and Spencer - this truly was a coalition effort.

With the support of coalition partners, we were able to create specific activations that worked for, and highlighted the diverse range of sectors supporting Thank You Day.

MUSIC

- We worked closely with UK Music, Universal Music Publishing, Making Music, Together With Music and Hal Leonard.
- Together With Music, a national, intergenerational programme led over 500 community choirs and schools to sing outside care homes and hospitals across the country.
- Thank You Day Single 'Don't Stop - Christine Mc Vie, Fleetwood Mac was re-recorded by The Feeling, Sophie Ellis-Bextor, Jamie Cullum and friends in support of National Thank You Day. It was featured on almost every broadcast and elevated the coverage we received.
- Individuals and groups have notable permission to upload their recording of the track, to Facebook and YouTube.



SPORT

- Harry Kane, Gary Lineker, England Rugby, Premiership Rugby, Jamie Murray, AELTC, LTA, Sport England, UK Sport & 90+ National Governing Bodies came together to invite people to take part in the day
- Mr Motivator (Derrick Evans MBE) hosted an hour-long mass exercise session.
- The AELTC and the LTA jointly delivered 'Middle Sunday Opened Up' free tennis activity on the public tennis courts in Wimbledon Park.
- Park Run invited their membership to a special park run and picnic on Thank You Day.
- Community sport events included football & basketball tournaments; wheelchair races; community runs; walk, talk and picnic in the park; bike sessions; outdoor dance in the street event and taster triathlon sessions



ENVIRONMENT

- Keep Britain Tidy and a host of environmental groups including RSPB and Forestry England joined forces to ask the public to join them in an hour-long national litter pick as a way of saying thank you to our green spaces and parks in 'Power Hour': A country-wide hour long clean-up to say 'thank you' to our green spaces and parks.
- Keep Britain Tidy and the Great Outdoor Co who arranged a Litter pick on Wimbledon common with the Scouts, The Conservation Volunteers and the Wombles.
- Due to the flexible nature of the activation, the ability to carry it out during the COVID restrictions, and that climate is a point of unity for everyone made this activation extremely popular across the sectors.



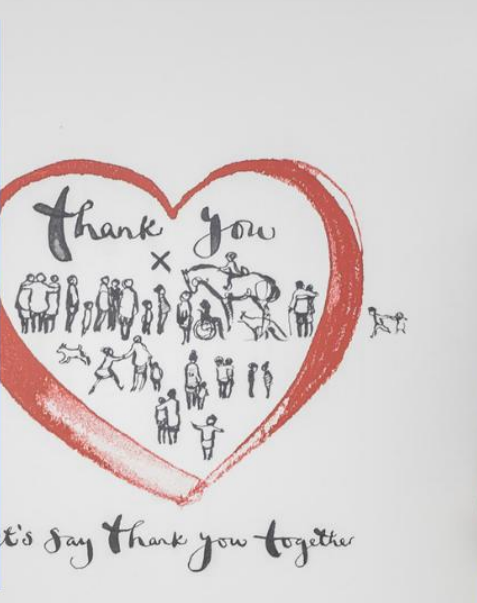
BIG LUNCH

- Working with partners Eden Project Communities, we promoted the Big Lunch as a lunchtime activation for Thank You Day.
- Laura, one of the Thank You Day proposers (pictured in checkered dress) was also a Big Lunch Ambassador and did incredible promotion of the event with features across local and national media.
- Ainsley Harriot promoted the Big Lunch for Thank You Day too.
- We promoted the Big Lunch Pack as a resource for both the lunchtime and the BB-Thank-Q event as an incredibly well-produced resource including guides on street closures and more.
- We funded a Big Lunch event in Cornwall to support the evaluation of Thank You Day.



SCHOOLS

- We worked with our Education network, which covers all the major school networks in the UK, and can access the majority of schools.
- Votes For Schools created an open source assembly for schools to introduce their pupils to the day - downloaded over 3000 times.
- We worked closely with M&S and Freuds to create a national thank you card signed by schools across the UK. The card was presented on the first day of Wimbledon with local pupils and tennis stars.
- The card is now housed at the People's History Museum in Manchester
- The activation encouraged children across the UK to think about who they are thankful for, and present this on their school gates.



VOLUNTEERING

- We worked closely with the Royal Voluntary Service to create a moment dedicated to engaging and thanking Volunteers: "Cheers for Volunteers".
- RVS successfully built a Thank You Day Party pack, with guides for how to throw a street party, and a box that groups to apply for which included guides, bunting, plates, knives, forks cups etc. Providing a moment that was dedicated to thanking volunteers without a specific 'ask' or recruitment drive, was hugely important for the day.
- Ross Kemp hosted an online pub quiz on RVS' 'Virtual Village Hall'
- The Duchess of Cornwall also took part in the 'Cheers' on Thank You Day



FOOD

- We worked with Scouts, and developed a new partnership with NCS Trust to bring to life a 'BB-Thank-Q' activation for the evening of Thank You Day.
- With Levi Roots as our spokesperson, we were able to create a different feel for the BBQ activity, bringing people together to celebrate the many different cultures who use BBQ in their cuisine. Levi released 3 special recipes for the day.
- Hundreds of Scouts and NCS groups held BB-Thank-Qs on the day all across the UK.
- No. 10 Downing Street hosted a BB-Thank-Q with Prime Minister Boris Johnson, young people from Scouts and NCS as well as RVS volunteers.
- BB-Thank-Qs featured on Sunday Morning Live and in the BBC evening Bulletin on the day.



FAITH

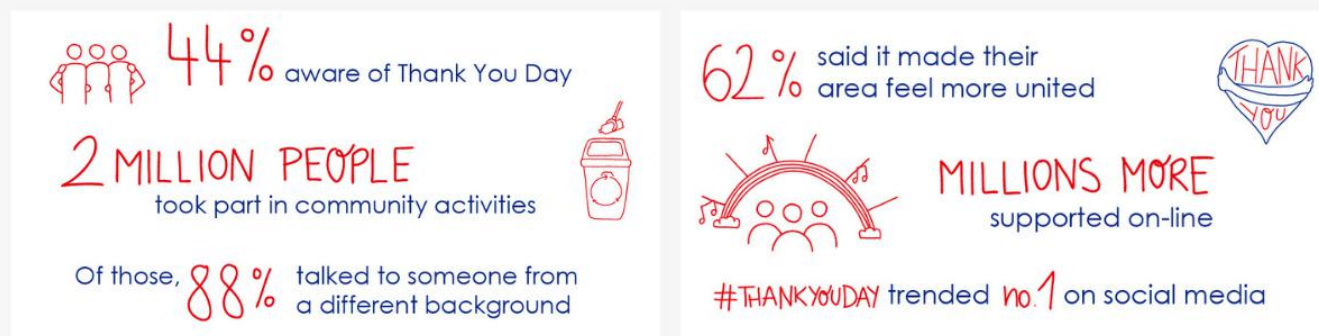
- We worked closely with Julie Siddiqi from Together We Thrive and YourNeighbour.org to reach out to faith groups across the UK.
- 27 different faith groups got involved and thousands of events were organised.
- An interfaith party kicked off Thank You Day at 9am outside a local church with speakers and representatives from all faiths, police, local authorities and at 2pm an interfaith gathering hosted in the symbolic ruins of Coventry Cathedral
- Imams in Mosques around the UK included Thank You Day in their sermons, Churches thanked their congregations and volunteers, Jewish and Muslim women organised picnics together in locations across the UK.



ON THE DAY

On 4th July 2021, Thank You Day arrived. And after many months of laying the groundwork, it was remarkable to see it build its own momentum throughout the day and become completely organic.

Topline Statistics

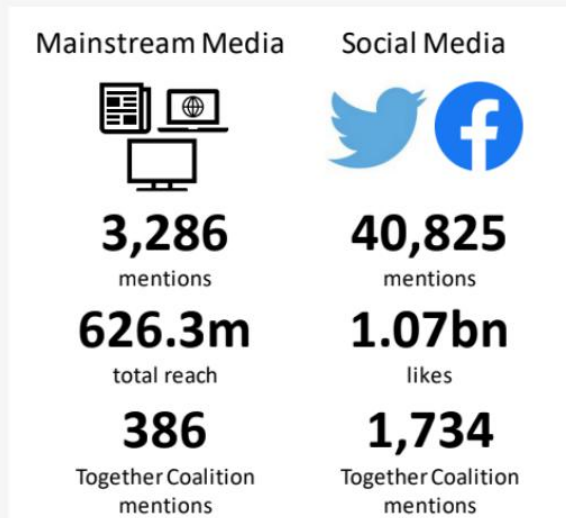


Awareness

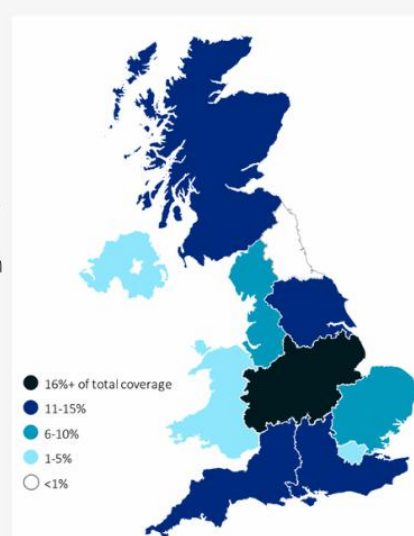
Polling by ICM indicates that an incredible 44% of the UK population were aware of Thank You Day. We entirely credit this to the support of the day's partners, and the media teams at The Together Initiative and partner organisations, who were able to nurture close relationships with both national and regional media to ensure they were able to reach all sections of society.

branding and messaging for Thank You Day in a way that meant they could curate what was useful for them. The result was a hugely successful campaign on social media up to and on Thank You Day.

Through the build up to, and on Thank You Day we gained thousands of pieces of coverage in the media. We were able to place coverage in every major national newspaper, with particularly strong coverage in The Sun and The Mirror.



Regional media coverage was considerable, but varied throughout the United Kingdom, with 16%+ of total coverage in the Midlands, and Scotland, Northern and Yorkshire, the Southeast and the Southwest. Coverage was lighter in the North East, London, Wales and Northern Ireland.



We grew the digital presence of Thank You Day through a bespoke Thank You Day microsite, which we built independently from the Together website. This was important to protect the white-label nature of the campaign, but also meant we were able to quickly and easily supply partners, public and any other interested party with the

Participation

On the day over 2 million people took part in a Thank You Day community event, and a further 2.5 million people knew someone who took part in an event, even if they didn't take part physically themselves. From litter picks to picnics, we saw a huge variety of activity taking place. We also know that tens of thousands of people engaged with Thank You Day online with the #ThankYouDay hashtag trending for 8 hours on 4th July, hitting the No.1 spot 4 times throughout the day.

Covid Restrictions

On 14th June, the Government announced that Covid restrictions due to lift on 21st June would continue into July. We were always aware this was a risk, and the vast majority of those planning their Thank You Day events had already built in contingency plans for this eventuality - from reducing numbers to postponing, there were a large number of events affected. 5.4% of the British population were aware of a Thank You Day event that had been postponed or cancelled due to the shifting coronavirus restrictions (Big Lunch Research, 2021).

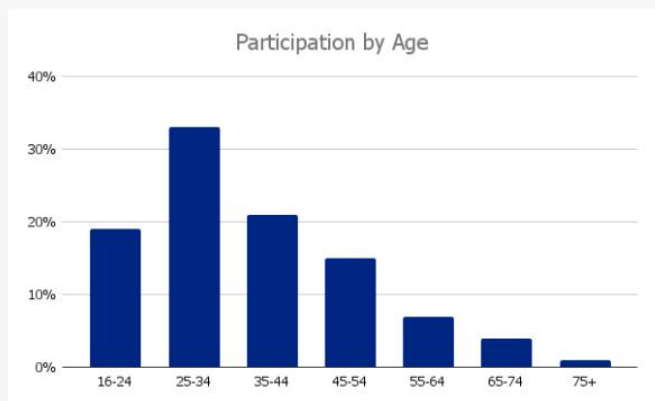
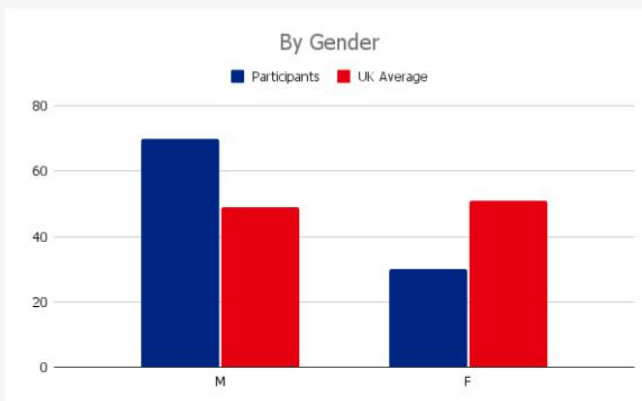
Whilst the shifting restrictions undoubtedly reduced the number of participants in the first Thank You Day, it did also produce some interesting positives. With the enforcement of smaller numbers of people gathering together, feedback from the pilot areas and through our partner survey indicated that this was welcome, particularly for attendees who didn't know anyone else at the event, or who hadn't been to a community event before. The smaller gatherings helped people to feel welcome and better able to talk to different and new people at the event.

Who Took Part?

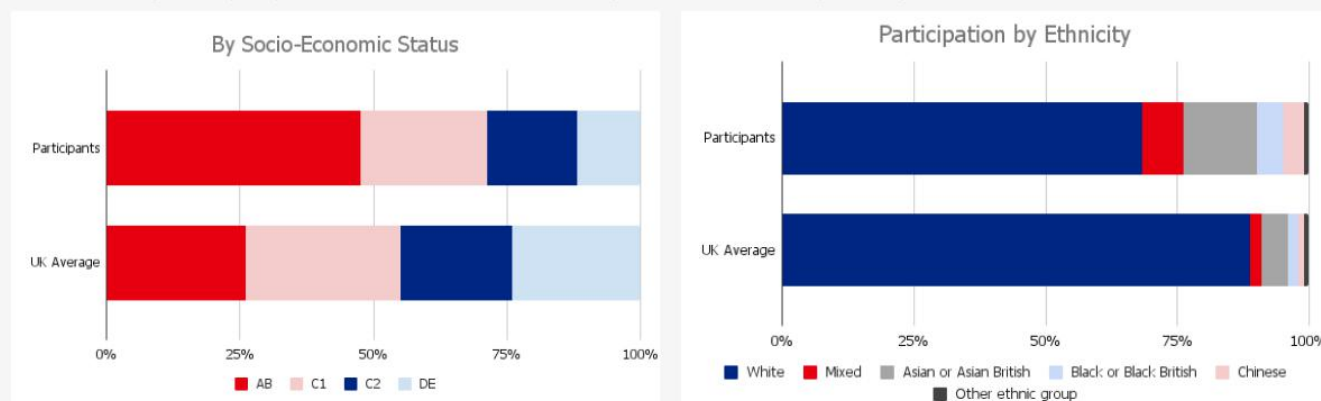
Regardless of the impact of the Covid restrictions, it was clear from those who took part that we had good reach into different communities. Thank You Day 2021 was the biggest activation the Together Coalition has organised so far, and it's interesting to see how mass awareness plays out into participation.

