



# THANK YOU DAY

REVIEW | AUGUST 2021

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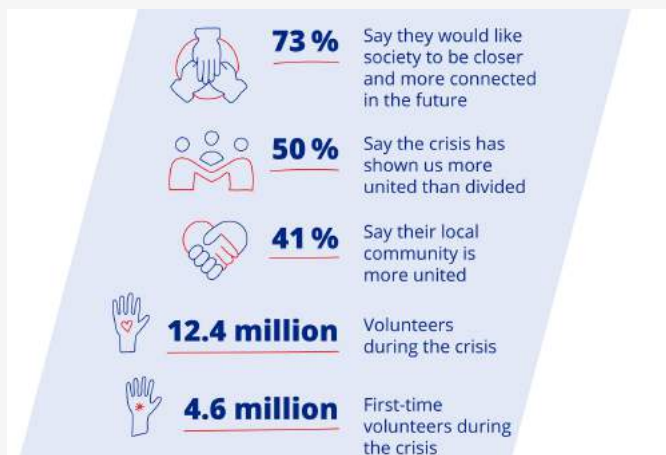
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# INTRODUCTION

In March 2021, /together published our foundational report: Talk/together. The consultation asked nearly 160,000 people what could unite us as a country. One of the key ideas that came through was the creation of a UK-wide day that celebrates our communities and brings people together.



As well as being something the public genuinely wish to see happen, the idea has a long pedigree and stems from a sense that the UK has been historically poor at creating regular moments that unify and connect. France has Bastille Day, the US has Thanksgiving, but we don't have a counterpart.

The Together Coalition, as a diverse cross-sector coalition, and with important media partnerships is in a unique position to add both scale and reach to such an idea, accessing communities that might not otherwise attend nationally-organised community activities, and would most benefit from the initiative.

Following the suggestion in Talk/together, we tested some propositions for a community day this year through 7 hour-long groups with a mixture of moderate people of all ages and demographics from different regions of the UK. Participants all spontaneously said they would like to take part in a UK-wide community day. They told us that names such as 'Neighbour's Day' felt too prescriptive, and that it was far more powerful, coming out of the COVID-19 crisis, to build a "Thank You Day". After all, we all have someone to say thank you to.

Together, hundreds of organisations set about building the first national Thank You Day on Sunday 4th July 2021 - harnessing our huge desire to say personal thank you to everyone and everything that helped us through the COVID-19 Pandemic, and giving the public the opportunity to demonstrate that thanks by meaningfully connecting to their communities.

## Our Aims For Thank You Day

- To engage millions of people in the day and through it create opportunities for meaningful social connection, especially across lines of difference
- To ensure that this is a day that everyone feels belongs to them, it's not owned by Together or any other entity. We want to crowd in activity
- To particularly engage those groups who are traditionally less likely to take part in such an event
- To use the day to build a narrative of what connects us and to encourage people to reach out beyond our usual bubbles
- For the day to be an engagement tool for partners and public to bind them into the wider campaign
- To pilot the idea of community connectors to see what does and doesn't work, with a view to building a fuller proposition for 2022.
- To help to share best practice through the coalition about how to build successful and impactful moments.
- To establish a foundation for future advocacy around making the day an annual bank holiday.

# CREATING THANK YOU DAY

To become a national moment, Thank You Day had to reach from a UK-wide conversation right down to individuals on the ground. With this in mind, we created ways to engage with the day at 4 levels: as individuals, as communities, nationally and in organisations. This approach was key to building a moment that everyone felt they had a stake in.

## Individuals

When Thank You Day was launched, it was important that it did not feel 'top-down'. Working through partners of the coalition, we reached out to 13 individuals with powerful stories of thanks and connection to their communities, and from all backgrounds and geographies to officially 'propose' the day. They started to do this from April 2021 (the 'Phase 1' launch), working through their own networks, a Thank You Day Facebook Group, and through local media.

By the time the media launch (the 'Phase 2' launch) for Thank You Day happened on 10th May 2021, the proposers (four of the 13 highlighted below) had collectively galvanised tens of thousands of members of the public to support the day, and headlined both local and national media coverage in every part of the UK with their own powerful stories, alongside high profile individuals and celebrities.

EMMA



Emma is a 16 year old Explorer Scout from the North West. She's been involved in Scouts since the age of 6 and it's been a very significant part of her life. During the summer of 2019, Emma attended the 24th World Scout Jamboree in North America that shaped her into the person she is today. Whilst lockdown brought face to face meetings to a halt, Emma took it upon herself to run sessions on Zoom every week for her Beaver Scout section.

GAVIN



"I think Thank You Day is a great idea, during the last year there were many negatives, many dark times, and moments of sorrow, but as always there were people stepping in and stepping up to offer hope. Many people went unnoticed, and many people did over and above to be a light during the dark times. Young people endured a time like no other and for these reasons I want to take time out and say THANK YOU!"

MAY



May is Modern Matron for Education and Escalation Interim Modern Matron for Respiratory Medicine University Hospital Coventry and Warwickshire. On December 8, 2020, May gave the first Covid vaccination in the world (outside of clinical trials) at University Hospitals Coventry and Warwickshire.

LAURA



Laura is a Northampton-based freelance writer and community activist who got to know her neighbours through The Big Lunch in 2017. This #ThankYouDay Laura would like to thank her neighbours for their friendly smiles and waves, notes through the door and gifts on the doorstep during this (very challenging) year. It's made a huge difference and she's so grateful to them all for being there for each other.

# Communities

We knew that organising community activity for Thank You Day would resonate more with some communities than others, and we were keen to use our reach to support communities who might not otherwise take part in these types of events to get involved with the day.

For this Thank You Day, we wanted to test and learn more about how we might engage communities in this national moment, in a way that works for them at a local level. We approached this in two ways, neither of which would have been at all possible without generous resourcing and support from Virgin Media O2 and Spirit of 2012:

1. First, we wanted to test the idea of 'community connectors': if you can equip a local person or community with the resource and structure they need to connect their community, can they do it, can it connect people across divides, and will it work in areas of low social capital?
2. Second, we wanted to expand this idea to enable communities who might not have created a community event for a day like Thank You Day without the funds needed to cover their costs.

## Community Connectors

We funded 10 local community groups or organisations to hold a Thank You Day event in their community, almost all of which were not incorporated charities or organisations, but local residents with a shared interest, cause or hobby. Each was granted £2,000 and encouraged to use it in the way that suited them best so long as they held a community event on the 4th of July, and sought to connect group/s across whichever divide(s) felt pertinent in their communities (e.g. ethnicity, religion, age, wealth background etc).

We did not stipulate how the event had to be run, the content of the event or really what they needed to spend the money on (outside of it being for Thank You Day!). It demonstrated a huge level of trust in these groups - that they knew what would work best for their communities, and it was a hugely successful endeavour. From flash mobs, to communal dining, gardening to magicians and the easter bunny (yes, really), the 10 pilot areas were creative and made it work for them.

The full evaluation report for the Community Connectors pilots can be found on the Together website.



**Watch** Tom from The Shoebox Community Hub in Norwich talk about their Thank You Day event as a Community Connector.

40%

of attendees hadn't been to a community event before Thank You Day

70%

of people came to the event because they wanted to meet people in the local area

90%

of people who came to and event said they talked to someone new

45%

said they'd meet people they'd met at Thank You Day locally after the event

# Communities

Virgin Media O2 Together Fund

We built a collaboration with VMO2 to launch a 'Together Fund', to work through Neighbourly to distribute grants of **£1,000 to 400** small charities in communities throughout the country to support and celebrate community spirit, belonging and togetherness on and around Thank You Day. This was taken from a concept to launch within 3 weeks, which was quite a remarkable turnaround.

It led to many small local organisations who we would not have otherwise been able to reach getting involved in Thank You Day, and we have since followed up to engage them in the Together Coalition more broadly. It also shows the impact of using a major, cut through event such as Thank You Day to invite and encourage funding to be channelled into grassroots organisations.



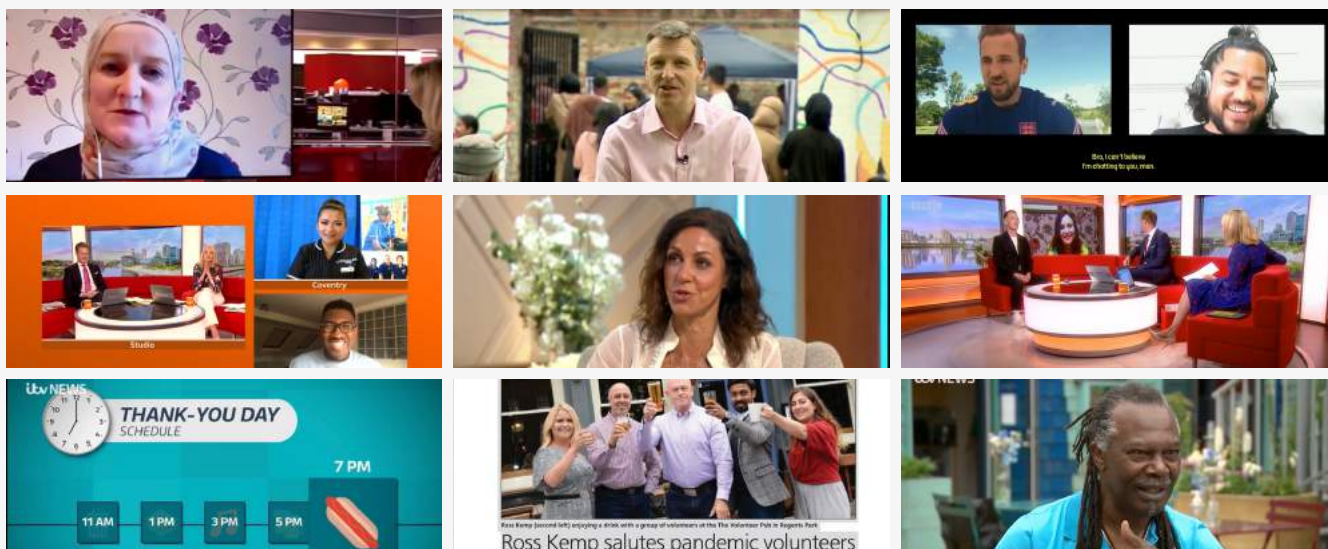
Charities in receipt of the VM02 Together Fund

## Nationally

Working with partners across the four nations and through our media partnerships, we created a number of national 'moments' throughout the day that people could unite around. This wasn't about being prescriptive, but about giving people ideas, a sense of what is possible with a day like Thank You Day, and a feeling that they were 'joining in'. Each moment was curated as a mass activation - something that every member of the public could get stuck into and organise themselves, without having to rely on external community infrastructure.

These moments spanned the whole day, from a sporting activation at 9:00am to a BB-Thank-Q at 7pm, each spearheaded by a celebrity spokesperson. There really was something for everyone, and meant the media could latch onto an element of the day that suited them.

Our media partnerships with the Sun, Mirror Group and ITV meant we were able to reach communities nationally who might not normally take part in community events, and at a local level.





# Organisations

We worked with and spoke to hundreds of organisations to bring Thank You Day to life. From those who helped us get reach such as Rotary Great Britain and Ireland, 38 Degrees, Facebook and Avaaz, Marie Curie, the National Citizens Service & the Scouts, to those who helped us curate incredible opportunities for and on the day such as Together with Music, UK Music & Universal Music Publishing, Freuds, Wimbledon and Marks and Spencer - this truly was a coalition effort. With the coalition's support, we were able to create specific activations that worked for, and highlighted the diverse range of sectors supporting Thank You Day.

## MUSIC

- We worked closely with UK Music, Universal Music Publishing, Making Music, Together With Music and Hal Leonard.
- Together With Music, a national, intergenerational programme led community choirs and schools to sing outside care homes and hospitals across the country.
- Thank You Day Single 'Don't Stop' - Christine Mc Vie, Fleetwood Mac was re-recorded by The Feeling, Sophie Ellis-Bextor, Jamie Cullum and friends in support of National Thank You Day. It was featured on almost every broadcast and elevated the coverage we received.
- Individuals and groups have notable permission to upload their recording of the track, to Facebook and YouTube.



## SPORT

- Harry Kane, Gary Lineker, England Rugby, Premiership Rugby, Jamie Murray, AELTC, LTA, Sport England, UK Sport & 90+ National Governing Bodies came together to invite people to take part in the day
- Mr Motivator (Derrick Evans MBE) hosted an hour-long mass exercise session.
- The AELTC and the LTA jointly delivered 'Middle Sunday Opened Up' free tennis activity on the public tennis courts in Wimbledon Park.
- In lieu of parkruns fully reopening - parkrun invited their membership to participate in a special hour of physical activity on Thank You Day.
- Community sport events included football & basketball tournaments; wheelchair races; community runs; walk, talk and picnic in the park; bike sessions; outdoor dance in the street event and taster triathlon sessions



## BIG LUNCH

- Working with partners Eden Project Communities, we promoted the Big Lunch as a lunchtime activation for Thank You Day.
- Laura, one of the Thank You Day proposers was also a Big Lunch Ambassador and did incredible promotion of the event with features across local and national media.
- Ainsley Harriot promoted the Big Lunch for Thank You Day too.
- We promoted the Big Lunch Pack as a resource for both the lunchtime and the BB-Thank-Q event as an incredibly well-produced resource including guides on street closures and more.
- A Big Lunch event in Cornwall ran a community connector pilot support the evaluation of Thank You Day.





## ENVIRONMENT

- Keep Britain Tidy and a host of environmental groups including RSPB and Forestry England joined forces to ask the public to join them in an hour-long national litter pick as a way of saying thank you to our green spaces and parks in a 'Power Hour': A country-wide hour long clean-up to say 'thank you' to our green spaces and parks.
- The Great Outdoor Co arranged a Litter pick on Wimbledon common with the Scouts, The Conservation Volunteers and the Wombles.
- The flexible nature of the activation, the ability to carry it out during the COVID restrictions, and that climate is a point of unity for everyone made this activation extremely popular across the sectors.



## BUSINESS

- We worked with our Business Group, chaired by the Archbishop to plan the day for business. We encouraged them to support the day by thanking their colleagues and customers, and equipping communities to celebrate.
- With the support of PwC, CBI and British Chamber of Commerce we were able to engage a number of household names to engage in the day. The Federation of Small Businesses and Small Business Saturday helped us reach smaller and community business around the UK.
- A number of other brands joined in organically including The White Company, Bloom and Wild and Vodafone.
- Marks and Spencer enabled our Schools activation whilst Virgin Media O2 supported Thank You Day with both the Together Fund, equipping 400 grassroots charities to take part in the day, and by enabling us to test the community connectors concept.



## SCHOOLS

- We worked with our Education network, which covers all the major school networks in the UK, and can access the majority of schools.
- Votes For Schools created an open source assembly for schools to introduce their pupils to the day - downloaded over 3000 times.
- We worked closely with M&S and Freuds to create a national thank you card signed by schools across the UK. The card was presented on the first day of Wimbledon with local pupils and tennis stars.
- The card is now housed at the People's History Museum in Manchester
- The activation encouraged children across the UK to think about who they are thankful for, and present this on their school gates.





