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**Journey to Justice in Tower Hamlets**

**PR, Marketing and Communications Strategy**

**Introduction and background**

Journey to Justice (JtoJ) aims to galvanise people to take action for social justice through learning about human rights movements and the arts. JtoJ is a human rights education charity with supporters all over the UK.

Our flagship project is a touring exhibition focused on the US civil rights movement and its music which tells the extraordinary story of some of the less well-known women, men and children involved. It also highlights some of the many struggles for freedom in the UK. The exhibition and related activities examine key events, themes and tactics, demonstrating what leads people to become and stay active in campaigns. It illustrates how the US civil rights movement has affected people in the UK, and worldwide and helped inspire subsequent women’s, peace and gay liberation movements. As the exhibition travels, it links with local communities, incorporating lessons from UK campaigns for freedom, equality and human rights. Using arts and intergenerational activities, it will show how change for social justice can happen led by ‘people like us’, whose voices are not often heard but without whom justice would not happen.

Following the successful Journey to Justice pilot in Newcastle (April 2015) and then Sheffield, Middlesbrough and Sunderland May-November 2016 the multimedia travelling exhibition will be on display at the Rich Mix in Tower Hamlets, December 3rd – January 1st 2017. The exhibition will bring the story of the US civil rights movement and its relationship to the UK to London’s east end. We decided to focus on: the role of women; health; the struggle against poverty and the role of the arts in social justice movements in Tower Hamlets.

JtoJ chose Tower Hamlets as our first London site because of its extraordinary history and ongoing association with immigration and struggles for economic and social justice. We are very grateful to the thriving Rich Mix Cultural Foundation for hosting our exhibition. We have been welcomed to the borough by schools and arts, youth and community groups whose aims we share. With Girlz United we ran a successful residential weekend and they will create a display of local human rights history including the story of Women and Girls Unite Against Racism in the 1990s. Were also planning training days for teachers, youth and community workers (Thursday October 13th) and young people (Monday December 5th). Our exhibition will tell some of the many untold stories of resistance to injustice with a celebration event on December 10th Human Rights Day at Rich Mix, beginning at 11.30am.

**Jean Stallings** We are delighted we will be joined by Jean Stallings, an African American woman who was part of the NWRO (National Welfare Rights Organisation) in the 1960s and 1970s which campaigned for welfare rights and against poverty especially for single mothers. Jean found her voice in the NWRO and has continued to be involved in international anti-poverty work with ATD (All Together in Dignity). She will meet young people in Tower Hamlets on December 5th at our youth training day and in Sunderland on December 7th and she will speak at our launch on December 10th and open our exhibition.

**Vision:**  Everyone feels responsible for social justice and is active in promoting and ensuring it.

**Mission:** To galvanise people to take action for social justice through learning about human rights movements and the arts.

**Developing the Marketing and Communications Strategy**

The purpose of this Marketing and Communications Strategy is to raise awareness of JtoJ’s work in Tower Hamlets. Activity will:

* Promote the exhibition, related activity and programme through integrated marketing activity.
* Encourage ‘buy-in’ and involvement by the local community and stakeholders.
* Deliver “Call to action” communications to secure funding (our crowd funding)
* Promote Tower Hamlets stories - past and present
* Encourage local agencies, organisations and projects to support the project.
* Take advantage of opportunities to link up related activity and key dates
* Establish JtoJ’s reputation as a ‘best practice’ provider of education about and for human rights (resources, training and support) and a leader in innovative practice
* Build strong relationships, trust and confidence in JtoJ
* Create a network of people in the borough to continue working on social justice and human rights, mobilizing the community to get involved
* Take an integrated and consistent approach to communications across all channels, ensuring activity is relevant, timely and accurate.

Activity will link closely with the aims of Journey to Justice.

**Journey to Justice Aims:**

* Deepen public awareness of the long history in the UK and globally of individuals and movements who take a stand for freedom, equality and human rights.
* Educate people through creative arts, history and understanding social changeprogrammes which stimulate debate.
* Show that injustice can be challenged and that everyone has the knowledge and skills to play a role in bringing about change.
* Motivate people to take practical action for social justice.
* Build networks of people working for social justice and human rights.

**Key Messages**

What is said about JtoJ is a key element of building awareness and understanding. Messages need to be communicated clearly and consistently through channels that are appropriate to target audiences, we need to be clear about what we want to say.

* Popular ‘ownership of human rights’ – it is up to us, people of all walks of life, to bring human rights to life and be their guardians.