“...volunteers were very positive about the day and sentiment of the day, however restrictions meant there weren't as many physical events as we hoped.”
Comment from Partner Survey

“In small numbers it is much easier to get to know people, and it's much nicer to get to know people”
Attendee at Pilot Event



Interestingly, **70%** of Thank You Day participants were men, with only **30%** being women. This gender split is echoed across all community events held during the Month of Community in June-July, and we'll be exploring why this might be the case. When asked if they would participate in a future Thank You Day, the gender split is **62%** men, and **38%** women. We were able to reach across all age ranges, with the highest proportion of attendees being in the 25-34 age range.



Participation across socio-economic classes shows that more people from a higher socio-economic background (AB, C1) took part than those from lower socio-economic backgrounds (C2, DE). This demonstrates the need for initiatives like our community connectors in future which we hope to equip lower socio-economic communities with the support to take part in community events in future.

Participants in Thank You Day were ethnically diverse, with the proportion of non-white participants **20%** higher than the UK average.

IMPACT OF THE DAY

Bridging and Bonding

For Thank You Day and all our public activations, we are keen to create opportunities for 'bridging' and not just for bonding. Bonding refers to connections made with others within a group or community whereas bridging is between social groups, social class, race, religion or other important socio-demographic or socio-economic characteristics.

Creating opportunities for communities to build bridging connections in positive situations can reduce prejudice and discrimination, and ultimately help us achieve our collective aim of kinder, closer and more connected communities.

Findings from Thank You Day are promising in this regard, both through the ICM polling and through our pilot projects which give us a rich insight into what happened on the ground.

88% of Thank You Day attendees met someone from a different background to themselves at the event, and **47%** said they were now more likely to speak to their neighbours after having attended the event. These poll findings are echoed in the pilot areas, where **90%** of attendees met someone new and **45%** said they'd stay in touch after the event.

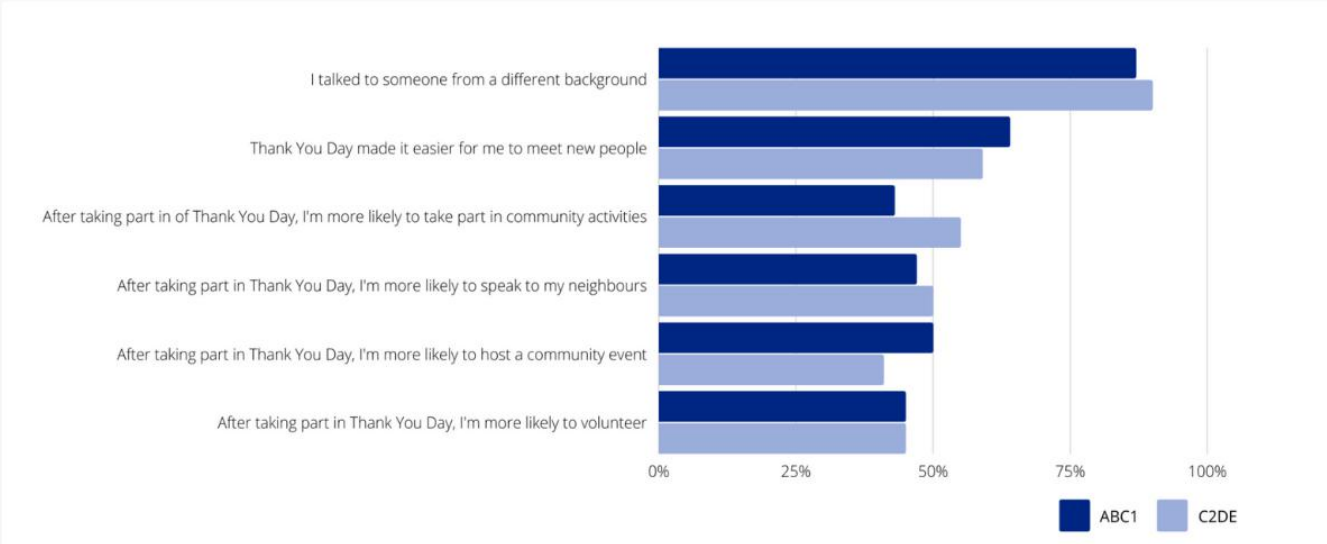


“We had conversations with people and learnt so quickly that we had things in common, just by sharing a small bit of our own history”

Attendee at Pilot Event

Knowing that Thank You Day was both able to create bridging connections, and to involve those previously excluded from similar events is extremely encouraging for our future campaigns. It demonstrates the potential for our campaigns to reach into new communities, as well as the impact a small amount of funding can have on increasing that reach at a community level through community connectors.

Indeed, what is particularly encouraging is that, according to the polling, 20% of people who said they feel excluded from their local area attended a Thank You Day event. This was even more significant in the pilot locations, with 40% of attendees never having attended a community event in their area before.

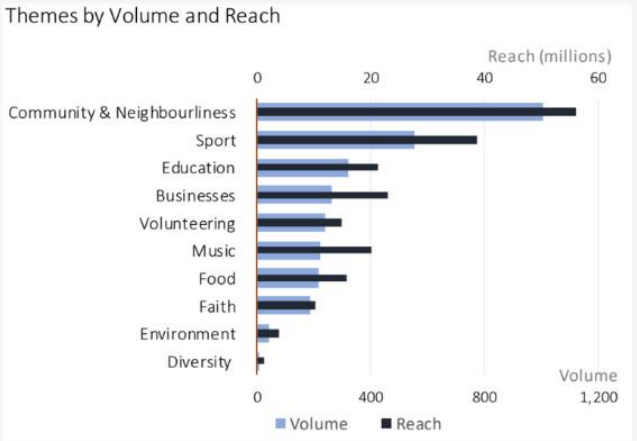


Unifying Narratives

We tested a number of different ideas for this national moment before landing on Thank You Day. And the frame of 'Thank You Day' worked incredibly well. It set a tone for the day that resonated well with communities - looking at the pilot areas, for many, the reason they held their community event was primarily because they wanted to celebrate and say thank you to their community in a public way, with connecting their community as a secondary consideration.

A theme arising from the evaluation of the community connectors was that the flexibility of the theme meant that groups were able to create unique ways of saying thank you. They were given impetus to engage groups in the community that they might not normally invite to events like this - for example, pilot events

thanked local suppliers and businesses, GPs and pharmacists, full-time carers and volunteers as members of their local community. Likewise, it was a topic that resonated with our partners, with 30% saying it was one of the main reasons they took part.



Growth of a Movement

None of what Thank You Day achieved would have been possible without the support of partners and grassroots organisations. Throughout the course of building Thank You Day, the number of official coalition partners grew by **50%** to **384** - a movement of organisations putting their name and weight behind what Together is collectively hoping to achieve.

We are working with Virgin Media O2 and Neighbourly.com, and doing proactive outreach on social media to invite the 400 charities who received funding for Thank You Day to become partners too.



KEY LEARNINGS

Thank You Day is not the silver bullet for kinder, closer and more connected communities, and we should not paint it as so. We know that Thank You Day, and campaigns like it that we run as a coalition, are about giving people excuses to connect that build opportunities for connection and community engagement in the long-term. One Thank You Day is unlikely to make a huge difference to our cause in the long term, but regular moments with sustained engagement pre and post campaign will move us closer to our goal.



Flexibility vs. Too Much Choice

We intentionally did not hold the concept of plans close to our chests, but proactively encouraged individuals, community groups and organisations to take and adapt the concept in the way that best suited them. Many were pleasantly surprised by this as they were not used to being encouraged to work in this way, and anecdotal feedback received is that this played a major role in extending the scale and range of those who ultimately took part in the day. There was sometimes a gap between people expressing interest and actually doing something, but this was largely a consequence of continued unease about lockdown restrictions and our limited central capacity to manage relationships through to completion. However, the production of guidance, tools and assets, which we placed on the neutral Thank You Day website and shared with interested partners to give them a starting point from which to start planning, helped significantly.

Coalition Profile and Reach

Together's USP is the scale, breadth, depth and profile of the coalition we have built, and it is something that we knew would be critical in ensuring Thank You Day had the impact we hoped it would. In previous campaigns we had built, from Christmas Together to the National Day of Reflection, we had learned that what was critical in building such campaigns was the ability to exhibit existing momentum. And this was proven to be the case. The profile of the Steering Group, chaired by the Archbishop, alongside the hundreds of organisations involved in the Coalition, was important in giving us credibility to engage new partners at relatively short notice.

Importance of Momentum

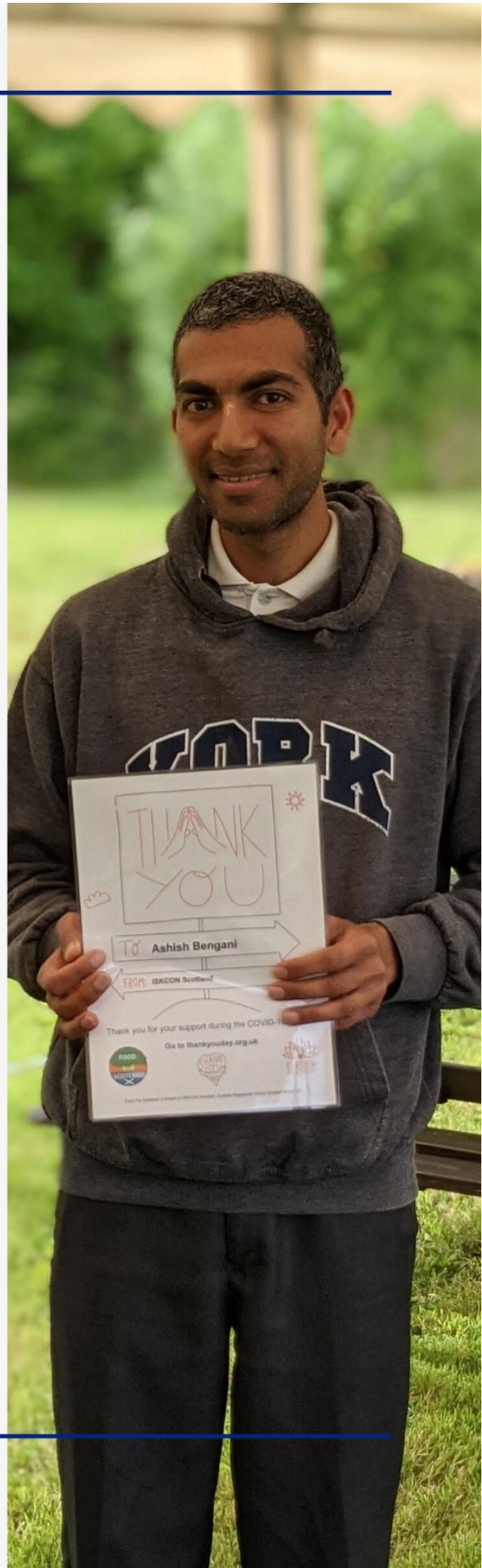
We worked proactively with key partners and sectoral groups in the coalition to build core activations for the day itself. This proved important to showcase the sense of momentum that was building and inspire others to get involved and to provide some structure with a series of optional set piece moments for communities to take part in throughout the day. What we underestimated was the merits of cross pollination, to give each group and aspect of the campaign the very real sense that all the work they were doing was part of something bigger. The cross-sector nature of what we are building is key, and being able to point to what was already in the works and what other organisations were doing was critical in inspiring others to get involved. We need to continue to optimise this sense of 'FOMO' in future campaigns.

Opportunity Rich; Capacity Poor

We are clear that in all we do, our aim is not to build a command and control structure but to create assets, ideas and opportunities that people can use in their own sectors, communities and organisations. But ensuring that this happens and achieves the broadest engagement and greatest impact possible, significant coordinating capacity is required around major moments we embark on. This year, as a new organisation with a core team of five, we were limited in capacity to manage the plethora of relationships and make the most of all the opportunities that presented. In future years, we will look to bring on board additional central coordinating capacity to support this. In the long term, as the day takes on a life of its own and becomes embedded in the national consciousness, we hope that this will be less necessary, but over the next few years we know this will be crucial.

Limited Lead Times

A key challenge we faced was also the short time frames we were working on this year. While the engagement we were able to achieve and the impact we were able to create was strong, we know that in future years, longer lead times will enable far greater engagement from partner organisations. From our post-day evaluation conversations, we have built an indicative planning grid to give us a clear sense of what these timelines are for different sectors.



APPENDIX 1

Evaluation Methodology

ICM Unlimited interviewed **2,005** GB adults aged 18+ online from 25–28 June 2021 (W1) and **2,008** GB adults aged 18+ online from 7–9 July 2021 (W2). Data were weighted to be representative of GB adults by age, gender, region and socio-economic characteristics including SEG. ICM Unlimited is a member of the British Polling Council and abides by its rules. The topline results can be found in [Appendix 2](#).

Kantar Media captured and analysed the media and social media generated around Thank You Day, both qualitatively and quantitatively, and have produced a full report which can be found in [Appendix 3](#).

Alongside a series of bilateral conversations with a wide range of stakeholders, we rolled out a Questionnaire to individuals and organisations to ascertain their views about Thank You Day,

how it went and what we could do better. The responses can be found in [Appendix 5](#).

Finally, working with our partner, Neighbourly Lab, we co-designed our methods for measuring impact with our partners on this project, who we know best understood the context and situation of their place. The M&E plan included 4 key stages:

1. Pre-TYD interviews with community organisers in each location
2. Intercept data collection on participation and connection
3. Post-TYD focus groups with community organisers, volunteers and participations
4. A community of practice workshop to share insights and feedback.

The full report from the pilot projects can be found in [Appendix 4](#).



