



Home Office



Building a Stronger Britain Together (BSBT) Progress Report 2019

Interim evaluation findings

October 2019

**BUILDING | A | STRONGER
BRITAIN | TOGETHER**



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Foreword: Baroness Williams



We are a vibrant, multiracial and multifaith country. One of our great strengths is that everyone in this country has the same fundamental rights and freedoms. These rights and freedoms are built on a bedrock of shared beliefs in democracy, equality, inclusion, freedom of speech and belief, and the rule of law. Today, more than ever, it is important we recognise and celebrate what binds us together as a society.

In 2015, the government launched the first ever Counter-Extremism Strategy which set out how we would protect our cherished common values from those who would seek to undermine them. At its heart, extremism is about destroying the very things that make this a successful, strong and united country. Extremists encourage intolerance and division. They turn communities against each other and promote hatred and discrimination against other groups and individuals. They try to close down free speech through intimidation, and to restrict the rights of women, girls and other minorities. The Counter-Extremism Strategy covers all forms of extremism, including Islamist and far-right extremism. The strategy focuses on how we can challenge what extremists say, disrupting the activities of extremists and strengthening communities so they are more able to resist extremist narratives of division.

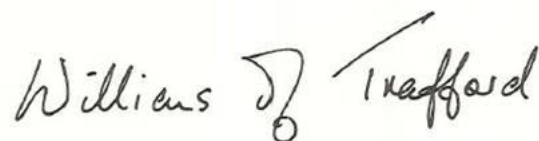
In 2016 we launched the government's pioneering Counter-Extremism programme, Building a Stronger Britain Together (BSBT). At the heart of the programme is a shared desire to make our country stronger. We work with local groups to target extremism on the ground and to build the capacity of communities so that they can stand up to extremism. We offer vulnerable individuals a positive alternative to the divisive and harmful narratives that extremists peddle.

Through BSBT we have awarded more than £9million to more than 241 grassroots organisations. Work ranges from engaging with young people to build their critical thinking skills, to workshops that help individuals and groups challenge extremist narratives online.

One of the key parts of the programme is the network of Counter-Extremism Community Coordinators who are embedded in selected local authorities across England and Wales. These coordinators build a picture of extremism at the local level so that we can understand and challenge extremism where it matters most – in those communities that are targeted by extremists. Working with civil society groups our Community Coordinators deliver real change at the local level.

I am extremely grateful for the work that both our civil society partners and Community Coordinators do. I have met a number of them personally and I know the dedication and determination it takes to deliver work in this area. The threat from extremism is constantly changing - we have seen increases in far-right extremism, antisemitism and Islamophobia. The online world makes it easier for extremists to spread their propaganda and to reach directly into the homes of those they want to influence. BSBT has evolved to meet these changing demands, demonstrating the value of a local approach and the importance of having a strong network of grassroots partners.

I am delighted to be introducing this milestone report on the work of BSBT. It acknowledges the great work that has been achieved so far and provides an opportunity to take stock and learn lessons about what works. The report shows that BSBT has been effective, and that our network of experts and partners has made an important contribution to our understanding of extremism and our ability to tackle it on the ground. The impact has been substantial. It is clear that the programme has an important role to play in tackling these issues as we move forward to consider a new strategy for countering extremism next year.

A handwritten signature in black ink that reads "Williams of Trafford". The signature is written in a cursive style with a large, stylized 'W' and 'T'.

Baroness Williams, Minister for Countering Extremism

Executive summary

Building a Stronger Britain Together (BSBT) was launched by the Home Office in 2016 as the main work programme under the government's 2015 Counter-Extremism Strategy. It supports civil society and community organisations across England and Wales who work to create more resilient communities, stand up to extremism in all its forms and offer vulnerable individuals a positive alternative, regardless of background.

This progress report outlines what BSBT has delivered to date as well as presenting interim findings from an independent evaluation of its effectiveness against each of the five BSBT workstreams:

1. **Grant funding** to civil society organisations tackling extremism at the local level
2. **In-Kind Communications Support (IKS)** to build the long-term capacity and amplify the voices of key organisations working to challenge extremism
3. **Network events** and training courses to develop organisations' understanding of extremism, improve their ability to tackle it and to share best practice
4. **Counter extremism Community Coordinators** embedded in selected local authorities to develop local understanding of extremism and counter extremism at the local level
5. Local and national **communications campaigns** to address a range of extremism challenges

Evaluation of BSBT

An independent evaluation of BSBT, undertaken by Ipsos MORI, was commissioned in 2016 with the following aims:

- Assess the **impact** of BSBT programme activity against key outcomes
- Understand the **effectiveness** of processes involved in delivering BSBT
- Establish '**what works**'; enablers and barriers that affect impact and delivery

The ongoing evaluation, incorporating a wide range of quantitative and qualitative approaches, has focused on the following **three core BSBT outcomes**, developed to align with goals set out in the Counter-Extremism Strategy in 2015:

1. Fewer people holding attitudes, beliefs and feelings that oppose shared values
2. An increase in sense of belonging and civic participation at a local level
3. More resilient communities

Underpinning the three BSBT core outcomes are several more specific 'micro' outcomes that the evaluation measures and assess against (these outcomes can be found at Annex 1 within the BSBT Programme Logic Model).

The key findings set out in this report include:

- **Of those who participated in BSBT activity, there are positive shifts in the attitudes which contribute towards individual resilience to extremism**
 - The independent evaluation found that, when comparing survey responses pre and post BSBT activity, there was an improvement in relevant attitudes among participants. There were improved attitudes around belonging to the local area (+24 percentage point increase), belonging in Britain (+23), and the ability to contribute locally (+29), as well as a willingness to challenge negative views (+27). For some

project participants, it helped them understand the importance of tolerance and respect for people of all communities, which extremists of all types seek to undermine.

- **Civil society organisations report that BSBT funding made a tangible difference to the delivery of their work to counter extremism**
 - 98% of completed grant funded projects report that they would not have delivered their project either at all, as quickly, or in the same way without BSBT support. Almost two thirds (61%) said they would not have gone ahead with counter extremism work at all without BSBT funding. Organisations felt their communications capabilities improved as a result of receiving IKS (increasing from average self-rating of 4/10 before receiving IKS to 6/10 afterwards), with almost half (10/22) reporting increased organisational profile and enhanced reputation as a key benefit of BSBT. 63% of completed grant projects also reported an increase in the number of individuals their organisation engaged with over the year they received BSBT funding.

- **BSBT has helped deepen understanding of counter extremism among supported organisations and enabled the creation of a Counter Extremism Network across England and Wales, facilitated by local Community Coordinators**
 - The Independent Commission for Countering Extremism’s call for evidence findings highlight that extremism is not well understood. Local and national expertise about how to counter extremism is an important part of tackling the problem. Supported organisations in the BSBT Network have reported how involvement with BSBT has increased their awareness of how to tackle extremism and their ability to deliver activities in this space. 75% of BSBT Network members feel BSBT has allowed them to interact with organisations they otherwise would not have. Community Coordinators have played a key role in facilitating this, with supported organisations in relevant local authority areas finding their support almost universally useful. 97% of Community Coordinators felt they had increased visibility of the counter extremism agenda, with 71% feeling that their work has resulted in an increased capability to deliver counter extremism work among local organisations.

- **Local communication activity amplifies BSBT supported activities and has shown high levels of reach and engagement. BSBT communications have successfully tapped into local pride to reinforce a positive sense of local cohesion, belonging, awareness of local opportunities and civic participation**
 - BSBT has delivered a range of local, national and thematic communications activities. National focus has been on addressing harms such as hate crime, female genital mutilation and forced marriage, whilst local campaigns have been tailored to the needs of the target area with the aim of promoting messages of diversity and tolerance, celebrating shared values and showcasing civic participation. The combined impact of national and local campaigns has positively influenced a sense of belonging and pride among participants and promoted an awareness of local opportunities as well as improved attitudes towards local diversity.

- **Over time, BSBT grant funding processes have developed to ensure projects are more specifically aligned to known local extremism risks**
 - Over the course of the four BSBT grant calls to date, the processes for selecting which projects BSBT fund have been refined to ensure that projects have become increasingly aligned to core extremism challenges and are increasingly targeted

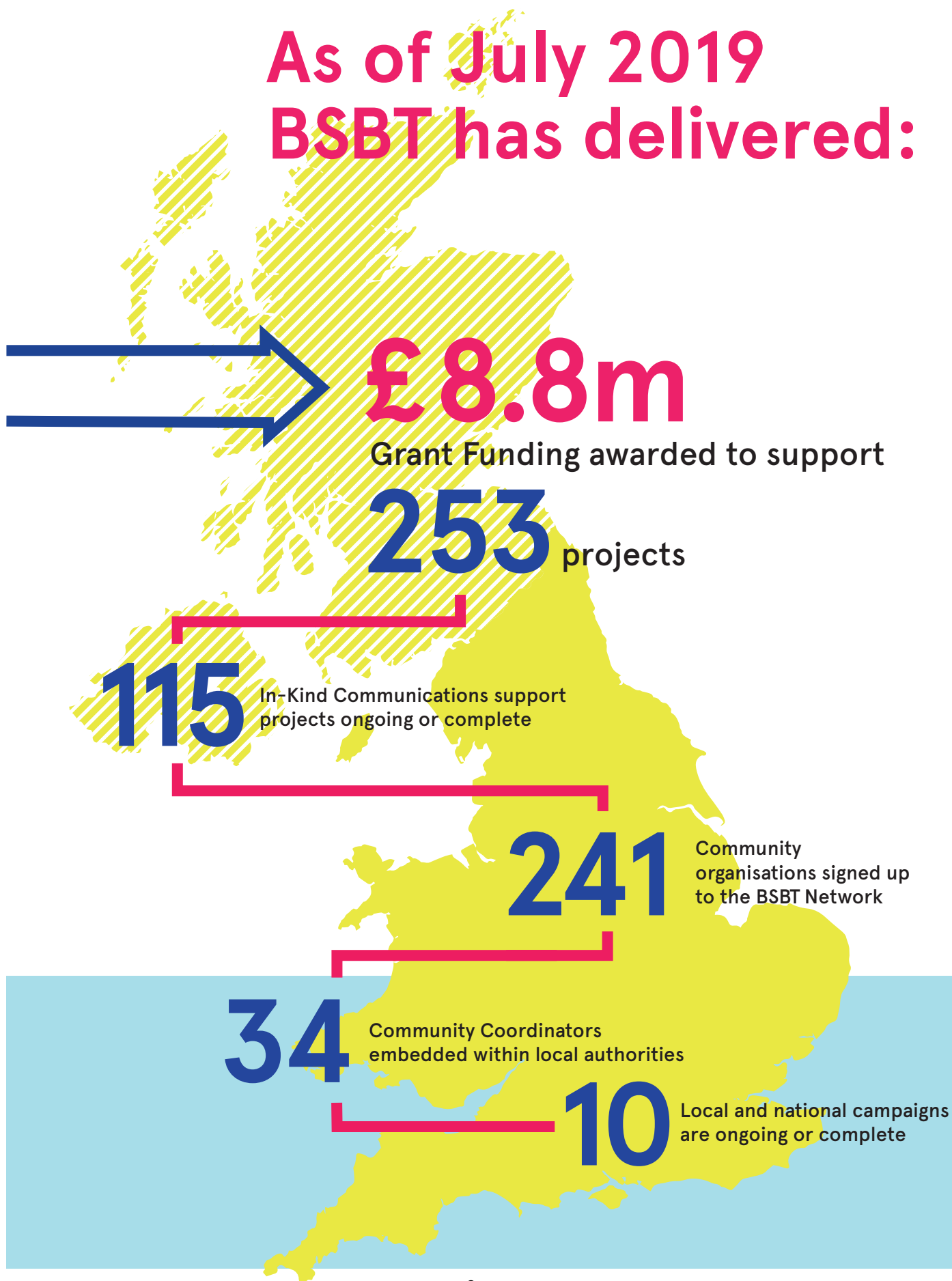
against known local threats and risks. BSBT projects tackle a range of extremist threats, and in the most recent funding call, projects showed a clearer correlation with the evolving threat from the far-right with it being the most common form of extremism being tackled by projects (15%) when tackling only one form of extremism. Groups have become increasingly likely to explicitly focus on tackling extremist narratives, increasing individual resilience to extremism and intercommunity understanding. In the initial year of the programme, projects were also delivering community cohesion objectives, and whilst this is an important factor in building resilience to extremism the cohesion element of the Counter-Extremism Strategy is now being delivered through the government's Integrated Communities Strategy.

- **This report presents evidence to show what is working well across all 5 BSBT delivery workstreams, as well as important lessons learnt**
 - Evaluation to date has helped identify 'what works', which is a key priority for continuous improvement across the BSBT programme. For instance, qualitative evidence has shown that activities bringing together people from different backgrounds to listen and interact has been shown to be effective. Small groups and a safe setting are key to encouraging more isolated individuals to engage with counter extremism interventions. Equally, the evaluation has provided valuable insight to what works less well. The length of Home Office grant application processes and subsequent delays between applying for funding and funding being issued has made it difficult for some groups to deliver their work, especially where work is tied to key dates (e.g. religious events or the school year). Other important learnings show that one-off interventions may have limited impact on challenging deeper attitudes. There are also limitations to single year funding which can make it challenging for organisations to retain staff and build trust with project participants and make it less likely that projects will deliver longer-term impact. Changes to programme delivery processes have been made where possible, and the impact of these changes will be reviewed in the final evaluation report.

- **The nature of the extremism challenge means that it remains difficult to draw conclusions on longer-term impact of BSBT activity at the macro level**
 - This report evidences the impact of BSBT activity on individuals, communities and organisations involved in the programme, and provides insight into best practice and potential improvements. It remains the case, however, that it is not possible to assess the independent impact of any of these BSBT activities, nor how local successes counter extremism nationally, given difficulties in measuring extremism and isolating the impact of BSBT. Robust independent evaluation should remain part of ongoing BSBT activity to help improve understanding of impact and support targeting of effort to where it makes the most tangible difference to countering extremism.

This evaluation report provides powerful examples of how BSBT funded projects have supported individuals vulnerable to extremist narratives to see things differently, or a teacher handles a difficult conversation in class. The work of the programme and the committed BSBT partner organisations and individuals who make up the BSBT Network has succeeded in reaching an estimated 228,670 individuals in communities across England and Wales. The findings also show that there is more to learn: the evolving nature of the threat extremism poses highlights the need for government programmes to remain agile in their response, to support innovation and to use lessons learnt and best practice to quickly shape future effort. A continued robust BSBT evaluation programme therefore remains a key priority in our efforts to counter extremism.