## VOLUNTEERING

- We worked closely with the Royal Voluntary Service (RVS) to create a moment dedicated to engaging and thanking Volunteers: "Cheers for Volunteers".
- RVS successfully built a Thank You Day Party pack, with guides for how to throw a street party, and a box that groups to apply for which included guides, bunting, plates, knives, forks cups etc. Providing a moment that was dedicated to thanking volunteers without a specific 'ask' or recruitment drive, was hugely important for the day.
- Ross Kemp hosted an online pub quiz on RVS' 'Virtual Village Hall'
- The Duchess of Cornwall also took part in the 'Cheers' on Thank You Day

## FOOD

- We worked with Scouts, and developed a new partnership with NCS Trust to bring to life a 'BB-Thank-Q' activation for the evening of Thank You Day.
- With Levi Roots as our spokesperson, we were able to create a different feel for the BBQ activity, bringing people together to celebrate the many different cultures who use BBQ in their cuisine. Levi released 3 special recipes for the day.
- Hundreds of Scouts and NCS groups held BB-Thank-Qs on the day all across the UK.
- No. 10 Downing Street hosted a BB-Thank-Q with Prime Minister Boris Johnson, young people from Scouts and NCS as well as RVS volunteers.
- BB-Thank-Qs featured on Sunday Morning Live and in the BBC evening Bulletin on the day.

## FAITH

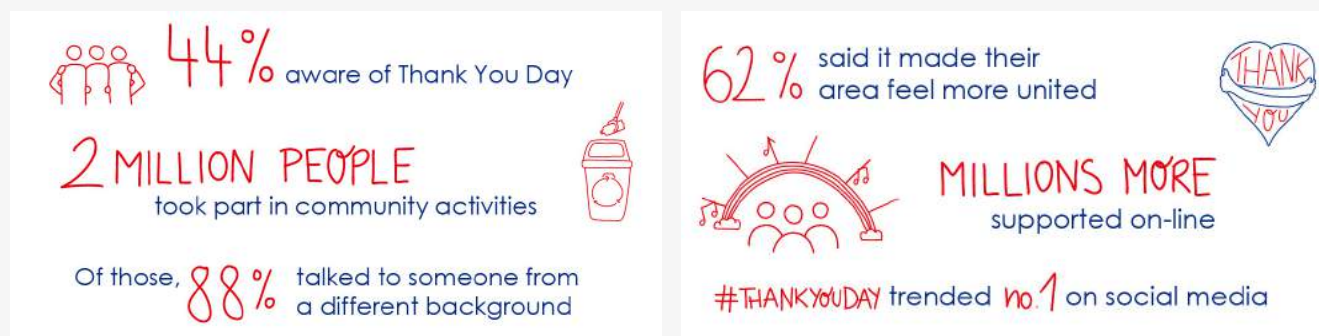
- We worked closely with Julie Siddiqi from Together We Thrive and YourNeighbour.org to reach out to faith groups across the UK.
- 27 different faith groups got involved and thousands of events were organised.
- An interfaith party kicked off Thank You Day at 9am outside a local church with speakers and representatives from all faiths, police, local authorities and at 2pm an interfaith gathering hosted in the symbolic ruins of Coventry Cathedral
- Imams in Mosques around the UK included Thank You Day in their sermons, Churches thanked their congregations and volunteers, Jewish and Muslim women organised picnics together in locations across the UK.



# ON THE DAY

On 4th July 2021, Thank You Day arrived. And after many months of laying the groundwork, it was remarkable to see it build its own momentum throughout the day and become completely organic.

## Topline Statistics



## Awareness

Polling by ICM indicates that an incredible 44% of the UK population were aware of Thank You Day. We entirely credit this to the support of the day's partners, and the freelance media teams and partner organisations, who were able to nurture close relationships with both national and regional media to ensure they were able to reach all sections of society.

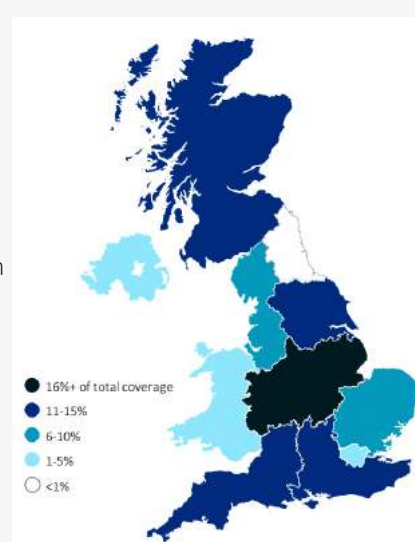
branding and messaging for Thank You Day in a way that meant they could curate what was useful for them. The result was a hugely successful campaign on social media up to and on Thank You Day.

Through the build up to, and on Thank You Day we gained thousands of pieces of coverage in the media. We were able to place coverage in every major national newspaper, with particularly strong coverage in The Sun and through The Mirror Group.



We grew the digital presence of Thank You Day through a bespoke Thank You Day microsite, which we built independently from the Together website. This was important to protect the white-label nature of the campaign, but also meant we were able to quickly and easily supply partners, public and any other interested party with the

Regional media coverage was considerable, but varied throughout the United Kingdom, with 16%+ of total coverage in the Midlands, 11-15% in Scotland, Yorkshire, the Southeast and the Southwest. Coverage was lighter in the North East, London, Wales and Northern Ireland.





# Participation

On the day over 2 million people took part in a Thank You Day community event, and a further 2.5 million people knew someone who took part in an event, even if they didn't take part physically themselves. From litter picks to picnics, we saw a huge variety of activity taking place. We also know that tens of thousands of people engaged with Thank You Day online with the #ThankYouDay hashtag trending for 8 hours on 4th July, hitting the No.1 spot 4 times throughout the day.

## Covid Restrictions

On 14th June, the Government announced that Covid restrictions due to lift on 21st June would continue into July. We were always aware this was a risk, and the vast majority of those planning their Thank You Day events had already built in contingency plans for this eventuality - from reducing numbers to postponing, there were a large number of events affected. 5.4% of the British population were aware of a Thank You Day event that had been postponed or cancelled due to the shifting coronavirus restrictions (Big Lunch Research, 2021).

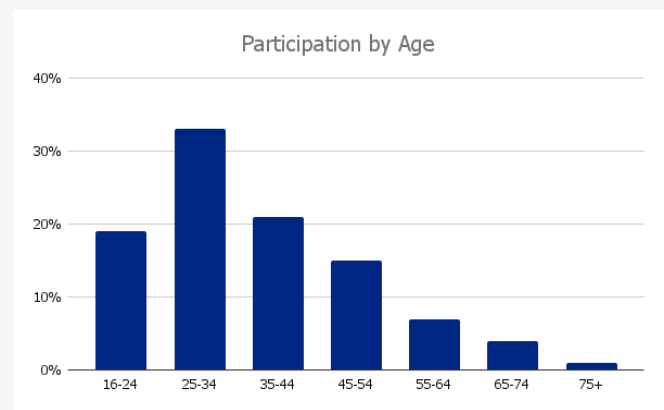
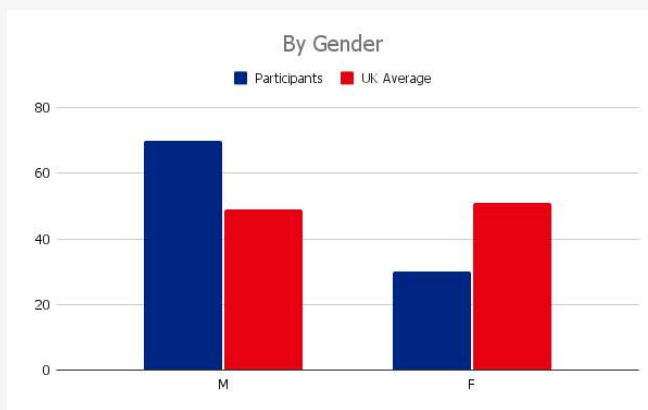
Whilst the shifting restrictions undoubtedly reduced the number of participants in the first Thank You Day, it did also produce some interesting positives. With the enforcement of smaller numbers of people gathering together, feedback from the pilot areas and through our partner survey indicated that this was welcome, particularly for attendees who didn't know anyone else at the event, or who hadn't been to a community event before. The smaller gatherings helped people to feel welcome and better able to talk to different and new people at the event.

“...volunteers were very positive about the day and sentiment of the day, however restrictions meant there weren't as many physical events as we hoped.”  
Comment from Partner Survey

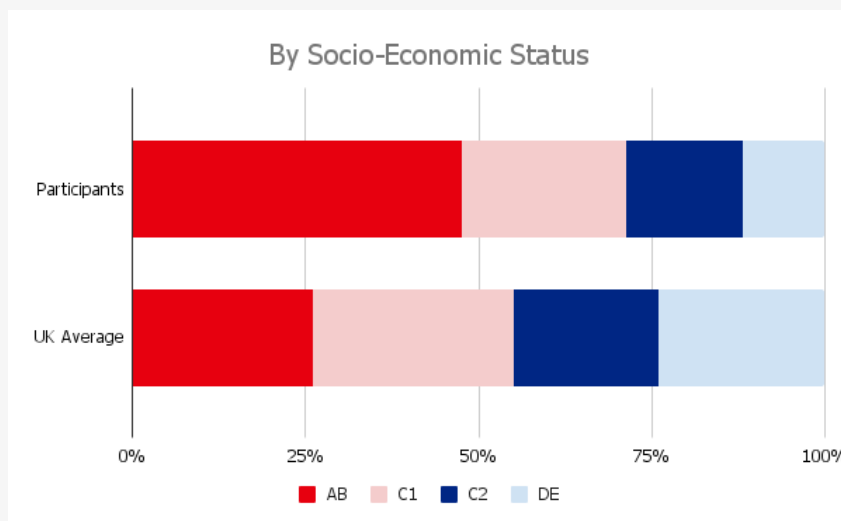
“In small numbers it is much easier to get to know people, and it's much nicer to get to know people”  
Attendee at Pilot Event

## Who Took Part?

Regardless of the impact of the Covid restrictions, it was clear from those who took part that we had good reach into different communities. Here's how mass awareness played out into participation by demographic.



Surprisingly, **70%** of Thank You Day participants were men, with only **30%** being women. This gender split is echoed across all community events held during the Month of Community in June-July, and we'll be exploring why this might be the case. When asked if they would participate in a future Thank You Day, the gender split is **62%** men, and **38%** women. We were able to reach across all age ranges, with the highest proportion of attendees being in the 25-34 age range.



Participation across socio-economic classes shows that more people from a higher socio-economic background (AB, C1) took part than those from lower socio-economic backgrounds (C2, DE). This demonstrates the need for initiatives like our community connectors in future which we hope to equip lower socio-economic communities with the support to take part in community events in future.

## IMPACT OF THE DAY

### Bridging and Bonding

For Thank You Day and all our public activations, we are keen to create opportunities for 'bridging' and not just for bonding. Bonding refers to connections made with others within a group or community whereas bridging is between social groups, social class, race, religion or other important socio-demographic or socio-economic characteristics.

Creating opportunities for communities to build bridging connections in positive situations can reduce prejudice and discrimination, and ultimately help us achieve our collective aim of kinder, closer and more connected communities.

Findings from Thank You Day are promising in this regard, both through the ICM polling and through our pilot projects which give us a rich insight into what happened on the ground.

**88%** of Thank You Day attendees met someone from a different background to themselves at the event, and **47%** said they were now more likely to speak to their neighbours after having attended the event. These poll findings are echoed in the pilot areas, where **90%** of attendees met someone new and **45%** said they'd stay in touch after the event.



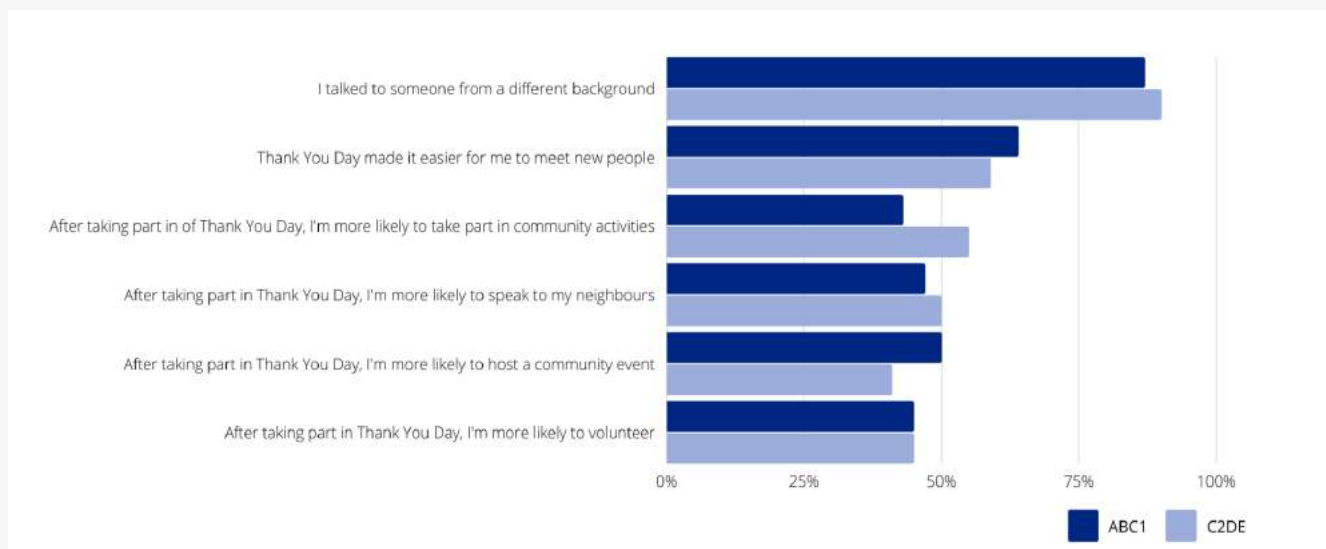
“We had conversations with people and learnt so quickly that we had things in common, just by sharing a small bit of our own history”

Attendee at Pilot Event



Knowing that Thank You Day was both able to create bridging connections, and to involve those previously excluded from similar events is extremely encouraging for our future campaigns. It demonstrates the potential for our campaigns to reach into new communities, as well as the impact a small amount of funding can have on increasing that reach at a community level through community connectors.

Indeed, what is particularly encouraging is that, according to the polling, 20% of people who said they feel excluded from their local area attended a Thank You Day event. This was even more significant in the pilot locations, with 40% of attendees never having attended a community event in their area before.