APPENDIX 2

ICM Polling Topline

Nationally Representative Sample

Wave 1 (2,005)

Wave 2 (2,008)

THANK YOU DAY TOPLINE						
No. Adult Population: 51,220,471	Heard of TYD	Familiar with TYD	Never Heard of TYD	Took Part in TYD	Knew someone who took part but did not themselves	Did Not Take Part
COUNT	1383	828	1109	80	97	1768
ALL	44%	27%	55%	4%	5%	88%
No. Pop	22,537,007	13,829,527	28,171,259	2,048,819	2,561,024	45,074,014
M	37%	22%	54%	6%	7%	85%
F	33%	19%	56%	2%	2%	91%
18-24	40%	23%	51%	5%	14%	78%
25-34	44%	30%	50%	12%	10%	79%
35-44	32%	21%	59%	6%	6%	86%
45-54	26%	15%	63%	2%	2%	92%
55-64	31%	18%	55%	0%	1%	95%
65-74	35%	17%	54%	0%	1%	96%
75+	35%	21%	50%	1%	1%	91%
ABC1	37%	23%	53%	5%	6%	86%
C2DE	32%	18%	58%	3%	3%	91%
SCOT	33%	21%	58%	4%	1%	90%
WALES	35%	24%	50%	5%	6%	80%
ENG	35%	20%	55%	4%	5%	88%
CON	37%	22%	52%	3%	5%	87%
LAB	40%	26%	52%	6%	6%	86%
LD	40%	25%	48%	7%	7%	84%
SNP	33%	21%	57%	2%	1%	96%
GRN	36%	22%	53%	8%	9%	83%
OTHER	26%	16%	67%	6%	8%	86%
WNV	15%	5%	78%	0%	0%	92%
LEAVE	32%	19%	59%	4%	4%	89%
REMAIN	38%	25%	51%	5%	4%	89%
DNV	32%	16%	58%	3%	6%	86%

APPENDIX 2

ICM Polling Topline

Nationally Representative Sample

Wave 1 (2,005)

Wave 2 (2,008)

OF THOSE WHO ATTENDED:

	Talked to/met someone from a diff bkgrd at TYD event	Didn't meet anyone from a diff bkgrnd	TYD made it easier to meet new people	More Difficult	TYD made my local area more united	Less united	TYD made me feel optimistic about my local area	Pessimistic	More likely to take part in community activities	More likely to speak to their neighbours	More likely to host their own community events	More likely to volunteer
COUNT	144	14	103	9	102	7	102	7	76	78	78	73
ALL	88%	8%	63%	5%	62%	4%	62%	4%	47%	47%	48%	45%
No. Pop	1,802,961	163,906	1,290,756	102,441	1,270,268	81,953	1,270,268	81,953	962,945	962,945	983,433	921,968
M	87%	10%	61%	5%	57%	6%	57%	6%	45%	46%	48%	45%
F	89%	6%	66%	5%	74%	0%	73%	2%	50%	50%	46%	45%
18-24	93%	2%	61%	8%	64%	9%	64%	4%	35%	36%	33%	42%
25-34	96%	2%	68%	8%	65%	5%	67%	7%	44%	39%	56%	44%
35-44	88%	6%	67%	0%	65%	0%	62%	3%	58%	71%	60%	61%
45-54	59%	41%	50%	0%	55%	0%	43%	0%	70%	70%	46%	44%
55-64	69%	15%	44%	0%	44%	0%	28%	0%	60%	44%	15%	16%
65-74	53%	47%	22%	0%	22%	0%	22%	0%	22%	22%	22%	22%
75+	36%	64%	36%	0%	36%	0%	85%	0%	36%	56%	0%	0%
ABC1	87%	10%	64%	7%	66%	6%	68%	5%	43%	47%	50%	45%
C2DE	90%	5%	59%	0%	54%	0%	49%	2%	55%	50%	41%	45%
SCOT	100%	0%	82%	0%	89%	0%	59%	0%	19%	10%	17%	17%
WALES	90%	10%	49%	0%	68%	17%	59%	0%	64%	55%	32%	40%
ENG	87%	9%	63%	6%	60%	4%	63%	5%	47%	49%	51%	47%
CON	83%	14%	55%	0%	61%	4%	49%	4%	61%	65%	46%	46%
LAB	90%	5%	71%	2%	77%	0%	75%	0%	53%	48%	60%	57%
LD	94%	0%	79%	15%	56%	0%	62%	15%	20%	33%	28%	20%
SNP	100%	0%	73%	0%	100%	0%	61%	0%	0%	0%	27%	27%
GRN	92%	8%	49%	8%	28%	22%	61%	7%	20%	27%	41%	42%
OTHER	94%	6%	66%	20%	57%	20%	52%	20%	55%	53%	39%	30%
WNV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LEAVE	89%	11%	61%	6%	60%	3%	59%	4%	50%	50%	48%	40%
REMAIN	84%	9%	73%	2%	74%	3%	73%	4%	52%	56%	56%	55%
DNV	92%	3%	52%	9%	47%	11%	52%	5%	34%	29%	34%	39%

APPENDIX 3

KANTAR

/together

Thank You Day

Media Analysis Report
June - August 2021

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- E services@kantarmedia.com



Executive Summary



Mainstream Media



3,286

mentions

626.3m

total reach

386

Together Coalition
mentions

Social Media



40,825

mentions

1.07bn

likes

1,734

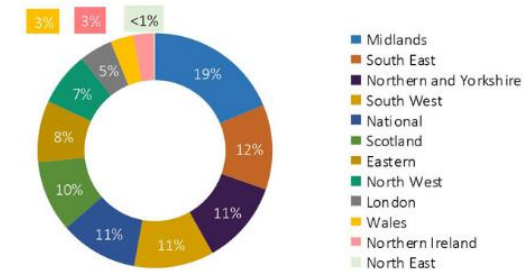
Together Coalition
mentions

The Thank You Day campaign garnered a total of 3,268 mentions on mainstream coverage, with a potential audience of 626.3 million people. Coverage peaked around the day of the event (July 4), with reportage from that day accounting for 44% of overall items. *BBC Radio Coventry and Warwickshire* was the most prominent source in terms of volume (69 items, 960,000 people), while *BBC1* was the widest-reaching, with 15 items having a combined potential audience of 73.5 million people.

Community & Neighbourliness was the leading theme of the campaign (1,005 items), with almost double the coverage of the second most featured, Sport (553 items). Wimbledon was the most mentioned event and corporate partner, with 342 items reaching an estimated 24.5 million people. Levi Roots led key people in mainstream coverage (166 items, 9.8 million people), closely followed by Ross Kemp (162 items, 10.4 million people).

The campaign also accrued 40,825 mentions on social media. The Power Hour litter picking event was the most mentioned event (206 tweets), whilst Wimbledon followed with 147 tweets. Footballers made for popular figureheads on social media, accounting for three of four leading key people.

Coverage by Region, Mainstream Media

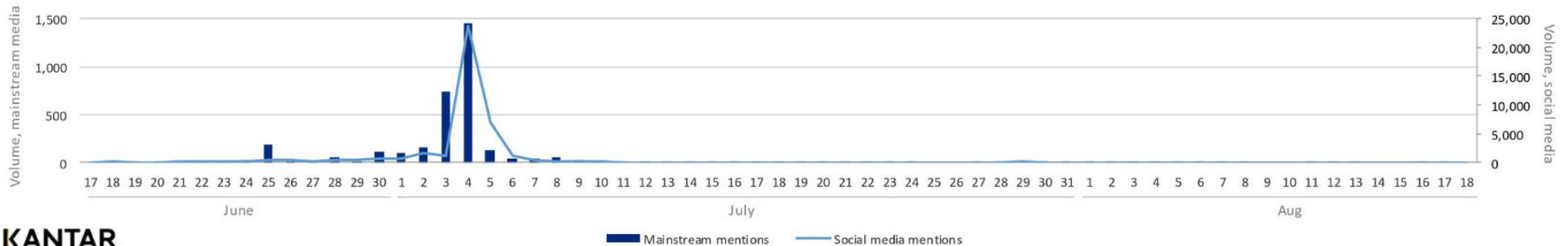


Google Trends

Google Trend for searches for "Thank you day", May 1 – June 30

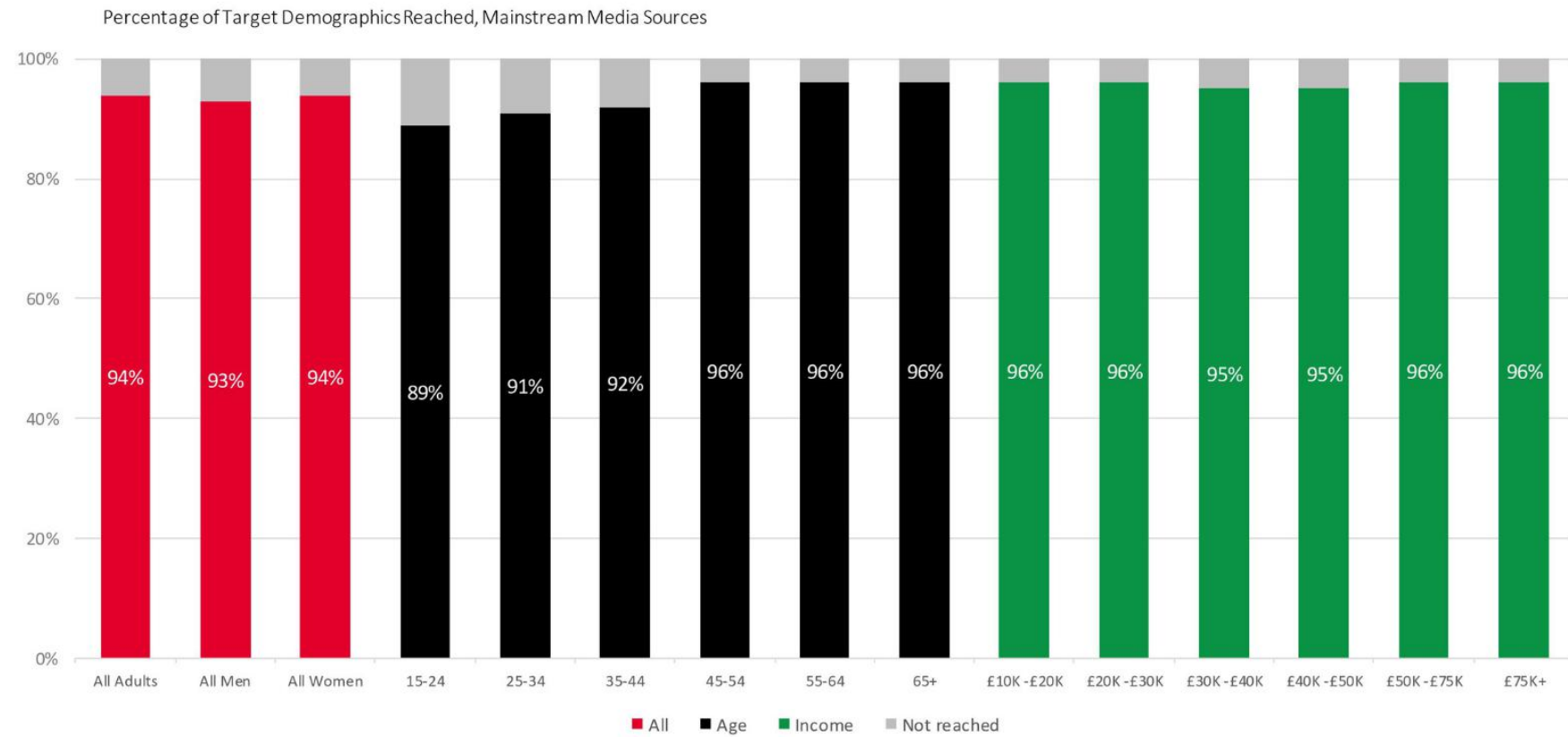


Monthly Trend by Volume (Mainstream and Social Media)



