World Social Marketing Conference
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Inspiring Communities

Gillian Daines
Forster
gillian@forster.co.uk

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

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
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

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
Any questions?

For further information or questions, please contact Gillian Daines on 020 7403 2230 or at gillian@forster.co.uk

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