

# World Social Marketing Conference

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## Inspiring Communities

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Powerful communications.  
Positive change.

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A programme aiming to raise the aspirations of young people in 15 communities across England



### The issue

- The young people in these communities did not aspire to get into further education, get a good job – or a job at all – or achieve at school
- Areas of deprivation
- Geographically remote
- Little family support or encouragement

Young people needed to raise their aspirations to *want* to go into further education, training or get a good job – and *believe* they can do it

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### Developing plans

Helping communities develop their individual neighbourhood plans – co-producing these with the target audience, e.g.

- Working directly with communities to face their barriers and offer practical solutions
- Training opportunities, field trips and information sessions
- Community based parental advice services
- Personal mission statements for pupils in schools

Co-production approach – working with communities to develop their plans

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## Local brands for local people

Worked collaboratively with communities to develop local campaign brands

- Local pride
- Distinct look and feel
- Easy to adapt and apply across a range of platforms



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## Results

All communities were successful in having their plans  
Overall evaluation will be measured by GCSE rates  
Teacher assessments of individual attainment at key stage 3  
Achievement gap between pupils eligible for free school meals

**These results will be available in 2012**

**100% respondents felt the campaign had made a difference to young peoples attitudes and behaviour. 38% felt it made a big difference**

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## Any questions?

For further information or questions, please contact Gillian Daines  
on 020 7403 2230 or at [gillian@forster.co.uk](mailto:gillian@forster.co.uk)

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