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Audience Analysis

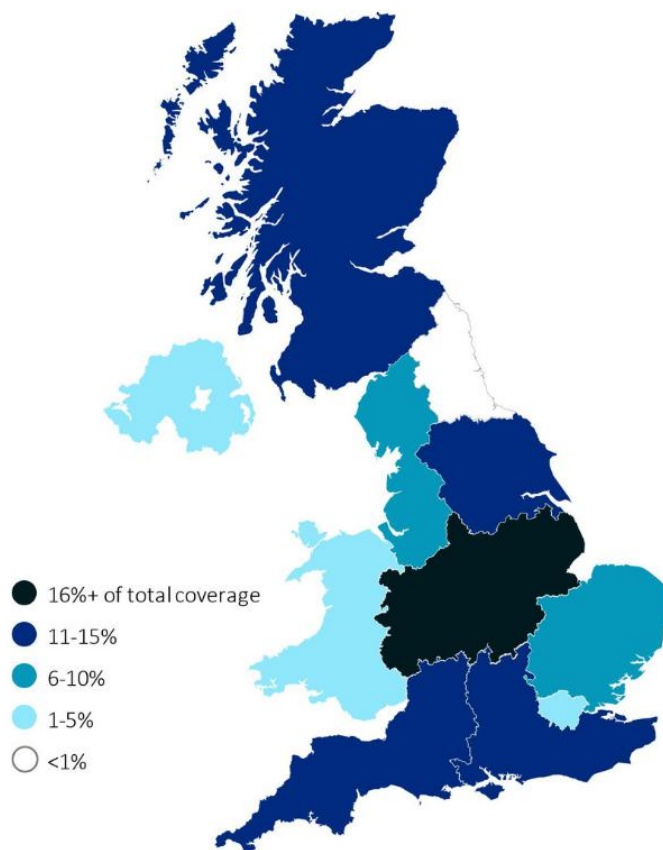


KANTAR

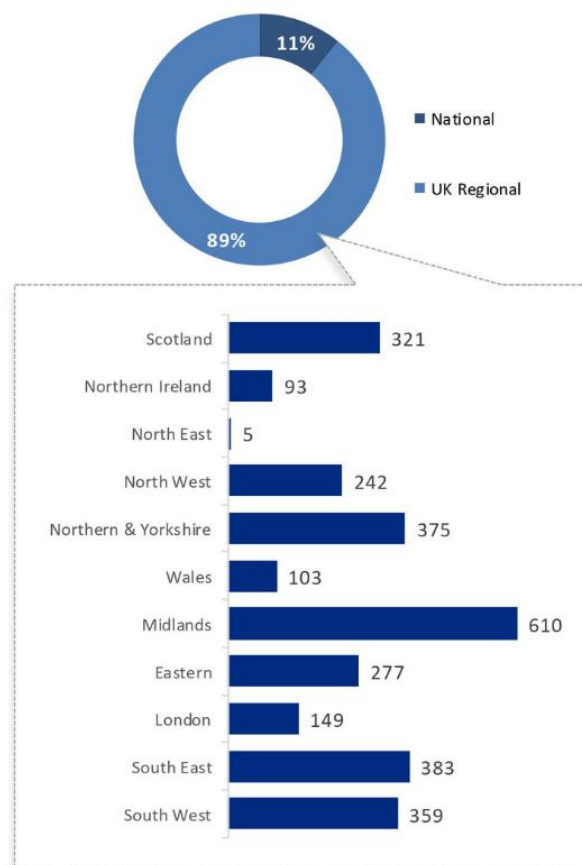
Regional Breakdown



Coverage by Region



National and Regional Coverage Breakdown

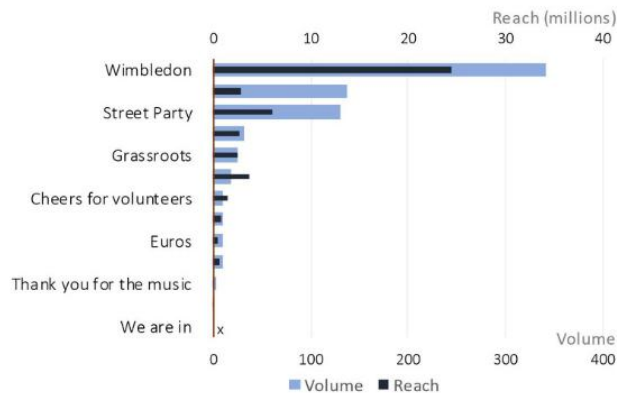


KANTAR

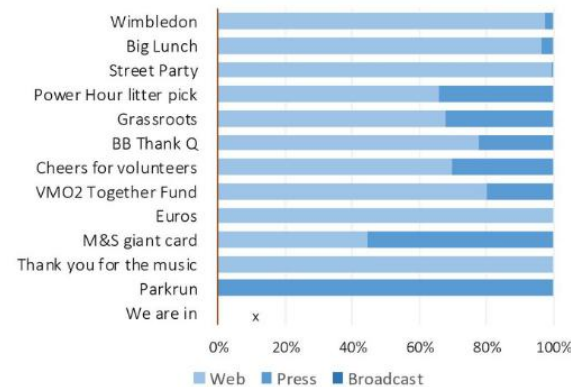
Events and Activities



Events and Activities by Volume and Reach



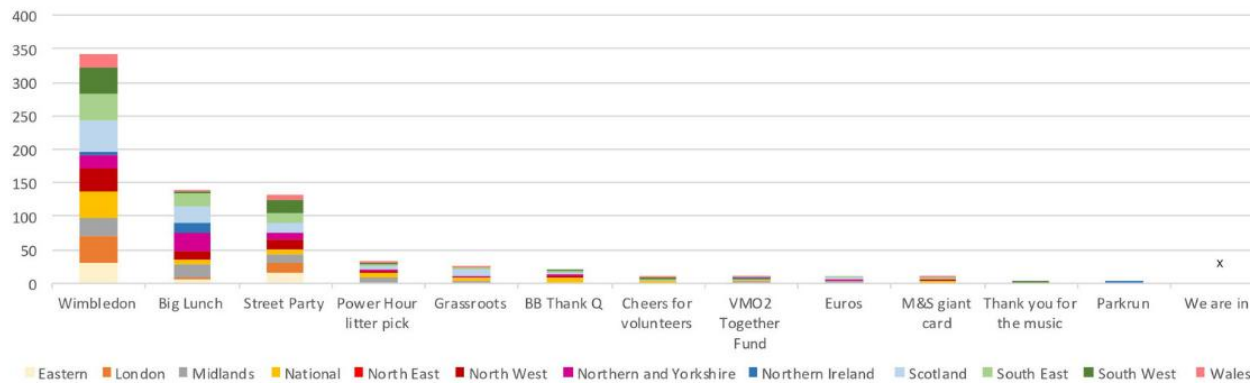
Coverage, % by Media Type



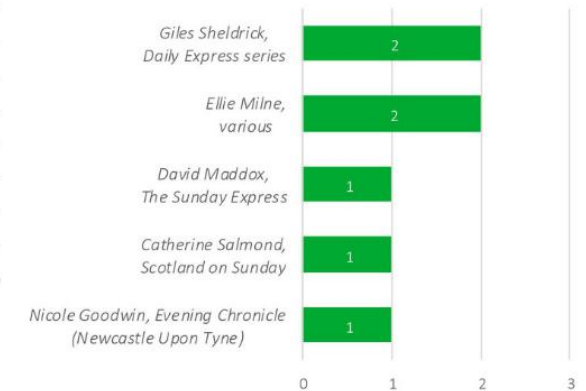
Top Sources, Event mentioned



Events and Activities by Region



Top Journalists, Event mentioned

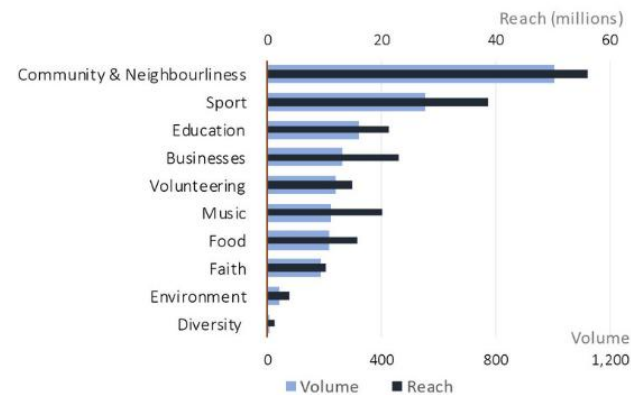


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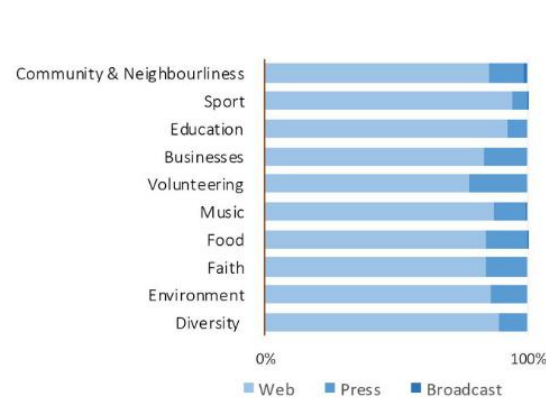
Themes



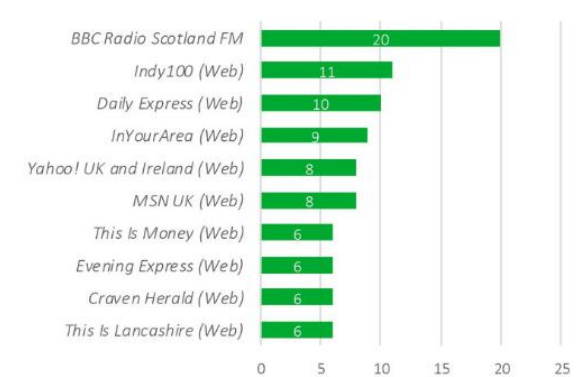
Themes by Volume and Reach



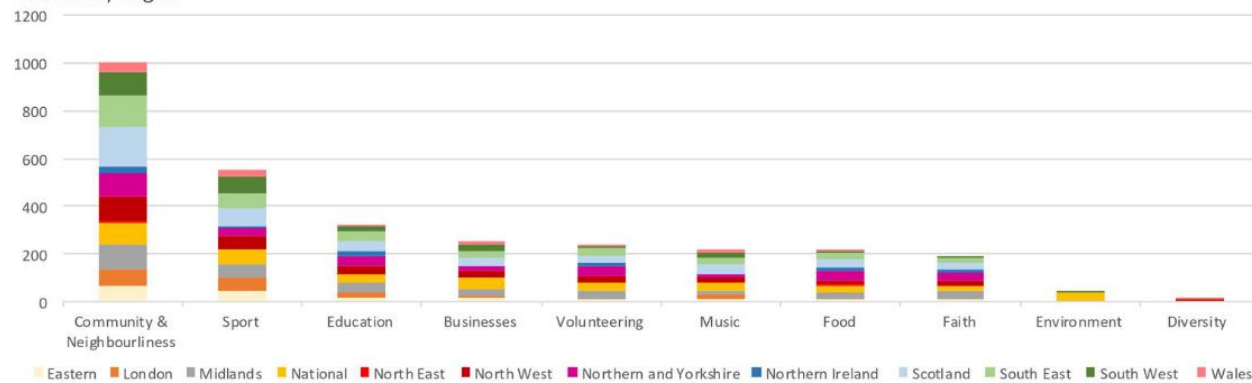
Coverage, % by Media Type



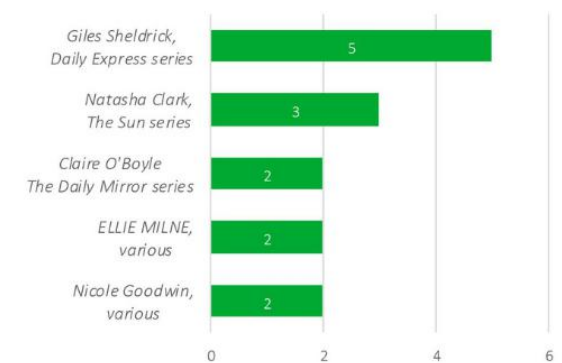
Top Sources, Themes Present



Themes by Region



Top Journalists, Themes Present

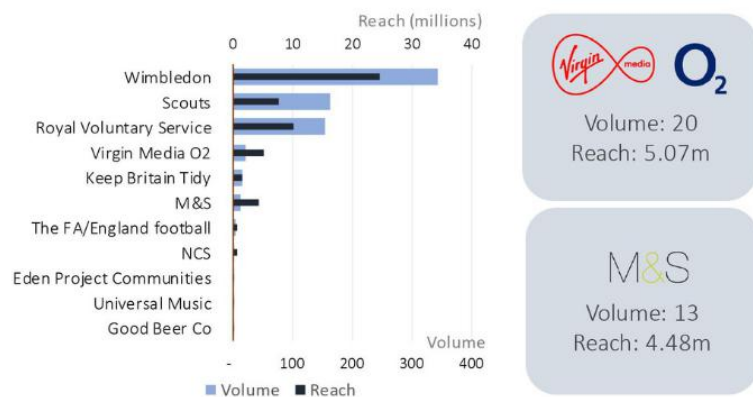


KANTAR

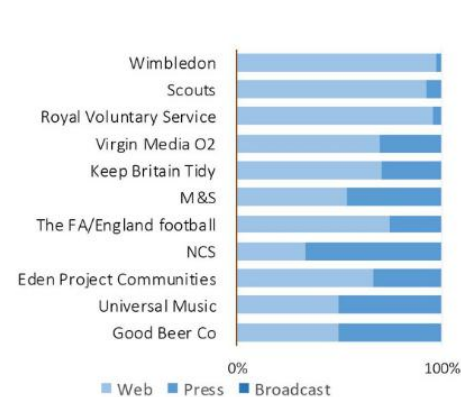
Corporate Partners



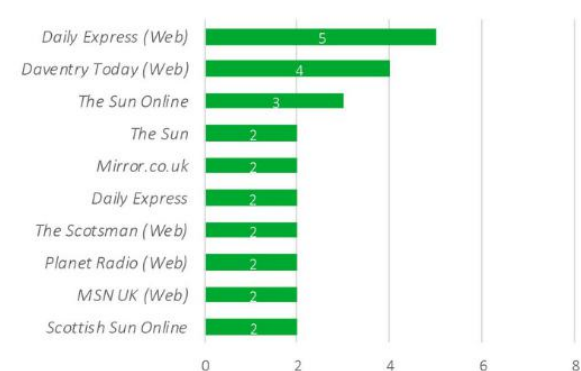
Corporate Partners by Volume and Reach



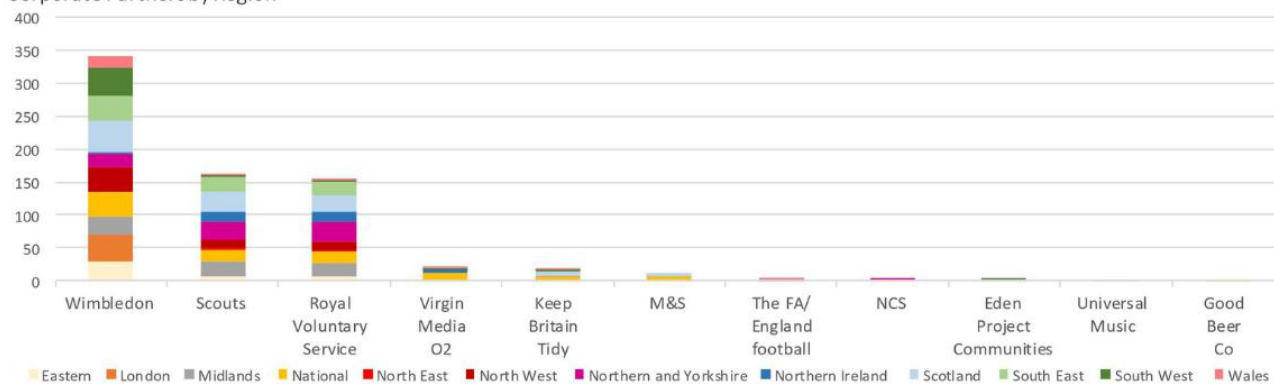
Coverage, % by Media Type



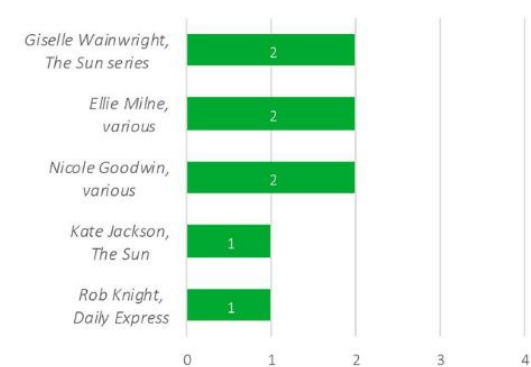
Top Sources, Corporate Partner mentioned