As of July 2019 BSBT has delivered:



The impact of BSBT



Individuals*

who felt able to contribute to their local area increased **29%pt**

who felt confident to challenge negative views increased **27%pt**

who felt a sense of belonging to their local area increased **24%pt**

It widened my horizons to different cultures and ethnicities. I now feel I'm a lot more open minded and can respect other people's decisions.

BSBT participant



Organisations*

98%

felt their project would not have gone ahead in same way without BSBT support

75%

felt the BSBT Network allowed them to interact with new/different organisations

It helped us with our capacity to deliver this kind of work. It helped us to identify what works best in our area and our role as an organisation. It also gave us more confidence to deliver our goal.

BSBT grant funding recipient



Communities*

The video shows there are ambitious young people in this town.

Male, 19, Luton Focus groups

68%

residents surveyed in Newcastle felt the local campaign encouraged them to speak out against someone with negative views

82%

young people surveyed in Leeds said the campaign encouraged them to meet people with different backgrounds

What works

Strong delivery networks
Bespoke local knowledge
Strong rapport with participants

Lessons learned

Timely funding
Clear terminology
Local specialists

***Individuals** refers to participants in BSBT funded activities. Scores show % point uplift in the proportion of individuals agreeing with attitudinal statements (n=528-559). **Organisations** refers to civil society organisations supported by the BSBT programme (n=49-57). **Communities** refers to individuals in local areas exposed to BSBT campaigns (Newcastle n=215, Leeds n=306). Please refer to the BSBT Progress Report 2019 (Annex 2) for more details on survey methodology.



Home Office



Ipsos MORI

1. Introduction

The Building a Stronger Britain Together (BSBT) programme was launched by the Home Office in 2016 as part of the government's 2015 Counter-Extremism Strategy¹. BSBT is a four-year programme of work which is led by the Home Office, with M&C Saatchi as the strategic delivery partner. Ipsos MORI were commissioned to conduct an independent evaluation of the programme in 2016. This report provides an overview of BSBT activity from 2016 to date, with interim findings on the effectiveness of the programme.

1.1 Policy context and rationale

The Counter-Extremism Strategy, published in October 2015, was the first to recognise the wide range of harms that extremism contributes towards. These harms range from violence (including terrorism) through to wider social harms such as segregation and the undermining of democracy and the rule of law. The strategy defined extremism as:

“... the vocal or active opposition to our fundamental values, including democracy, rule of law, individual liberty and the mutual respect and tolerance of different faiths and beliefs.”

UK government Counter-Extremism Strategy, 2015

The strategy set out four main ways to respond to extremism:

1. **Countering extremist ideology** – by confronting and challenging what extremists say and the narratives they promote, and by supporting those at risk of radicalisation
2. **Building a partnership with all those opposed to extremism** – supporting individuals and groups working to counter extremism within their communities
3. **Disrupting extremist activity** – through the targeted use of powers
4. **Building more cohesive communities** – addressing the problems of segregated and isolated communities, including barriers to integration and access to opportunities²

The strategy aims to tackle **all forms of extremism**. It details a commitment to working in partnership with all those dedicated to tackling extremists, **acting locally** where possible in recognition that many of the most effective projects and credible voices are those embedded within communities themselves.

1.2 Programme aims and objectives

BSBT provides support to **civil society and community organisations** across England and Wales, regardless of race, faith, sexuality, age and gender. It allows organisations that share these aims to bid for **grant funding** and **In-Kind Communications Support (IKS)** to deliver projects that align to the BSBT outcomes. The programme also funds **Counter extremism Community Coordinator** posts within selected local authorities, **network building activities** to bring together

¹ Counter-Extremism Strategy (October 2015) Home Office
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470088/51859_Cm9148_Accessible.pdf

² This area was taken on (from Home Office) by the Ministry of Housing, Communities and Local Government (MHCLG) in 2017/18
<https://www.gov.uk/government/consultations/integrated-communities-strategy-green-paper>

partners working to counter extremism and a series of national and local **campaigns**. Further detail on the key features of each strand of BSBT activity is provided in Chapter 2.

The BSBT programme seeks to achieve the following outcomes:

1. Fewer people holding attitudes, beliefs and feelings that oppose shared values
2. An increase in sense of belonging and civic participation at a local level
3. More resilient communities

The objectives of BSBT are further articulated in a programme-level **logic model**³ (see Annex 1). This model details the ways in which each of the key strands of BSBT activity are expected to result in a series of **intermediate and longer-term ‘micro’ outcomes**, and how those are, in turn, expected to result in the achievement of the three outcomes listed above. The logic model provides an overarching framework to guide BSBT programme design, delivery and evaluation.

1.3 Evaluation aims, objectives and approach

The BSBT evaluation has the following aims:

1. Assess the **impact** of BSBT programme activity against key outcomes
2. Understand the **effectiveness** of processes involved in delivering Partnership Support
3. Establish **‘what works’** in terms of the enablers and barriers that have an effect on the delivery of the programme and its impact

The evaluation approach is built around the BSBT Programme Logic Model and encompasses both quantitative and qualitative methods (Annex 2 outlines the methods used across different strands of the evaluation to date). This report includes evaluation findings up to July 2019. A full evaluation report will be published in 2020 when current funding for BSBT expires.⁴

³ A logic model is a diagrammatic representation of a policy or programme which depicts how the intended inputs, activities and outputs are expected to lead to a set of desired outcomes and impacts

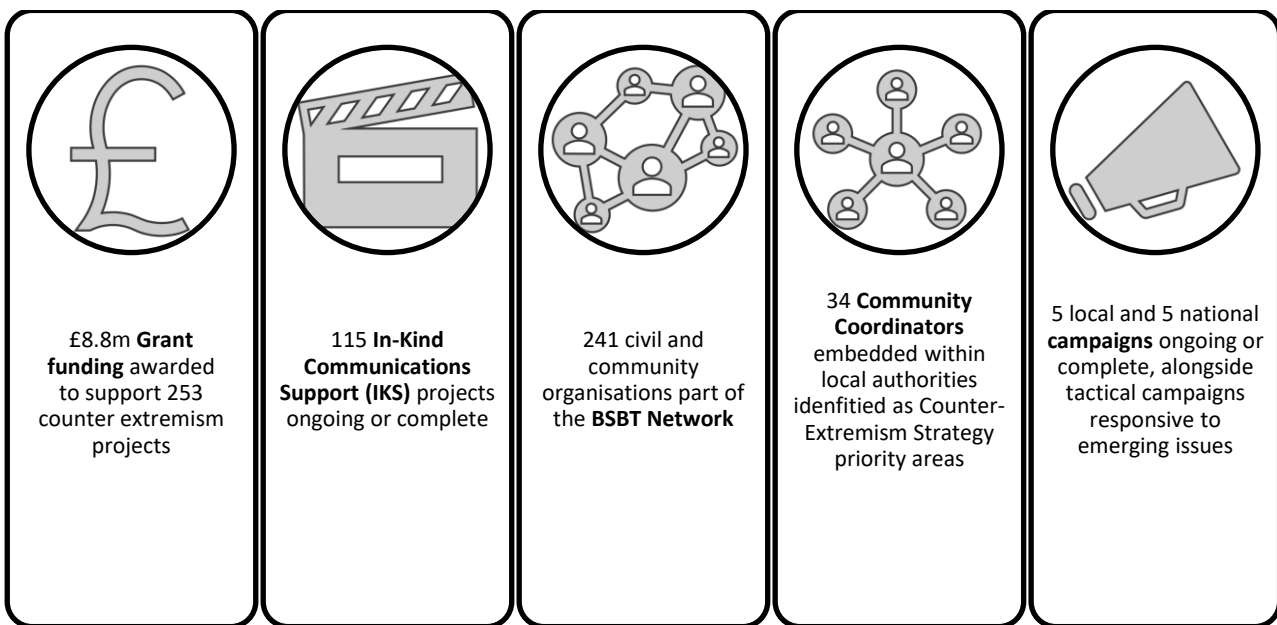
⁴ Further funding beyond 2020 for BSBT is expected to be confirmed, subject to government spending round outcomes

2. Programme design and delivery

2.1 Overview

There are five main strands of activity within the BSBT programme, an overview of which is provided in Figure 2.1. The sections that follow provide further detail on the key features of each, and delivery up to July 2019.

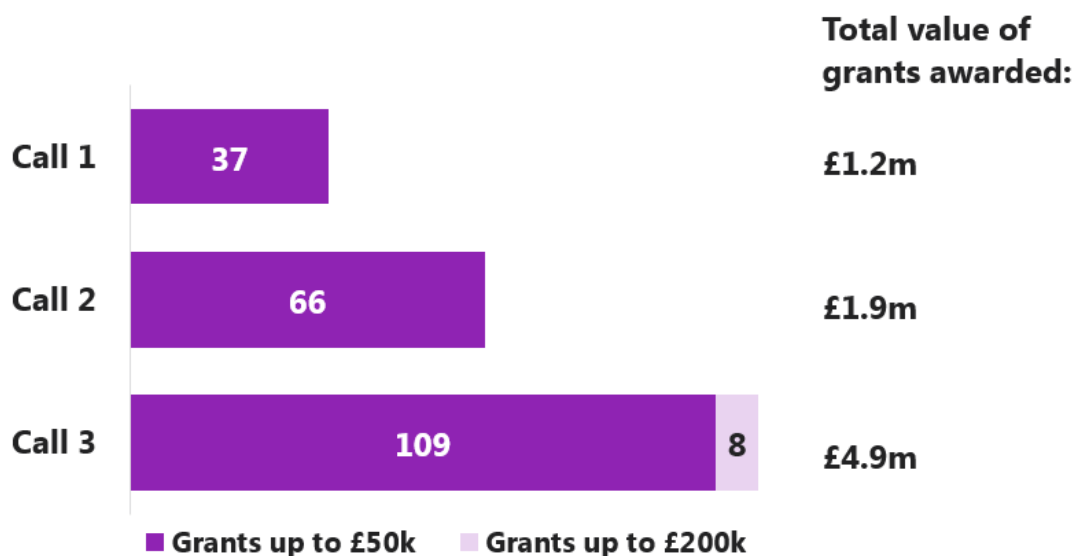
Figure 2.1: Overview of BSBT programme delivery, July 2019



2.2 Grant funding

A total of **£8.8m BSBT grant funding** had been awarded to civil society organisations to date to deliver counter extremism projects. Grants were awarded through three open calls for applications launched in September 2016, January 2017 and January 2018. At Calls 1 and 2, eligible organisations could apply for grants of **up to £50k**. At Call 3, larger grants of **up to £200k** were introduced and awarded to a small number of organisations. Figure 2.2 shows the distribution of BSBT grant funded projects over the three calls. A total of **220 counter extremism projects** were awarded BSBT grant funding through Calls 1-3, with an average grant award of **£36k**. A fourth call was opened within specific local authorities in February 2019, with funding awards made to 33 projects (totalling 253 counter extremism projects funded). This funding call will be evaluated and covered in the final programme evaluation report.

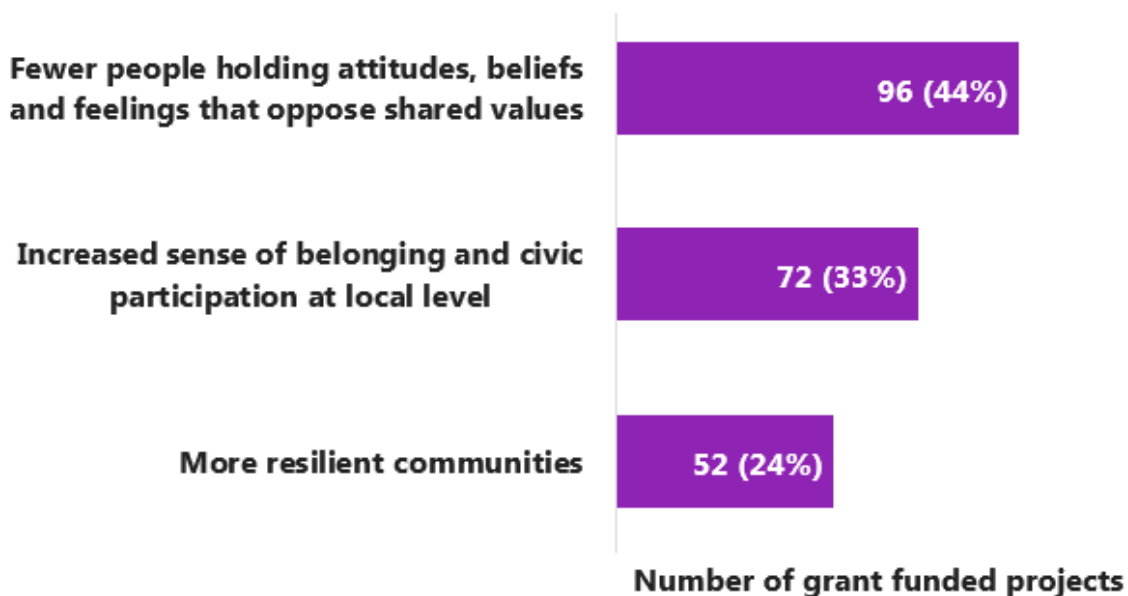
Figure 2.2: Number of projects receiving BSBT grant funding (Calls 1-3⁵)



Source: Home Office
 Base: n=220 grant funded projects

When applying for BSBT grant funding, organisations had to identify which of the three BSBT outcomes their project most closely aligned to. Figure 2.3 shows that there was **coverage across all three outcomes**, with the highest number of projects focusing on activities aimed at **reducing the number of people holding attitudes, beliefs and feelings that oppose shared values**, accounting for 44% of the total.

Figure 2.3: Grant funded projects by BSBT outcome (Calls 1-3)



Source: BSBT grant application forms
 Base: n=220 grant funded projects

Within these outcomes, projects have also been aligned with more granular ‘micro’ outcomes⁶ following review of their application form and other knowledge about the projects. Assessment of

⁵ A fourth call was opened within specific local authorities in February 2019, with funding awards made to 33 projects

⁶ Please refer to the BSBT Programme Logic Model (Annex 1) for more detail on outcomes

the intended scope of projects that were awarded grant funding or IKS in Call 3 suggest they are more likely to be explicitly focused on tackling the rejection and disruption of extremist narratives, increasing individual resilience and intercommunity understanding than those in previous calls. This may reflect a more focused and targeted approach to awarding support in Call 3, made possible by a **significant increase** in the number of applications received for grant funding and IKS between Calls 2 and 3.

