



CIPR Pride Awards 2014: Yorkshire and Lincolnshire

Category: Not-for-profit campaign

Entrant: Amplify Communications

Campaign: Harrogate Homeless Project – No Second Night Out

Brief and objectives

Harrogate Homeless Project is a small local charity focused on service delivery. It does not have a dedicated communications team or any staff with this kind of expertise.

Harrogate Homeless Project approached Amplify Communications as part of Amplify's pro bono competition, Amplify It, to deliver an awareness raising media campaign to promote its status as a local provider of the national No Second Night Out scheme. The scheme aims to prevent homelessness by intervening as soon as someone finds themselves with nowhere safe to spend the night.

The campaign also aimed to challenge preconceived ideas of the scale of the problem of homelessness within the local area, known for its affluence. This followed evidence which suggested people in Harrogate were not aware that homelessness was a problem in their area. This added a complexity in communicating with this audience and encouraging them to engage with the campaign.

Due to strict funding criteria Harrogate Homeless Project must endeavour to only support people who are from a pre-defined area around Harrogate. Thus the brief included a strict commitment to work only with the media specifically in and around Harrogate and to only target regional TV.

The campaign objectives were to:

- Increase calls to the organisation's 24-hour phone emergency number
- Increase the number of rough sleepers accessing early support and interventions through an increase in public and self referrals to the No Second Night Out scheme by 10 per cent
- Challenge misconceptions while simultaneously raising awareness of homelessness in the area and Harrogate Homeless Project as a provider of the No Second Night Out Scheme
- Empower the public to call Harrogate Homeless Project anonymously if they think they see someone sleeping rough, without the need for further intervention on their part
- Increase donations to Harrogate Homeless Project

Strategy and tactics (including innovation and creativity)

- Develop a survey to explore local people's perceptions of homelessness in the area and the need for the charity's work. Surveys were collected online and on the main

shopping streets in Harrogate. The responses were used to develop news for the campaign

- Secure a media partnership with the main newspaper in Harrogate
- Create fundraising materials and marketing tools to complement media campaign
- Time the campaign to launch at the beginning of a spell of cold weather (i.e. as we entered the winter months) to make the most of established awareness of homelessness at Christmastime
- Offer visits to the Harrogate Homeless Project shelter and time spent with the overnight on-call team to journalists

Implementation (including where, when and for how long)

- Successfully developed a media partnership with the local newspaper, the Harrogate Advertiser. This resulted in a campaign, including front-page articles and double-page spreads over five consecutive weeks, from the launch date of 24 October 2013
- Survey results offered as an exclusive to the Harrogate Advertiser
- Harrogate Advertiser journalist spent time at the shelter and with the on-call team at the charity, with resulting feature articles
- Press release launching survey findings issued to coincide with launch article to other media in Harrogate and the surrounding area
- Case studies of people who have (or are) benefiting from the work of Harrogate Homeless Project and No Second Night Out used in media interviews
- ITV and BBC TV pieces, including a down the line interview with national charity Shelter, gave the story an additional level of authenticity and relevance to the news agenda
- Direct marketing and promotional materials were developed to more effectively engage local businesses and residents in the work of Harrogate Homeless Project. These included letters about the work of the charity, and stickers and trolley coins bearing the charities logo and 24-hour telephone number

***Research, planning, measurement and evaluation (outcomes and outputs)**

- Between 1 October 2013 and 31 March 2014, 55 clients self-referred into the No Second Night Out scheme as a result of public awareness of the scheme – an increase of 20 per cent
- Out of the 122 referrals received between 1 October 2013 and 31 March 2014, 14 clients were referred into No Second Night Out by the general public where they were provided with emergency shelter and an offer of suitable, permanent accommodation. Public engagement before this was very low with few, if any, referrals coming from this group
- Blanket coverage across Harrogate media including media partnership with Harrogate Advertiser, Harrogate News, Yorkshire Post, BBC News Online, BBC Look North, ITV Calendar, BBC Radio York and Stray FM
- Twitter activity on the day on the launch increased Harrogate Homeless Project's budding twitter following by a third, taking the number of followers from 89 to 122. Tweets on the day were retweeted or favourited 60 times.
- Following the campaign Harrogate Homeless Project was inundated with financial donations and requests to distribute and display its merchandise. Strong links with local businesses and agencies continue through food, clothing, financial and

furniture donations as well as employment opportunities for its clients through local hotels and restaurants

- The campaign increased awareness of homelessness within the Harrogate district, raised the profile of the work being done by Harrogate Homeless Project and No Second Night Out and encouraged the general public to become involved in the referral process
- To ensure that the issue of homelessness was not forgotten in the warmer months an advertising campaign on local radio and the rear aspect of buses in the area was launched in spring 2014 as a second wave of activity. The charity is in the process of formally evaluating the success of the advertising campaign. Amplify is also supporting the charity to develop a long-term strategy to maintain awareness of the project and secure ongoing support in the area.

Demonstrate the cost-effectiveness of this particular campaign and, in the case of sponsorship, any monies received, and budgeting process

- The media campaign was done as part of Amplify Communication's pro-bono Amplify It competition. All time spent on the campaign was at no cost to the client.
- The survey creation and distribution cost £75
- The creation of direct marketing materials to complement the campaign, including a direct mail to local businesses and trolley coins sold in supermarkets, cost £2,800