Corporate Partners by Region



Top Journalists, Corporate Partner mentioned

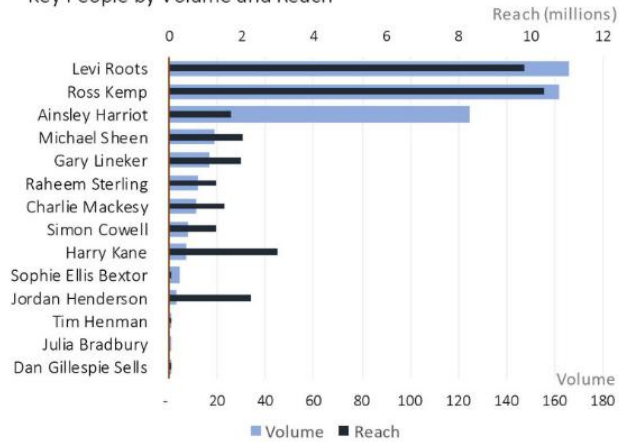


KANTAR

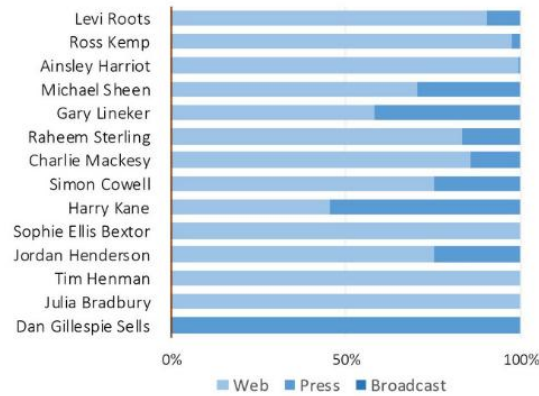
Key People and Activities



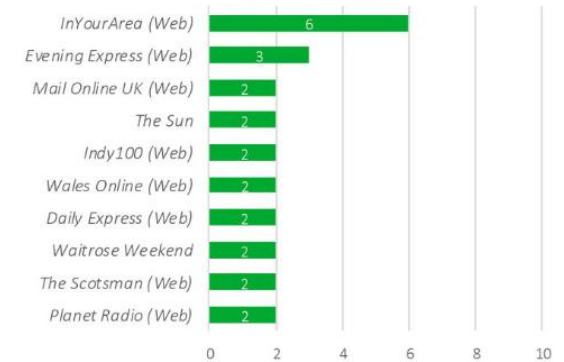
Key People by Volume and Reach



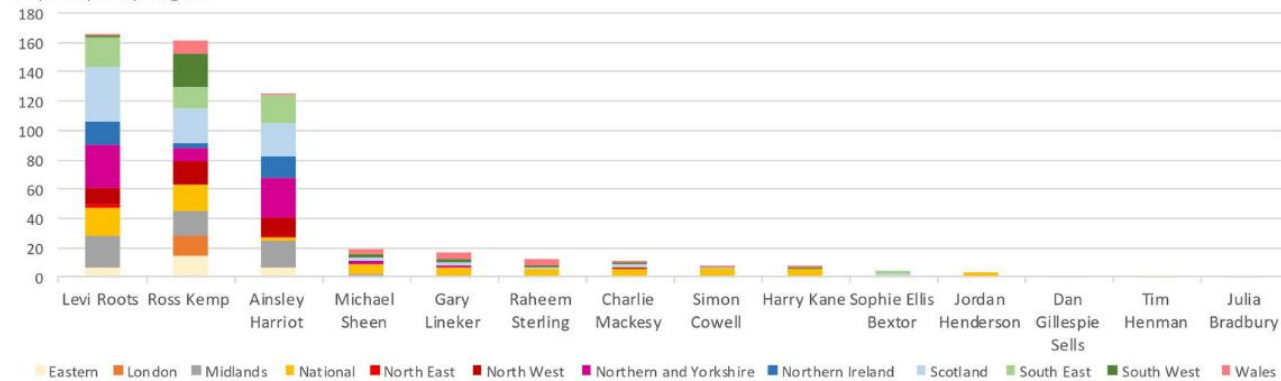
Coverage, % by Media Type



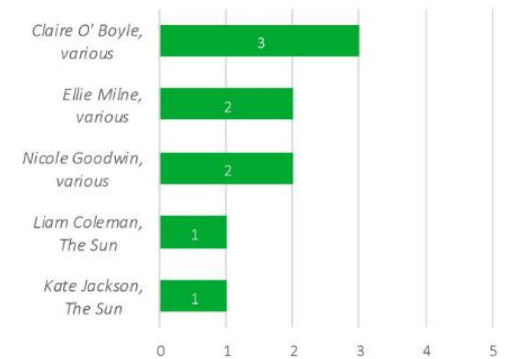
Top Sources, Key People mentioned



Key People by Region



Top Journalists, Key People mentioned



KANTAR

Corporate Partners – Spotlight on Marks & Spencer M&S



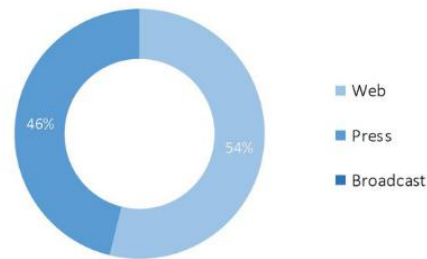
Volume and Reach

M&S

13
Total Volume

4.48m
Total Reach

Coverage, % by Media Type



Coverage highlights

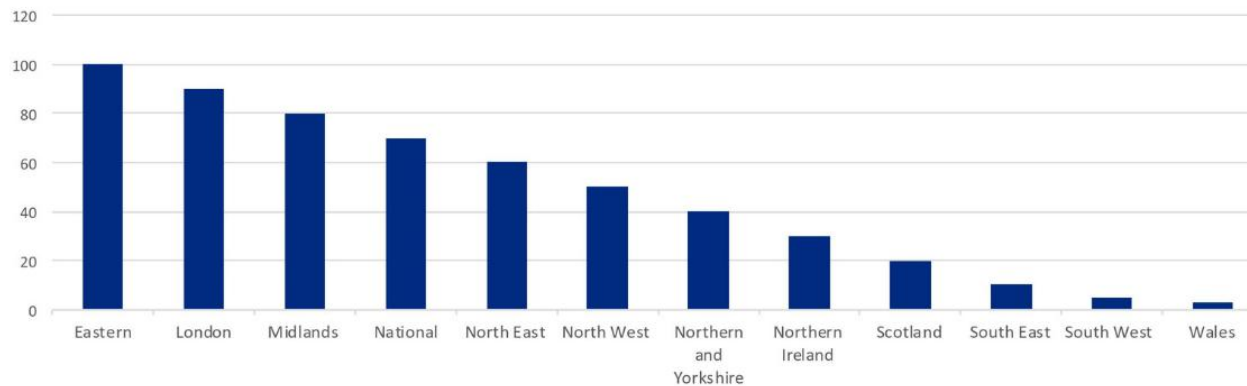
METRO

M&S is giving away free Colin the Caterpillar cakes today

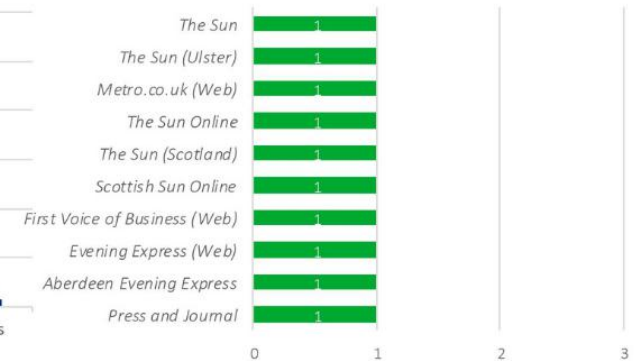
M&S wants customers to pick up a free mini Colin cake today just to show some appreciation.

The cakes will be available for free at all M&S cafes today only for Thank You Day.

Region



Top Sources



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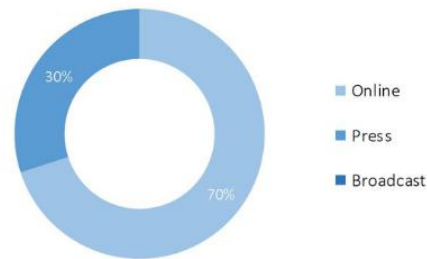
Corporate Partners – Spotlight on Virgin Media O2



Volume and Reach



Coverage, % by Media Type



Coverage highlights



THANKS FOR NOTHING Quarter of time Brits say thank you they DON'T really mean it, study says

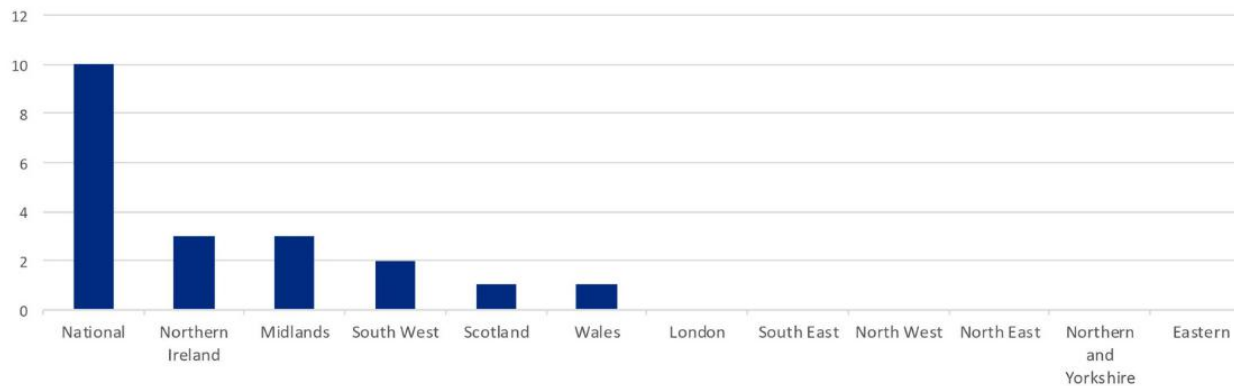
The survey was commissioned by Virgin Media O2, which has teamed up with etiquette expert William Hanson ahead of 'Thank You Day' on Sunday July 4, to create a guide on how to show gratitude.



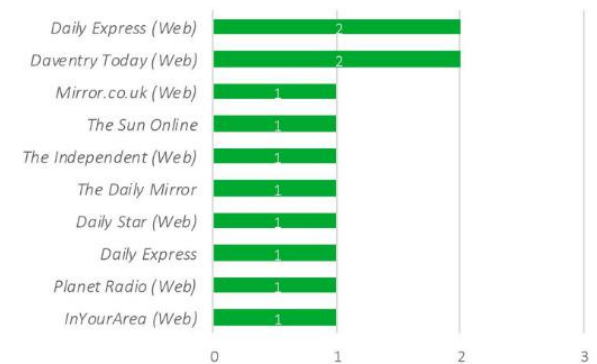
Brits don't mean 'thank you' a quarter of the times they say it, study finds

The research was commissioned by Virgin Media O2 ahead of 'Thank You Day' which takes place on Sunday July 4.

Region



Top Sources

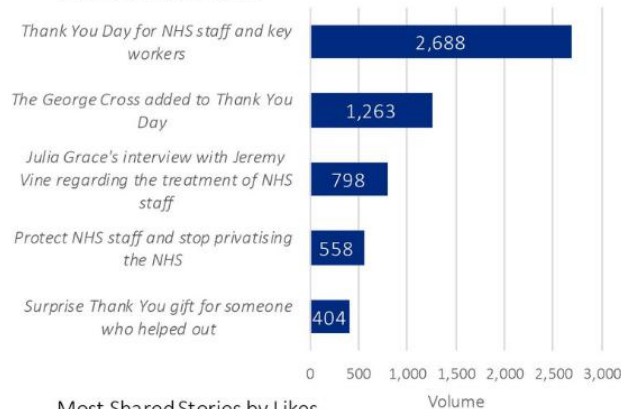


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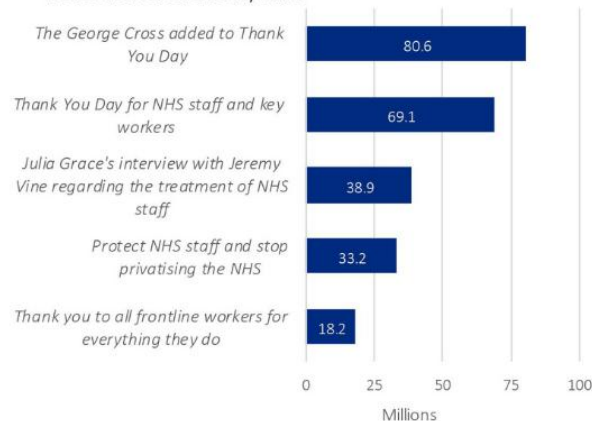
Social Media



Top Stories by Volume



Most Shared Stories by Likes



KANTAR

Top Key People



Jordan Henderson
Volume: 187
Likes: 11.1m



Sophie Ellis Bextor
Volume: 138
Likes: 3.8m



Raheem Sterling
Volume: 97
Likes: 5.4m



Harry Kane
Volume: 93
Likes: 3.5m

Top Events

Power Hour Volume: 206 Likes: 6.4m	Wimbledon Volume: 147 Likes: 15.1m
Big Lunch Volume: 75 Likes: 596k	Euros Volume: 69 Likes: 6.3m

Top Corporate Partners

 The FA/England Football Volume: 479 Likes: 22.4m	 Royal Voluntary Service Volume: 391 Likes: 13.4m
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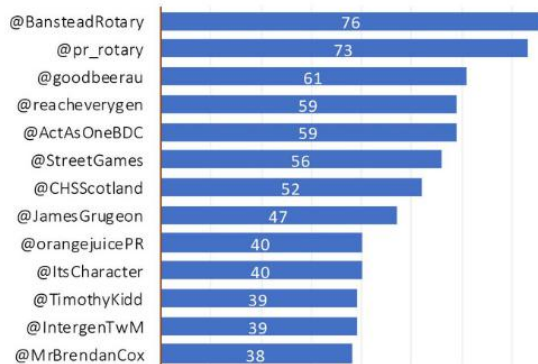
Social Media



40,825
Total Volume

1.1bn
Total Likes

Top Authors*



Top Hashtags

#ThankYouDay
Volume: 34,037
Likes: 877.7k

#NHSBirthday
Volume: 2,376
Likes: 70.8m

#OurNHSPeople
Volume: 666
Likes: 11.9m

#NationalThankYouDay
Volume: 426
Likes: 13.9m

#NHSPay15
Volume: 200
Likes: 11.1m

#allontheboard
Volume: 131
Likes: 4.5m

Top Tweets by Likes**

@BeckettUnite

Added to the clapping and the Thank You Day, is now The George Cross. Gestures have become insults. It's 15%; ending privatisation & bringing social care into the NHS, that we demand & deserve.

80.6m

@JujuliaGrace

Dear UK government, If you want to keep patients safe then: Protect NHS workers Support NHS workers Stop privatising the NHS #ThankYouDay

33.2m

@NHSMillion

Today is #ThankYouDay so we'd to say a massive thank you to the 1.3 million NHS staff and all the other key workers who have done so much for so many during the pandemic.

69.2m

@JujuliaGrace

Thank you so much to all frontline workers for everything you have done, and continue to do.