This is underlined further by analysis of the **extremism types**⁷ that projects were aiming to address. In Call 3, there was a significant increase in the proportion of projects which could be aligned with specific extremism types (compared to Calls 1 and 2). Where a single type of extremism was targeted by Call 3 projects, far-right extremism was the most common (by 15% of projects) followed by Islamist extremism (by 10% of projects)⁸.

The 220 grant funded projects in Calls 1-3 aimed to engage a total of **228,670 individuals** through workshops, activity-based group work, classroom-based activities, capacity building / one-to-one engagement with individuals and community events⁹.

220
grant funded
organisations aimed
to engage
228,670
individuals

Figure 2.4 shows the geographical distribution of BSBT grant funded projects. There was coverage across **all regions of England and Wales**, with the highest numbers in London and the North West, followed by Yorkshire & Humberside and the East Midlands. These four regions combined account for **around two thirds** (63%) of the total number of projects. London and the North West were also the regions with the **highest levels of reported hate crime** in England and Wales in 2017/18¹⁰.

Figure 2.4: Geographical coverage of grant funded projects (Calls 1-3)



Source: Ipsos MORI analysis of grant application forms
Base: n=220 grant funded projects (9 projects are delivered across multiple regions)

⁷ All successful projects have been categorised by Ipsos MORI according to the type of extremism their activities are targeting. These one or a mixture of: antisemitism, far-right extremism, gender-based violence, homophobia, biphobia and transphobia, Islamist extremism, Islamophobia, xenophobia.

⁸ This analysis is retrospective based on a desk review of grant application forms

⁹ Based on analysis of grant application forms

¹⁰ Source: Police recorded crime, Home Office

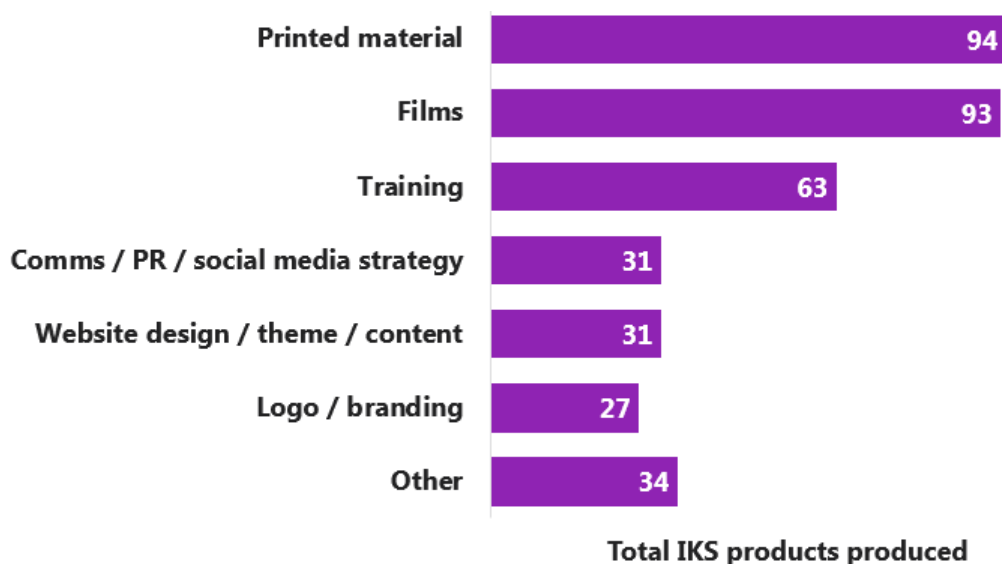
2.3 In-Kind Communications Support (IKS)

In addition to grant funding, civil society organisations working to counter extremism can apply for **IKS** through the BSBT programme. Packages of support up to a maximum value of £75k are awarded to organisations to **expand their capabilities in delivering communications aligned to BSBT outcomes**¹¹. The IKS element of the programme is delivered by M&C Saatchi on behalf of the Home Office and can include support to develop communication materials or training in social media.

115
IKS projects have been
produced
373
products to date

As of July 2019, a total of **115 IKS projects** had been completed or were ongoing. Within these, **373 products** had been produced and a further **109 were in production**. The most common types of products developed through IKS projects were **printed material and films** (Figure 2.5). A range of **training** has also been delivered through this element of the programme, covering topics such as PR, social media and online content creation.

Figure 2.5: In-Kind Communications Support (IKS) products delivered, June 2019

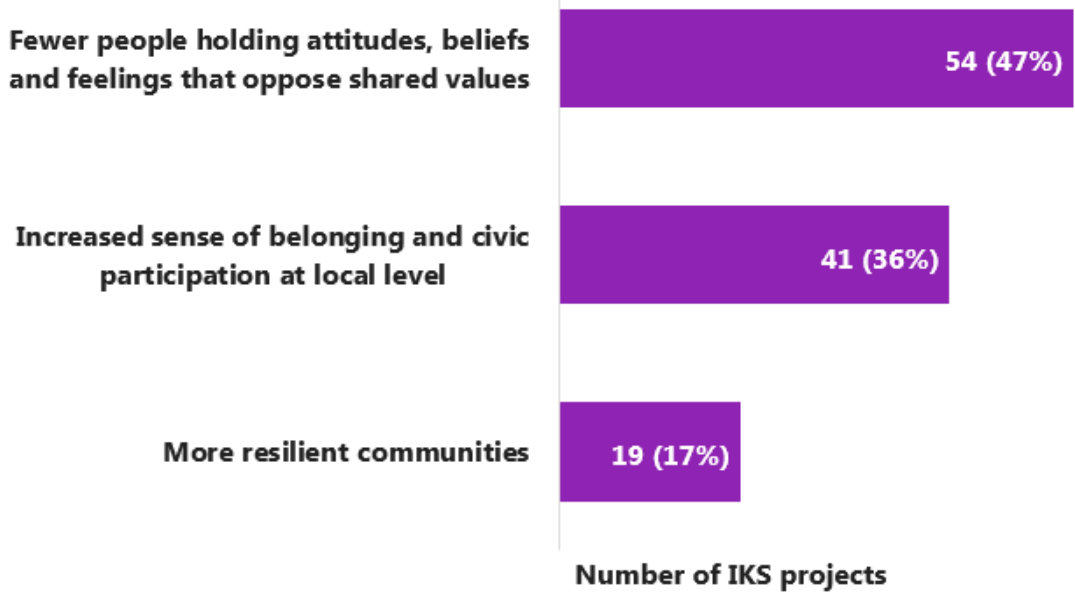


Source: BSBT Programme Monitoring Data
Base: n=373 products or assets produced

As with BSBT grant funding, organisations applying for IKS are required to identify which BSBT outcome their project most closely aligns to. Projects focusing on **reducing the number of people holding attitudes, beliefs and feelings that oppose shared values** have accounted for the largest share to date (as with grant funded projects), although there has been some coverage of all three (Figure 2.6).

¹¹ In Call 1, projects could bid for both grant funding and IKS – these were known as 'hybrid' projects. However, for the purposes of the analysis in this section they have been counted separately.

Figure 2.6: In-Kind Communications Support (IKS) by BSBT outcome



Source: IKS application forms
 Base: n=114¹² IKS projects

Figure 2.7 shows the geographical distribution of IKS projects. As with BSBT grant funded projects, there is **coverage across all regions** with London accounting for the highest overall share followed by Yorkshire & Humberside, West Midlands and East Midlands.

Figure 2.7: In-Kind Communications Support (IKS) projects by region



Source: IKS application forms
 Base: n=114¹³ IKS projects

¹² Data on macro outcome was not provided in the application form for one IKS project.
¹³ Ibid.

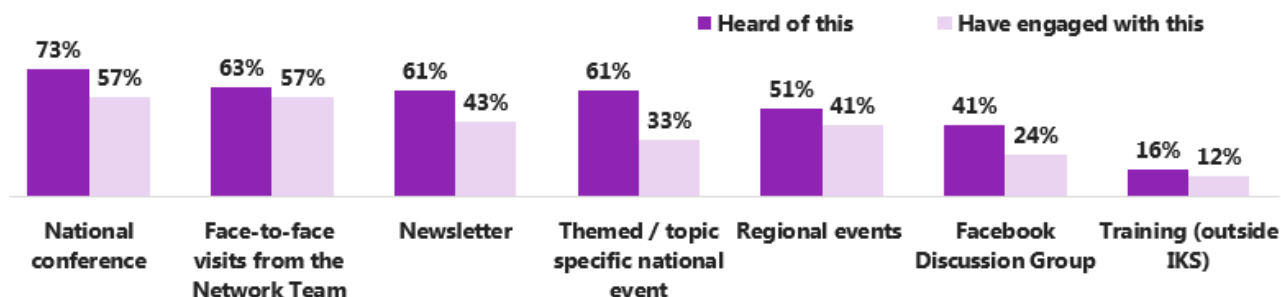
2.4 BSBT Network

The BSBT Network aims to bring together organisations tackling counter extremism to **share learning, best practice and provide networking opportunities**. All organisations receiving grant funding and / or In-Kind Communications Support (IKS) through BSBT are part of the network. Members are given access to training and events, a newsletter and BSBT social media pages. The network is led by the Home Office with delivery supported by M&C Saatchi. As of July 2019:

- In total, **241 community organisations** were part of the BSBT Network.
- **53 training sessions** had been delivered to network members covering topics such as crisis and incident response, financial management and bid writing. An additional 65 IKS-specific training sessions had also been delivered.
- **20 amplification events** had been delivered, aimed at attracting new groups to the network through promotion of BSBT; as well as **16 welcome events** for new members.
- **15 themed, regional and national** events had been delivered, including two BSBT national conferences in October 2017 and October 2018, and a range of other events focusing on local / regional issues and relevant themes such as civic participation, countering online extremism and difficult narratives.
- There were **149 members of the BSBT social pages**, representing 107 organisations. The pages include a closed Facebook group for partners to communicate and share knowledge, and a public Facebook page aimed at increasing visibility of BSBT to potential partners and the general public.

A survey of network members carried out in 2018 found reasonably high levels of awareness of and engagement with the **national conference and visits from the Network team** (Figure 2.8). Most respondents had also heard of the **newsletter and themed national events** but were less likely to have engaged with these. Awareness and engagement with the **Facebook discussion group and training offer** for network members were relatively low at that time, although the social media pages had only recently been launched at the time of the survey. Further discussion on the impact of BSBT Network events can be found in Chapter 5 (Impact on communities).

Figure 2.8 Which of the following have you (a) heard of or are aware of being available, before today / (b) actively engaged with or taken part in?



Source: Ipsos MORI Survey of Network members, 2018

Base: BSBT Network respondents (n=49)

2.5 Community Coordinators

BSBT Community Coordinators are embedded within local authorities identified by the Home Office as **counter extremism partnership areas**. Their role is to **support delivery of the Counter-Extremism Strategy** by helping to improve understanding of extremism at a local level, identifying local partners working to counter extremism and supporting them to amplify their messages and extend their reach. As of July 2019, there were 34 Community Coordinators in post. A survey of Community Coordinators carried out in 2018 found that their most commonly cited activities were¹⁴:

- **Meeting local organisations** to discuss BSBT with a view to supporting them to bid for grant funding or In-Kind Communications Support (IKS) through the programme
- **Scoping work** to identify existing counter extremism strategies, programmes and stakeholders within the local area
- Attending relevant local **BSBT partnership and networking events**

During interviews with those from the Home Office and others involved in the application process, Community Coordinators were regarded as having played an influential role in **driving the increase in applications for Partnership Support in Call 3** through raising awareness among potential applicants, and the provision of guidance and support on the application process.

2.6 Campaigns

BSBT has funded communications campaigns across England and Wales, including within specific local areas, to address issues relating to programme objectives. Overall campaign spend to date is £11.5m.

Local campaigns have used media channels (typically social media and posters) alongside focused community engagement via partners to promote themes of diversity and tolerance, celebrate shared values and showcase self-expression and civic participation. Local campaign activity to July 2019¹⁵ aimed to:

- **Newcastle:** Promote Newcastle as a diverse and tolerant city, celebrate local people who exemplify shared values, and educate young people on the benefits of diversity
- **Leeds:** Reduce the number of young people who hold attitudes and beliefs which oppose shared values, increase community cohesion by celebrating young people who support shared values, creating positive experiences and facilitating challenging conversations
- **Luton:** Encourage a sense of local identity and purpose, demonstrate positive engagement across communities and showcase self-expression and civic participation
- **Bradford:** Increased intercommunity network building, promotion of community cohesion and engagement and building resilience by providing an alternative positive narrative to extremist influences
- **East London**¹⁶: Build resilience and confidence by empowering local young people to have their voices heard and make a positive difference in their local community

¹⁴ Source: Ipsos MORI Survey of Community Coordinators (2018)

¹⁵ As of May 2019, evaluation findings were available for Newcastle, Leeds and Luton and so are included within this report

¹⁶ Covers five local authority areas across the East London area

National campaigns have covered a range of issues and are a mix of existing campaigns that have been reviewed and been brought within the BSBT programme, as well as new campaigns that have been developed to target priority issues.

- **Britain Helps:** Raise awareness and increase understanding of what UK aid and foreign policy is doing to help in conflict zones and generate an open dialogue between the British government and general public around the subject of foreign policy and aid
- **Safer Giving:** Disrupt extremist funding by raising awareness of giving safely, encouraging individuals to critically assess information about charities, and encouraging the general public to take measures to safeguard their donations
- **Hate Crime:** Challenge the beliefs and attitudes that can lead to hate crime and reinforce that they are unacceptable by increasing understanding of what constitutes a hate crime and demonstrate how seriously the government takes hate crime behaviour
- **Female Genital Mutilation (FGM):** Increase understanding that FGM can have long term negative health consequences, raise awareness that FGM is a crime and increase intention to report suspicions to the NSPCC helpline (and increase the number of calls to the helpline)
- **Forced Marriage (FM):** Increase understanding of what behaviours constitute FM and who the victims can be, highlight consequences for victims and raise awareness that FM is illegal in the UK and that support is available through the support line

3. Impact on individuals

This research has provided positive indications about the difference that BSBT has made to the people who have been reached by the programme's activities. This section of the report explores the evidence that has been gathered to date from research conducted with three groups of people:

- **Participants in BSBT projects:** Non-professional members of the local community who have had some interaction with local BSBT projects (e.g. a local women's group) or young people engaged in BSBT activities through their school or other organisation
- **Trainers:** Participants in BSBT activity targeted at professional individuals who, in turn, engage community members or young people in relevant topics (e.g. teachers)
- **General public:** For evaluation findings related to BSBT campaigns, this is defined as the general public who have been exposed to BSBT campaigns locally or nationally. For some campaigns this is groups of the general public to whom the campaign approach has been tailored (e.g. younger people).