Our story today, in the 21st century, is part of a continuum – we stand on the shoulders of a long and powerful legacy of human rights activism in the UK, which was also known as a refuge for people seeking asylum and support for struggles for freedom in Africa, Asia and America and Tower Hamlets played a huge part in that. We want to elevate this vital part of our history.

The US CRM has a universal appeal and links with other human rights movements including peace, women’s and gay liberation and in the UK, China, Ukraine, India, S. Africa, Australia and the Middle East. It was informed by philosophies/idea including Bunyan, Gandhi and Christianity.

* People often forget that ultimately MLK was about economics and he was shot just as he was going to push forward on a poor people's movement. Many think of the US CRM as about particular charismatic leaders, soley focused on civil rights for black Americans but it was driven by more than individual leadership and had economics and anti-poverty in its roots. JtoJ is particularly interested in anti-poverty campaigns. The struggle for a Living Wage began in Tower Hamlets.
* We learn and grow from those who have come before us. We also develop ourselves and our relationships to create stronger more powerful movements. Change can happen and we all have a part to play.

**Stakeholders**

It is vital that JtoJ engages with all its stakeholders and stakeholder groups.

Stakeholders include:

* Local and national funders;
* Our local partners, Girlz United, Bethnal Green Academy, Bow School, Praxis (work with refugees and asylum seekers); Swadinhata Trust (Bengali Heritage) and Nelson Street synagogue,
* Those who have shown an interest in what JtoJ has to offer and are partners in delivering activities e.g. Energize, HEC, MOC, GUO, STH, Green Spring, Bow School
* Local decision makers e.g. Rushanara Ali MP, Thomas Llewelyn Jones (‘Prevent’)

**Audience:**

We want to attract a range of audiences to the exhibition: to visit and take part in planned events and activities and involve the whole community, particularly wards under represented at arts events. In addition to local residents the programme will be developing specific activities for:

* Upper primary pupils
* Lower secondary; 14-16 year olds
* Sixth form
* FE College and University students
* Young people classified as not in education or training (NEET) or in danger of becoming NEET
* Older people who remember the US civil rights movement or are activists
* Those who feel powerless and want to find a voice
* The public; those interested.

**PR and Communications**

Activity will link to existing key dates and local activity e.g. Human Rights Day December 10th; Bangladeshi heritage; Write Idea Festival (Nov. 11th- 13th); using a mix of communications tactics and channels:

* Mail-out generic printed leaflet flagging upTower Hamlets Stories: past and present, JtoJ
* Thank you email and/or other correspondence to funders and supporters updating on progress, ‘thanks to you, JtoJ ……..’
* Exhibition promotional materials
* Programme promotional materials
* Direct delivery of bespoke publicity to schools, teacher training and relationship-building (*subject to necessary capacity to deliver)*
* Media; local& regional press, media, radio, TV (separate list) *The Guardian* Patrick Butler and Joseph Harker
* Specialist arts media
* Online/social media: [www.journeytojustice](http://www.journeytojustice) Twitter and Facebook
* Blogs, partner web-sites, TH planning group social media
* Save the date and invitations to launch event
* Existing newsletters, print and online

*NB: This list may not be exhaustive and may be added to as appropriate.*

*Likewise separate lists for audiences; individuals, organisations, networks, agencies and organisations will be used to for on-going communications activity.*

**Public Relations Activity**

A PR plan will be developed with a timeline to include:

* JtoJ milestones
* Developments and progress; programme and exhibition, launch event, funding, volunteers, supporters, ambassadors, Tower Hamlets stories – past and present

**Communications guidelines:**

All communications for JtoJ Tower Hamlets should link with existing communications arrangements set by the National JtJ team to ensure consistency of brand and messaging.

* Use of JtoJ logo throughout (correct size, positioning etc)
* Ensure that our JtoJ partners/funders receive recognition for support where relevant/possible: use of logo, mention in PR, presence at JtoJ exhibition
* Ensure the right spokespeople are identified for media, photo calls and interviews
* Ensure we have permission to use photos and images and include mandatory copy to support where necessary
* Ensure all communications activity (media releases, printed materials, correspondence etc) is approved by the JtoJ team prior to being published/ issued
* Use JtoJ key messages (or elements of) in all communications.

**Budget / Funding**

Funding for the overall project is in the process of being sourced and bid for, and is to be confirmed including funding in order to design and print flyers and posters.

Items such as printing, photography, media services and videography will

need to be sourced externally if JtoJ does not achieve its funding targets.

**Evaluation**

It is important that JtoJ PR and communications is evaluated to help guide on-going activity, and outputs monitored. This will:

* Help us to understand how well PR and communications activity is working
* Enable improvement where necessary
* Help us to identify if we are engaging with audiences effectively and in the right way.