18.2m

@JujuliaGrace

This is my interview from the Jeremy Vine show earlier today

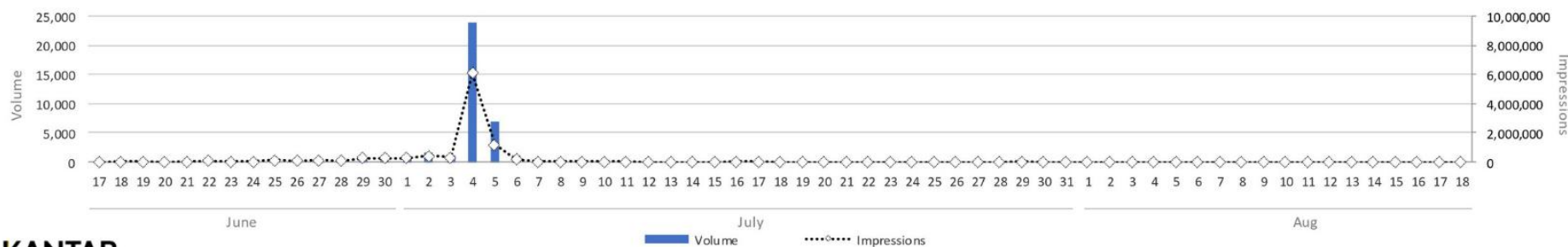
38.9m

@BorisJohnson

This evening I had the opportunity to meet and thank some of the fantastic people who have gone above and beyond to support others throughout the pandemic, including NHS workers, volunteers and charity leaders.

16.8m

Monthly Trend by Volume (Mainstream and Social Media)



KANTAR

*Authors excluded Together Coalitions owned social media accounts **Includes likes on all retweets

[illegible][illegible]

32

[illegible][illegible]

A word cloud for 'Thank You Day' featuring various terms related to the pandemic, community, and sports. The words are arranged in a circular pattern around the central text 'Thank You Day'. The words include: pandemic, @EnglandFootball, warm, saw, tall, heroes, community, ahead, would, life, Art, young, thanks, street, fre, Pri, tennis, ok, tel, Ahead, Club, Bradley, 4th, volunteers, Wimbledon, safe, part, people, mark, Litter, pub, led, Levi, Sunday, work, football, put, 5pm, set, Womble, run, and Thank You Day.

33

[illegible]

34

Understand People Inspire Growth

About Kantar

The Media Division in Kantar is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Kantar provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at www.kantar.com

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APPENDIX 4

Community Connectors Pilot Evaluation



AUGUST 2021

THANK YOU DAY COMMUNITY CONNECTOR PILOT EVALUATION REPORT



INTRODUCTION

This report sits alongside the broader evaluations that are taking place about Thank You day, which were not carried out by Neighbourly Lab. This report specifically focuses on the experiences and outcomes of the 10 pilot areas that were approached directly to take part in Thank You Day and were given an unrestricted grant of £2,000 courtesy of Virgin Media O2.

What we set out to do:

Neighbourly Lab were commissioned to carry out the evaluation of the pilot projects for Thank You day. Our aim for this evaluation was to explore broadly 'what worked' within the pilot projects so that the /Together coalition could learn and build on this for the future.

The evaluation was carried out in 3 phases during June and July 2021

1. Discovery individual depth interviews - before the Thank You day event (report under separate cover)
2. Intercept interviews- on Thank You day, at the event itself using the Makerble platforms (report under separate cover)
3. Post event focus groups and depths, after the event - with organisers, volunteers and participants (2 x focus groups, 3 x depth interviews) and post event questionnaires for those who could not attend the focus groups.

Whilst our remit was to look at what worked for the pilot projects, we think it is important to think about the pilots in the context of /Together's bigger aims of building kinder, closer and more connected communities and learn from their experiences, so future Thank You Days bring about more connection and reduce barriers to participation. The opportunities surfaced in this document focus on how to help Thank You Day stand out as a community event, that helps to increase people's sense of belonging and feeling part of their place.



EXECUTIVE SUMMARY

For a first 'Thank You Day' this was a great start and jumping off point for future hyperlocal events that focus on bringing people together. It clearly demonstrates the value of letting community

organisers and groups spend their grants flexibly and that coming together for a shared activity (doing / not just being) can help to build new connections with people and contribute to kinder, closer and more connected communities.

The theme, 'Thank You' was positive, relevant and neighbourly.

The theme of thanking people at a neighbourhood level felt apt, inspiring and important to all those who took part in the pilots events. Being able to bring people together safely, to give thanks for the efforts, care and support people have given to their neighbours and local community was appreciated and in turn, reminded people the importance of local place and community.

The flexibility was key to the success of the pilot efforts. The theme lent itself to creative ideas for bespoke events, relevant to each location and the unrestricted funding from Virgin Media O2 and open brief from /Together, enabled this to happen. The unrestricted funding was appreciated and its flexibility was seen as essential in enabling event organisers to produce events that resonated with locals, felt relevant to their context and would better help them to leave a legacy. The funding amount and total flexibility meant they could keep people Covid safe by spreading across different sites, create more intimate gatherings, pay attention to rules and details and add special details. Many community groups appreciated the link to the National campaign, claiming it elevated how they and participants felt about their event and place, increasing the sense of belonging to where they live, as they felt part of something bigger.

Hyperlocal focus was essential in bringing people together, creating a sense of belonging and pride in place. The hyperlocal focus of the pilot areas meant that the activities and events were organised to take place either in parks, fields, or community centres & cafes - always using hyperlocal spaces to host their event/s. Some of the pilot areas hosted small events across a number of local community spaces, which meant that barriers to participation were reduced as more people could attend than if there was one event on one site, people could walk and people had a choice in what they participated in. Much of this was choreographed in this way to ensure Covid restrictions were adhered to and people were safe (see below).



Castle Meadow



Lostwithiel



Oadby



Llunavady

BACKGROUND TO THE PILOT

As part of their aim of bringing people together to connect across differences, /Together conceived of local Neighbours Day. Over the course of a few months, this idea evolved into Thank You Day, with the ambition that it would bring a more open and flexible opportunity for local groups and organisations to participate and bring people together in ways that resonated with them.

Through the pilot projects, the /Together coalition wanted to understand what benefits there could be if funding and support were channelled to hyperlocal groups and organisations, to help build a knowledge base and business case for the future.

More specifically through the pilot project locations, /Together sought to:

- Understand the role of having community connectors in helping to bring people in the community together
- Explore the impact of unrestricted funding in allowing communities groups to develop activities and events that were relevant and appropriate to them
- Ascertain the importance of bringing people together at a hyperlocal level and the impact

This evaluation sought to understand the impact of hyperlocal funding toward grass roots activity in encouraging people to participate in activities that provide opportunities to make new connections with others, including across lines of difference.

Together equipped the below 10 areas to hold Thank You Day events, ensuring a diverse regional spread. More information on their events can be found at the end of the report.

Lostwithiel, Cornwall

Lostwithiel Community Centre, connected through Eden Project Communities

Wapping, Tower Hamlets

Wapping Bangladeshi Association, local residents group

Oadby, Leicester

St Phillips Centre, connected through Near Neighbours (their Leicester Hub)

Castle Meadow, Norwich

The Shoebox Community Hub, Pop Up Enterprises, connected through Aviva

Taibach, Port Talbot, Wales

Taibach Community Group, connected through Aled Humphreys (Thank You Day Proposer)

Halton Brook, Runcorn

Four Estates, local community development charity

Bishophill, York

Bishophillbillies, local residents group

Tunstall, Sunderland

Sunderland City Rotary Club, connected through Rotary GBI

Limavady, Northern Ireland

Roe Valley Residents Association, connected through Springboard Opportunities

Drumchapel, Scotland

Chest, Heart & Stroke Scotland, distributed to four small community groups

COVID Restrictions meant that organisers made a great effort to create a connected and participatory atmosphere. This meant that with restrictions on numbers, events were thoughtfully produced so they still had a great atmosphere, but it was less about the crowd being there and more about meaningful connection and conversations. Participants and organisers said that they had made new connections among each other, and as such, the events created a sense of belonging to their community as well as pride in place (their neighbourhood) as mentioned above. This depth of connection is less likely to happen at larger-scale events, partly due to the type of events that have bigger crowds and partly due to the event location needed to host those crowds. Whilst these events offer much, the hyperlocal sense of connection and belonging is most likely diluted.

Community connectors played an important role in encouraging participation (especially among people in the community who felt apprehensive about coming out after time in lockdown/shielding), making partnerships with local businesses for donations and support, and garnering interest among local media. Without them acting as a conduit among the community it may have been difficult to mobilise community participation and volunteer efforts so effectively in such a short space of time.

How people were included in the event is important and brings some extra learning. Owing to Covid restrictions on numbers, this year some organisers were unable to advertise or post on social media as this risked too many people coming in many locations organisers/ community connectors sent personal invitations or invited people to be nominated to attend (in line with the theme of Thank You and recognition of their community efforts up to, including and beyond the pandemic). The tone and content of invitations was warm and inviting, encouraging participation. Participants felt special, especially those nominated to attend. For those who are regularly missing from the events, we need to think about the tone and messaging to encourage participation so they feel special and want to attend something locally too.

Volunteers were key in the event success. According to the organisers, much of the events' successes were down to the support and commitment of volunteers who helped in a range of ways: from the initial planning to delivery and evaluation of the events. Volunteer support is such an important way of encouraging participation and building stronger relationships with the group of volunteers and the participants, through events like Thank You Day. There are opportunities to harness this local support more widely to encourage people to participate beyond the life of the day itself.

Thank You Day event organisers tried to include local businesses as part of their events. In most of the locations in the pilot locations, organisers worked with the local community enterprises and businesses, particularly in catering, independent cafes/bars as well as entertainment such as musicians, actors and children's entertainers. This contributed to the local feeling of the event, especially for those businesses that would not usually get involved as organisers wouldn't have funding or the event would be too big. There is scope to increase the local business support to Thank You Day as well as look to some partnerships with bigger business partnerships.

There are some interesting learnings and opportunities to refine how /Together and funders support the hyperlocal responses, based on this year's pilot experience. These include finding more ways to increase participation of people who wouldn't normally come to activities and events, exploring how /Together can support the organisations from planning to delivery with better timeframes, tool kits and 'accessories' to better link up with the National campaign. It also includes managing the PR side of the event and supporting groups and organisations with Local Authority involvement as both of these could add extra burdens to organisers.

EVALUATION FINDINGS IN MORE DETAIL

'Thank You', inspired local groups to bring people together in unique ways

Across the sample, people reported the theme of saying 'thank you' to people in their community meant they could come up with some exciting, innovative ideas that were relevant to their groups, their location and their specific experiences and responses to pandemic. For them, it meant the events felt more authentic and relevant to their communities. They were able to bring different people together, for a common purpose, creating something that resonated personally and inspired new connections.

Using thank you as a theme in a hyper local context, enabled people who live near to each other to come together, connect over shared experiences, and express their common gratitude for the community and organisations. That this was done where they lived, made the experiences feel more intimate, shared and neighbourly.

Thank you was expressed to a diverse range of people locally. Examples include people who received food deliveries from within the community, were able to meet each other and the volunteers who helped them, community groups were able to thank local suppliers for food donations, groups and communities were able to thank the volunteers who support projects, to carers came together who had never met, to communities who took part in interfaith lockdown activities, community members thanked Pharmacists and GPs, some people thanked their local place through gardening and litter picking, some thanked parents of kids with special needs, and others put on events to kids for being resilient during lockdowns and missing out on typical celebrations like Easter and Christmas.

Recommendation:

Thank you as a theme may have also helped this event stand out from other community events happening around the same time of which there were a few (national and local campaigns). It is important that the theme is leveraged to help bring about kinder and more connected communities and doesn't get lost in the other events taking place with similar target audience and good intentions. It is important to find ways that make it unique and that allow people to express thanks that benefit community connections. It would benefit from a clear visual identity.

From the Intercept Interviews

- 40% of people hadn't been to a local community event before with Thank You Day being their first time
- Their motivation for coming was largely because they liked the idea behind Thank You Day (40%) and they wanted to meet new people in their local area (70%) Many also liked the idea of the event and that it was near their home. This correlated with their top 3 favourite things about the event -showing the benefits of locally tailored events, giving thanks for specific things
- 91% said they would want to come again.
- 97% of people said they'd recommend the event

"It is the perfect opportunity to bring the neighbourhood together, people feel part of something, not just their house"

"Thank You Day reminded you, this is my street, I can get involved"

"Was great because everyone came together and realised/appreciated what people had been doing."



EVALUATION FINDINGS IN MORE DETAIL

Volunteers and Community Organisers (Connectors) were central to the success of the events

Those local groups who had plenty of volunteer support on the day, reported a much smoother flow of activities than those who had a limited amount of volunteer help. Volunteers contributed to the friendliness of the events, volunteers also captured photos, carried out evaluation interviews and uploaded information on social media, they helped with setting up and directing people where to go, they served food and helped people participate in activities. Those organisers who had fewer volunteers said the challenge was the time frame in gathering people together to help and they felt stretched. Some of the events and organisations were run solely on volunteers' time and effort.

Community Connectors were key in bringing the events together, through the whole event cycle. They were mostly those people running the community groups or organisations, so they have the networks and connections in place to encourage people to participate in activities, the trust to reassure people that it will be safe and the creds that people know it will be great! On the day, their role was of welcoming and introducing, facilitating and encouraging - enabling people to get the most out of their participation and thank everyone involved.

The Community Connectors have existing relationships with local business and other community organisations, groups and talent such as actors, magicians, chefs who are all essential to the success of the events. These connections helped the events come to life, but the events also fed back into the local businesses, which added to a sense of community especially as many have struggled during the pandemic. Examples from different locations: local community enterprise that supports mental health did the baking, local restaurant provided the food, local pub opened its garden space and gave everyone a complimentary drink, Santa Claus and the easter bunny (children's entertainers) lived locally, local theatre group could get new costumes- made locally.

Without the funding, these local businesses would not have been involved in the same way, as people could get what they needed to put on the Thank You Day events and businesses were able to be paid by the organisers, so the events were free to the participants.

Many reflected that if they had had more time to plan and develop the Thank You Day events they would have liked to bring in more business partnerships, as a way of sustaining local involvement in their groups and organisations, and potentially helping with longer time fundraising and volunteer supply.

Community Connectors recognised the importance of their role and acknowledged that it was not just them, but the volunteers and staff involved that was essential and appreciated.

Recommendation:

To consider having Community Connectors as part of the Thank You Day offer moving forward. Community Connectors could network with each other and increase the width of connection within and between communities.

Encourage volunteer recruitment around Thank You Day, for people to be involved in different elements, from planning to delivery. Some people may be more happy to help out on the day than participate, so having different roles for volunteers would be beneficial. The relationship between volunteers is another point of connection that helps to build stronger, kinder communities.