Evaluation has assessed the extent to which BSBT outcomes have been achieved, as well as highlighting differences across audiences engaging in the programme, and identifying enablers and barriers to successfully achieving impact.

3.1 Impact on target outcomes and audiences

BSBT activities with end beneficiaries: Impact on target outcomes

The evaluation asks end beneficiaries taking part in BSBT grant funded projects, through the completion of a Project Participant Survey (PPS)¹⁷, to indicate the extent to which they agree with a range of attitudinal statements linked to BSBT programme outcomes, both before and after participating. This measures the extent to which attitudes change whilst engaging with BSBT supported activities.

¹⁷ See Annex 2 for further details on the methodology used in the evaluation

Figure 3.1: Percentage point change in agreement with statements (strongly agree or agree) before and after BSBT activity¹⁸

Most positive uplift	+29	I feel I can contribute to my local area
	+27	If a close friend/relative expressed a negative view about someone because they were from a different background, I would feel confident about challenging them
	+24	I feel I belong to my local area
	+23	If a close friend/relative expressed a negative view about someone because they were from a different background, I would want to challenge them
	+23	I feel I belong in Britain
	+22	I try to look at everybody's side of an argument before I made a decision
	+22	Living in the UK means I was able to make my own choices about how I live my life
	+20	By working together, local people can improve the local area
	+20	I trust people in my local community
	+18	It is OK for people to express different opinions and beliefs, even if I disagree with them
	+18	I always try to understand people who have different cultures or traditions to mine
	+18	I feel it is important that everyone is able to have an equal say in decisions about my local area
	+17	It is better for society if people from different backgrounds mixed with each other

Source: BSBT Project Participant Survey (PPS)

Base: BSBT project participant respondents from Call 2 grant projects (bases per statement vary between n=528-559)

The data gathered to date¹⁹ shows that there was a **positive uplift across all attitudinal statements** (+21 percentage points on average) and that some had been more positively impacted than others. Attitudes relating to **contributing and belonging to the local area, a sense of belonging in Britain, and increased willingness to challenge negative views (indicating increased critical thinking skills)** were most likely to have been impacted.

Some of the grant funded projects which have been subject to in-depth local evaluations²⁰ focused specifically on educating participants about shared values. Many of the end beneficiaries who had participated expressed a **better understanding that shared values included tolerance and respect for people from all communities**. There were also specific examples of participants increasing their knowledge of shared values, with respect, equal rights, tolerance and the rule of law most frequently cited. This, in turn, had **improved their sense of belonging** in society and contributed to a **reduction of isolation among vulnerable groups**.

“I feel I have become more confident in tackling discussions and sensitive topics (...). If I was talking to someone and the conversation was getting into a topic, I would know now, without upsetting them, how to talk about my views and try to understand where they are coming from.” – BSBT project participant

¹⁸ Note that some participants completed a ‘combi’ questionnaire, answering both before and after questions at the end of the activity. Please refer to Annex 2 for absolute before / after scores from the PPS.

¹⁹ Interim PPS data, as of June 2019

²⁰ In-Depth Project Evaluations (IDPEs) have been conducted with a range of grant-funded projects, with the evaluation methodologies tailored to each project. See Annex 2 for further detail.

“Before all this I was that one kid who would never talk to anyone [at the football sessions]. I’ve got used to seeing people and talking to them. They are from really different backgrounds to me.” – BSBT project participant

Whilst still positive, levels of uplift in the ‘pre’-‘post’ survey measures were less pronounced for attitudes relating to **intercommunity interaction**, and to some extent, **active participation** in the local area (e.g. perceived ability to use public services or take part in local events).

Insights from some of the local campaign evaluation activity in Luton and Leeds suggest that, among the general public exposed to the campaign, perceived lack of available facilities and opportunities can be a significant barrier to active participation by individuals, regardless of positive intent.

“I don’t think there is a lot that brings the community together anymore.” - Male, 23 year old focus group participant, Luton

Each attitudinal statement shown in Figure 3.1 aligns to core BSBT outcomes. At the aggregate level, there was little difference in the level of impact on attitudes relating to different BSBT outcomes (increased sense of belonging and civic participation (+22 percentage points), fewer opposing shared values (+19 percentage points) and more resilient communities (+21 percentage points)²¹.

However, there were differences in the level of impact on attitudes relating to the more specific BSBT micro outcomes. Findings suggest that **BSBT activities to date have had most impact at an individual level**, particularly attitudes that relate to the micro outcomes **development of personal leadership skills (+29 percentage points)** and **rejection of extremist narratives (+26 percentage points)**.

+29
percentage point increase
in attitudes relating to the
**development of personal
leadership skills** pre vs.
post BSBT activity

Participants cited an increase in **personal empowerment and the ability to think critically about their own and others’ opinions and attitudes**, whilst increasing their **sense of belonging to the community**. Participants interviewed within the In-Depth Project Evaluations (IDPEs) have described how activities have:

- ✓ Built their **confidence** and provided a space for them to **discuss relevant issues**
- ✓ **Think more critically** about their own perceptions of people from certain backgrounds

“It widened my horizons to different cultures and ethnicities. I now feel I’m a lot more open minded and can respect other people’s decisions.” – BSBT project participant

This was reinforced by those delivering projects, who felt that their activities **brought people together** and provided a **safe and open space** where participants could express their views and improve their understanding of relevant issues related to counter extremism.

²¹ See the logic model (Annex 1) for details of the macro and micro outcomes that BSBT aims to achieve



What BSBT activity did it run?

- Southern Brooks Community Partnerships (SBCP) rolled out an Anti-Hate Crime Ambassador (AHCA) and Diversity & Behaviour Champion programme in schools, whereby pupils took part in sessions designed to **educate them on discrimination, hatred, extremism and prejudice**
- The programme aimed to equip students to recognise, challenge and report hate crime, thereby becoming role models in their schools and communities
- It also aimed for pupils to be able to **convey positive messages of tolerance and mutual understanding to families and the wider community**



What did the project achieve?

- ✓ Pupils showed **improved understanding of prejudice, difference, stereotypes and discrimination**. Participants showed **improved awareness of protected characteristics** and understanding of how it feels to be treated differently.
- ✓ Participants developed **ideas about how to promote a welcoming environment** in schools and their communities where everyone should feel welcome



“I [learnt] to not judge people if they are different. Never bully because it hurts people in the inside. Don’t judge people by what they look like.” – BSBT project participant



What enabled outcomes to be achieved?

- ✓ The **mix of interactive activities and learning** was considered to have been successful in engaging pupils in difficult topics and imparting key messages
- ✓ The **experience and professionalism of the project lead** meant that participants considered the sessions a **safe environment** where they could openly discuss their views and experiences
- ✓ The **buy-in and commitment of senior school staff and teachers** was considered to have contributed to the success of the project in some schools, particularly ensuring pupils remained engaged in the project

Evaluation sources of evidence: quantitative questionnaires, qualitative interviews, focus groups and written feedback, as well as top-level monitoring data

“There is a need in this community where there is a lot of fear about what they can or cannot say, where they can go to for help and support. Having somewhere they can come together and ask questions without being afraid of being judged, to build their knowledge and understanding, is very important.” – BSBT project delivery staff

Whilst still positive overall, the level of change in attitudes relating to some community level benefits, such as a desire to integrate with other communities and actively take part in the local area (e.g. by taking part in local events or using public services) is less pronounced than some individual-level benefits discussed above. Likewise, the impact on intercommunity understanding (+17 percentage points) and increasing community resilience to extremism (+19 percentage points) is not as high as in some other areas, such as the development of personal and leadership skills.

Evidence from in-depth local evaluations suggests that some more **deeply held attitudes** (for example, attitudes around segregation) may be particularly **challenging to overcome**, especially with short or one-off engagement activities delivered by some BSBT projects.

“Their [participants’] views on segregation is still quite surprising for me. There are young people who don’t see segregation as an issue ... they are fine with it, as long as there is some interaction during the day they are fine to live in segregated areas and that was surprising. So maybe they don’t link segregation and extremism.” – BSBT project delivery staff

“If they’d met more regularly, e.g. once a week, they [end beneficiaries] would have got over [their differences] quicker.” – BSBT project delivery staff

The more limited positive impact on such attitudes may also reflect the limited number of completed surveys to date from projects targeting specific outcomes of intercommunity understanding and increasing community resilience. Additionally, only short-term impact has been measured by this evaluation to date; it is possible that community-level benefits may take longer to come to fruition, and that increased personal empowerment and belonging can be more immediate.

Despite these considerations, it should be noted that while the data indicates that positive change in these attitudes is more limited at this stage, there has still been a positive impact nonetheless, with **evidence indicating that projects have increased end beneficiaries’ knowledge of others and confidence to interact.**

“They all have these stories about these different areas which are nonsense and getting them together allows them to address these ideas and recognise that they aren’t true. Bringing them together helped to bridge gaps – they may be different postcodes but they all have the same issues. All of the young people said they wanted to continue the partnerships and keep on meeting” – BSBT project delivery staff



The Feast Youth Encounters Project



What BSBT activity did it run?

- The Feast delivered a series of 'youth encounters' across three sites in England for **teenagers of different faiths to learn about difference, respect diversity and build more cohesive communities**. It created encounters and networking opportunities for young people to have meaningful discussions around religion and faith, whilst having fun.



What did the project achieve?

- ✓ Following the Feast project, 93% agreed that they feel **confident building friendships with people from different faiths** from themselves (+14 percentage points)
- ✓ Evidence also suggested that participants demonstrated an **improved understanding of their own faith**, as well as **willingness to engage in dialogue**



“With the Feast, I have learned how to respect someone I don’t necessarily agree with.” – BSBT project participant

“Now I would tell them about my religion. Before I would feel I would offend them. But now I would tell them that we need to pray, and I would feel comfortable to say it.” – BSBT project participant



What enabled outcomes to be achieved?

- **Flexibility in the programme design**, acknowledging the characteristics of different local areas in terms of varying ethnic and religious backgrounds helped ensure relevance across areas
- The **quality and mix of events** that can interest young people to join the activities and engage in topics not often talked about, helped convey key messages
- **Clear and high quality content material** for events to retain engagement
- **Close partnerships with other organisations** who can support resourcing, recruitment and delivery

Evaluation sources of evidence: a mix of quantitative questionnaires, qualitative interviews and focus groups

BSBT activities with end beneficiaries: Impact on target audiences

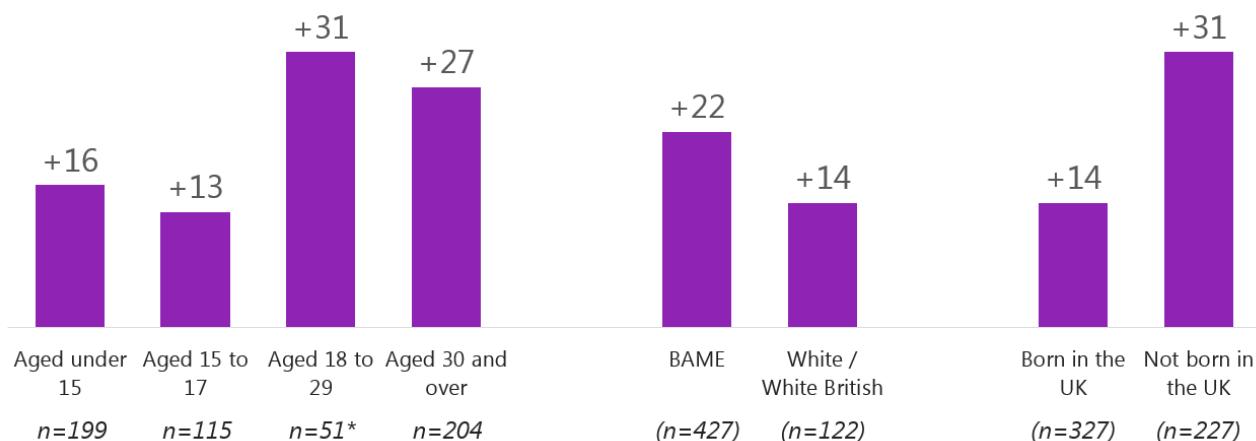
Research also indicated variation in how attitudes shifted among different demographic groups. Comparing the average level of uplift across all attitudinal statements²² shows:

- There were no differences in the level of impact by gender
- There was a greater impact on **adult participants** (aged over 18) than on younger participants

²² This is calculated by taking the average 'agree' score (or 'disagree' for negative statements) across all 19 attitudinal statements (Q3-Q19) to present one average agree or disagree score, and one uplift score for each participant demographic

- A more positive shift in the attitudes of participants who were from **Black, Asian and Minority Ethnic (BAME)** backgrounds
- Greater uplift in positive attitudes among **those not born in the UK** compared to those who were, the former being more likely to be from a BAME background²³

Figure 3.2: Percentage point uplift in agreement with statements (strongly agree or agree) before and after BSBT activity



Source: BSBT Project Participant Survey (PPS)

Base: BSBT project participant respondents from Call 2 grant projects (bases shown below demographic in 'n')

It should be noted that attitudes among some participant groups were more positive than others *before* any BSBT activity had occurred (at the 'pre' stage). Specifically:

- **Younger participants had more positive attitudes than adults pre-BSBT activity;** 64% of under 18 year olds, on average, agreed with positive statements vs. 58% of those aged 18+. Post-BSBT activity, agreement among adults was higher than agreement among young people (78% of under 18 year olds on average agreed with positive statements vs. 86% among those aged 18+).
- **Average agreement with statements among White / White British participants was higher pre-BSBT activity** than among BAME participants (68% of White / White British participants vs. 60% of BAME participants). Post-BSBT activity, attitudes among both groups were comparable (82% agreed with positive statements on average). This trend is similar when comparing those born / not born in the UK.

The above findings suggest that **those audiences which initially held less positive attitudes (in relation to the outcomes BSBT is aiming to achieve) have been impacted most by BSBT activity.** Additionally, the type of activities that different participant groups have taken part in varies, which may also account for differences in levels of impact.

It is therefore not clear at this stage of the evaluation why some participant groups' attitudes may have been impacted more than others, and it is worth noting the possible interactions between factors that may explain variations. For example, impact among certain ethnicities could relate to other demographic factors, such as the age of participants (for example, participants who were not born in the UK were, on average, older than those born in the UK), or the numbers participating in projects included within the evaluation. Similarly, younger participants may have been more likely

²³ Average uplift is also higher among those who do not find it easy to communicate in English

than adults to participate in one-off interventions (e.g. a school assembly) that may have had comparatively less impact than more in-depth activities which have disproportionately engaged adults. Further analysis in the final evaluation report will explore these issues in more detail.