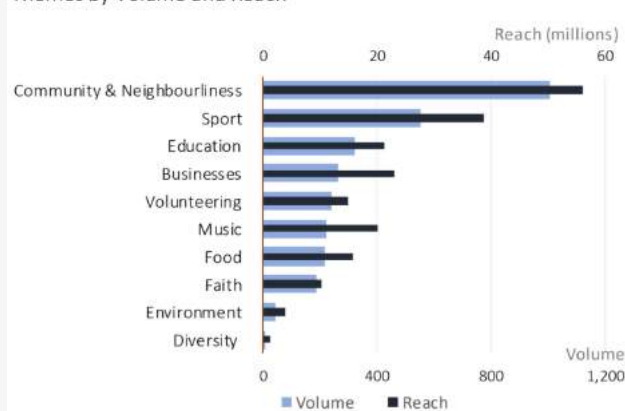
## Unifying Narratives

We tested a number of different ideas for this national moment before landing on Thank You Day. And the frame of 'Thank You Day' worked incredibly well. It set a tone for the day that resonated well with communities - looking at the pilot areas, for many, the reason they held their community event was primarily because they wanted to celebrate and say thank you to their community in a public way, with connecting their community as a secondary consideration.

A theme arising from the evaluation of the community connectors was that the flexibility of the theme meant that groups were able to create unique ways of saying thank you. They were given impetus to engage groups in the community that they might not normally invite to events like this - for example, pilot events

thanked local suppliers and businesses, GPs and pharmacists, full-time carers and volunteers as members of their local community. Likewise, it was a topic that resonated with our partners, with 30% saying it was one of the main reasons they took part.

Themes by Volume and Reach



The result was a day where community connection was implicit rather than explicit. We were well aware that on the face of it, it's possible to join in 'Thank You Day' and not connect with anyone meaningfully. Instead, we focussed on making it implicit in the activities and messaging, weaving concepts of connection and togetherness into the day to ensure it had the impact we hoped it would.



## Collective Ownership

From the inception of this project, we knew that if this day was to work (in 2021 and longer term), it needed to be a true white label good - something that was owned by no-one and everyone. We wanted to build it in such a way that every sector, organisation, community and individual can play their part, thus growing, strengthening, connecting and activating all those working for social connection in our society. As The Together Initiative, we wanted to be a core team who could inspire, support and equip organisations and groups throughout the coalition (and more broadly) to take, use, and adapt the day, creating their own activities and getting their own networks involved.

We decided that the /together brand would not be a part of advertising the day and there would be no 'agenda' other than bringing people together to say 'Thank You'. We hoped that this approach would make the event a 'neutral' space, allowing us to reach individuals who may not otherwise take part in social connection activities - or those who are defined as 'spectators' or 'socially isolated' on the ladder of connection as defined in talk/together. By making this an event for everyone, we also hoped it may move more people from being a 'joiner' to an 'organiser' in future.

thanked local suppliers and businesses, GPs and pharmacists, full-time carers and volunteers as members of their local community. Likewise, it was a topic that resonated with our partners, with 30% saying it was one of the main reasons they took part.

“ The mix of activities  
was good - something  
for everyone. ”

Comment from Partner Survey

We saw organisations and brands, including both household names and grassroots community groups, take the Thank You Day assets and make them their own, using them to promote their own events, causes and ideas in a way that worked for them.





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## Growth of a Movement

None of what Thank You Day achieved would have been possible without the support of partners and grassroots organisations. Throughout the course of building Thank You Day, the number of official coalition partners grew by **50%** to **384** - a movement of organisations putting their name and weight behind what Together is collectively hoping to achieve.

We are working with Virgin Media O2 and Neighbourly.com, and doing proactive outreach on social media to invite the 400 charities who received funding for Thank You Day to become partners too.



## KEY LEARNINGS

We know Thank You Day is not the silver bullet for kinder, closer and more connected communities. Thank You Day, and campaigns like it that we run as a coalition, are about giving people excuses to connect that build opportunities for connection and community engagement in the long-term. One Thank You Day is unlikely to make a huge difference to our cause in the long term, but regular moments with sustained engagement pre and post campaign will move us closer to our goal.

There are a number of key learnings from Thank You Day 2021 that we'll be taking forward and considering for future Thank You Days.



## Flexibility vs. Too Much Choice

We intentionally did not hold the concept of plans close to our chests, but proactively encouraged individuals, community groups and organisations to take and adapt the concept in the way that best suited them. Many were pleasantly surprised by this as they were not used to being encouraged to work in this way, and anecdotal feedback received is that this played a major role in extending the scale and range of those who ultimately took part in the day. There was sometimes a gap between people expressing interest and actually doing something, but this was largely a consequence of continued unease about lockdown restrictions and our limited central capacity to manage relationships through to completion. However, the production of guidance, tools and assets, which we placed on the neutral Thank You Day website and shared with interested partners to give them a starting point from which to start planning, helped significantly.

## Coalition Profile and Reach

Together's USP is the scale, breadth, depth and profile of the coalition we have built, and it is something that we knew would be critical in ensuring Thank You Day had the impact we hoped it would. In previous campaigns we had built, from Christmas Together to the National Day of Reflection, we had learned that what was critical in building such campaigns was the ability to exhibit existing momentum. And this was proven to be the case. The profile of the Steering Group, chaired by the Archbishop, alongside the hundreds of organisations involved in the Coalition, was important in giving us credibility to engage new partners at relatively short notice.

We will seek to build on, and utilise the expertise and experience of the coalition to increase our ability to reach different audiences, such as how we can use TikTok to reach school-age people directly.

## Importance of Momentum

We worked proactively with key partners and sectoral groups in the coalition to build core activations for the day itself. This proved important to showcase the sense of momentum that was building and inspire others to get involved and to provide some structure with a series of optional set piece moments for communities to take part in throughout the day. What we underestimated was the merits of cross pollination, to give each group and aspect of the campaign the very real sense that all the work they were doing was part of something bigger. The cross-sector nature of what we are building is key, and being able to point to what was already in the works and what other organisations were doing was critical in inspiring others to get involved. We need to continue to optimise this sense of 'FOMO' in future campaigns.



## Opportunity Rich; Capacity Poor

We are clear that in all we do, our aim is not to build a command and control structure but to create assets, ideas and opportunities that people can use in their own sectors, communities and organisations. In fact, the ultimate aim is that the coordinating structure behind the /together coalition becomes redundant. In the meantime, we need to be able to build sustainable foundations that achieves the broadest engagement and greatest impact possible. To do this, coordinating capacity is required around major moments we embark on. This year, as a new organisation with a core team of five, we were limited in capacity to manage the plethora of relationships and make the most of all the opportunities that presented. In future years, we will look to bring on board additional central coordinating capacity to support this. In the long term, as the day takes on a life of its own and becomes embedded in the national consciousness, we hope that this will be less necessary, but over the next few years we know this will be crucial.

## Measuring Participation

We're committed to ensuring Thank You Day is a public good, and something that everyone from all backgrounds and heritages can take part in. We will work to ensure our data gives us a clear and accurate picture of who was able to participate.

## Limited Lead Times

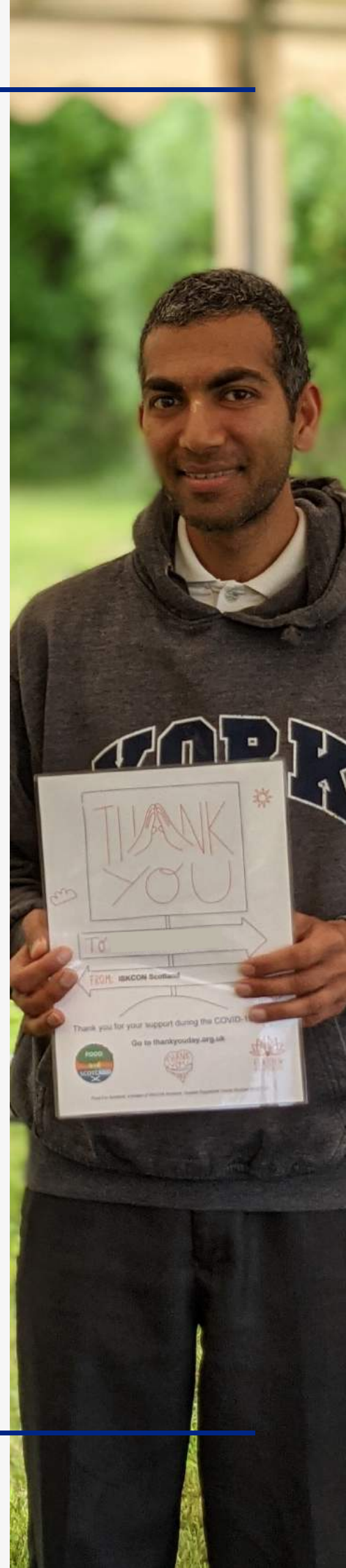
A key challenge we faced was also the short time frames we were working on this year. While the engagement we were able to achieve and the impact we were able to create was strong, we know that in future years, longer lead times will enable far greater engagement from partner organisations. From our post-day evaluation conversations, we have built an indicative planning grid to give us a clear sense of what these timelines are for different sectors. We will also consider moving to a two-year planning cycle to allow more coalition partners to be meaningfully involved in the planning of the day.

## Keeping the Authenticity of the Brand

Feedback on the Thank You Day brand was really positive, the white-labelling (i.e. not /together branded) was helpful, but we have to be careful about maintaining the authenticity of it. With big household names and brands getting involved in the day, the Thank You Day brand needs to continue to work for and represent both those large brands, and the smallest of grassroots groups that might be taking part in the day. With the opportunity to grow the day through business and media partners in future, this is a balance we will seek to keep.

## Community Connectors Worked

Investing in communities at a grassroots level enabled Thank You Day to come to life where it might have otherwise not. For Thank You Day 2021, with the generous contribution of Virgin Media O2 and Spirit of 2012, we were able to fund 10 areas and demonstrate the impact of this grassroots investment. For Thank You Day to succeed in years to come, we should continue to explore this concept with funders to ensure that we are properly supporting communities who might not normally get involved in community events, and/or in areas of low social capital, are resourced to take part and reap the benefits.



# WITH THANKS

The Together Initiative was able to coordinate Thank You Day 2021 with the generous funding and in-kind support of the below organisations. Thanks to them all for making this bold and (very) ambitious idea a reality.





# APPENDIX 1

## Evaluation Methodology

ICM Unlimited interviewed **2,005** GB adults aged 18+ online from 25–28 June 2021 (W1) and **2,008** GB adults aged 18+ online from 7–9 July 2021 (W2). Data were weighted to be representative of GB adults by age, gender, region and socio-economic characteristics including SEG. ICM Unlimited is a member of the British Polling Council and abides by its rules. The topline results can be found in [Appendix 2](#).

Alongside a series of bilateral conversations with a wide range of stakeholders, we rolled out a Questionnaire to individuals and organisations to ascertain their views about Thank You Day, how it went and what we could do better. The responses can be found in [Appendix 3](#).

Finally, working with our partner, Neighbourly Lab, we co-designed our methods for measuring impact with our partners on this project, who we know best understood the context and situation of their place. The M&E plan included 4 key stages:

1. Pre-TYD interviews with community organisers in each location
2. Intercept data collection on participation and connection
3. Post-TYD focus groups with community organisers, volunteers and participations
4. A community of practice workshop to share insights and feedback.

The full report from the pilot projects can be found [on our website](#).



# APPENDIX 2

## ICM Polling Topline

Nationally Representative Sample

Wave 1 (2,005)

Wave 2 (2,008)

THANK YOU DAY TOPLINE						
No. Adult Population: 51,220,471					Knew someone who took part but did not themselves	
	Heard of TYD	Familiar with TYD	Never Heard of TYD	Took Part in TYD		Did Not Take Part
COUNT	1383	828	1109	80	97	1768
ALL	44%	27%	55%	4%	5%	88%
No. Pop	22,537,007	13,829,527	28,171,259	2,048,819	2,561,024	45,074,014
M	37%	22%	54%	6%	7%	85%
F	33%	19%	56%	2%	2%	91%
18-24	40%	23%	51%	5%	14%	78%
25-34	44%	30%	50%	12%	10%	79%
35-44	32%	21%	59%	6%	6%	86%
45-54	26%	15%	63%	2%	2%	92%
55-64	31%	18%	55%	0%	1%	95%
65-74	35%	17%	54%	0%	1%	96%
75+	35%	21%	50%	1%	1%	91%
ABC1	37%	23%	53%	5%	6%	86%
C2DE	32%	18%	58%	3%	3%	91%
SCOT	33%	21%	58%	4%	1%	90%
WALES	35%	24%	50%	5%	6%	80%
ENG	35%	20%	55%	4%	5%	88%
CON	37%	22%	52%	3%	5%	87%
LAB	40%	26%	52%	6%	6%	86%
LD	40%	25%	48%	7%	7%	84%
SNP	33%	21%	57%	2%	1%	96%
GRN	36%	22%	53%	8%	9%	83%
OTHER	26%	16%	67%	6%	8%	86%
WNV	15%	5%	78%	0%	0%	92%
LEAVE	32%	19%	59%	4%	4%	89%
REMAIN	38%	25%	51%	5%	4%	89%
DNV	32%	16%	58%	3%	6%	86%



# APPENDIX 2

## ICM Polling Topline

Nationally Representative Sample

Wave 1 (2,005)

Wave 2 (2,008)

