



20/3/18

## Bristol Homelessness Awareness Week Analysis

### 1. Background

The Bristol Homelessness Awareness Week (HAW - February 24 – March 3) aimed to raise awareness of homelessness, those at risk of becoming homeless and the issues facing people who are rough sleeping. This is the third year HAW has run with partners including St Mungo's, Bristol City Council, Caring in Bristol, One25, Crisis Centre Ministries, ARA, 1625, the Salvation Army and The Julian Trust.

Partner agencies across the city came together to use this dedicated week to raise the profile of the services on offer for people. The week met with extreme weather conditions with heavy snowfall. This meant SWEP was activated for an extended period and the Big Sleep Out was cancelled. The volunteer event was also cancelled.

**2. The Campaign** – a week of activity and publicity ran with partner organisations across the city all designed to promote a sense of community while raising awareness of homelessness:

Events:

Mon 26 Feb	6pm – 9pm	Film, theatre and Q&A	The Watershed
Mon 26 Feb – Thurs 1 Mar	10 – 3pm	Art4Change Exhibition exploring the link between mental health and homelessness	Park St Vestibule, City Hall BS1 5TR
Monday 26 Feb – Fri 2 March	10am - 4pm	<del>Homeless</del> People’ an exhibition which uses art to delve beyond the ‘homeless’ label – run by The Salvation Army	Deanery Road Vestibule, City Hall, College Green, BS1 5TR
Tues 27 Feb	10.00am - 1.00pm	Open morning at ARA offices. An opportunity to find out more information on services and support available.	ARA Kings Court, King Street, Bristol, BS1 4EF 01179300282 <a href="mailto:info@addictionrecovery.org.uk">info@addictionrecovery.org.uk</a>
Wed 28 February	1pm – 4pm	St Mungo’s Recovery College Café Art open afternoon – Tea, Cake and Art. Everyone welcome	1 New St, St Judes BS9 4DX
Thurs 1 March	12noon -2pm	Bristol Women’s support services information sharing event	Community Room, Triodos Bank, Deanery Rd. BS15AS
Friday 2 March	10 – 4pm	Volunteering information event @Cabot Circus	<del>George White Street between HSBC and Fossil in Cabot Circus</del>
Friday 2 March	10pm on the Friday until 7am Saturday morning	The Big Sleepout	Pip’n’Jay Church, Tower Hill, BS2 0ET  More info <a href="http://bristolhf.org.uk/">http://bristolhf.org.uk/</a>
All week long	varies	University of Bristol students will be facilitating a survey on public perceptions of homelessness	Across the city

Cancelled due to Severe Weather

### 3. Objectives

- **Improve** awareness of the issues people who are homeless face in the city
- **Interconnect** people who are homeless with the wider community
- To demonstrate the recovery process is not a quick fix – its takes time and specialist support
- To inform the public about StreetLink, volunteering and donating direct to charities that make a difference :

<https://www.theguardian.com/society/2018/feb/28/charities-respond-to-record-number-of-alerts-over-rough-sleeping>

### 4. Media objectives

- To gain positive coverage on HAW18 and therefore reach the public
- To demonstrate that there is some great work taking place in the city – but nothing is an instant fix
- To demonstrate partnership working and thoughtful approaches.

The week began with some great coverage that was quickly overtaken with SWEP activity:

#### The Bristol Post

<https://www.bristolpost.co.uk/news/bristol-news/how-you-can-help-keep-1281506>

<https://www.bristolpost.co.uk/news/bristol-news/bristol-man-reveals-five-years-1264209>

<https://www.bristolpost.co.uk/news/bristol-news/bristol-business-chief-wants-homeless-1306684>

[http://news.bristol.gov.uk/marvin\\_rees\\_praises\\_those\\_who\\_kept\\_the\\_city\\_going\\_through](http://news.bristol.gov.uk/marvin_rees_praises_those_who_kept_the_city_going_through)

<https://www.bristolpost.co.uk/news/bristol-news/bristol-man-reveals-five-years-1264209>

#### Channel Four

<https://www.channel4.com/news/how-rough-sleepers-are-coping-in-the-freezing-weather>

#### BBC Radio Bristol

Gareth Mercer, Bristol, spoke live from Bristol city centre talking about Homelessness Awareness Week and SWEP, how we help rough sleepers in the freezing weather. Monday 26 February  
<https://www.bbc.co.uk/programmes/p05x8mzw> the interview is at 1hr 7 min

David Ingerslev talking live 35 minutes in to Emma Britton Show on why people won't come inside.  
Councillor Paul Smith on 1hr 35 mins on the same subject  
<https://www.bbc.co.uk/programmes/p05x8nmp>

Updates on news bulletins throughout the week.