National BSBT communications campaigns have also sought to engage different audiences on issues aligned to BSBT outcomes. For example, the **Safer Giving** and **Britain Helps** campaigns appear to have had an impact on key target outcomes. UK Muslims who had engaged with the Safer Giving campaign were significantly more likely to say they **were likely to check that organisations asking for charitable donations are registered charities in the future (62%)** than those who had not (39%). Similarly, those who had engaged with the Britain Helps campaign were significantly more likely to state **knowledge of the types of government aid provided in conflict areas (55%)** than those who had not (19%). These variations cannot be claimed to be solely due to exposure to the campaign but are positive indications.

Figure 3.3: Example images from Safer Giving and Hate Crime campaigns



The **Hate Crime campaign**, using the tagline “It’s not just offensive, it’s an offence” aimed to engage across a broad range of demographics. Those with protected characteristics (disability, race or ethnicity, religion or belief, sexual orientation or transgender identity) were significantly more likely to recognise the campaign, and some groups (Muslims and those with a disability) showed a significant increase in awareness of hate crime-specific advertising / information over the course of the campaign period; although this was not observed across all audiences.

The campaign had some **positive impact on awareness and understanding** of Hate Crime. For example, around two thirds of the general public felt that the campaign helped them to realise ‘Hate crime affects more types of people than I thought’ (63%). This sentiment was higher among those who recognised the campaign materials compared to those who had not previously seen the campaign (69% vs. 59%). At the same time, evaluation findings have acknowledged it was challenging to make an impact on deeply-held attitudes around integration and respect of others (where a broad range of factors are relevant) and some measures of campaign impact were inconclusive. Key implications from the evaluation have been integrated into the planning for further campaign activity.

3.2 Impact of different delivery mechanisms and processes

BSBT projects have included workshops, classroom-based activities, small group discussions, community events and one-to-one interventions with vulnerable individuals. While the evidence on which delivery mechanisms work best will be covered in more depth in the final evaluation report, there is much qualitative evidence from project evaluations completed to date that shows **certain delivery mechanisms and processes appear to work better than others in certain situations**. Delivery mechanisms that have been shown to have worked well are summarised below.

Enablers to successful delivery
<ul style="list-style-type: none">✓ Activities that bring different parts of the community together to listen, share and interact, for example through events and workshops, where individuals can hear directly from people who are 'different' from them (e.g. hearing from refugees about their experiences) have proven to be particularly powerful <p><i>"It [the project] helps you become more accepting and understanding of other people. Everybody has some prejudices and knowing more about it just really helps ... to think like a deep thinker. After this project ... you learned a lot about them and you met people who have told you about their terrible stories." – BSBT project participant</i></p> <ul style="list-style-type: none">✓ Delivering content that is tailored to individuals' needs and the local context, for example age-appropriate materials for primary school teachers, or content sensitive to the local area✓ Collaborative working with local partners and joint delivery, allowing projects to utilise partners' networks and resources✓ Small groups within a safe space when engaging more isolated groups, among whom there may be a reluctance to speak openly about their views and experiences. Small groups have been shown to provide an opportunity to discuss (often personal) issues and beliefs, without fear of being judged. <p><i>"When we were talking about sensitive topics, it felt very safe. We were not being judged. It was about saying what you want." – BSBT project participant</i></p> <ul style="list-style-type: none">✓ Varied and engaging activities, with interactive tasks, particularly for young people. This was key to maintaining engagement (with individuals and other stakeholders, such as partners) and achieving impact.✓ Involving individuals taking part in projects in the design and delivery of the activities also worked well; for example, co-producing the format and content for each week's topic and activity with participants

More broadly, other factors that enabled successful delivery and impact centred on the role of individuals. The **professionalism and expertise of key staff** and **buy-in from key personnel within recipient organisations** were critical to successful delivery. For example, in one school, senior teaching staff implemented follow up activities (e.g. peer mentoring) to ensure the programme had sustained impact. Endorsement from other local community stakeholders (such as faith leaders or other schools in the area) has also been shown to facilitate successful delivery. **Flexibility to adapt the programme** and delivery mechanism or focus, based on emerging learnings, also helped to maximise engagement and impact.

“The focus initially was very heavy around football and it meant that the young people that we got on that programme were not as diverse as we might have hoped. And we reflected on that and thought to ourselves at the end of the day, the football was just the means of social mixing, it’s not necessarily the key to our outcomes. So we just flipped it on its head and we just made it an all ability, multi-sports programme.” – BSBT project delivery staff

Conversely, some factors have been identified as challenges to achieving successful delivery and impact. These are summarised below.

Barriers to successful delivery
<ul style="list-style-type: none">× Too much content squeezed into too short a timeframe (especially for school-based activities where the project is limited to one classroom lesson)× BSBT activity not in keeping with setting. This can be exacerbated by lack of context-setting and / or low familiarity.× Some projects that achieved limited impact had weak links between the activity undertaken and relevant BSBT counter extremism outcomes× Drop in / drop out models may not be conducive to sustained engagement and impact (although may reach a wider pool of participants).× Depending on the setting, one-off interventions may have limited impact on challenging deeper set attitudes <p><i>"The community event went well but there needs to be momentum, we need to have more going on after the initial event to build long term impact. The project also needs to be sent further afield, in order to go out into the community" – BSBT project’s wider stakeholder</i></p>

More broadly at a programme level, some projects fed back that a **one-off funding mechanism limits the level of long-term impact** on end beneficiaries and expressed a desire for sustained funding.

In light of these factors, the Home Office have reviewed and adapted some BSBT processes for the most recent funding call, which will be evaluated and covered in the final evaluation report.

BSBT activities with trainers

Another key delivery mechanism included training ‘trainers’. BSBT activities are targeted at intermediaries who then deliver activities with individuals in the community, such as teachers, youth workers or professional trainers. A quantitative survey of trainers who have participated in BSBT activities, asking questions about skills, knowledge and confidence to support individuals and identify relevant issues among the individuals in the community that they work with. Emerging findings from the data collected to date (from n=45 trainer participants who completed the standard Project Participant Survey (PPS) suggest a **positive impact on all areas that trainers were asked about**, with some variations in impact across capabilities (further details will be in the final evaluation report). The following case study from the PSHE Association highlights a ‘train-the-trainer’ example that has successfully delivered against BSBT outcomes.



**What BSBT
activity did
it run?**

- Developed and ran training courses aimed at **providing teachers with the confidence and skills to address key extremism-related topics in the classroom** to bring into PSHE lessons, and to help equip pupils with better awareness and understanding of extremist behaviour, and skills to deal with relevant situations



**What did
the project
achieve?**

- A bespoke evaluation survey found that the training and supporting resources led to **significantly increased levels of confidence and improved skills in covering extremism-related topics** in the classroom among teacher participants. This level of increase was above and beyond that observed in a comparator group.
- This test-control design (using difference-in-difference (DiD) analysis comparing the change between the two groups) can provide greater confidence that **BSBT-funded activity had a significant positive impact above and beyond other contributory factors**

% agree "I feel confident delivering extremism-related topics in the classroom"

Sample type	'Pre' surveys ²⁴	'Post' surveys	% point difference	Significant positive variation Test vs. control?
Participants	24%	88%	+64	YES
Non-participants	28%	56%	+28	YES



"I feel much more comfortable with how to open a dialogue with children, parents and other staff on issues surrounding extremism. I was provided with useful ideas to gauge children's current understanding and misconceptions". - BSBT project participant



**What enabled
outcomes to be
achieved?**

- **Clear, considered rationale for funded activities**; extremism was highlighted as a priority within the previous annual membership survey
- The PSHE Association had a **successful model for running training courses and a proven delivery model** to cover pertinent topics for members, included experienced facilitators
- Use of **quality-assured resource materials** to complement training. There were indications that the PSHE Association Quality Assurance also had some resonance

Evaluation sources of evidence: quantitative questionnaires (including post-six month follow up) with participants and a control group

²⁴ 'Pre' survey: Participants=146; Non-participants=123. 'Post' survey: Participants=59; Non-participants=41

4. Impact on organisations

This research has provided positive indications about the difference that BSBT has made to the civil society and community organisations who have been supported. This section of the report explores how BSBT has helped to expand these organisations' capabilities, scope and reach.

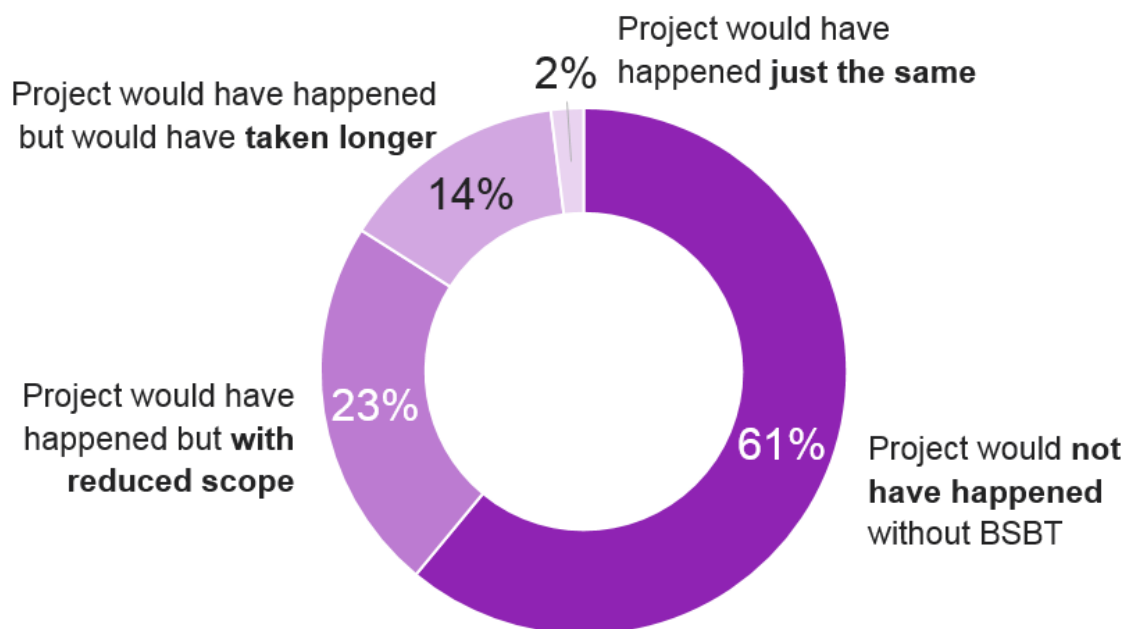
4.1 Organisational capabilities

There is evidence from the evaluation of both grant funded projects and those receiving In-Kind Communications Support (IKS) around the positive impact of BSBT on organisational capabilities.

Grant funded projects

Having completed delivery of BSBT grant funded activity, almost all project leads (98%) reported that their project would either not have gone ahead at all, as quickly, or in the same way without BSBT support²⁵. Six in ten (61%) felt it would not have gone ahead at all, whilst others felt it would have gone ahead but with reduced scope (23%) or required a longer set up and delivery period (14%). Further evaluation activities are being conducted with unsuccessful Call 3 grant applicants to explore what happened to projects in the absence of BSBT support, in determining the contribution BSBT makes to project realisation.

Figure 4.1: Likely status of project if BSBT application had not been successful



Source: BSBT Applicant Survey endline (Calls 1 and 2)

Base: Completed BSBT grant projects (n=57)



Grant funded projects have also described how their BSBT funding enabled them to achieve **greater awareness of community needs in their local area**, a better understanding of **what works well to engage community members**, as well as **developing new initiatives and areas**

²⁵ Applicant Survey endline (Calls 1 and 2). n=57 grant projects

of expertise (such as delivery in schools). This was strengthened, from projects' perspectives, through **networking and sharing of best practice** facilitated through **Community Coordinators** and involvement with the **BSBT Network**.


“It’s helped us to develop new initiatives, we have launched another group as a result of some of the issues raised in this project, it’s opened our scope, we have identified further needs in community as a result of running this.” – Call 2 grant project

For some organisations, involvement in BSBT has **broadened their understanding of what counter extremism activity involves** (when they may not have always considered their existing activities through a counter extremism lens) and increased capacity to deliver this type of work. The impact of BSBT on the counter extremism agenda in local communities is discussed in more detail in the next chapter.



Ripple Effect Training Programme

- The programme used **restorative approaches to explore the different types of prejudice, discrimination and conflict** that can exist and cause harm in society, including how attitudes are formed and how they can be challenged. It was delivered to young people and staff in eight secondary schools.
- The evaluation found that **BSBT funding was an essential enabler in delivering training in schools** for the programme; as without this funding schools would need to have been charged a fee to cover the cost of the training. This would have inevitably resulted in some schools being unable to participate, either due to financial constraints, or (and) because they had no evidence to support the investment. However, **now the value of the programme is clearer**, schools are in a stronger position to support the investment, with reduced risk.



“We are moving in this direction but it (the training) has really pushed things on. We have changed behaviour policy; a lot of teachers have had training and are using restorative enquiry questions.” – BSBT project participant

“It helped us with our capacity to deliver this kind of work. It helped us to identify what works best in our area and our role as an organisation, it also gave us more confidence to deliver our goal.” – Call 2 grant project

Evaluation findings suggest that **BSBT grant funding was integral to enabling the delivery** of the majority of BSBT projects to the scale and timeframes observed. It is worth noting that whilst specific projects may rely heavily on BSBT funding, there is far less reliance at the organisational

level; BSBT funding was reported to account for an average of 13% of organisational income²⁶ in the year during which most of the project’s BSBT-funded activity was delivered.

In-Kind Communications Support (IKS)

Organisations who have received IKS worked with M&C Saatchi on a number of different forms of communications support, including website development, support with social media (including training and the development of social media pages) and help with printed communications materials (such as flyers and leaflets). Compared to projects receiving grant funding, those supported by IKS (22 projects who have completed to date) were more likely to report that they would have still gone ahead without BSBT support, but with reduced scope (41% vs. 23% of grant projects) or longer timeframes. This finding reflects the different aims of BSBT grant funding and IKS, given that IKS is designed to help and amplify organisations’ delivery of counter extremism work and related organisational activities, rather than deliver an entirely new project.

Among those BSBT projects who received IKS, it is evident that the support **had a positive impact on their organisational communications capabilities**. The table below summarises the IKS products delivered by BSBT projects as of June 2019.