### OF THOSE WHO ATTENDED:

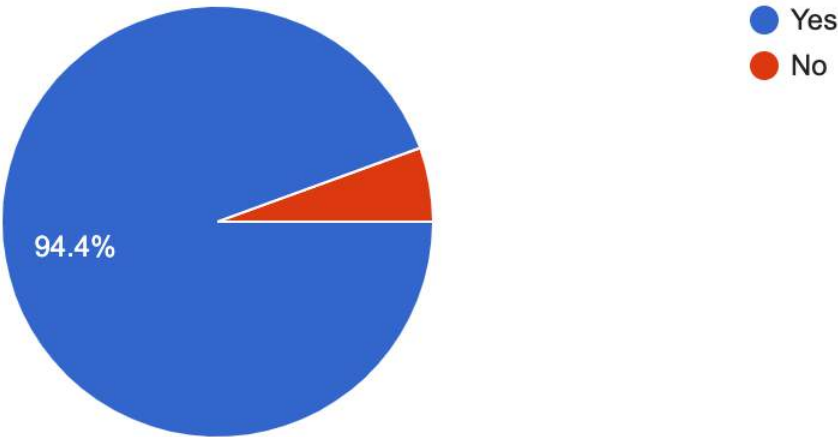
	Talked to/met someone from a diff bkgrd at TYD event	Didn't meet anyone from a diff bkgrnd	TYD made it easier to meet new people	More Difficult	TYD made my local area more united	Less united	TYD made me feel optimistic about my local area	Pessimistic	More likely to take part in community activities	More likely to speak to their neighbours	More likely to host their own community events	More likely to volunteer
COUNT	144	14	103	9	102	7	102	7	76	78	78	73
ALL	88%	8%	63%	5%	62%	4%	62%	4%	47%	47%	48%	45%
No. Pop	1,802,961	163,906	1,290,756	102,441	1,270,268	81,953	1,270,268	81,953	962,945	962,945	983,433	921,968
M	87%	10%	61%	5%	57%	6%	57%	6%	45%	46%	48%	45%
F	89%	6%	66%	5%	74%	0%	73%	2%	50%	50%	46%	45%
18-24	93%	2%	61%	8%	64%	9%	64%	4%	35%	36%	33%	42%
25-34	96%	2%	68%	8%	65%	5%	67%	7%	44%	39%	56%	44%
35-44	88%	6%	67%	0%	65%	0%	62%	3%	58%	71%	60%	61%
45-54	59%	41%	50%	0%	55%	0%	43%	0%	70%	70%	46%	44%
55-64	69%	15%	44%	0%	44%	0%	28%	0%	60%	44%	15%	16%
65-74	53%	47%	22%	0%	22%	0%	22%	0%	22%	22%	22%	22%
75+	36%	64%	36%	0%	36%	0%	85%	0%	36%	56%	0%	0%
ABC1	87%	10%	64%	7%	66%	6%	68%	5%	43%	47%	50%	45%
C2DE	90%	5%	59%	0%	54%	0%	49%	2%	55%	50%	41%	45%
SCOT	100%	0%	82%	0%	89%	0%	59%	0%	19%	10%	17%	17%
WALES	90%	10%	49%	0%	68%	17%	59%	0%	64%	55%	32%	40%
ENG	87%	9%	63%	6%	60%	4%	63%	5%	47%	49%	51%	47%
CON	83%	14%	55%	0%	61%	4%	49%	4%	61%	65%	46%	46%
LAB	90%	5%	71%	2%	77%	0%	75%	0%	53%	48%	60%	57%
LD	94%	0%	79%	15%	56%	0%	62%	15%	20%	33%	28%	20%
SNP	100%	0%	73%	0%	100%	0%	61%	0%	0%	0%	27%	27%
GRN	92%	8%	49%	8%	28%	22%	61%	7%	20%	27%	41%	42%
OTHER	94%	6%	66%	20%	57%	20%	52%	20%	55%	53%	39%	30%
WNV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LEAVE	89%	11%	61%	6%	60%	3%	59%	4%	50%	50%	48%	40%
REMAIN	84%	9%	73%	2%	74%	3%	73%	4%	52%	56%	56%	55%
DNV	92%	3%	52%	9%	47%	11%	52%	5%	34%	29%	34%	39%

# APPENDIX 3

## Partner Survey Results

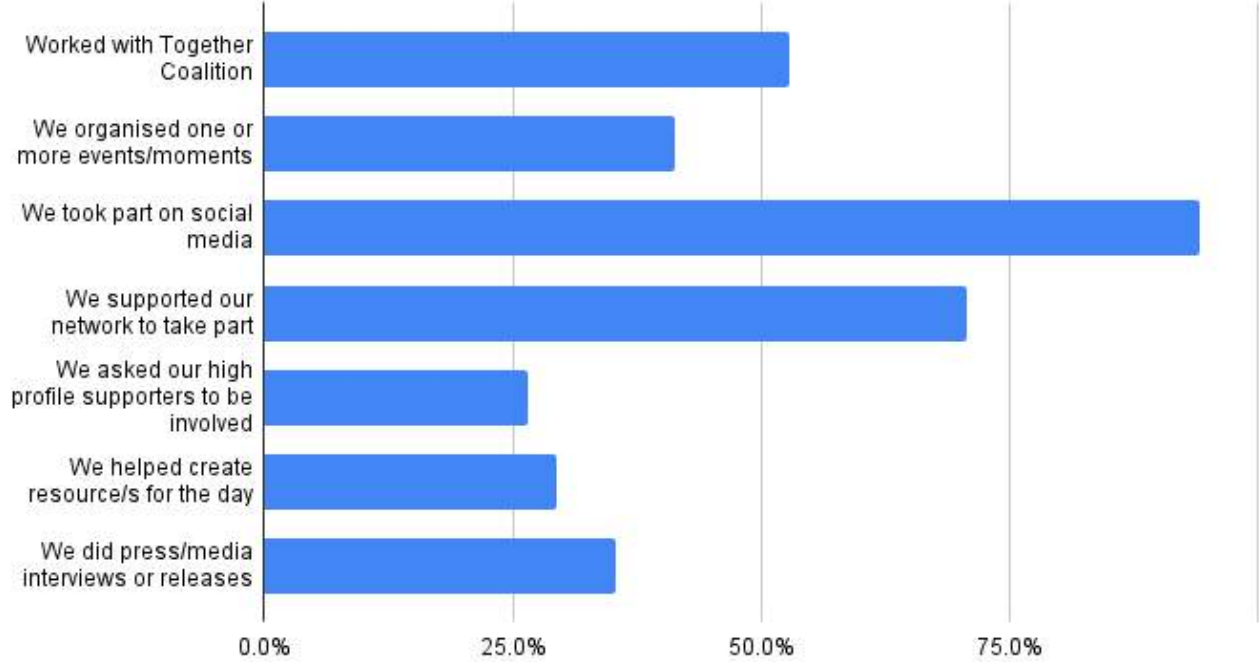
Did you take part in Thank You Day?

36 responses



How did you take part?

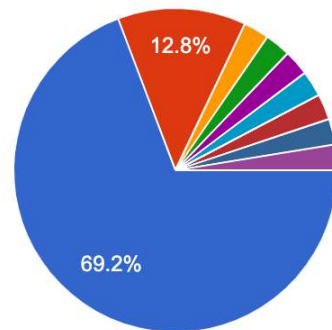
34 responses





### How did you find out about the day?

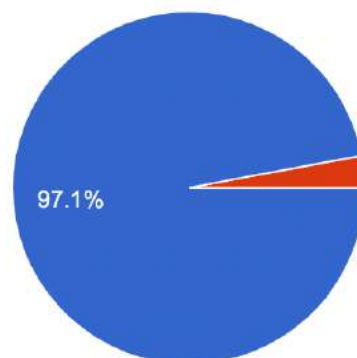
39 responses



- Through the Together Coalition directly
- Through an organisation (who is not t...
- Through a newsletter/email
- Through the press/ media/ tv
- On the Thank You Day website
- I don't remember
- Flagged to myself through our CEO.
- We helped co create as part of the coalition

### Did you communicate information about Thank You Day to your network prior to the day itself?

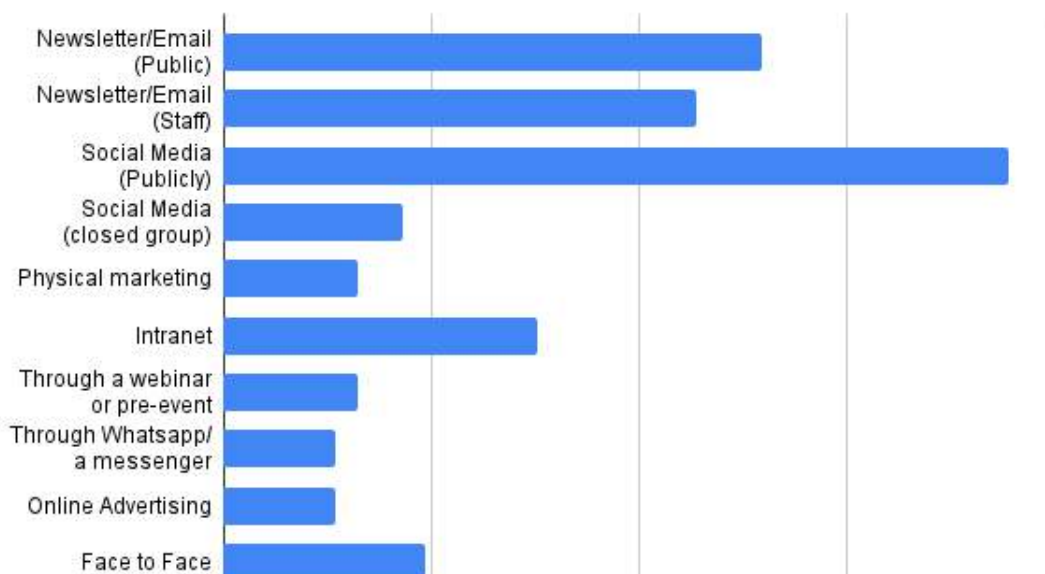
34 responses



- Yes
- No

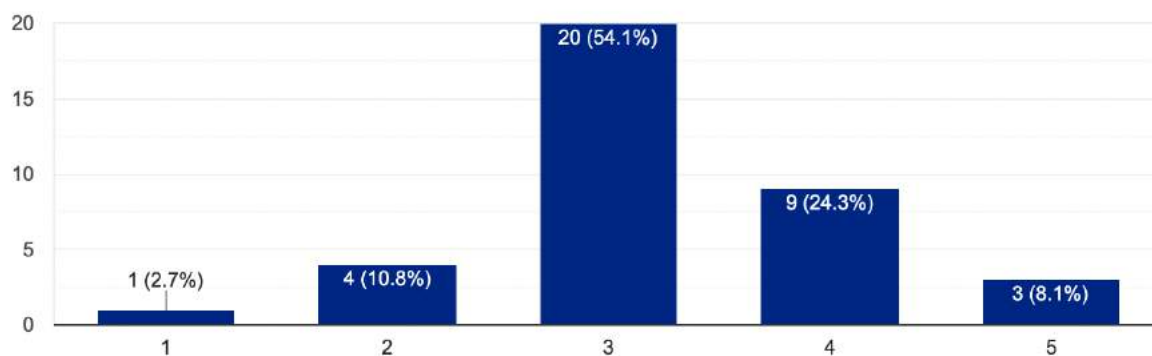
### How did you communicate with your network about the day? ?

34 responses



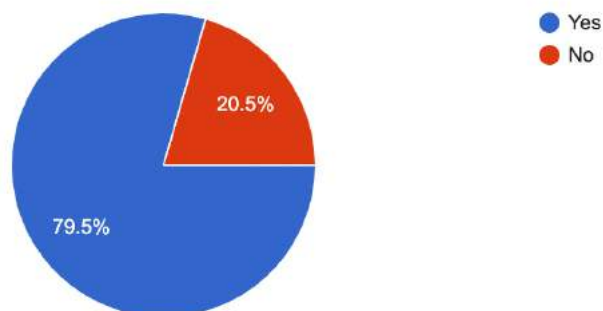
## How engaged do you think those you told were with Thank You Day?

37 responses

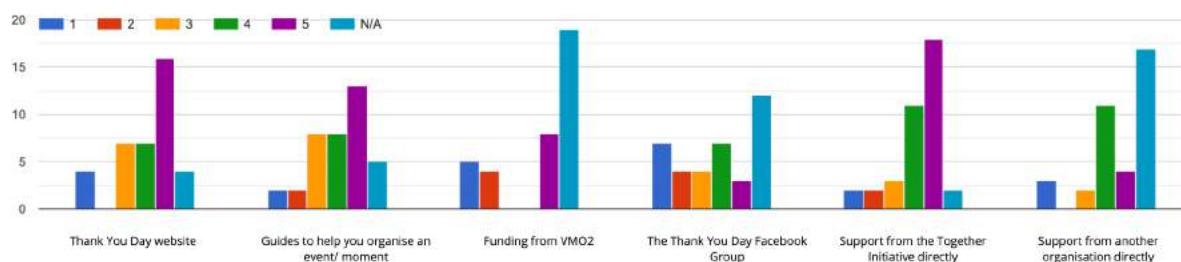


## Did you speak to/have contact with the Together team directly at any time in the run up to Thank You Day?

39 responses



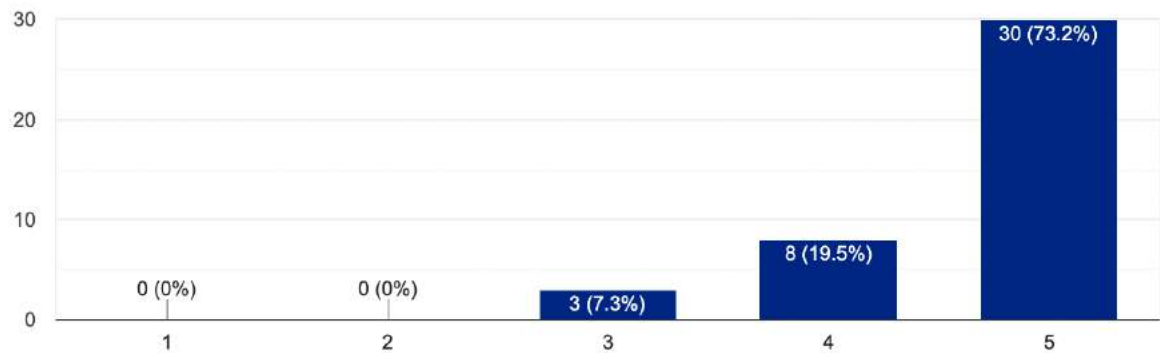
On a scale from 1 = Not Important at All (I would have taken part without this) to 5 = Extremely Important (I wouldn't have taken part without it), how important were the below to your participation in Thank You Day?





Would you take part in Thank You Day in future? Where **1** is Definitely Not and **5** is Definitely Yes

41 responses



## Thank You Day

Media Analysis Report  
June - August 2021

- T +44 20 7264 4700
- E [services@kantarmedia.com](mailto:services@kantarmedia.com)





# Executive Summary



## Mainstream Media



3,286

mentions

626.3m

total reach

386

Together Coalition  
mentions

## Social Media



40,825

mentions

1.07bn

likes

1,734

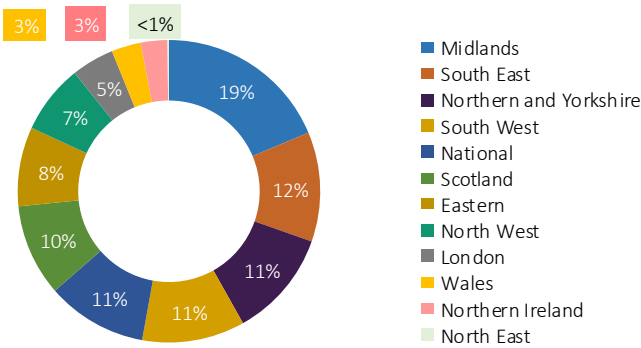
Together Coalition  
mentions

The Thank You Day campaign garnered a total of 3,268 mentions on mainstream coverage, with a potential audience of 626.3 million people. Coverage peaked around the day of the event (July 4), with reportage from that day accounting for 44% of overall items. *BBC Radio Coventry and Warwickshire* was the most prominent source in terms of volume (69 items, 960,000 people), while *BBC1* was the widest-reaching, with 15 items having a combined potential audience of 73.5 million people.

