

Effective campaigning for your community

Claire Wright

Why launch a community campaign?

- To protect a valued service
- To improve the fabric of your local community
- To effect change

Examples of great and poor campaigns

- One of each – five minutes!

The basics

If you fail to plan, you plan to fail!

- Draft an action plan

The action plan

- Set a goal

All your communications will hang on your goal

Local people's views

- Do you know that local people care very much about this, or are they likely to?
- How will you activate local people?
- Do you need a team?
- Every little helps ...

The decision-makers

- Who are they and what is their timetable?
- How will you influence them?
- How will you facilitate your community campaigners to influence decision-makers?

Interested parties

- Who are they and how will you communicate with them?
- Will they join your cause?

Budget

- Do you need money? If so, how will you fundraise?

Strategy and key messages

- A broad understanding or plan of how you will achieve your goal
- Draft key messages. Preferably no more than three.
- What is/are your call/s to action?
- Do you need a launch?

Tools and tactics

Social media

- Facebook – Cllr page, promotes debate, allows targeting
- Twitter – news
- Instagram – photos. Younger age profile
- Blog – window on the world, stores everything in one place

Photographs and memes

“A picture paints a thousand words”

Meme

Image or video overlaid with simple slogan or text

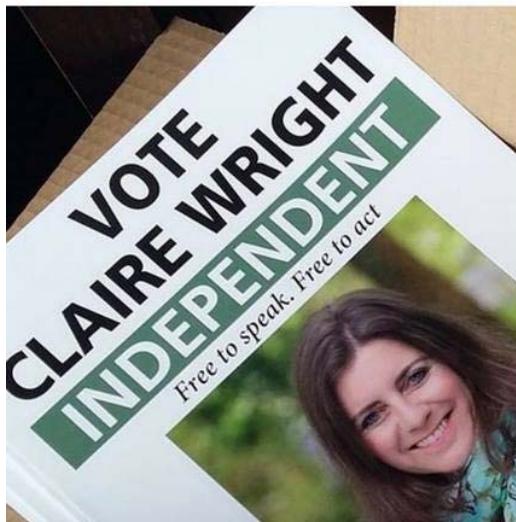


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**Live in Exeter but in the
East Devon constituency?
Vote CLAIRE WRIGHT
on June 8th
The ONLY candidate who
can beat Conservative
Hugo Swire**



As your MP

I will work to get your area back
into Exeter.

I will campaign to:

- protect the NHS
- increase funding for our schools
- care for our elderly, disabled and
vulnerable people.

Videos

- Selfie video easy and free, upload to social media BUT
- 60 seconds max!
- Smile!

Do aim to ...

- Inspire
- Run a positive campaign overall
- Stay calm on social media and don't be drawn into rows

It's not rocket science... but

- Don't defame (say something that is untrue and damaging about someone)
- Don't lie
- Don't be abusive

Other tools

- Online petitions
- Online newsletters – Mailchimp (remember GDPR!)
- Protests and demonstrations
- Face to face or online community meetings
- Leaflets and posters
- Post regular updates

Protest demonstration



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Media relations

- What is a news story?
- New(s), human interest angle, a first, something unusual or different.
- If your campaign touches on one or more of these things, journalists are likely to be interested.

How do you reach reporters

- Still, by far, the best way, is via a written press release or blog, containing all the information they need.
- BUT

How to write a press release

- A pyramid
- Quotes
- Plenty of advance notice (several days) of an event or key meeting
- Contact details – email and phone
- Be available for interview!

HEALTH

Universities 'highly likely' to become hotbeds for virus

By Will Hazell

EDUCATION CORRESPONDENT

There is a "significant risk" that universities could "amplify" transmission of the coronavirus and even seed the infection nationwide at the end of the year, the Government's scientific advisers have warned.

The Scientific Advisory Group for Emergencies (Sage) said it was "highly likely" that there would be "significant outbreaks" linked to universities. Concerns have been raised in recent weeks that the reopening of university campuses could create a new network for transmission of the virus.

Last month, the University and College Union claimed that campuses could become the "care homes of a second wave". It called for universities to drop plans to reopen and to keep teaching students remotely.

In advice published yesterday, Sage said higher education "collectively creates a large number of connections within universities and communities and across the UK with considerable international links".

"A critical risk is a large number of infected students seeding outbreaks across the UK, influencing national transmission."

It said modelling suggested that "large outbreaks are possible over a time period of weeks, so could peak towards the end of the term".

The paper warned that this would "coincide with the Christmas and

Campus life How Covid-19 could spread

Student bars could provide an ideal environment for spreading Covid-19, Sage has warned.

The group's report said there was "clear evidence of outbreaks in higher education settings in other countries, linked to accommodation and social activities and settings such as bars".

"Communal settings (social or accommodation) have been shown as risk factors for Covid-19 and other respiratory infections," it added.

According to the report face coverings would be an "important mitigation" against the virus spreading "in indoor spaces especially where social distancing is difficult to maintain, or ventilation is poor".

It warned that the risk of transmission would be higher for certain courses: "Some courses including vocational elements with close personal contact, healthcare-related courses, and performing arts may pose additional risks."

New Year period posing a significant risk to both extended families and local communities".