Table 4.1: In-Kind Communications Support (IKS) products delivered, June 2019

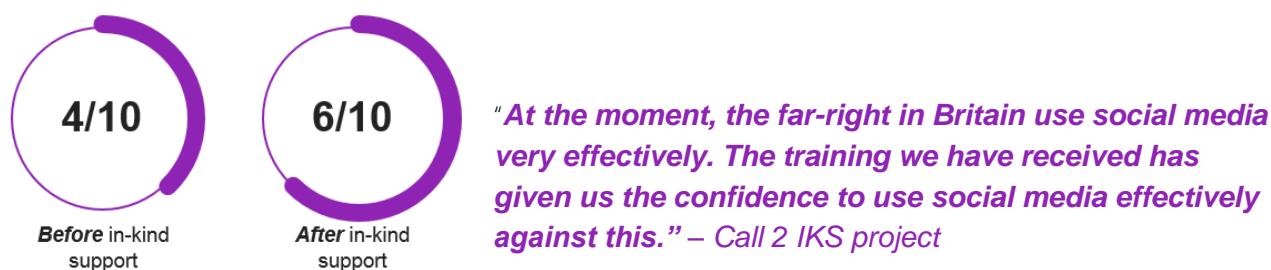
Printed material	94
Films	93
Training	63
Comms / PR / social media strategy	31
Website design / theme or content	31
Logo / branding	27
Other	34

Source: BSBT Programme Monitoring Data

Base: n=373 products or assets produced

Impact is particularly notable with regards to social media capabilities. Overall, organisations that received IKS rated a number of their communications capabilities more highly after having received IKS, including their ability to make films or social media content, undertake social media planning and implementation, and build social media platforms (increasing from an average self-rating of four out of ten before receiving support, to six out of ten after having received support).

Figure 4.2: Average self-rating of organisational social media skills



Source: BSBT Applicant Survey endline (Calls 1 and 2)

Base: Completed BSBT IKS projects (n=22)

²⁶ Data available for Call 2 grant funded projects, n=33

Almost all IKS recipients²⁷ interviewed six months after the completion of their project reported finding the assets they received useful (for example, printed leaflets or a new website), with most incorporated into their working practices. IKS recipients who took part in follow up interviews²⁸ also reported that the **high quality IKS outputs and good working relationships** with M&C Saatchi **motivated staff and volunteers within the organisation**. Ongoing ad hoc support by M&C Saatchi, following the completion of IKS, was also identified as a key driver to sustained impact.

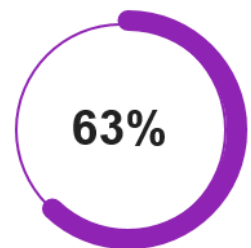
“It [materials for fundraising] is used with stakeholders and partners, schools, internally with staff and volunteers as induction and training material. It’s used at events at least three or four times a month.” – Call 2 IKS project

4.2 Scope and reach

As well as impact on organisational capabilities, there is evidence of positive impact from BSBT on the scope and reach of civil society and community organisations.

Grant funded projects

Increased organisational reach: Findings suggest that BSBT support has enabled projects to **reach more individuals and facilitated new or sustained engagement** with a range of groups in their target communities. Around two thirds (63%) of completed grant funded projects reported an increase in the number of individuals their organisation had engaged with over the year in which they had BSBT funding²⁹, and just over a third (37%) spontaneously reported increased or enhanced engagement with individuals as a key organisational benefit from BSBT support.



of grant funded projects reported an increase in the number of individuals their organisation engaged with

“We were able to engage with the new constituency and work in a new area and new community, with people we hadn’t previously” - Call 2 grant project

Increased profile and reputation: Grant funded projects also reported that BSBT support had **enhanced the profile of their organisation, improved their reputation and increased awareness of their activities** in the local community. For some projects this related specifically to increased awareness of their work in the counter extremism field. A third (33%) of completed grant funded projects spontaneously mentioned increased organisational profile and enhanced reputation as a key benefit of BSBT support to their organisation³⁰.

“We’ve now been recognised as an organisation that will tackle radicalisation and extremism within Nottingham’s Muslim Community” - Call 2 grant project

²⁷ IKS follow up Applicant Survey (Calls 1 and 2), n=16 IKS projects

²⁸ IKS follow up qualitative interviews, on-site visits with three projects c. six months after project completion

²⁹ Applicant Survey baseline and endline (Calls 1 and 2), n=51 grant projects. Call 1 data based on claimed increase in number of clients. Call 2 data based on comparison of reported number of end beneficiaries in baseline survey and endline survey. Excludes projects where full information on number of end beneficiaries is not available, n=6 projects.

³⁰ Applicant Survey endline (Calls 1 and 2), n=57 grant projects

IKS

Increased organisational reach: Almost four in five (16/19) completed IKS projects reported an increase in the number of individuals their organisation had engaged with over the year in which they received BSBT support³¹. Project leads in organisations that had received IKS described how BSBT support enabled them to reach more people in the community. Project leads cited tangible IKS products that helped engage community members (e.g. printed materials), as well as the increased professionalism of their digital presence.

16/19

projects reported reaching more individuals after having received IKS

“We’ve had a wider reach and as a result more people know about us and the kind of things we do.” – Call 1 IKS project

“With the in-kind materials, we engage with more communities and organisations, we can speak with more credibility ... the BSBT links and professionalism on our social media and publicity front have definitely helped.” – Call 2 IKS project

Increased profile and reputation: Projects receiving IKS also reported that their support had enhanced the profile of their organisation, improved their reputation and increased awareness of their activities in the local community. Almost half (10/22) spontaneously mentioned increased organisational profile and enhanced reputation as a key benefit of BSBT support to their organisation³².

“The [benefit of IKS is the] professionalism of the content, which gives an impetus of what you’re trying to say.” – Call 2 IKS project

“It’s definitely raised our profile and enabled us to share our vision, win new friends and influence people. We have been able to get people excited about the opportunity and get involved, promote the idea of collaboration.” – Call 2 IKS project

Local community organisations gave specific examples of how IKS had improved their profile and reach. For example, Positive Images Festival reported a 100% increase in Festival attendance, though it was recognised that this could not all be attributed to BSBT-related inputs and that other factors also had an impact.

³¹ Applicant Survey baseline and endline (Calls 1 and 2). N=19 IKS projects. Call 1 data based on claimed increase in number of clients. Call 2 data based on comparison of reported number of end beneficiaries in baseline survey and endline survey. Excludes projects where full information on number of end beneficiaries is not available, n=3 projects.

³² Applicant Survey endline (Calls 1 and 2), n=22 IKS projects

Figure 4.3: Case study examples of the impact of IKS on organisational profile and reach³³



Barriers to organisational impact among grant and IKS projects

Whilst BSBT has had a largely positive impact on organisational capabilities and profile, there have been some barriers to project delivery and organisational capabilities.

- ✘ For grant funded projects, Home Office **delays to the application approval process** and awarding of initial funds has been cited as a barrier to delivery, particularly when delivery plans are tied to fixed timetables (e.g. the school year, sports events or religious holidays). It should be noted that **application approval and funding processes have been reviewed and streamlined** for more recent funding calls, and the impact of these changes will be evaluated in the final evaluation report.
- ✘ Projects **changing the focus of delivery**, which may come about due to changing local needs / context, have also hindered capability to deliver within fixed BSBT timeframes
- ✘ **Capacity and resource constraints and, for some IKS projects, lack of relevant specialist skills** has also been a barrier to some organisations' capability to deliver

“We’ve managed to do what we wanted to do but it has been very hard ... it’s been a greater workload that we anticipated, and the resources have been very restrictive for what we would have liked to have done ... [if I did it again] I would make sure that I have the resources for extra roles.” – BSBT grant project

4.3 Sustainability

The BSBT programme also aims to ensure project delivery continues through sustained counter extremism activities and engagement in a network of organisations sharing similar objectives.

Most of those receiving BSBT support demonstrated **intent to continue to deliver the project activity and, more broadly, counter extremism activities, after BSBT support ends**. Almost

³³ Evidence was gathered through on-site follow up visits and qualitative interviews with three IKS projects, at least six months after project completion. An ongoing challenge to note when assessing the impact of IKS on organisational reach and profile, based on follow up research with early IKS projects, is the lack of systematic data collection (for example, measuring social media or website traffic) as well as the difficulty in tangibly measuring benefits such as improved reputation.

88%

of projects agreed that they had or would continue to deliver counter extremism activities after BSBT support ends

nine in ten BSBT Network members³⁴ (88%) agreed that they had or would continue to deliver counter extremism activities after their BSBT support ends. Two thirds of grant funded projects (67%) felt they were likely to continue the delivery of their project after BSBT support had ended (53% very likely to do so), though a quarter (25%) felt it unlikely³⁵. Of the projects evaluated, some stated they would not be sustainable without future funding, and others have expressed a need for **continued or sustained funding in order to achieve longer-term impact in their communities**.

Out of 22 IKS projects surveyed, 20 felt they were likely to continue the project that had been supported after BSBT support concluded³⁶. This may be explained through continued use of assets such as social media platforms, printed materials or websites that have been developed as part of IKS delivery. There is also some evidence of IKS projects being used to train other staff and volunteers within the organisation. Six months after receiving training from M&C Saatchi as part of their IKS, six out of nine **projects** interviewed in the follow up survey³⁷ **claimed they had gone on to train or share learning with other staff or volunteers** (where there were staff or volunteers to train).

However, the following factors may influence the likely sustainability of IKS projects:

- There is a risk that knowledge may be lost when there is **turnover in staff**. Some materials also require sufficient project-level resource and expertise to have sustained impact, which can be challenging when specialist input is required (e.g. IT or design skills).

“We worked with Saatchi on the promotion of the [social media] content we created, but we haven’t necessarily taken it forward due to our limited capacity.” – Call 1 IKS project

- Initial findings suggest that **IKS may have more lasting impact when it successfully impacts on organisational mindsets and approaches**. For example, rather than focusing on a train-the-trainer model that is reliant on trained staff passing on knowledge, greater sustainability can be achieved through setting an organisational strategy around social media on how to structure a narrative, or approach social media targeting.
- **Assets focused on the organisation** may be more sustainable than project-focused assets. Project-specific materials may be very well received for a specific project but lose relevance once that project has been completed or funding stops. For example, materials produced for a one-off campaign run by the organisation could not be used for future campaigns, unless the same campaign is repeated. By comparison, organisational assets (e.g. a new organisational website) are not tied to any time-sensitive initiative.
- **Some assets have more longevity than others by nature**. Websites can have long-lasting positive organisational benefits, though they are dependent on staff having relevant IT skills (and time) to update the site. Logos were perceived to have long-lasting benefits due to the infrequency of updating. As touched on above, printed communications specific to one initiative may have limited longevity.

³⁴ BSBT Network Survey 2018, all supported project leads who responded to online survey, n=49

³⁵ Applicant Survey endline (Calls 1 and 2), n=55 grant projects (excludes two who said ‘don’t know’)

³⁶ Applicant Survey endline (Calls 1 and 2), n=22 IKS projects

³⁷ IKS follow up Applicant Survey, n=9 IKS projects. Excludes three projects who received training but did not have personnel to train.

5. Impact on communities

This section explores the difference that BSBT has made to communities, beyond the observed effects on individuals and supported organisations. The programme seeks to increase feelings of local belonging and civic participation, as well as to support development of networks which can counter extremism at a local level and share expertise.

The primary channels through which BSBT aims to make a difference to communities are:

- **Local campaigns**, which seek to increase understanding and engagement within communities;
- **Community Coordinators**, which seek to ensure local action to counter extremism is joined-up, aligned to local needs and benefiting from broader learnings and practice;
- **Civil society and community organisations** which are supported on the basis of the broader benefits they can bring beyond their immediate beneficiaries, with learnings shared and amplified through the **BSBT Network**.

5.1 Cohesion and engagement

Increased sense of belonging and civic participation at the local level is underpinned by community-level micro outcomes which BSBT activity seeks to address; notably the promotion of community cohesion and engagement, and increased intercommunity understanding.

The most common community-level benefit reported spontaneously by BSBT-funded projects³⁸ was **improved interactions between people from different backgrounds** (mentioned by 23% of all completed projects). When asked for examples, projects illustrated how their activities have brought different local communities together to promote tolerance and respect for others who may be different, and this is supported with evidence from participants outlined in the previous chapter.

“We had two very different groups in the community interact with each other and realise that they share interests they assumed they didn’t because they come from different backgrounds, so more marginalised groups actually realised they are not entirely dissimilar.” – BSBT project delivery staff

³⁸ Applicant Survey endline (Calls 1 and 2), n=65 projects with clients



New Beginnings



What BSBT activity did it run?

- Aimed to enable refugees and asylum seekers in Blackburn with Darwen to **integrate into life in the UK**
- Using a **peer-led model**, “Community Champions” (members of the asylum seeker and refugee community with more experience of British life and customs) are provided with basic level information about Britain. They **shared this information with more people** within the refugee and asylum seeker community (participants).
- Participants were also invited to a series of **events and educational trips** hosted by the New Beginnings project



What did the project achieve?

- Evidence that **confidence to participate in civic life had increased** among Community Champions and participants, with Community Champions also improving leadership skills
- Participants **increased their knowledge of British customs** and everyday life, and their **ability to use public services**
- Interviews with Community Champions suggested that the project also **reduced feelings of isolation** among some participants



“If we didn’t have the YMCA we would be falling short of a lot of information. Life becomes easier being a part of the project”. - BSBT project participant

“Mixing with different people in the group has given me confidence to mix with white people in my church” - BSBT project participant



What enabled outcomes to be achieved?

- **Sustained and frequent engagement** of Community Champions with participants, and **common backgrounds** helped foster trust
- **Clear and coherent purpose** to project activities (expose participants to British culture and provide advice on using public services)
- **Peer-led model** proved successful to help recruitment as well as achieve impact

Evaluation sources of evidence: quantitative questionnaires, qualitative interviews and focus groups

Local campaigns have been run in selected local authority areas, in close collaboration with local partners. These have involved tailored engagement activities with clearly defined target audiences, supported by media activity. The objectives and audiences across areas reflect local contexts, though a core theme throughout has been the promotion of **diversity and tolerance**. Local media campaigns in Newcastle and Leeds used a “Together We Are Stronger” theme to celebrate shared values and promote positive role models. In Luton, a “Many Voices, One Town” theme sought to encourage a sense of local identity, demonstrate positive engagement and showcase self-expression and civic participation.

