



Southwark Housing Campaign

Summary report

June 2013

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Introduction – Future of Social Housing

Overview

As part of the 'Community Conversations' public engagement strategy, Southwark Council commissioned Reprezent to engage young people across the borough and talk about the future of social housing in Southwark

The objective of the campaign was to add value to the existing campaign that Southwark was delivering. Southwark's team were engaging residents face to face at open events across the borough as well as providing a platform online to collect the views and opinions on a wide range of issues that all related to the future of housing in Southwark.

Reprezent were able to add value by engaging over 120 young people in the conversation.

Using the Reprezent 107.3FM platform, Reprezent delivered focus groups (four), tailored programming (two), an online questionnaire and also news stories (three).

The FM broadcast was also peppered with information about housing in the form of small snippets of information and youth opinion that was recorded and edited and transmitted to promote youth opinion, engagement and interaction.

Reprezent's social networks were also used to promote the issues we were collecting information about. Over 80,000 young people

across London were made aware of how Southwark works with young people.

This campaign resulted in young people learning about housing, proposing ideas and making creative programmes that tackled the issues that they thought were the most important.

This summary report is intended to only discuss the structural delivery of the campaign. The resulting opinion and campaign deliverables are included in the return as separate documents (see return list at the end of this document).

Methodology

The success of previous campaigns has provided us with an experiential edge to delivering a smooth and well-designed campaign.

The core elements of the campaign were already known

- **Broadcast material**
- **Online Surveys**
- **News stories**
- **Socially Networked content**
- **Public Interaction**

The key to a successful campaign for young people is to involve young people in its design and delivery. To this end, Reprezent's

Southwark Housing Campaign - summary report June 2013

first responsibilities was to deliver two focus groups that provided us with the general content to place within the core elements

Two focus groups were delivered to identify the general content we needed and to also identify how we could maximise youth engagement and interaction

(Please see Focus Group reports as part of completed submission)

Following the focus groups, a team was coordinated to deliver the broadcast shows including

Martha Caidan	Producer / Editor
Ailbhe Waterhouse	Presenter / Editor
Akeem Akinbole	Co-Presenter
Maria	Panellist
Diana	Panellist
Geniva	Panellist
Ayo	Panellist
Elliott	Features
Paul	Features
Kyle	Features
Tyler	Features

Jon Panellist

G-Frsh Celebrity Feature

Lorelle Lead Panellist

As part of the content generation, 30 young people were vox-popped using the questions generated from the focus groups. This content was edited and played out on Reprezent over 100 times over the lifetime of the project (See Audio Return).

Features relating to Social Housing were made and two shows were delivered that focused on housing issues and included penal discussions, public interaction, Q and A sessions with Cllr Peter John and led to a greater comprehension of the issues. (See Audio Return)

The shows funnelled listeners to the online consultation set up following the first focus groups and over the lifetime of the campaign 89 young people completed the questionnaire. (see Paperwork Return)

Shows were available for 'on demand' listen again via the Reprezent web site and also available as direct downloads.

Three 'News' stories were available on the Reprezent website that also directed people to the survey.

Southwark Housing Campaign – summary report June 2013

Statistics

The generally accepted RAJAR (Radio and Joint Audience Research) formula for FM listenership is based on extrapolating Digital Media listenership figures to calculate approximate FM listenership. They consider web/digital listenership as being 20.9% of FM listenership. From our web figures between the 22nd April (official campaign launch) and the 19th May, the period of the campaign, 17,398 accessed the online stream – using the RAJAR formula that would equate to **86,990** FM listeners. These were concentrated in Southwark and Lambeth, as our marketing and youth engagement were focused there.

Although the formula is accepted by the industry as an effective guideline, we would consider a variance of 10% either way. As we had a smaller established web audience prior to the FM launch, the 10% variance is likely to be negative. Throughout the period of the Reprezent 'It Makes Sense' campaign, we had

- **86,990** FM listeners – with a 10% negative variance – **78,291**
- **17,398** web listeners

The Lead Housing story was the 4th 'most read' in April and the 2nd 'most read' in May. This indicates that the campaign increased traction over the course of the campaign.

The Soundcloud shows 100 people have downloaded the show post broadcast. This figure is higher than many of our weekly shows.

Post Campaign analysis

Post campaign focus groups were delivered to a further 8 young people to ascertain the level of informed opinion subsequent to the campaign. (See paperwork return)

Conclusion

The campaign delivery was successful and informative. All content objectives were met and the campaign was smoothly delivered.

Young people were integral to the successful delivery of this campaign and took the subjects seriously. By translating the adult messages into a young person's language and by identifying the details within the issue that affect young people, Reprezent was able to provide Southwark Council with a highly specialised youth engagement product and a detailed opinion.

As there was a short lead in time, the ability to garner celebrity endorsement was hindered. Reprezent, like any media provider, is able to gain endorsement whilst celebrities pass through as a by-product of the media obligations.

In future campaigns, a two-month window will afford us the opportunity to involve a greater number of celebrities, although it must be stressed that this does not automatically provide results, it just provides more profile.

The structural campaign was well-supported by the Southwark Council communications team and they provided us with contacts

Southwark Housing Campaign – summary report June 2013

and political support which made young people feel that they were being given respect and that they had their voices heard.

Outstanding

Many of those consulted asked for Cllr Peter John to report back on what actions would be taken as a result of the consultation. This has been discussed and agreed, we do need however to agree a date before too much time has elapsed, thereby building trust with respondents.

Audio Return containing:

Features

Alex – Life on estates

GFRSH – Social Housing Commentary

Kyle – Dancehalls and Housing

Ailbhe and Anton – Housing Debate

Martha – Squatting and Squatters

Suli Breaks – Commentary

Tarek – Intro to Housing

Vox Pops

Three sets of Vox-Pops

Shows

Future of Housing Part I

Future of Housing Part II

Reports

Focus Groups 1, 2 and Survey report

Show Transcripts 1 and 2