"Having community connectors gives accountability - named individuals of people who you are working on the ground and good for larger organisers of TYD to know what is happening in different areas"

"The volunteers created a welcoming environment".

EVALUATION FINDINGS IN MORE DETAIL

A different way of doing things lent itself to better social mixing

Owing to the timings of the Thank You Day, many Covid restrictions were still in place. This meant that large numbers of people were not able to gather, and community organisers wanted to ensure everyone felt safe and social distancing was in place. It also means that each event across all the areas had to be thoughtfully and carefully planned, balancing out celebratory and connecting activities and ensuring that people felt safe. Whilst these came with some logistical challenges these were quickly mitigated with creative solutions so that no one was compromised and appropriate distances and rules were respected. Organisers said they felt able to be creative and flexible and buy necessary equipment to be in different venues because the funding was generous and unrestricted.

The way people produced Thank You Day was different from the way they had done them in previous, pre-COVID times. They gave more thought into how to invite and include people (language and platform), whilst limiting numbers participating and thought about how to encourage participation and mixing whilst keeping people safe. The flexibility in how they could spend their funding meant that this was led by them and activities were relevant to who they were hosting, their location and what the focus of their gratitude.

Organisers and participants agreed that people spoke to new people and where relevant across lines of difference. These smaller numbers at the events, the choreographed lay-out of gardens and rooms and having purposeful experiences lent themselves to this. Doing activities together, gave people a shared experience and a commonality that helped people mix in new ways. Some groups facilitated reflective sessions at the end of experiences which gave people further opportunities to connect. It was important to all organisers that there was a lovely atmosphere, so people felt welcome and a sense of belonging, as well as providing a chance to connect with others. In many cases this was achieved.

Recommendation:

In future events, where numbers of people may be desired to be higher, it is important for organisers to learn from the activities that really brought people together and be encouraged to put purposeful connection into their events, so that they people connect in more meaningful ways. Subtle choreographing/social infrastructure and shared activities that people can do together (rather than just be together in a shared space) will help this.

It is also important to think about how we can encourage people to think about others from the community may need encouragement to come to events and have further opportunities to participate in a number of ways. From this event, we have learnt that communities can put inclusive, hyperlocal events on and now we need to look at beyond this and ways of expanding the width of events so events or activities widen their reach to others so more people participate.

From the Intercept Interviews

- Everyone questioned people found the events to be friendly (93% VERY, 7% QUITE)
- 72% said they would like to meet more people in their local area
- 90% of people said they talked to someone new 45% thought they may keep in touch and
- 45% thought they'd meet locally, only 1% said they wouldn't keep in touch
- As a result of coming to the event many people said they'd say hello to people they don't know but would see around (40%)
- Some thought they would join a local group (13%)
- Only a minority thought they'd be likely to organise something themselves

"Local neighbours were eagerly waiting for the event - waiting for the chance for everyone to see each other after the pandemic"

"We had conversations with people and learnt so quickly that we had things in common, just by sharing a small bit of our own history"

EVALUATION FINDINGS IN MORE DETAIL

The direct, unrestricted funding was the catalyst to a unique hyperlocal event essential to its success

Community organisers agreed that the unrestricted funding enabled them to produce events that made their thank you day feel unique.

The amount of money meant they could plan more easily, pay staff over time, work with local suppliers and put something on that would have meaning and importance to the local community. It also meant the event would be free to people coming, which felt important in this context and reduced any barriers to participation.

Giving funding directly to smaller community groups and organisations is seen as unusual but essential for getting things done and avoiding a lot of bureaucracy. Many said if the funding was for the local area rather than hyperlocal they would have been less likely to apply as the bigger organisations tend to have more success.

The nature of this funding also meant that events being physically on people's doorsteps generated a local interest, reminding people of the support and opportunities available to them and contributing to a pride in place. This was true of the pilot areas that used communal green areas and made them better as well as those that used community centres and faith buildings.

Many of the community organisers said they would not have done something on July 4th without the financial support given in this way (unrestricted, hyperlocal). Many of the community organisers are staff of the local charities/organisations or volunteers in groups, so they do not have the time or capacity to fundraise for events, they have other fundraising priorities such as staff costs, sustaining projects and fixing buildings.

Despite its hyperlocal nature, the link to the National day was acknowledged and appreciated, it helped anchor local efforts in something bigger giving them a further boost.

Recommendation:

Consider flexible easy to access funding for the future that goes directly to the community organisers. £2000 would be desirable for the size and scale of the events that all link together as part of a national campaign. Having some joint visual identity would further support this national connection, something that gives a subtle but clear message about Thank You Day linking to kinder, closer and more connected communities.

“Really liked the flexibility of the funding, felt we could go all in. If they expected a specific type of event, it would increase the admin”

Lostwithiel



Local Authorities need to be given a clear role

Recommendation: To give local authorities clear guidelines on how to best support the hyperlocal events, if need be, with enough time for risk assessments and necessary permissions to take place. To give organisers guidelines on what they may need to do to engage with LAs and adhere to any regulations.

“Tying in local media coverage and people with a profile stirs the council into taking action but it was a lot of effort to get them involved”

Again with this funding being unrestricted it means that each legacy can be unique to the different organisations, groups and locations. None of the events sat in isolation, there seemed to always be a 'what next' that benefited the local community.

For others, the legacy was more about leveraging the events as a platform for social and emotional wellbeing, reminding people they can come and meet others in the community, get advice and support and bring others to widen their reach. This included expanding interfaith connections, working with more vulnerable older people, supporting women's groups.

Recommendation: Part of the Thank You day legacy could more closely align with the /Together coalition's ambition of building kinder, closer, more connected communities and focus on widening the reach to others, thinking bigger than the event and ways of bringing more people out and together. It could be things that all participants do, not just the organisers, to deliberately go and connect with others and build up the hyperlocal community.



LEARNINGS FOR TOGETHER

The timeframe for planning the events needs to be longer

Across the sample organisers agreed that there needed to be more time to get the events organised. They think it needs at least 3 months but would love longer, to know they have the funding and can spend time building local relationships with residents and businesses, recruiting a range of volunteers so that they can reach others and connect more widely across the community. There was also some stress added to their already busy schedule, which could be prevented with more time available to plan.

A longer time frame will also allow community organisers to plan the activities that help Thank You Day stand out from other events and contribute to a kinder, more connected community.

Recommendation: To start the funding and planning process as early as possible giving community connectors time to do this extra work around the other commitments and responsibilities they have

"I'd love to see a national Thank You Day, organisations getting involved. It's important to get on board. But have a really good lead time. Do the application process in February or March. Give everyone a few months to organise properly"

Organisers loved sharing and celebrating their events more widely, but the PR activity needs careful management

Some of the locations in the pilot were told that there would be additional PR at their event. For those with additional volunteer support and single locations, this was simpler and welcomed. They loved showcasing their events and proudly being part of something bigger.

For some of the groups, this added to the stress of running the events. They lacked the support of others to take on some of their other responsibilities, so felt quite stretched on the day while trying to handle the PR people as well as facilitate the smooth running of the events. They appreciated being included, but would have liked to have had time to plan for this and find additional people to support. Some of the groups were not given much warning of the PR presence.

Recommendation: To build PR training and expectations into the event planning, so pilot areas feel better equipped to manage this and can delegate roles and responsibilities to volunteers.

"All over the country there were a bunch of celebrities on board - would be good to promote local thank you days with local celebrities"



Taibach

SUMMARY OF RECOMMENDATIONS

The evaluation has clearly identified an appetite from hyperlocal groups and community members to commemorate Thank You Day. It has reminded us that community gatherings can be designed to bring about new and meaningful connections, that they can benefit local communities and their pride in place and that businesses can also benefit. It has also surfaced some challenges, some which most likely can be prevented and some which may need more careful consideration.

- **Recommendation:** Leverage the theme to help bring about kinder and more connected communities and doesn't get lost in the other events taking place with similar target audience and good intentions.
- **Recommendation:** Find ways that make it unique and that allow people to express thanks that benefit community connections.
- **Recommendation:** To aid closer connection, subtle choreographing/social infrastructure and shared activities that people can do together (rather than just be together in a shared space) will help
- **Recommendation:** Think about how to encourage people to think about others from the community to come to smaller events or participate in activities beyond the events. Expanding the width of events so events or activities widen their reach to others so more people participate.
- **Recommendation:** Consider flexible easy to access funding for the future that goes directly to the community organisers. £2000 would be desirable for the size and scale of the events that all link together as part of a national campaign.
- **Recommendation:** Start the funding and planning process as early as possible giving community connectors time to do this extra work around the other commitments and responsibilities they have
- **Recommendation:** Give enough lead time so Community Connectors can build expanded networks with potential volunteers, local businesses and widen reach with people in the community.
- **Recommendation:** Having some joint visual identity would further support this national connection, something that gives a subtle but clear message about Thank You Day linking to kinder, closer and more connected communities.
- **Recommendation:** Provide information and advice about whether or not Local Authorities need to be informed of the event and on road closures and use of public spaces and how and when to do this
- **Recommendation:** To build PR training and expectations into the event planning, so pilot areas feel better equipped to manage this and can delegate roles and responsibilities to volunteers.
- **Opportunity:** To encourage and support organisers to elicit the support of volunteers and provide them with a potential task sheet, including setting up, during the event and afterwards.



NEXT STEPS

Now

- Think about developing a toolkit for organisers - that looks at how to bring people together, expanding the width of the events in order to engage a wider range of people, what to do and how to engage volunteers
- Think about a developing a design principles - to help Thank You Day stand out as different from other community based events and so it retains its flexibility for organisations but works to bring about kinder, closer, more connected communities e.g. has to reach people that are new, has to lower barriers to participation, invites people, gives everyone a follow up task at the end to connect with someone else, uses positive inclusive language, brings in subtle social activities so everyone connects with someone, include rituals of belonging or bonding
- Develop a support package that offers pro-forma templates for forms that need to be
- filed and timeframes in which they need to be done
- Develop a clear timeline of when things need to happen - from funding applications to engaging LAs, to prevent last minute u-turns or challenges

Next

- Work on a visual identity for Thank You Day, including decorations and extras, to give it stand out etc.
- Revisit the ToC and see how and if it needs to evolve based on insights.
- Explore with organisers what they may need to do differently to get volunteers on board and how /together coalition can support them.

Later

- To broker effective support from the coalition where necessary, to help the community organisers with making strategic business links to help them get more involved and gain better PR support



PILOT AREA EVENTS

Lostwithiel, Cornwall

Lostwithiel Community Centre, connected through Eden Project Communities

Event: Lostwithiel Community Centre has a network of volunteers who have really stepped up to support their local community over the past year - providing supporting services to those shielding, providing food and appliances to families, providing social contact and connection to many people who were isolated over the pandemic. Thank You Day provided them with an opportunity to celebrate these volunteers. They held a 'Big Lunch' themed afternoon tea to say thank you to these people in the centre's garden, with savoury food and a celebration cake.

Wapping, Tower Hamlets

Wapping Bangladeshi Association, local residents group

Event: Wapping Bangladesh Association held a Thank You Day (Dannaybad din) event for their local community. They began the day with a small community clean up and riverside walking sessions. They then held a community picnic including lunch/BBQ and children's activities. They also used the community engagement to have discussions about and help promote take up of the COVID-19 vaccine. The community BBQ was featured on the BBC evening news bulletin.

Oadby, Leicester

St Phillips Centre, connected through Near Neighbours (their Leicester Hub)

Event: St Phillips Centre, Leicester put on a 'Come Dine Together' event. Before the Covid pandemic, they had launched a multi-faith meal exchange - with the rationale that bringing people together over food gives them an opportunity to meet in a way that doesn't focus on tensions that may exist.

During the pandemic, they relaunched the programme during World Interfaith Week - where they shared meals over video calls. But their hope was always to get people together in person again to continue this programme.

On Thank You Day, they held the first in-person events since the pandemic. There were three events:

- A morning coffee at St Philip's Church with attendees invited from St Philip's Church congregation and the congregation of Masjid Umar, the adjacent mosque
- A lunch in Oadby, attended by participants of the recent 'Come e-dine together' project, who have not yet met face to face
- An afternoon tea at St Anne's Church, with attendees invited from the congregation of St Anne's Church and members of the Leicester Friends of the Oxford Centre for Hindu studies (who were also participants in the recent 'Come e-dine together' project.)

PILOT AREA EVENTS

Castle Meadow, Norwich

The Shoebox Community Hub, Pop Up Enterprises, connected through Aviva

Event: Pop Up Enterprises in Norwich ran a Thank You Day event that brought people together through a shared interest in history and getting to know their city better.

Attendees were thanked for their time supporting others by being offered the chance to attend free tours of the historic 'hidden street' below the Community Hub, as well as their Tombland walking tours. These tours are usually sold to the public to fund their community work, but for Thank You Day, they made them available to individuals who may otherwise not be able to afford them.

They offered free refreshments throughout the day and provided a free packed lunch. The event supported people to connect through shared experiences and encouraging conversations about the past using resources from History Begins at Home.

Throughout the day, attendees met members of the various community groups that are hosted there, in the hope that they might like to come along to a group in the future.

The volunteers who supported the event received a special thank you meal at the end of the event.

They worked with Better Together Norfolk and Norwich Together Alliance, which are partnerships working to combat loneliness and social isolation. They also worked closely with Voluntary Norfolk who manage the Better Together Norfolk service, Carers Matters Service and also coordinate Norfolk's Covid Response Volunteers, to ensure their volunteers and the unpaid carers they support were invited to the event.

Taibach, Port Talbot, Wales

Taibach Community Group, connected through Aled Humphreys (Thank You Day Proposer)

Event: A group of local organisations in the Taibach area worked together to put on a range of activities to celebrate Thank You Day. Beginning with the Big Litter Pick and a Flash Mob on the beach, the day comprised a diverse range of activities, designed to attract a wide range of local residents.

With the Taibach Community Group, they opened their new welcome garden on the day - with a local celebrity attending and a plaque put in place. With Talibach local businesses, they worked together to make the local area a real hub of activity. They held a coffee morning - free for anybody passing, and for the community group to attend after the garden opening and worked with other businesses to get involved too - for example, the 'Paint Pot' put on activities for children.

They held a Rugby 'Fun day on the field' and held a football tournament with their 'inclusion football group' which also encouraged more people to get involved (the inclusion group provides connections for parents with disabled children, and the children themselves).

The local theatre company performed a show based on a local story. The actors from the show were in costume roaming about town, acting out scenes and answering questions about the story.

Halton Brook, Runcorn

Four Estates, local community development charity

Event: Four Estates in Halton Brook held an event to say a collective thank you to those who have worked so hard throughout the pandemic so far. The event took place in the afternoon, with a separate activity for local pensioners later in the day. Activities included walk-around magic, a disco, a puppet show, various fun and games and the opportunity for people to hang a message on a Thank You tree, for which they received a token for a free hot dog. The additional event for pensioners included an afternoon tea, a few games of bingo and an opportunity to chat.