## **Bristol 24/7**

<https://www.bristol247.com/news-and-features/news/keeping-bristol-warm/>

<https://www.bristol247.com/news-and-features/features/6-events-taking-place-bristol-homeless-awareness-week/>

<https://www.bristol247.com/culture/film/sleeping-rough/>

<https://www.bristol247.com/news-and-features/features/in-our-big-beautiful-city-we-forget-there-are-people-living-hungry-under-the-sky/>

<https://www.bristol247.com/news-and-features/news/i-started-drinking-at-the-age-of-10-because-i-was-bullied/>

<https://www.bristol247.com/news-and-features/news/what-is-being-done-to-address-brisstols-escalating-homeless-crisis/>

## **The Bristol Magazine**

What's on section covered the sleep out and the volunteering event – although both were cancelled due to the weather.

## **The Guardianship scheme**

ITV news covered this in a planned piece before SWEP was activated - [here](#)

## **SWEP coverage:**

[https://amp.theguardian.com/society/2018/mar/03/bristol-homeless-freezing-street-emergency-beds?\\_twitter\\_impression=true](https://amp.theguardian.com/society/2018/mar/03/bristol-homeless-freezing-street-emergency-beds?_twitter_impression=true)

<http://www.bbc.co.uk/news/uk-england-bristol-43224326>

ITV news feature the New St SWEP provision and interviewed David Ingerslev about SWEP. Appeared on Regional news on Tuesday 27 February.

## **5. Social media:**

Approx 15 tweets using HAW18 across partners

Approx 80 tweets using #HomelessBristol across partners

## 6. Measuring success

- Numbers at the exhibition – Art4Change had 77 people. Not heard back from Salvation Army
- Numbers attending the open days – the weather deteriorated during the week and we had approx. 8 attend the Café Art Event
- Numbers attending the Watershed event – A total of 150
- Increase in followers on social media –
- The Survey – results to follow
- Increase in engagements/shares on social media – demonstrated in above section
- **Coverage in the media** – In total we had 20 pieces of coverage; One on National Channel 4 News which covered SWEP and mentioned HAW18, three pieces of Regional Television coverage, three local radio and 13 print/online articles (3 national). In addition to the coverage, on Radio Bristol we featured in the hourly news bulletins throughout the morning on the 26 March. Plus we were giving regular updates to regional TV news on the numbers using the SWEP provision each night which they used in their bulletins throughout the week.

## 7. Analysis

- **What went well** – the Watershed event was well attended and people engaged well with it. It was well organised.
- **The media coverage was good.** This year the general feedback is there was a disconnection from partners. Many of the partners feel Bristol is very aware of homelessness and perhaps should change the name to 'Homeless Action Week'. Also discussion about whether this could be a week of action in the summer when the public and the media tend to 'forget' people who are homeless. This final point has been raised by a number of contacts in the media
- **What didn't go well** – the small drop in events. Social media activity from partners noticeably weaker this year
- **What can we improve?** In terms of outcomes the media objectives were a success. SWEP being activated during this week meant that there was a 'newsworthy angle' for the television news which we would not have gained this year had SWEP not been activated. Although we had scheduled the Guardianship piece
- **Many partners** felt there wasn't a strong enough theme/news angle this year
- **Observations** – The focus this year naturally fell into rough sleeping as opposed to homelessness - we talked about how we can address this for the next HAW.

## The future

- Suggesting running HAW in June 2019
- Proposed planning to start 20 June 2018 at CiB office - the feast idea needs to be explored.