



An audience through participation

h2. Potential audience

- * participants
- * friends/relations/colleagues of participants
- * media
- * every group in your community (think big - libraries, faith communities, theatre groups, schools and others can all be involved)

h2. Characteristics

- * enthusiasm and motivation – the more your participants are involved in your activity, the more passion they will have to pass on your messages
- * commitment to promoting community cohesion in your neighbourhoods
- * diversity and variety
- * should be an overwhelmingly positive experience for all involved
- * will need managing well

h2. Ideas

These are ideas for activities and are not comprehensive. Speak to the HMDT team on **0845 838 1883** if you would like further ideas.

- * be aware that there will be lots of people involved. You must be clear on the [objectives for your activity](#) and you may wish to appoint a [steering group](#)
- * hold a central activity with a programme of events taking place in the weeks around it. Ask those involved in the community programme to participate in your main activity as a way to celebrate the way your community works together. Appoint a host to provide a focus for these activities

h2. community programme

- * hold [displays](#) in your libraries
- * ask your local drama groups to [put on a play](#)

- * involve local branches of [trade unions](#)
- * ask faith groups to hold [appropriate activities](#)
- * work with teachers to engage your local primary and secondary [schools](#)
- * speak to your universities and colleges

h2. your actions

- * recruit a [steering group](#)
- * make sure everyone involved orders their free [Campaign Pack](#)
- * co-ordinate with [specific groups](#)
- * publicise what you are doing! We have [publicity advice](#) for you to use