PILOT AREA EVENTS

Bishophill, York

Bishophillbillies, local residents group

Event: Event with family friendly activities, food, and live music taking place in and around the community garden and local pub. They arranged a small road closure in this area to provide more space for the event. The core organisers are a local community group, the Bishophillbillies, and the participating pub (The Golden Ball, a community-owned coop pub). Local streets were included by way of local history tours and community activities.

Tunstall, Sunderland

Sunderland City Rotary Club, connected through Rotary GBI

Event: Rotary Sunderland City invited families, neighbours to 'have a pint on us' and raise a toast to the wonderful community that they have. They gifted attendees a potted plant in collaboration with local business The Hive of Sedgefield - to encourage attendees to engage with the environment. The Hive of Sedgefield is a new North East social enterprise initiative that is volunteer led, by people of all ages, abilities, backgrounds and experiences. Its primary aim is to create a safe space and to make things better for those living with disabilities, including dementia, mental health issues, social isolation, and anyone who would benefit from volunteering and supporting their work. They provide safe outdoor spaces for gardening support with friends, and as well as growing vegetables and fresh produce. They also teach cooking and provide support with food and advice. In addition, by holding the event at The Rosedene pub, they are also supporting a local business that serves local people, providing it with a much needed boost after a year of hardships due to lockdowns and loss of revenue.

Limavady, Northern Ireland

Roe Valley Residents Association, connected through Springboard Opportunities

Event: Roe Valley Residents Association held a "Covid Catch-Up" Event. The event was an opportunity for local residents to 'catch up' on all the seasons and events that were missed out during 2020 and the Covid Pandemic, including visits from Santa Claus and the Easter Bunny. They encouraged residents, project participants and other organisations to acknowledge those who they wish to thank for the past year. They issued postcards for residents to write a note on and from this, compiled a Thank You Tree within the centre.

Drumchapel, Scotland

Chest, Heart & Stroke Scotland, distributed to four small community groups

Events: Chest, Heart and Stroke Scotland (CHSS) used their grant to fund four smaller organisations to hold a Tartan Tea Party. In the lead up to Thank You Day, CHSS hand delivered thank you cards to a number of local organisations and businesses, to thank them for their efforts over the past year. They left blank cards, and encouraged these businesses to 'pay it forward' - and share their thanks with others. On the day, four small organisations held tea parties with their local communities across Drumchapel. These groups included a youth group, a cycling class and a volunteer-led garden centre.

Wapping

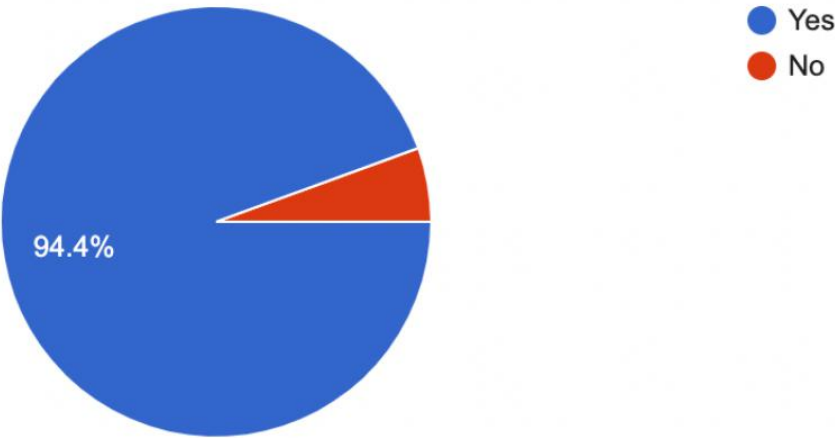


APPENDIX 5

Partner Survey Results

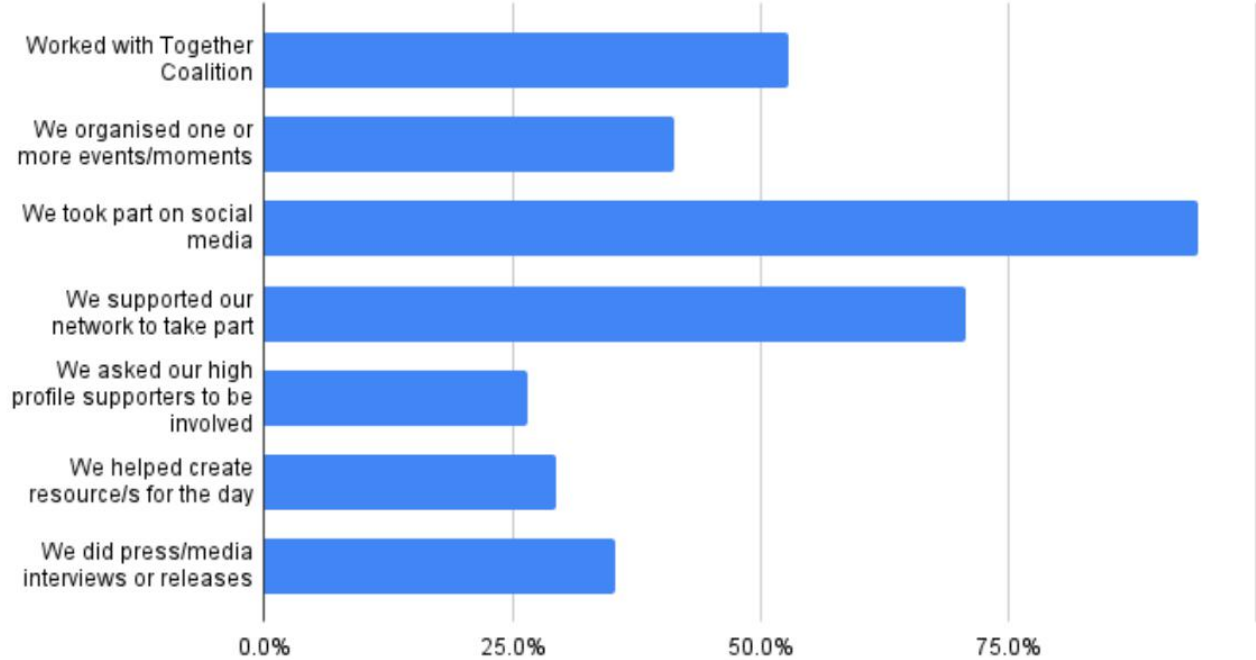
Did you take part in Thank You Day?

36 responses



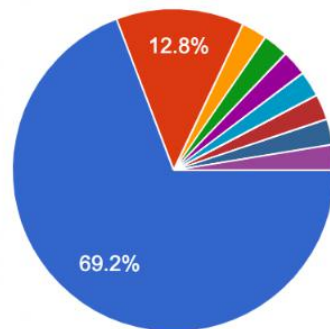
How did you take part?

34 responses



How did you find out about the day?

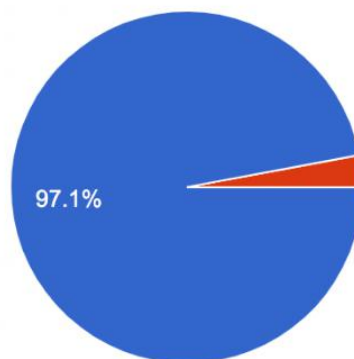
39 responses



- Through the Together Coalition directly
- Through an organisation (who is not t...)
- Through a newsletter/email
- Through the press/ media/ tv
- On the Thank You Day website
- I don't remember
- Flagged to myself through our CEO.
- We helped co create as part of the coalition

Did you communicate information about Thank You Day to your network prior to the day itself?

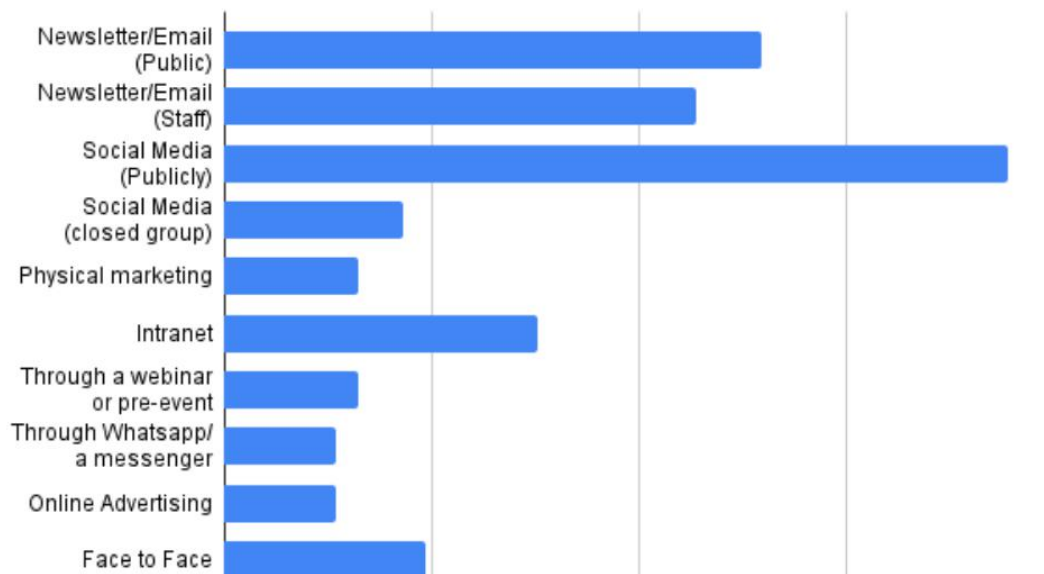
34 responses



- Yes
- No

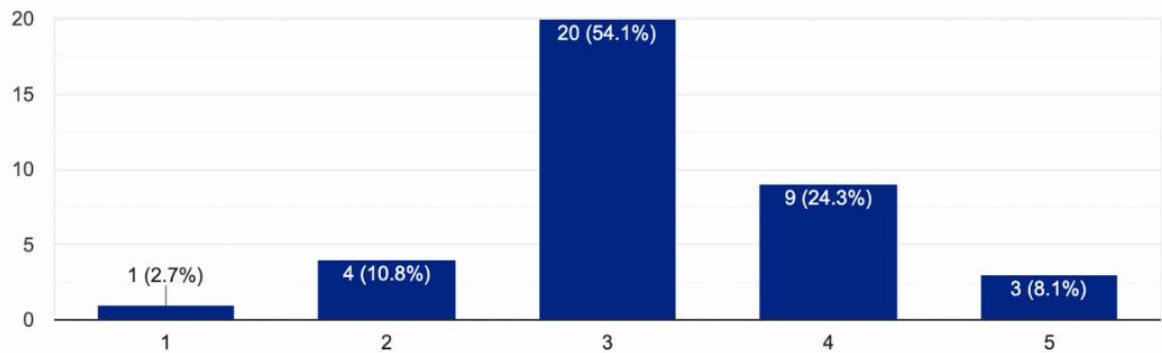
How did you communicate with your network about the day? ?

34 responses



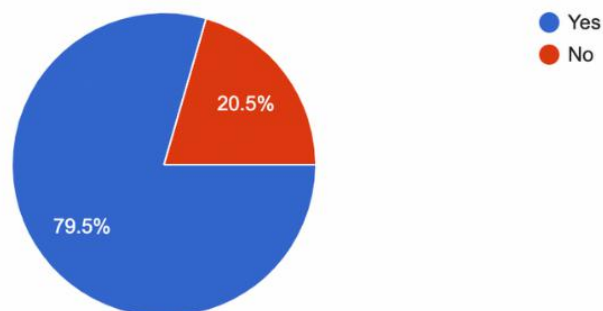
How engaged do you think those you told were with Thank You Day?

37 responses

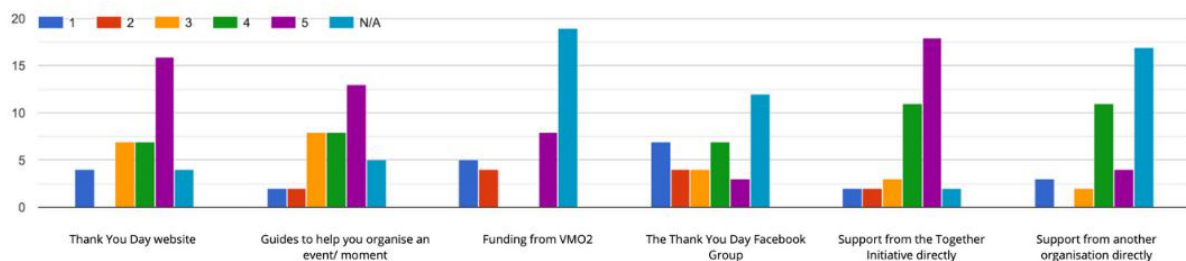


Did you speak to/have contact with the Together team directly at any time in the run up to Thank You Day?

39 responses

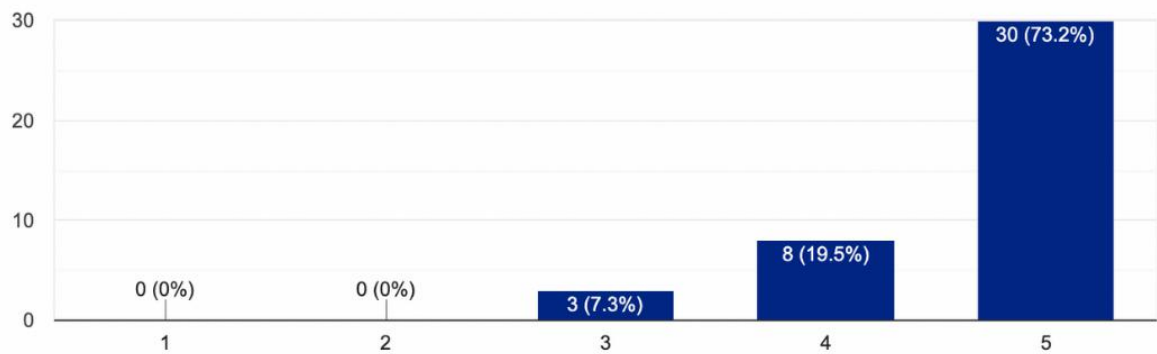


On a scale from 1 = Not Important at All (I would have taken part without this) to 5 = Extremely Important (I wouldn't have taken part without it), how important were the below to your participation in Thank You Day?



Would you take part in Thank You Day in future? Where **1** is Definitely Not and **5** is Definitely Yes

41 responses





/together

THANK YOU DAY

REVIEW | AUGUST 2021

The Together Initiative is a registered charity in England & Wales (No. 1193060)