Figure 5.1: Example images from local Luton and Newcastle campaigns



Engagement activity has included educating school pupils on the importance and benefits of diversity in Newcastle, using sports-based activities in Leeds to create positive experiences and facilitate challenging conversations for 16-21 year olds, and the use of arts and culture in Luton as a shared interest and positive outlet to help cross community lines.

Evaluation findings from Newcastle, Leeds and Luton show that the campaigns have reached substantial numbers of people across the target audiences within local communities. Representative surveys in each of these three areas showed at least three in ten of the local target populations had seen or heard of the media campaigns, rising to over half of those in Luton (52%). Among those who recognised the campaigns, six in ten found them memorable and personally relevant; in Newcastle 80% of all those who had seen or heard the posters or videos felt that they were 'meant for people like me'.

Survey responses highlight how the campaigns in Newcastle and Leeds successfully **tapped into local pride and reinforced a positive sense of local cohesion**. The main messages that people took from these campaigns were those of close, inclusive communities and the majority felt they had captured the spirit of their city (89% in Newcastle and 70% in Leeds). Similarly, in Luton the majority of respondents identified themes of diversity and inclusion, with the most likely message taken from the campaign materials being the local opportunities for bringing people together.

89%
of respondents in
Newcastle felt the
campaign had
captured the spirit of
the city

“[CAMPAIGN MATERIALS SHOW] ... that there is a vast amount of diversity in Luton and each person/culture/ race adds to what makes the town great and could further better it.” - Male, 23, survey respondent in Luton

Connecting with people in local communities who **are less engaged and less likely to hold shared values** is, by definition, more challenging. The evaluation findings generally illustrate comparatively lower levels of campaign recognition and interaction among some of these audiences. Findings do show that most of these disengaged local people still feel positive towards the campaign materials and that future activity may have even greater resonance with more explicit acknowledgement of some of the issues that they feel are less positive within the local area (such as levels of crime / disorder, etc.).

However, given some of the strong underlying factors behind disengagement with local communities, it is unlikely that light touch social media campaigns will have as strong an impact on some of the less engaged, especially on longer-term outcomes. Evidence gathered through local campaign evaluations³⁹ consistently shows that social media campaigns have less impact than activity-based initiatives on improving attitudes, such as increasing sense of connection to the local area and sense of tolerance. Activity-based initiatives run in these areas have been shown to be more likely to shift and reinforce longer-term outcomes, although they reach fewer people. Therefore, more focused, sustained efforts to engage with individuals using activity-based initiatives show greater potential for impact on these measures. To ensure target audiences can be reached effectively, and that activities are appropriately tailored to them, there needs to be greater clarity around the audiences that should be targeted.

Overall, the evaluation findings indicate that the **local campaigns have successfully met most of their key target outcomes, at least in the short-term**. Measures relating to perceived strength of local diversity, sense of belonging and pride, and awareness of opportunities were all influenced positively by the campaigns, though those relating to divisive narratives and shared values have typically been less impacted.

Sustainability of impact is likely to depend on continued efforts to promote these messages and the extent to which people proactively engage with local opportunities. There are signs of encouragement from the evaluation findings, with substantial numbers saying that the campaigns would help to prompt action, from speaking out against people expressing negative views about those from other backgrounds, to finding out about opportunities in the local area, through to joining local groups. **It cannot be inferred that these survey responses have actually led to action**, or that all individuals within local communities feel equally positive (e.g. the less engaged, as outlined above), but they are an indication of positive associations with the campaigns.

Amongst survey respondents who recognised their local campaign ...



82% in Leeds agreed the campaign encouraged them to take opportunities in the future to **meet people with different backgrounds**

68% in Newcastle said it encouraged them to **speak out against someone who had negative views** about people from different backgrounds

58% in Luton felt it encouraged them **to join a group which supports the local area**

³⁹ Based on Ipsos MORI evaluations of the Leeds, Luton and Newcastle local campaigns, involving a mix of quantitative and qualitative research with residents and individuals participating in campaign initiatives. Please see Annex 2 for more details on the methodology used in these campaigns.

The local campaign evaluations have also provided some clear insight into the most effective approach for messaging. This includes using a targeted, multi-channel approach, as well as authentic and skilled local facilitators, and a full range of approaches – including, but not limited to sports and arts to engage disconnected individuals. Alongside this, more explicit examples will help audiences understand concepts around shared values and divisive narratives, combined with very clear calls to action.

5.2 Community networking

In addition to increasing organisational capabilities (as covered in the previous chapter), the BSBT programme seeks to increase **intercommunity network building**. This can be facilitated through increased contact and liaison between local community organisations that are committed to tackling counter extremism.

Findings show that BSBT has had **success in facilitating networking between local partners** through the BSBT Network and Community Coordinators. Most of those running projects supported through BSBT were favourable towards the broader networking opportunities provided through the programme. When surveyed following project delivery, 94% reported that they attended regular meetings with similar organisations to their own in order to discuss shared objectives and ideas. This compares favourably with the 83% who said they did so when asked at the beginning of their BSBT project (+11 percentage point increase).⁴⁰

The **ability to network with each other was also perceived by members as one of the main benefits of being part of the BSBT Network**. Three quarters (75%)⁴¹ felt the BSBT Network allowed them to interact with organisations that they wouldn't have otherwise. Network members found BSBT events to be especially useful networking opportunities, often citing this as the most useful aspect of BSBT events.

75%
of Network members
feel the Network allows
them to interact with
organisations they
otherwise wouldn't have

“[A benefit of BSBT is] developing new partnerships in the community, in turn a raised profile, we get to connect with new users and also being part of the wider BSBT Network, training and connecting with others as part of a network.” – BSBT project delivery staff

Findings were also favourable with regards to the role of local Community Coordinators in facilitating effective partnership working, whilst also providing additional support to projects. All 14 completed BSBT supported projects in areas with a Community Coordinator in post **found Coordinator support in helping them network with other organisations to be useful**, the majority finding it very helpful⁴².

“They [Community Coordinators] have linked me in with a lot of local organisations ... they have organised a lot of different events that we have gotten involved with.” – BSBT project delivery staff

⁴⁰ Applicant Survey baseline and endline (Call 2 only - question not asked in Call 1), n=47 completed projects

⁴¹ BSBT Network Survey 2018, all supported project leads who responded to online survey, n=49

⁴² Applicant Survey endline (Call 2 only – question asked differently in Call 1), n=14 projects in Community Coordinator areas who had support with networking. Excludes four groups who state they did not need help networking.

Further findings from surveys of project leads showed that almost all of those who had contact with a Coordinator found their support helpful (47/51 projects who applied in Call 3 who had support from their Coordinator). They also found Coordinator’s advice during delivery helpful (14/14 projects who have completed delivery and had contact with their Coordinator).

“They [CCs] let us know what’s going on in the area, keep us up to date with BSBT, check we get information and feedback and are happy with it, and we have regular meetings to keep on top of things.” – BSBT project delivery staff

While some Community Coordinators identified effective partnership working within local authority areas, challenges arose where there was felt to be reluctance among some local stakeholders to engage with BSBT and the counter extremism agenda. This included where stakeholders preferred to operate in the community cohesion space, and where there were negative perceptions of Prevent (which Coordinators have reported can be conflated with BSBT). These issues reportedly made it more challenging for some to engage certain parts of the local community. Coordinators have also reported that other professionals are also sometimes unclear about the boundary between BSBT and Prevent (which are separate), which can limit opportunities for collaboration and engagement.

“Representatives (from local organisations) regularly speak out against Home Office strands such as Prevent ... groups appear to be saying that by engaging closely they may lose engagement with clients.” – BSBT Community Coordinator

Where strong relationships with communities have been developed by Coordinators, this reluctance has been overcome. For example, one Coordinator described how they had developed good personal relationships with key individuals within certain communities to make the aims of BSBT clearer, gain trust and engage them in counter extremism activities in the local area.

There are also challenges with the **complexity of extremism as a policy area**, and the **difficulty of defining prevalence and incidences** of extremism. Additionally, **time delays** to the awarding of some grant funding has been felt in some cases to have had a negative impact on local relationship building.

5.3 Connecting with wider expertise

Increased **local and national expertise** about how to counter extremism is identified in the BSBT Programme Logic Model (see Annex 1), as one of the enablers to more resilient communities.

97%

of Coordinators agreed they had increased visibility and awareness of the counter extremism agenda

There are findings from Community Coordinators and BSBT supported groups of **increased awareness of the counter extremism agenda and the BSBT programme, and of increased capacity to deliver activities relating to counter extremism**; almost all (97%) Community Coordinators surveyed felt they had increased visibility and awareness of

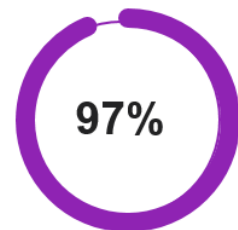
the government's counter extremism agenda, and almost nine in ten (88%) felt they had increased visibility and awareness of BSBT specifically⁴³.

I have been able to talk about the [Counter-Extremism] Strategy and introduce it to partners and stakeholders and show them how it fits with their remit.” – Community Coordinator

“Through the delivery of CE workshops and one to one contact, I have helped groups address CE issues in the delivery of their work ... by understanding what CE is and giving examples of the work that organisations are doing to counter extremism.” – Community Coordinator

BSBT supported projects have also attested to how **involvement with BSBT has increased their awareness of counter extremism and their ability to deliver activities in this space**. For some, BSBT has encouraged them to focus on counter extremism more than they would have otherwise.

Network events have also played a role in spreading best practice and providing access to expertise around counter extremism. Almost all Network members who have attended large events reported finding them useful⁴⁴. For example, 97% of attendees found the 2018 National Conference useful (54% found it *very useful*) and attendees reported **learning about a range of relevant issues**, in particular how to approach difficult conversations and challenge extremist narratives. Similarly, 98% of attendees at a recent Online Extremism event found it useful (56% *very useful*) and agreed they had learned something new about identifying harmful content and hate speech.



of attendees found the 2018 National Conference useful

The majority (83%) of Community Coordinators surveyed in 2018 felt they had an **increased understanding of national good practice**, with an increase in the proportion agreeing strongly this was the case since 2017. The Special Interest Group on Countering Extremism (SIGCE) was mentioned by Coordinators as an important factor, enabling the achievement of realised community benefits, specifically to help increase understanding of national good practice and to engage local elected members in counter extremism.

However, they were **less likely to agree** that they had managed to shape local strategy or interventions through national insights / analysis on extremism (58% agreed, none of them strongly), or succeeded in increasing evidence gathering of what works in countering extremism at the local level (55%).

The BSBT Network has also been cited by members as having a role in building their relationships with other organisations working on counter extremism. The ability to share best practice with other local community groups and to network were cited as the most important benefit of being part of

⁴³ BSBT Community Coordinator Survey 2019, n=31 Community Coordinators

⁴⁴ Based on Network events evaluated individually through the use of the event questionnaire. This includes the 2018 National Conference (n=140 respondents), Birmingham Sport event (n=56 respondents) and Online Extremism event (n=46 respondents).

the Network (cited by 45%), whilst four in ten (41%) cited being kept up to date about the government's Counter-Extremism Strategy as a key benefit⁴⁵.

“The national partnership event helped give extra clarity on the Government strategy around extremism in a contemporary context.” – BSBT project delivery staff

Community Coordinators have also contributed to building resilience to extremism locally through taking an **active role in countering extremist narratives** in the local area. There is evidence of Coordinators, in collaboration with other stakeholders in their local area, disrupting or challenging extremist narratives. For example, one Coordinator reported developing procedures for controlling far-right demonstrations taking place in their local area.

“Working with the [other relevant stakeholders in the local area] has helped improve our effectiveness of disruptions activity. After compiling the guidance from all sources, I have created a protocol for dealing with extremist speakers.” – Community Coordinator

41%

of BSBT Network members felt that being kept up to date about the Counter-Extremism Strategy agenda was a main benefit of the Network

⁴⁵ BSBT Network Survey 2018, all supported project leads who responded to online survey, n=49

6. Conclusions

The evaluation of BSBT programme delivery to date has documented the current progress made across the five BSBT workstreams. BSBT aims to foster communities that are resilient to extremism, which are underpinned by shared values and a sense of belonging and civic participation at a local level. The emerging findings presented in this report begin to review the effectiveness of BSBT in meeting these objectives in addressing extremism at a local and national level.

Impact of BSBT to date

Evidence to date provides indicators of the positive impact of BSBT across each target outcome.

- **Fewer people holding attitudes, beliefs and feelings that oppose shared values.** There has been a positive impact on individuals' rejection of and willingness to challenge negative views among those participating in BSBT supported activity (+27 percentage point increase 'pre'-'post' participation). This indicates increased critical thinking skills and is one of the biggest observed shifts in attitudes across BSBT participants. Individual project level and campaign evaluations further demonstrate more positive attitudes among those who have engaged with BSBT.
- **An increase in sense of belonging and civic participation at a local level.** Participation in BSBT supported activities has positively impacted on individuals' sense of contribution and of belonging to their local area (+29% and +24% respectively). Similarly, community surveys have demonstrated that local campaigns have successfully reinforced people's positive sense of local pride and cohesion, and positively influenced participants' sense of belonging and awareness of opportunities to engage locally.
- **More resilient communities.** Evaluation demonstrates that there is a positive improvement in BSBT participants' willingness to challenge other people's negative views (+23%). Findings from across the range of BSBT workstreams show how BSBT has raised both civil society and community organisations' awareness and knowledge of how to counter extremist narratives and has helped to develop communities more resilient to extremism.

What works?

The evaluation has identified the key factors which have helped BSBT achieve impact across individuals, organisations and communities.

Individuals

- The **skills and experience of delivery staff** are key to achieving the desired impact with end beneficiaries
- **Quality and diversity of content** is critical in engaging participants; having a mix of activities helps to generate interest in participating (e.g. by using sports to recruit participants; or conducting residential for further engagement)
- **The provision of safe environments.** BSBT has supported the development of safe spaces that encourage individuals who may feel disconnected and misunderstood to speak openly about their experiences without fear of being judged. This is an important part of engaging a range of individuals who may be vulnerable to extremist narratives to participate in activities.

This can build their sense of belonging and help them develop the personal leadership skills that can help inoculate them against extremist narratives.