Community & Neighbourliness was the leading theme of the campaign (1,005 items), with almost double the coverage of the second most featured, Sport (553 items). Wimbledon was the most mentioned event and corporate partner, with 342 items reaching an estimated 24.5 million people. Levi Roots led key people in mainstream coverage (166 items, 9.8 million people), closely followed by Ross Kemp (162 items, 10.4 million people).

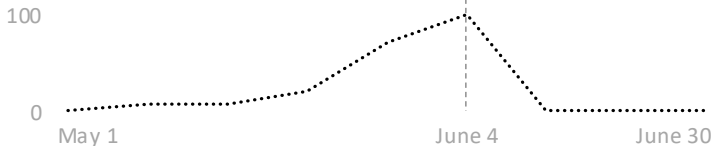
The campaign also accrued 40,825 mentions on social media. The Power Hour litter picking event (206 tweets), whilst Wimbledon followed with 147 tweets. Footballers made for popular figureheads on social media, accounting for three of four leading key people.

## Coverage by Region, Mainstream Media

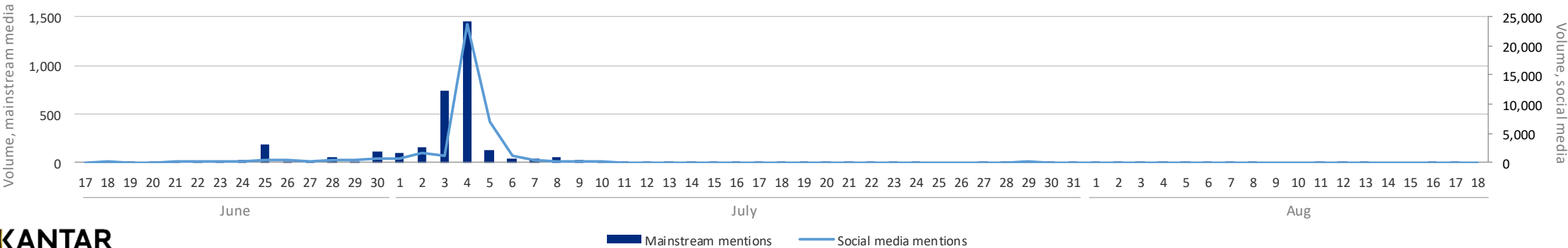


## Google Trends

Google Trend for searches for "Thank you day", May 1 – June 30



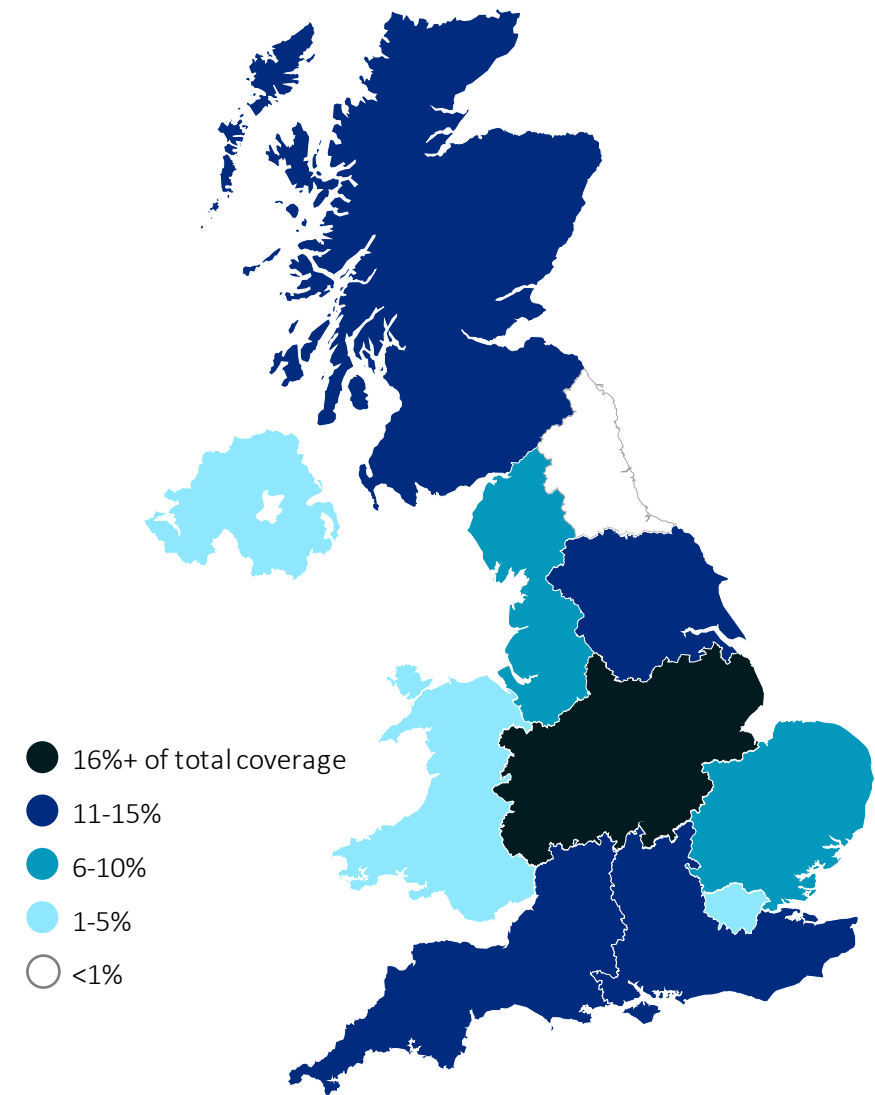
## Monthly Trend by Volume (Mainstream and Social Media)



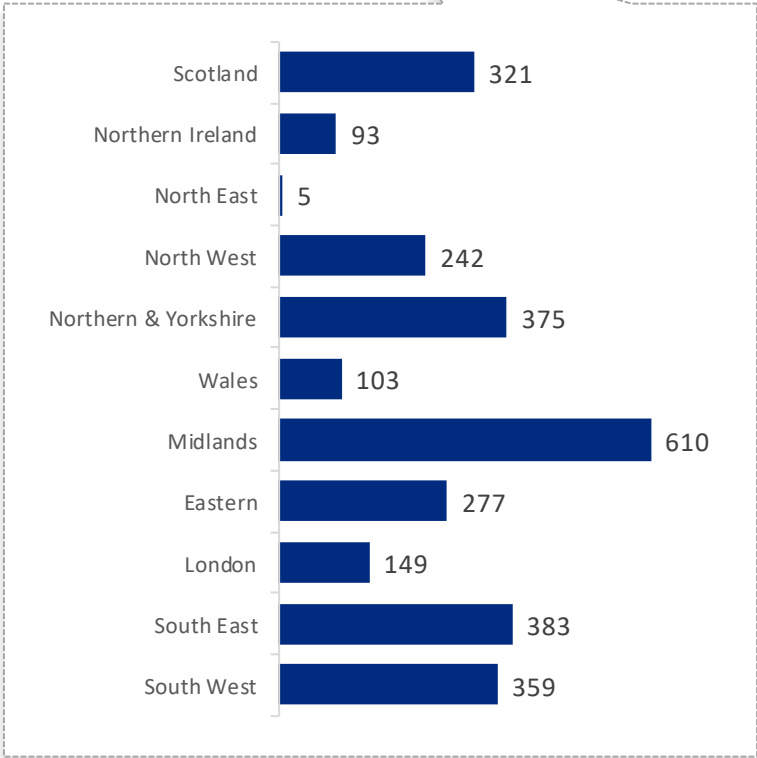
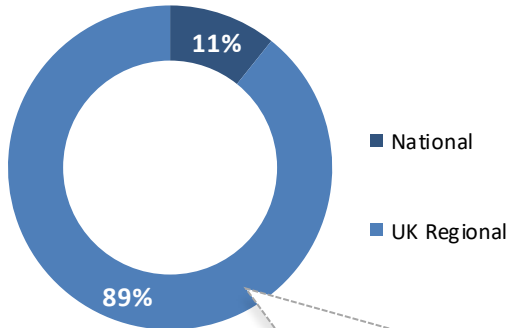
# Regional Breakdown



