



## An audience through participation

### 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)

### 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

### 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

### 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

#### 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