The scientists' report continued: "It may be necessary for higher education institutions to take significant actions in response to outbreaks, and it may be necessary for institutions... to take coordinated action in November to prevent seeding and disseminated outbreaks in December."

The report said that outbreaks could be "harder to detect among student populations" because young people were more likely to be asymptomatic.

The group added that it was "essential to develop clear strategies for testing and tracing" in universi-

ties, "with effective support to enable isolation". It said universities needed to take action to reduce "in person interaction" and to segment students into 'bubbles' similar to those being used in schools.

A Department for Education spokesperson said: "The safety and wellbeing of university students and staff is always a priority - and the findings from Sage underpin protective measures being taken to open universities safely for students, staff and local communities."

"We have already published guidance on reopening higher education buildings and campuses, and will update this shortly to reflect Sage's advice to help universities prepare to open safely."

EDUCATION

High pupil attendance at schools in



MPs accuse special advisers of 'extraordinary' influence

Aubrey Allegretti
Political correspondent

Fresh questions over checks and balances in government have been raised after political special advisers (spads) were accused of "running the shop" in a meeting with civil servants about handing out emergency pandemic cash to charities.

MPs raised concerns about the process run by the Department for Digital, Culture, Media and Sport (DCMS) to decide how much money from a £750m pot should be given to other departments to then allocate to voluntary and community organisations last April.

Quoting private correspondence from DCMS in a meeting of the public accounts committee yesterday, MPs said it seemed as if some funding bids had initially been "red-listed" by civil servants - meaning they were deprioritised after "scoring very low" on internal assessments of value - before being approved by ministers.

The Tory MP Richard Holden said the convening of a meeting known as a "star chamber" with three officials and five spads - three from No 10, one from the Treasury and another from DCMS - seemed "unusual" and amounted to a "filtering process" by political appointees instead of impartial civil servants.

A former spad himself, Holden said: "I don't ever remember there being any form of star chamber room where decisions were made or vetted without

Yet in this star chamber, it appears spads were running the shop."

Sarah Healey, the permanent secretary at DCMS, initially said: "I don't think it's any different from the normal process by which officials give advice to ministers that spads are able to give views on." She later added: "It took a, I admit, unusual form but not an inappropriate one."

She said whenever advice was drawn up by officials, spads regularly contributed their views too - but given the department was working "at pace" to support charities which some people were relying on at the outset of the pandemic, it "brought those two processes together".

Healey insisted the final advice offered to ministers came from civil servants. But chair of the committee, Meg Hillier, told her: "That advice came through an unusual route.

"You seem to be dancing on a pin-head to try to justify this ... It seems like there's a fig leaf here to cover the fact it's a lot of senior spads in a room making very candid and detailed comments on these briefings, and those decisions therefore going through to the minister as a result of



that meeting. They were very, very closely involved in a way that I've not seen ... None of us could think of an example where this has happened before."

Healey conceded it was not a "normal" process, but said it was just "truncated", and that the final decision for signing off the money for bids lay with the DCMS secretary, Oliver Dowden, and the chief secretary to the Treasury, Steve Barclay. She added that "no decisions were made at the star chamber meeting, and a senior official, the department's director general for volunteering, Scott Macpherson, was present".

Some bids were also amalgamated, Healey added, to "meet needs appropriately and give greater flexibility to those departments to distribute funding appropriately to the organisations they knew".

Hillier has asked for more detail from Healey, with the committee expected to investigate the political advisers' intervention and be responsible for any of the bids being approved.

Asked for comment by the *Guardian*, the DCMS last night said: "The bids were only approved when combined with other 'higher priority' bids under a similar theme."

Earlier, a source in the DCMS said: "This was at the height of the crisis, at a time when the front-line of the Covid-19 pandemic, as hospices, were in crisis ... We had to set this up and get support to help funding these vital charities."

Broadcast interview tips

- Make three key points. Don't get bogged down in detail.
- Prepare answers to tricky questions
- Don't lie. Don't speculate. Be confident
- Say what you mean and mean what you say!

Anti racism campaign case study

- A campaign led by Ottery St Mary politics A level students, following the murder of George Floyd.
- Goals: To shift Devon County County Council's school policy further towards tackling racism in schools, in light of the black lives matter movement
- To influence central government policy in the same direction
- To raise awareness of how micro-aggressions feel to those who experience them
- Result: Backlash on social media over BLM
- Huge support from local communities, including educational establishments across Devon.
- Walks and socially distanced gatherings
- Great media coverage
- Meeting with local MP
- Great experience and validation for those students
- Full support from Devon County Council, which shifted its policy accordingly
- No response from central government
- <https://www.sidmouthherald.co.uk/news/diversity-in-devon-racism-awareness-campaign-launch-6174724>

Examples of great and poor campaigns

- Have you changed your minds? If so, why?

Thoughts on effectiveness of recent and current national campaigns

- The Greenpeace orangutan palm oil campaign -
<https://www.youtube.com/watch?v=TQQXstNh45g>
- RNLI campaign on migrant crossings
- Children In Need
- Every Doctor
- Extinction Rebellion

Summary

- Set a goal
- Write an action plan
- Draft a decision-making timeline
- Galvanise local people
- Identify decision-makers and how to influence them
- Engage social media and news media. Remember photos!
- Enjoy it!

Questions