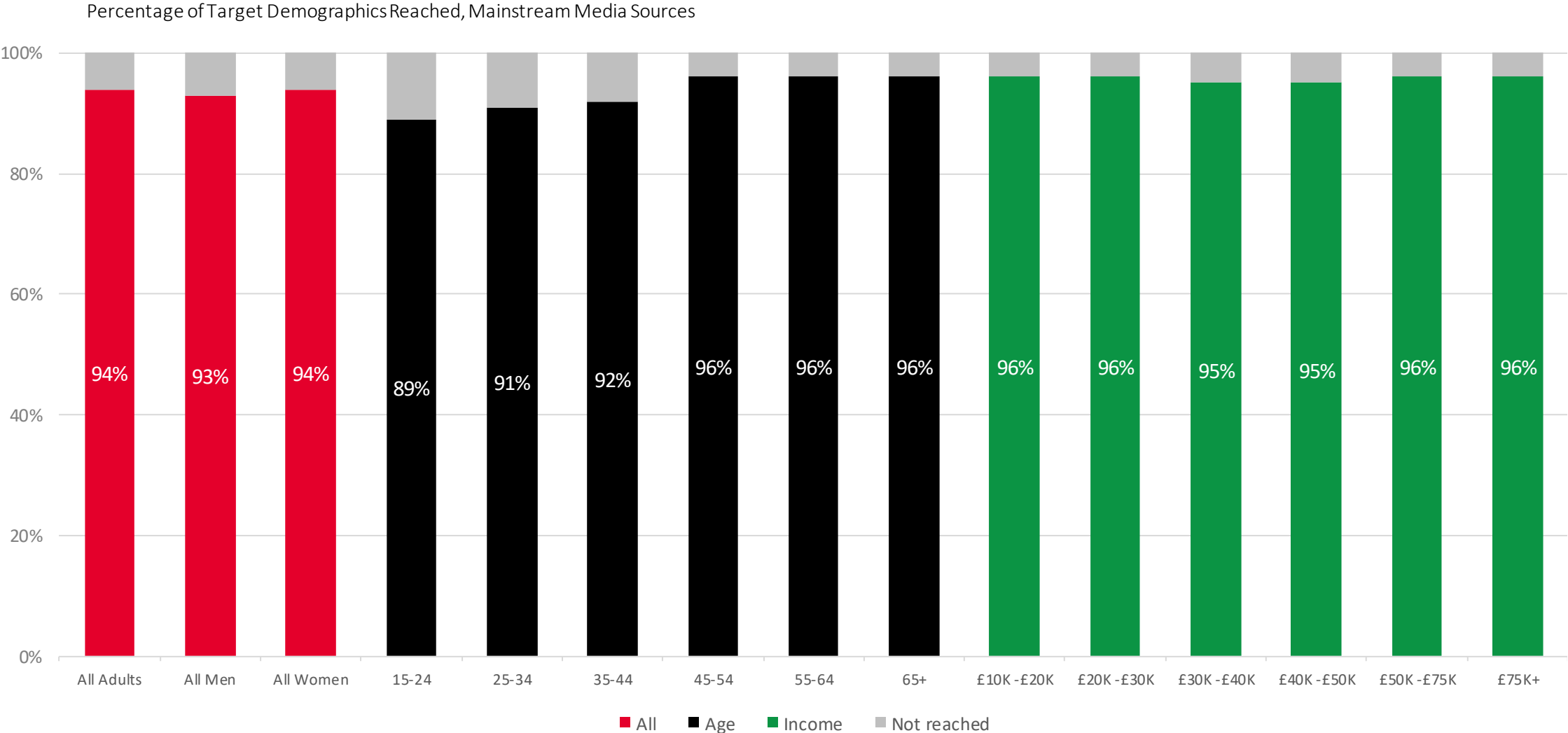
Coverage by Region



National and Regional Coverage Breakdown



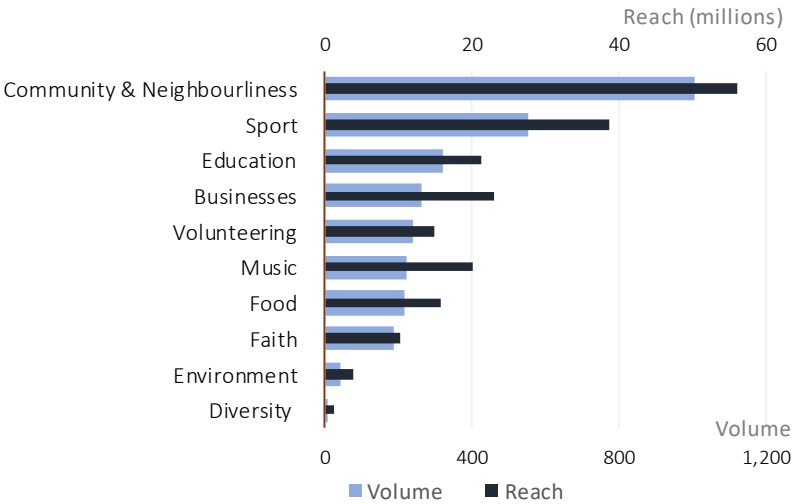




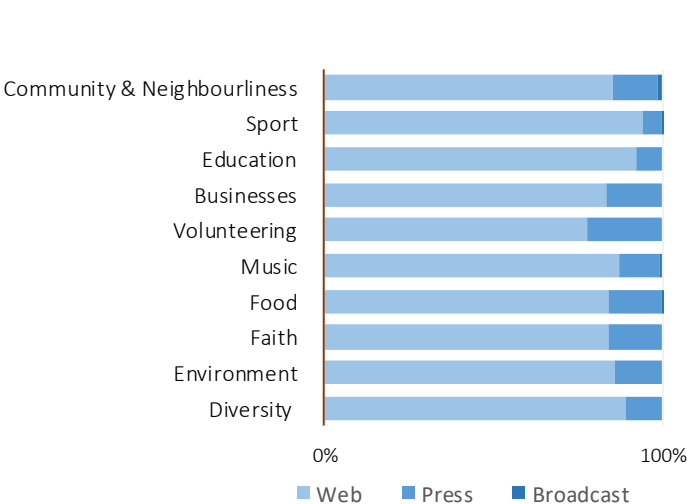
# Themes



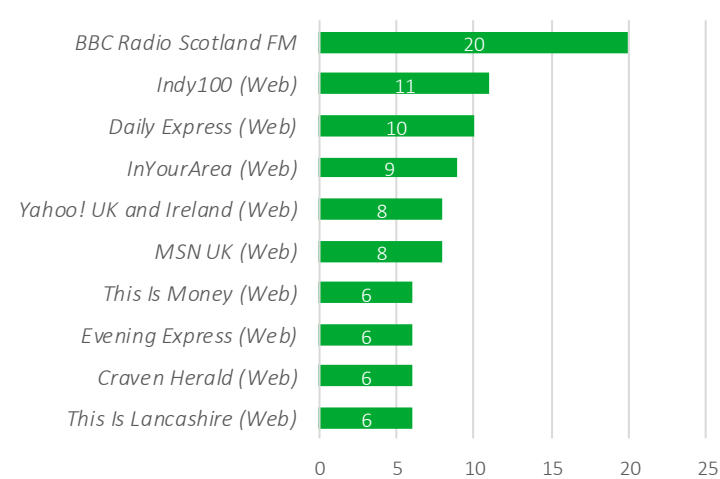
Themes by Volume and Reach



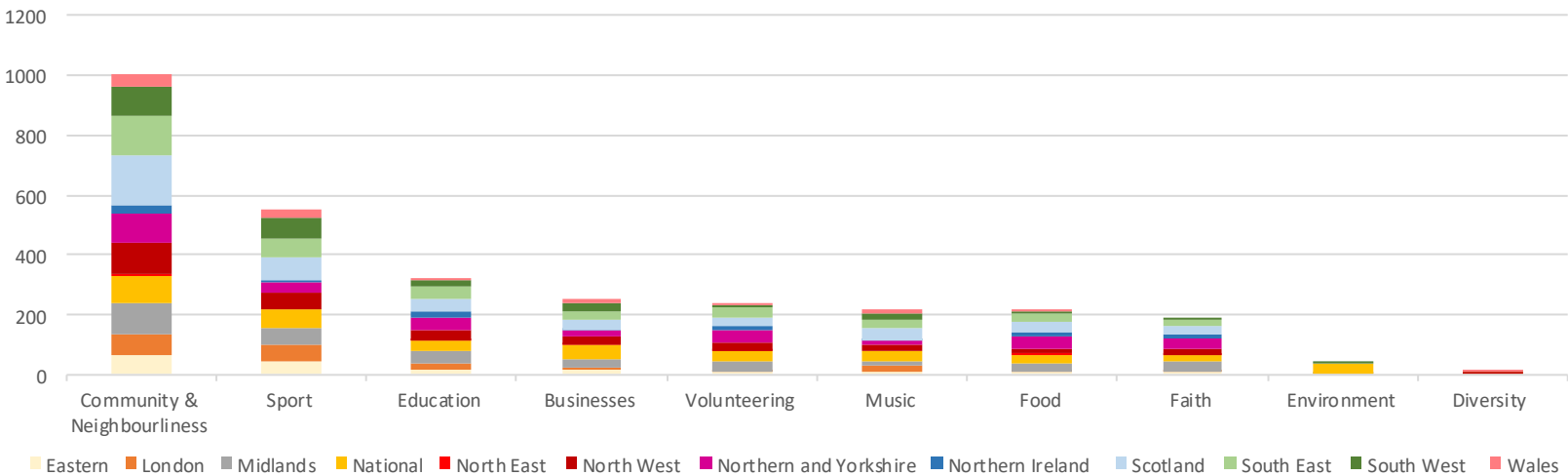
Coverage, % by Media Type



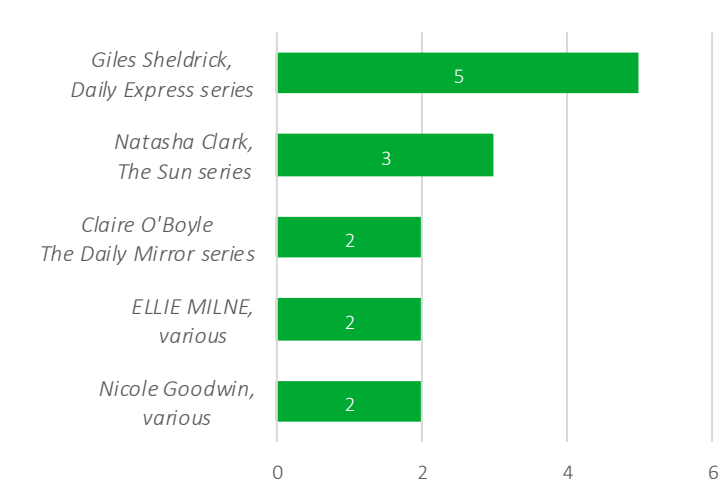
Top Sources, Themes Present



Themes by Region



Top Journalists, Themes Present

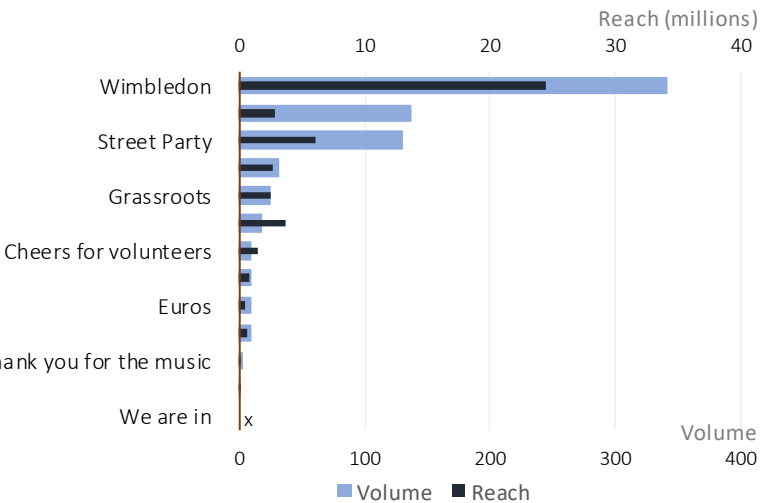




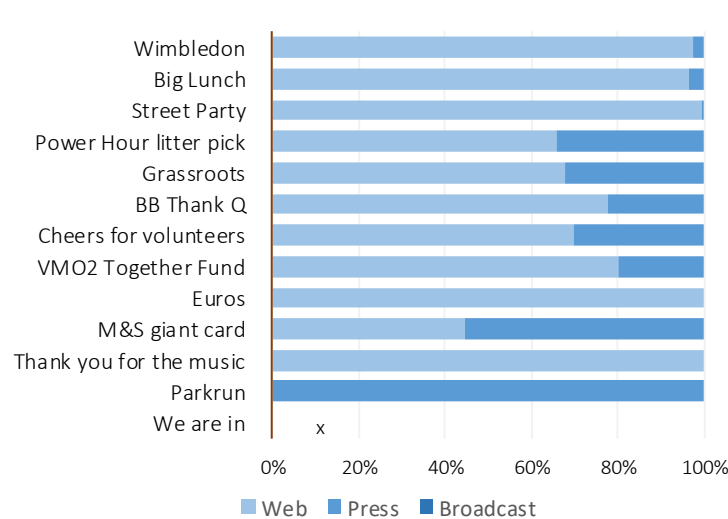
# Events and Activities



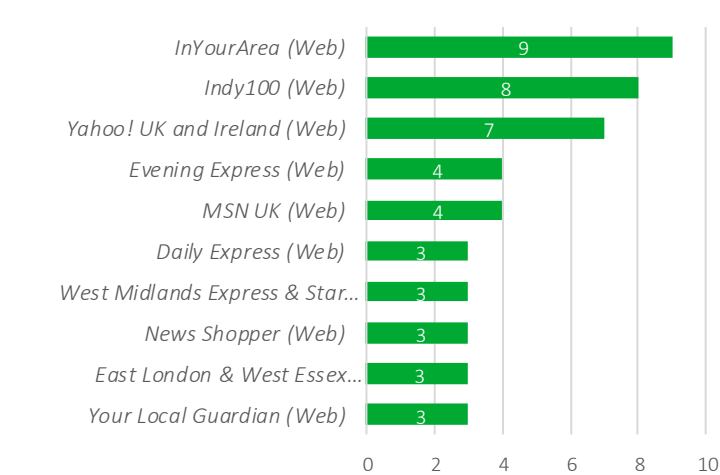
Events and Activities by Volume and Reach



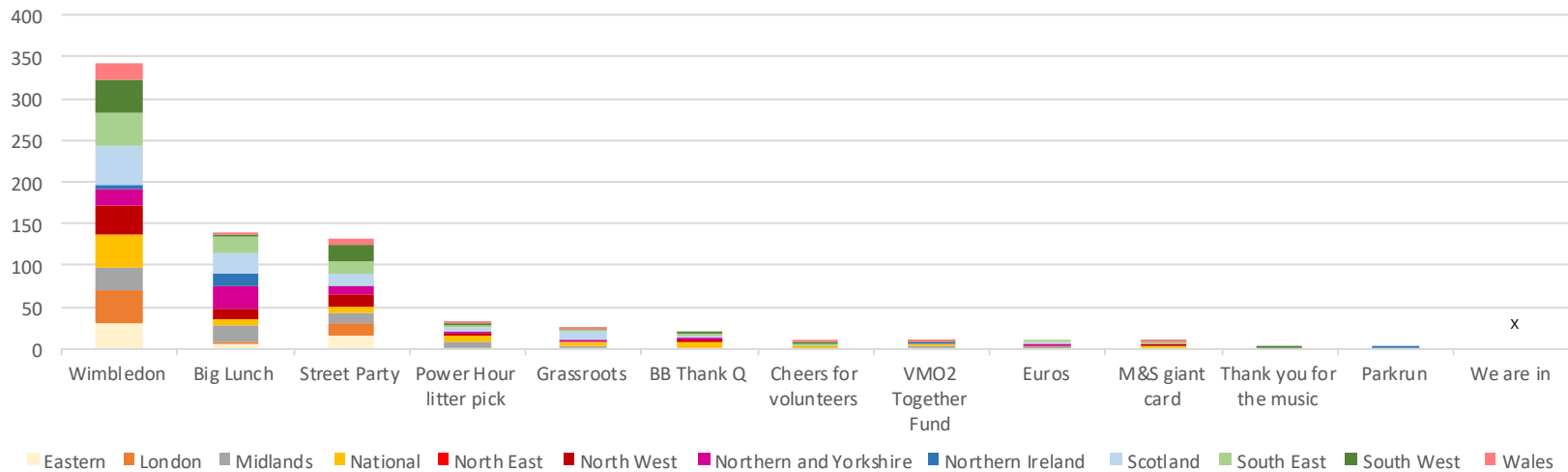
Coverage, % by Media Type



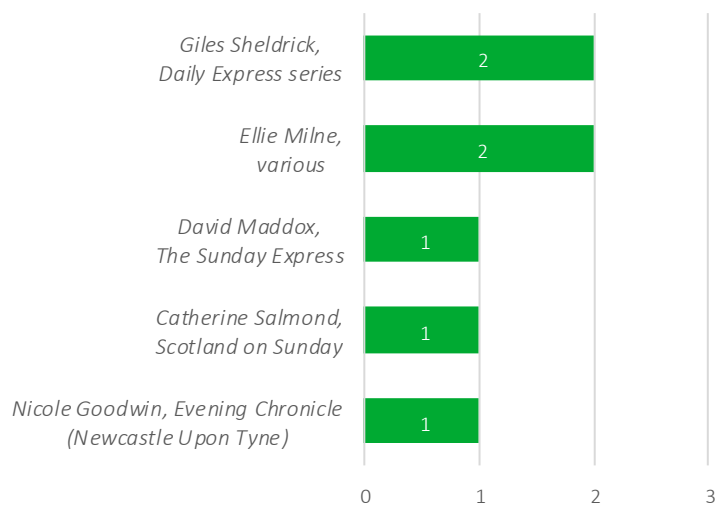
Top Sources, Event mentioned



Events and Activities by Region



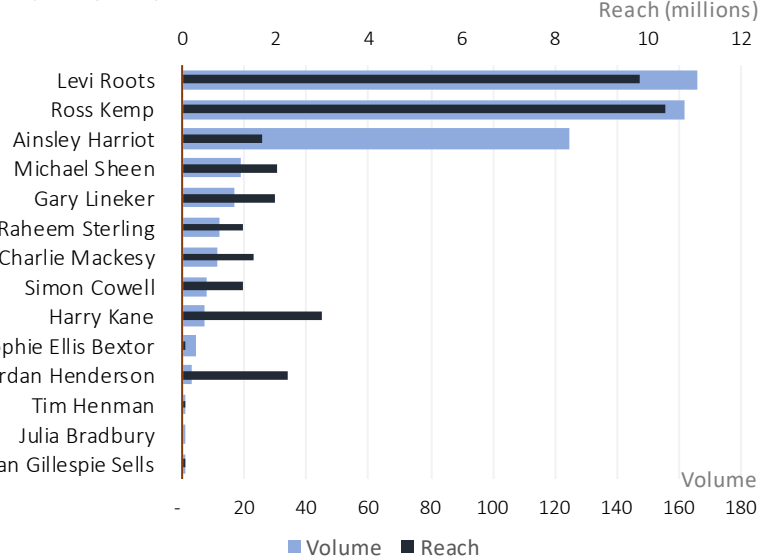
Top Journalists, Event mentioned



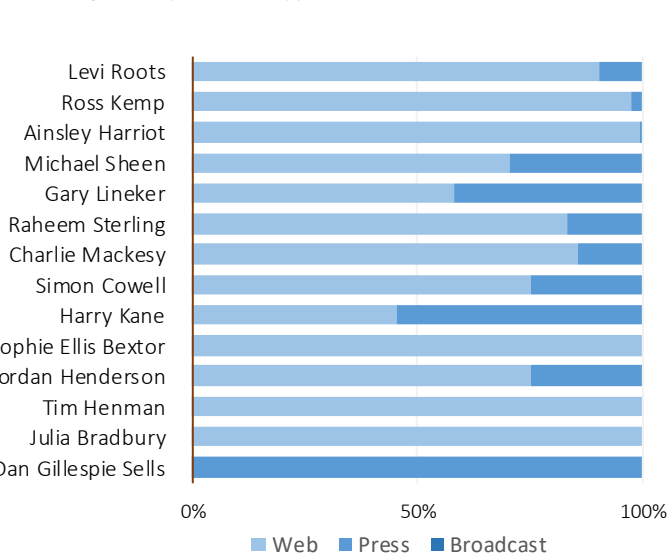
# Key People and Activities



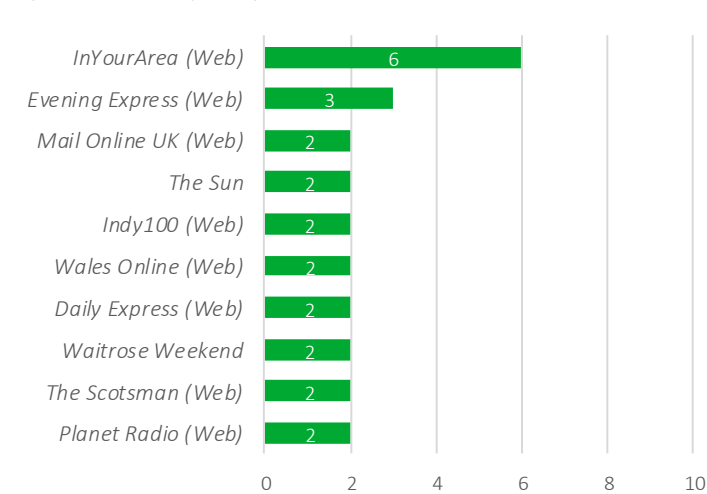
Key People by Volume and Reach



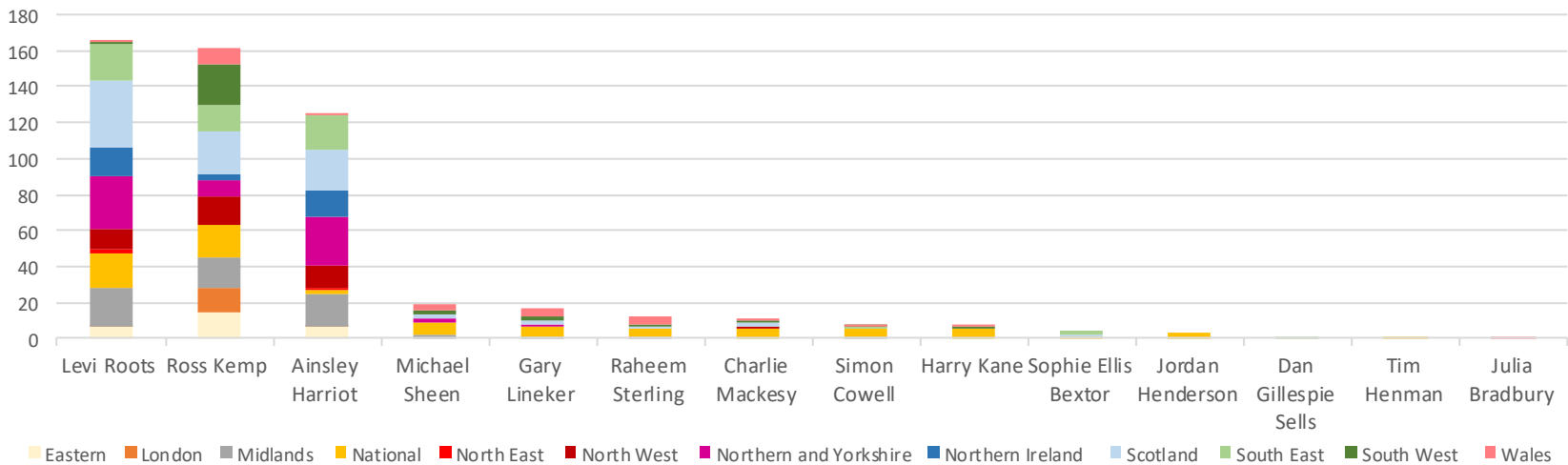
Coverage, % by Media Type



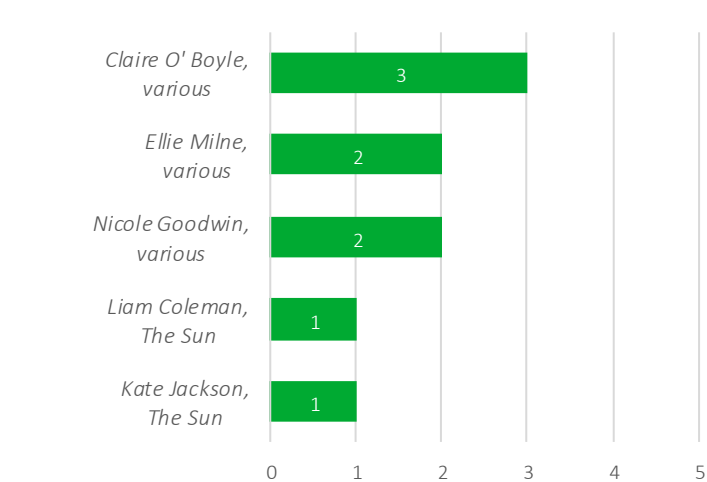
Top Sources, Key People mentioned



Key People by Region



Top Journalists, Key People mentioned

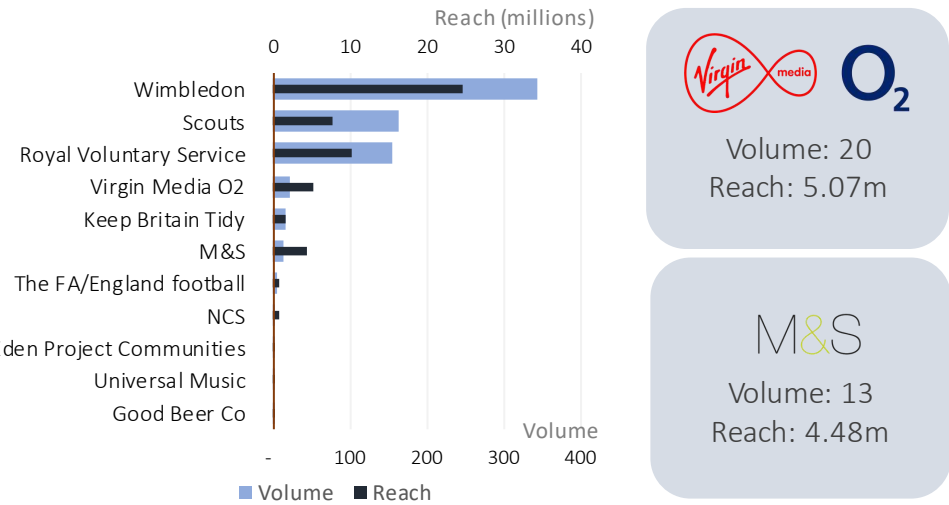




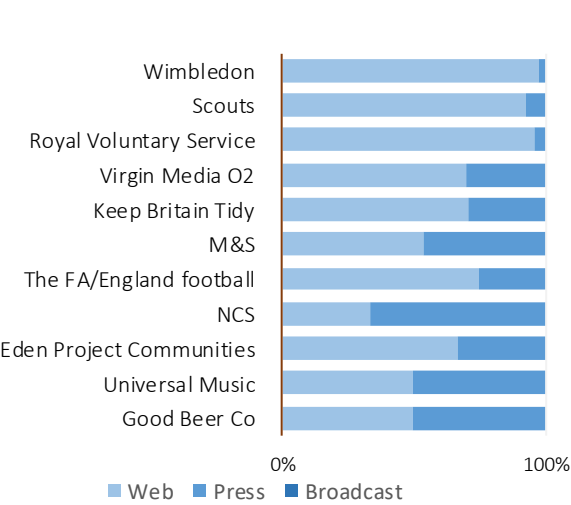
# Corporate Partners



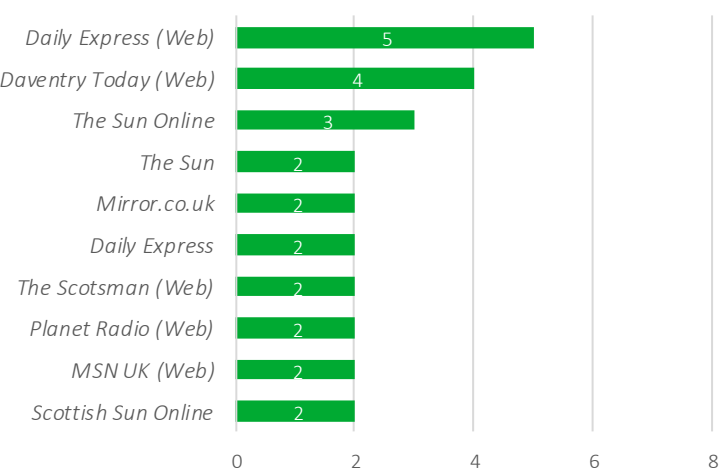
Corporate Partners by Volume and Reach



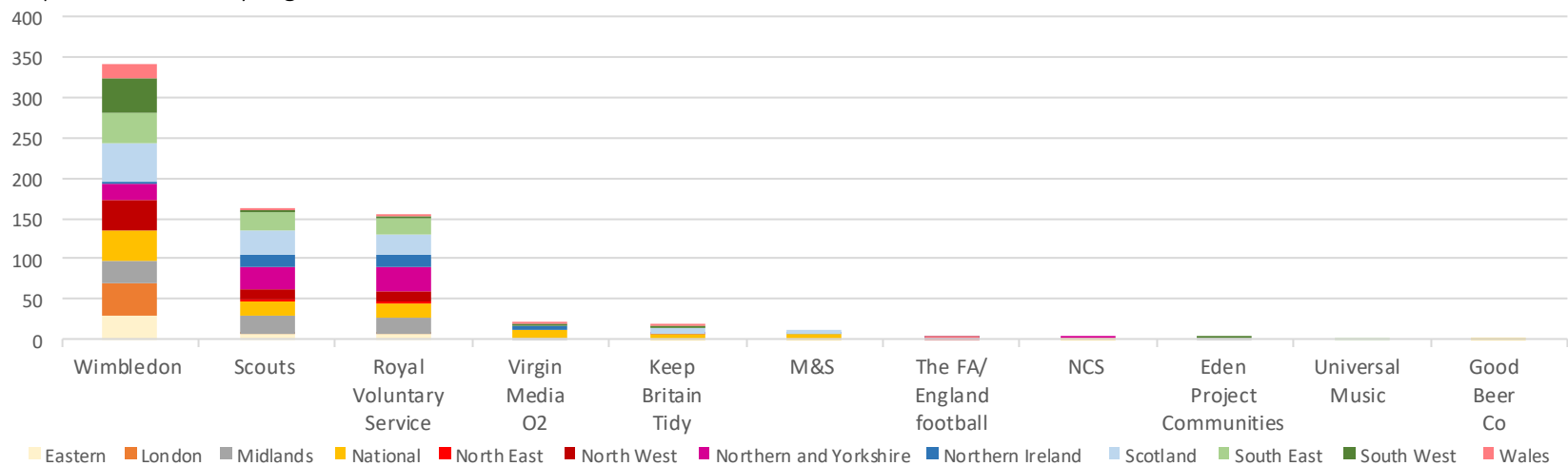
Coverage, % by Media Type



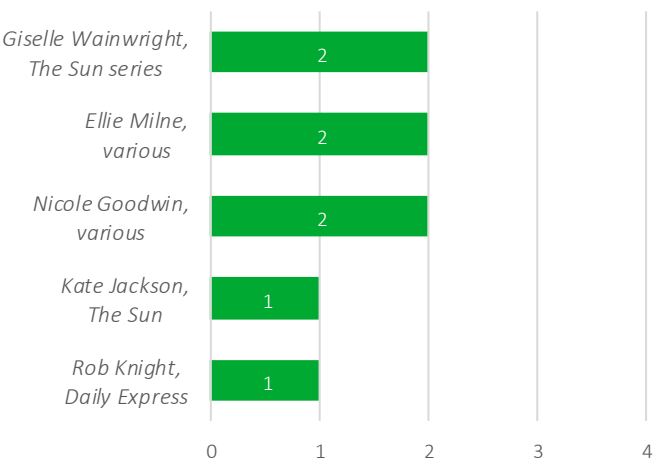
Top Sources, Corporate Partner mentioned



Corporate Partners by Region



Top Journalists, Corporate Partner mentioned



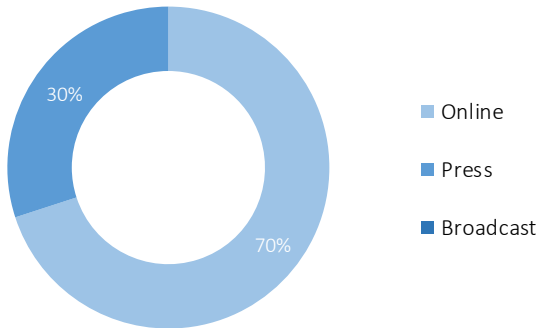
# Corporate Partners – Spotlight on Virgin Media O2



Volume and Reach



Coverage, % by Media Type



Coverage highlights

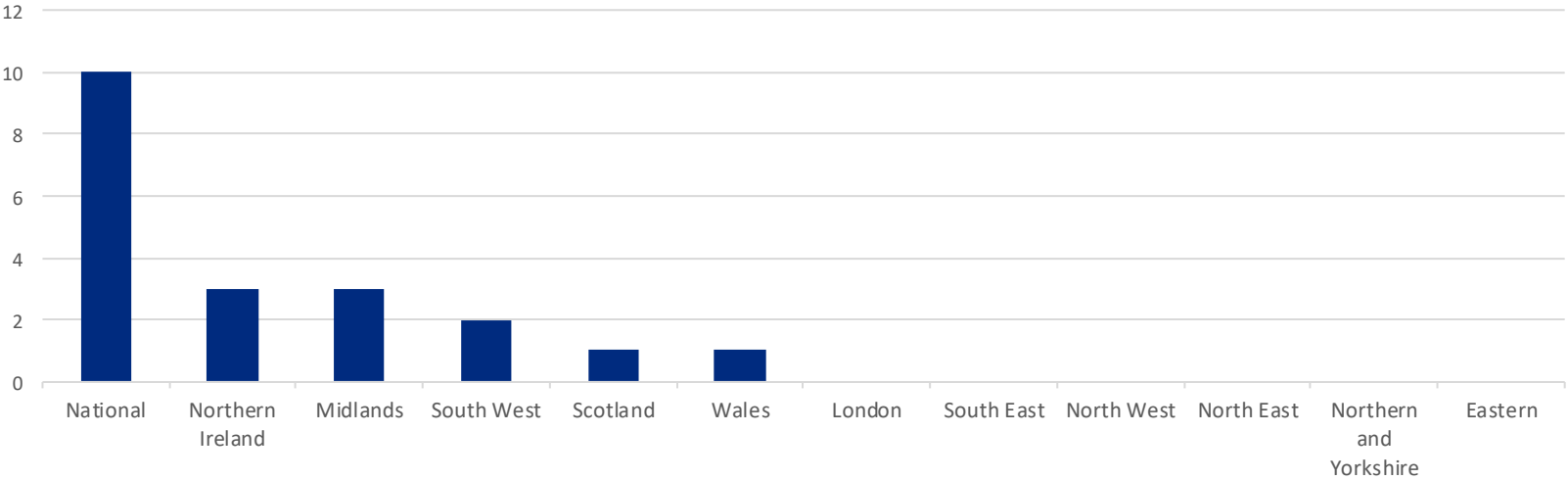
**THANKS FOR NOTHING** Quarter of time Brits say thank you they DON'T really mean it, study says

The survey was commissioned by Virgin Media O2, which has teamed up with etiquette expert William Hanson ahead of 'Thank You Day' on Sunday July 4, to create a guide on how to show gratitude.

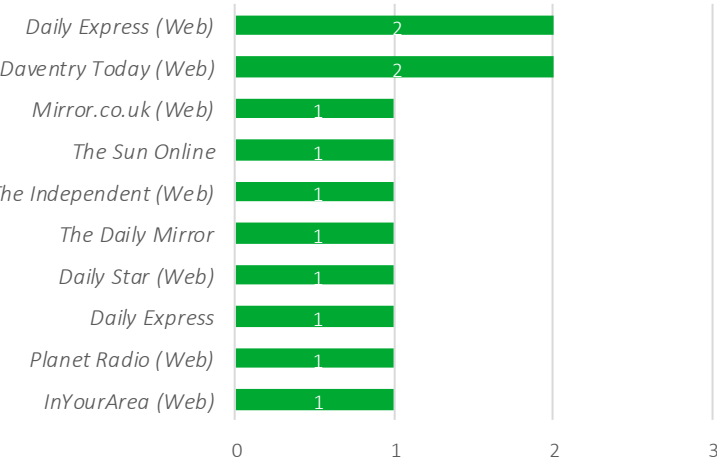
**Brits don't mean 'thank you' a quarter of the times they say it, study finds**

The research was commissioned by Virgin Media O2 ahead of 'Thank You Day' which takes place on Sunday July 4.

Region



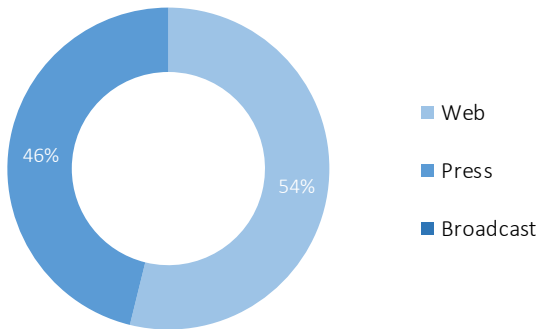
Top Sources



Volume and Reach



Coverage, % by Media Type



Coverage highlights

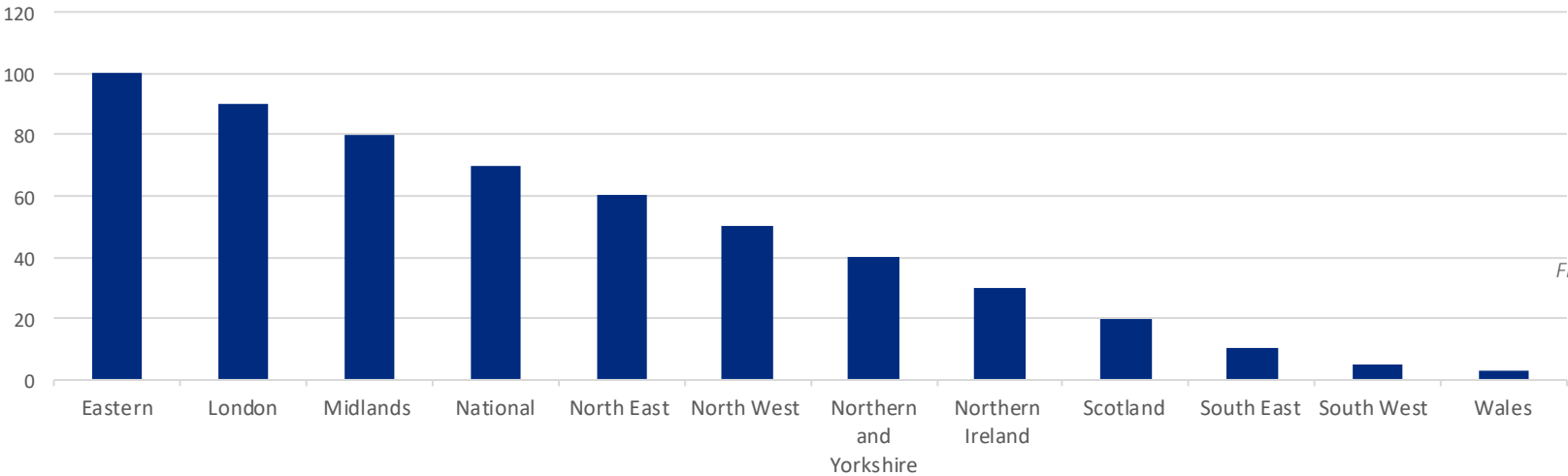
# METRO

## M&S is giving away free Colin the Caterpillar cakes today

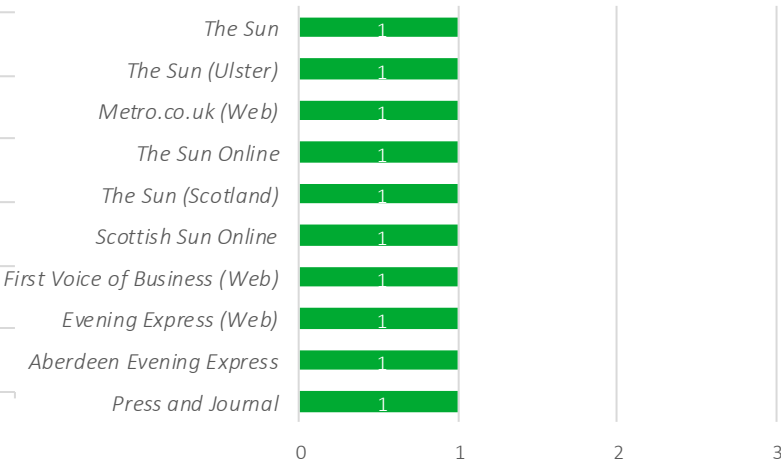
M&S wants customers to pick up a free mini Colin cake today just to show some appreciation.

The cakes will be available for free at all M&S cafes today only for Thank You Day.

Region



Top Sources





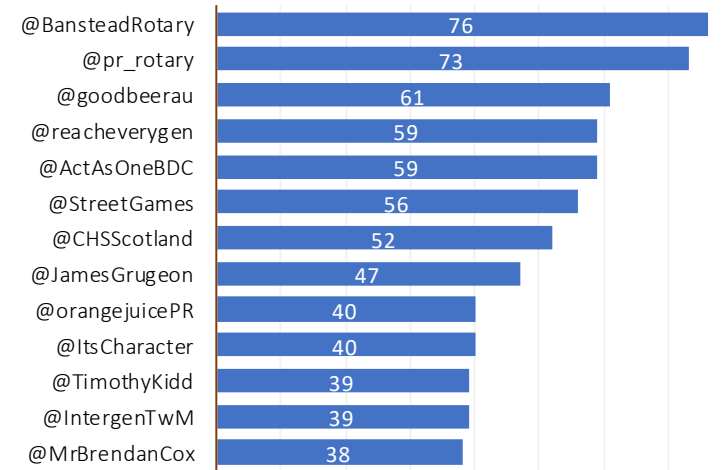
40,825

Total Volume

1.1bn

Total Likes

Top Authors\*



Top Hashtags

#ThankYouDay

Volume: 34,037

Likes: 877.7k

#NHSBirthday

Volume: 2,376

Likes: 70.8m

#OurNHSPeople

Volume: 666

Likes: 11.9m

#NationalThankYouDay

Volume: 426

Likes: 13.9m

#NHSPay15

Volume: 200

Likes: 11.1m

#allontheboard

Volume: 131

Likes: 4.5m

Top Tweets by Likes\*\*

@BeckettUnite

Added to the clapping and the Thank You Day, is now The George Cross. Gestures have become insults. It's 15%; ending privatisation & bringing social care into the NHS, that we demand & deserve.

80.6m

@NHSMillion

Today is #ThankYouDay so we'd to say a massive thank you to the 1.3 million NHS staff and all the other key workers who have done so much for so many during the pandemic.

69.2m

@JujuliaGrace

This is my interview from the Jeremy Vine show earlier today

38.9m

@JujuliaGrace

Dear UK government, If you want to keep patients safe then: Protect NHS workers Support NHS workers Stop privatising the NHS #ThankYouDay

33.2m

@JujuliaGrace

Thank you so much to all frontline workers for everything you have done, and continue to do.

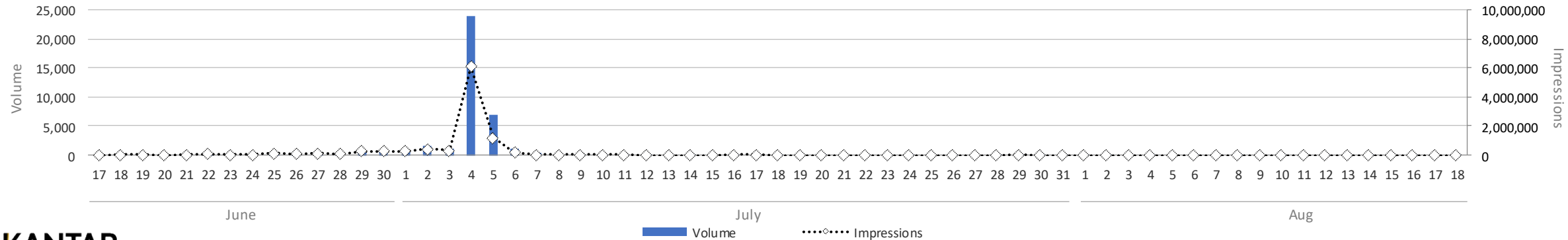
18.2m

@BorisJohnson

This evening I had the opportunity to meet and thank some of the fantastic people who have gone above and beyond to support others throughout the pandemic, including NHS workers, volunteers and charity leaders.

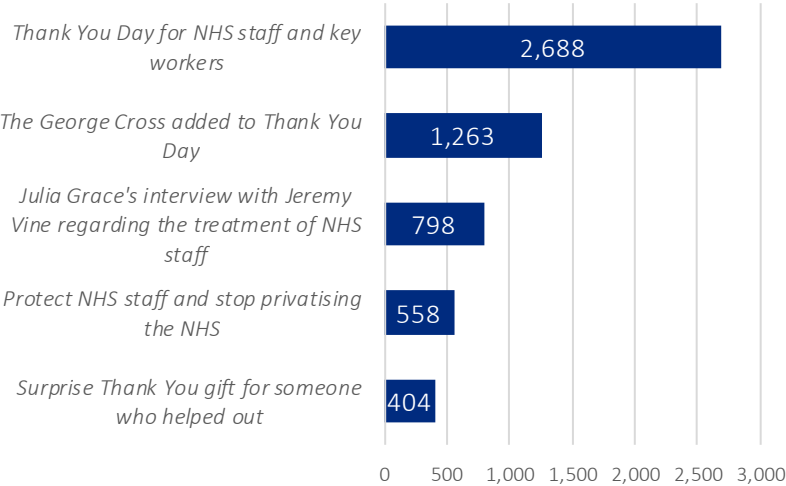
16.8m

Monthly Trend by Volume (Mainstream and Social Media)

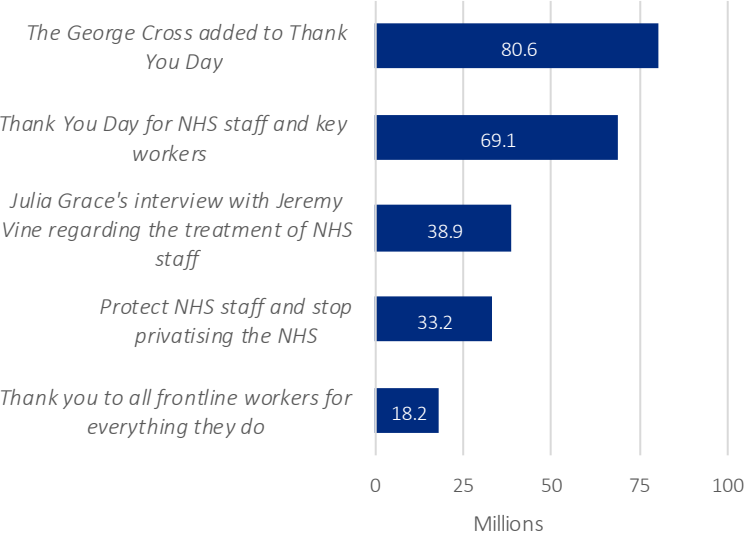


\*Authors excluded Together Coalitions owned social media accounts \*\*Includes likes on all retweets

Top Stories by Volume



Most Shared Stories by Likes



Top Key People

Jordan Henderson  
Volume: 187  
Likes: 11.1m

Sophie Ellis Bextor  
Volume: 138  
Likes: 3.8m

Raheem Sterling  
Volume: 97  
Likes: 5.4m

Harry Kane  
Volume: 93  
Likes: 3.5m

Top Events

<b>Power Hour</b> Volume: 206 Likes: 6.4m	<b>Wimbledon</b> Volume: 147 Likes: 15.1m
<b>Big Lunch</b> Volume: 75 Likes: 596k	<b>Euros</b> Volume: 69 Likes: 6.3m

Top Corporate Partners

 <b>The FA/England Football</b> Volume: 479 Likes: 22.4m	 <b>Royal Voluntary Service</b> Volume: 391 Likes: 13.4m
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Thank You Day

business support work dance National grateful song reveals

public pandemic beyond dedication

gave urge parents businesses system big

Aisha Perez Together day Sunday time best

amp above amazing year BHF via truly

Arts here NHS local keep staff song

July Charles part workers

hel today SBS

4th Patel shop Brea

[illegible]

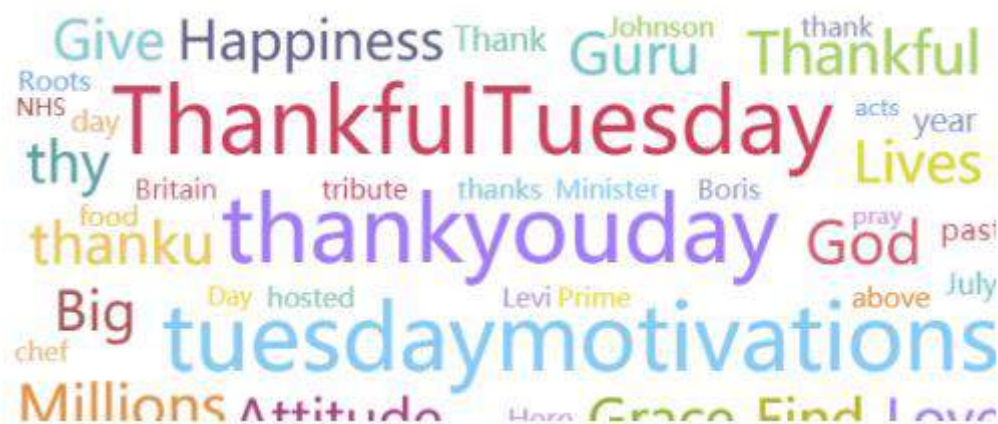
Mac Today amp single invited play @thefeeling Sing  
radio truly music pandemic thank reveals  
host join Check lead cover work staff Fin  
day after HRH Sunday past Thank Together 5pm  
Care Charles across time dance fre  
lyric chords stations  
grateful people Tune song find thanks video Chef  
McVie long classic National beyond  
Stop amazing support urge gave 3pm war

[illegible]



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## Faith



## Community





# Understand People Inspire Growth

## About Kantar

The Media Division in Kantar is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Kantar provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at [www.kantar.com](http://www.kantar.com)





**/together**

# THANK YOU DAY

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The Together Initiative is a registered charity in England & Wales (No. 1193060)