- **Endorsement of activity** from community leaders, senior staff within leading community organisations, and input from local **role models** encourages engagement

Organisations

- **Networking and sharing of best practice**, facilitated through Community Coordinators and engagement with the BSBT Network, improves an organisation's capabilities and awareness of relevant counter extremism issues
- **In-Kind Communications Support (IKS)** has increased organisational capabilities, raised aspirations and produced assets / training that have a sustained impact. This has been driven by the **high quality inputs and close working relationships** between the Home Office and M&C Saatchi.
- A strong **collaborative approach** across Home Office teams, Community Coordinators and local UK Community Foundations (UKCF) has been successful in engaging local community organisations

Communities

- **BSBT Network events** and **Community Coordinators** have both effectively extended the reach and impact of BSBT beyond those organisations who are directly supported by BSBT grants and IKS. Broader community engagement, networking and outreach has successfully reached a wider audience and has raised awareness of the Counter-Extremism Strategy agenda.
- The **flexibility to tailor local campaigns** to the local context and selected target audiences has ensured that messages of diversity and tolerance have been promoted and had resonance across a range of very different local areas

Barriers to success

Several barriers to the success of BSBT programme have been identified to date, summarised as follows.

- **Delays to funding** have led to set up and delivery implications. Some projects have needed to adapt their delivery models, team capacity and recruitment of target audiences as a result. This inevitably limits the impact of some projects in meeting BSBT outcomes.
- Some activities have lacked focus and traction due to a **lack of shared understanding of what counter extremism means and / or entails**. For example, some projects who have achieved more limited impact on end beneficiaries had weaker links between their project activity and counter extremism outcomes. Confusion over what counter extremism includes (and does not include) has hindered some local relationship building efforts.
- **Lack of organisational capacity and relevant specialist skills** have hindered some projects' ability to deliver their proposed programme of work. This, in turn, has impacted on the likelihood of fully achieving their BSBT related outcomes.
- A range of project activities can drive positive engagement. However, evaluation has identified that there can be negative effects when **activities try to cover too much diverse content or place too much emphasis on the influence of a one-off intervention**.
- Most organisations are determined to continue their projects beyond the period of BSBT funding and to look for alternative sources of funding to allow them to do this. Some

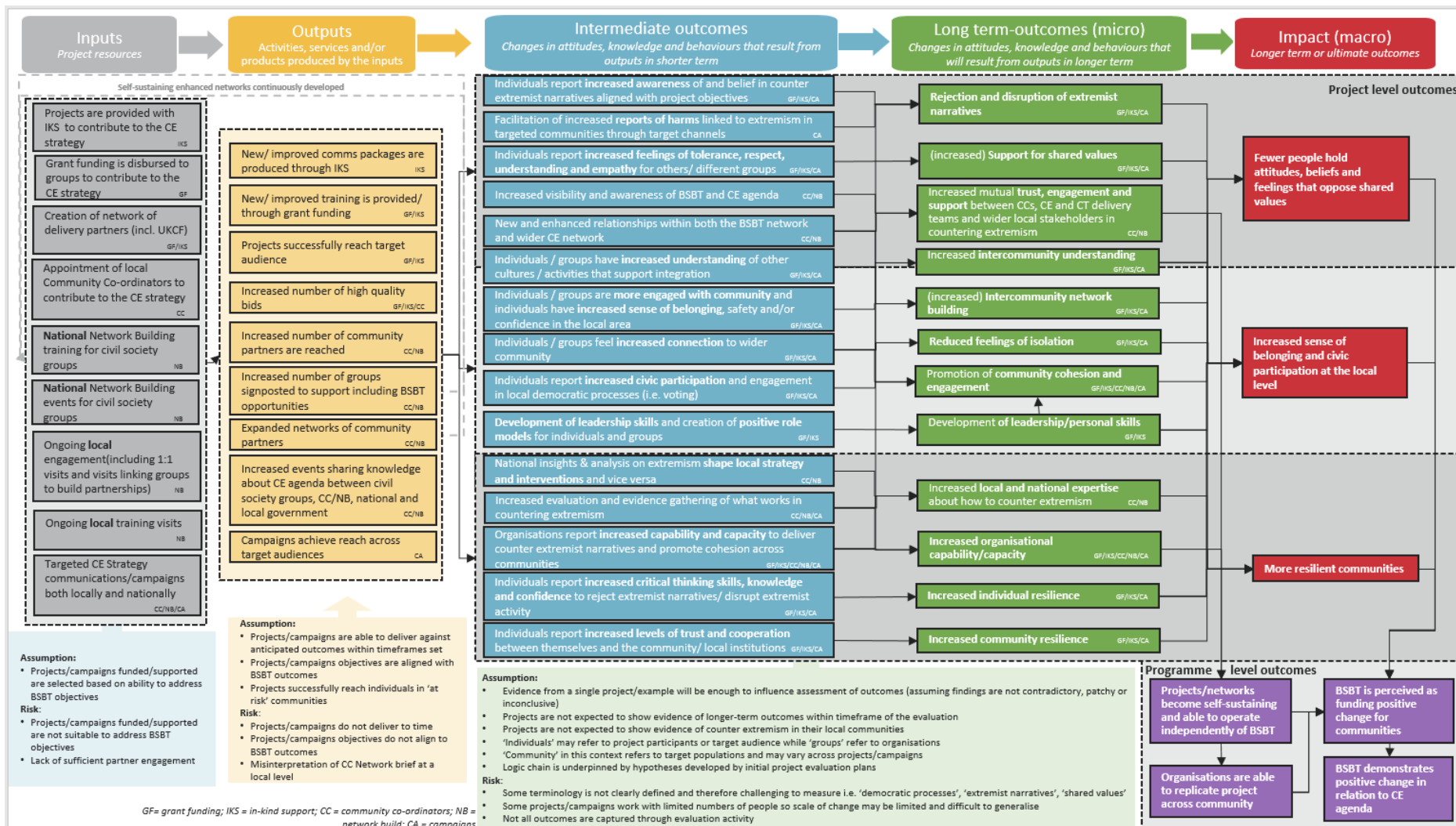
acknowledged that **sustained funding** was likely to be needed in order for longer-term impact to be achieved.

These barriers have been highlighted to the Home Office throughout the delivery of the programme as they have been identified. Attempts to mitigate and address these barriers have been made where possible. The impact of these changes will be assessed in future evaluation reports.

Next steps

The current funding for the BSBT programme is due to end in March 2020. Continuation of the programme is subject to government spending review outcomes. Findings from this and future reports will be used to influence the design and delivery of the future programme. A full assessment of the full four years of delivery of the BSBT programme will follow this report in 2020 and will draw on ongoing assessments of the remaining delivery period between this report and the end of the programme. The next iteration of the BSBT programme is currently being developed based on the counter extremism evidence base available along with proven impact, process and what works findings from this report.

Annex 1: BSBT Programme Logic Model



Annex 2: Methodology notes

Evidence presented in this report is derived and synthesised from a range of evaluation activity. The table below summarises the sources of evidence that have informed the findings presented. Some survey findings are based on interim data only, as data collection is ongoing.

	Source	Primary data collection: Quantitative	Primary data collection: Qualitative	Secondary data collection: Monitoring
	<i>Partnership Support</i>			
A	Applicant Survey	✓		
B	In-Depth Project Evaluations (IDPEs)	✓	✓	
C	Project Participant Survey (PPS)	✓		
D	In-Kind Communications Support (IKS) case studies		✓	
E	Network Survey and Event Survey	✓		
F	Community Coordinators Survey	✓		
G	BSBT Application forms			✓
H	Monitoring data			✓
	<i>Local Campaigns</i>			
I	Newcastle	✓		
J	Leeds	✓	✓	
K	Luton	✓	✓	
	<i>National Campaigns</i>			
L	Britain Helps	✓		
M	Safer Giving	✓	✓	
N	Hate Crime	✓		

A. Applicant Survey

Purpose	<ul style="list-style-type: none"> To understand supported projects' experiences of BSBT and delivering their project, as well as the achievements and impact they expect to, and have, achieved To assess the extent to which local organisations have delivered their project as intended To contribute to the evidence base around what type of support has been most (or least) effective
Approach	<ul style="list-style-type: none"> A structured telephone survey with project leads at both the start (baseline) and end (endline) of their project. The baseline survey is conducted when their award is approved, and the endline is conducted once their project has finished. An additional six month follow up survey is conducted with IKS projects.

	<ul style="list-style-type: none"> ○ Baseline surveys focus on the applicant's motivation for applying for funding, their organisation, profile and project details, as well as their views on the application process ○ Endline surveys follow a similar structure but incorporate additional information regarding the realised benefits and outcomes of the project as well as collecting applicant views on the Community Coordinator support activity ● Ongoing fieldwork throughout the duration of BSBT programme. Fieldwork with Call 1 projects now closed, other calls ongoing 																																																
Audience	<ul style="list-style-type: none"> ● Project leads from all BSBT supported groups (grant and IKS) who completed the survey ● Conducted with all grant / IKS supported projects 																																																
Number of responses included in this analysis (collected to date)	<p>Baseline (all approved projects who completed baseline survey)</p> <table border="1"> <thead> <tr> <th>Call</th> <th>Grant / Hybrid</th> <th>IKS</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>39</td> <td>13</td> <td>52</td> </tr> <tr> <td>2</td> <td>68</td> <td>38</td> <td>116</td> </tr> <tr> <td>3</td> <td>116</td> <td>15</td> <td>131</td> </tr> <tr> <td>All calls</td> <td>223</td> <td>66</td> <td>299</td> </tr> </tbody> </table> <p>Endline (all completed projects who completed endline survey)</p> <table border="1"> <thead> <tr> <th>Call</th> <th>Grant / Hybrid</th> <th>IKS</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>24</td> <td>8</td> <td>32</td> </tr> <tr> <td>2</td> <td>33</td> <td>14</td> <td>47</td> </tr> <tr> <td>3</td> <td>n/a</td> <td>n/a</td> <td>n/a</td> </tr> <tr> <td>All calls</td> <td>57</td> <td>22</td> <td>79</td> </tr> </tbody> </table> <p>IKS Follow Up Survey (all completed IKS projects where six months has elapsed since endline survey)</p> <table border="1"> <thead> <tr> <th>Call</th> <th>IKS</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>14</td> </tr> <tr> <td>2</td> <td>2</td> </tr> <tr> <td>All calls</td> <td>16</td> </tr> </tbody> </table>	Call	Grant / Hybrid	IKS	Total	1	39	13	52	2	68	38	116	3	116	15	131	All calls	223	66	299	Call	Grant / Hybrid	IKS	Total	1	24	8	32	2	33	14	47	3	n/a	n/a	n/a	All calls	57	22	79	Call	IKS	1	14	2	2	All calls	16
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Additional notes	<ul style="list-style-type: none"> ● Where changes in metrics measured in the baseline and endline are reported (e.g. self-reported organisational communications skills at the start / end of an IKS project), data is compared between like-for-like datasets; e.g. only baseline responses from projects who have completed the endline survey also are counted in the scores, to ensure a comparable sample upon which to measure change between baseline and endline ● All data derived from the Applicant Survey is self-reported by project leads ● A very small number of projects declined to take part in the Applicant Survey, and so their experience and impact is not represented in these survey findings 																																																

B. In-Depth Project Evaluations (IDPEs)

Purpose	<ul style="list-style-type: none"> • Focused project level evaluations with tailored approaches to meet project objectives and local context • A range of projects were selected for IDPEs based on key characteristics to ensure spread by geography, target outcomes, delivery types and size • These evaluations provide more in-depth and project-tailored evaluation evidence beyond that covered in surveys 						
Approach	<ul style="list-style-type: none"> • Varies depending on the design of the project and the feasibility of carrying out evaluation activities, generally including qualitative research (focus groups and individual in-depth interviews), (some) quantitative surveys and project monitoring data 						
Audience	<ul style="list-style-type: none"> • Varies depending on project, generally including project delivery staff, project participants, delivery partners and other local stakeholders 						
IDPEs included in this analysis	<p>Findings from completed IDPEs informed the analysis included in this report. These included:</p> <table border="1" data-bbox="384 815 1426 1547"> <thead> <tr> <th data-bbox="384 815 515 853">Call</th> <th data-bbox="515 815 1426 853">Names of organisations</th> </tr> </thead> <tbody> <tr> <td data-bbox="384 853 515 1263">1</td> <td data-bbox="515 853 1426 1263"> <ul style="list-style-type: none"> • Blackburn YMCA • Ealing Equality Council • Grimsby Town Sports and Education Trust • Karma Nirvana • Liverpool World Centre • PSHE Association • RJ Working Community • Southern Brooks Community Partnerships • Tees Valley Inclusion Project (the Halo) • The Feast Youth Project </td> </tr> <tr> <td data-bbox="384 1263 515 1547">2</td> <td data-bbox="515 1263 1426 1547"> <ul style="list-style-type: none"> • Blackburn with Darwen Healthy Living • Blackburn Youth Zone • Bradford City Community Foundation • City Gateway Limited • Dynamix Co-op • Ignite Trust • Inter Madrassah Organisation </td> </tr> </tbody> </table>	Call	Names of organisations	1	<ul style="list-style-type: none"> • Blackburn YMCA • Ealing Equality Council • Grimsby Town Sports and Education Trust • Karma Nirvana • Liverpool World Centre • PSHE Association • RJ Working Community • Southern Brooks Community Partnerships • Tees Valley Inclusion Project (the Halo) • The Feast Youth Project 	2	<ul style="list-style-type: none"> • Blackburn with Darwen Healthy Living • Blackburn Youth Zone • Bradford City Community Foundation • City Gateway Limited • Dynamix Co-op • Ignite Trust • Inter Madrassah Organisation
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2	<ul style="list-style-type: none"> • Blackburn with Darwen Healthy Living • Blackburn Youth Zone • Bradford City Community Foundation • City Gateway Limited • Dynamix Co-op • Ignite Trust • Inter Madrassah Organisation 						
Additional notes	<ul style="list-style-type: none"> • IDPEs provide depth of understanding around how BSBT supports local activity and has impact on organisations, participants and broader communities • The weight of evidence across IDPEs varies. This reflects the applicability of different evaluation methods, with projects having varying types and levels of contact with their participants, targeting different audiences and engaging with the evaluation to varying degrees. The relative robustness of evidence is taken into account when informing findings in this report. 						

C. Project Participant Survey (PPS)

Purpose	<ul style="list-style-type: none"> To understand the impact of BSBT activities on project participants The PPS asks participants to indicate the extent to which they agree with a number of attitudinal statements relating to BSBT outcomes before they engage BSBT activity and then again afterwards It aims to assess the change in relevant attitudinal characteristics to measure change of outcomes at an outcome, thematic and project level 														
Approach	<ul style="list-style-type: none"> Short paper self-completion survey, completed in person by participants Administered by the project lead and returned to Ipsos MORI for processing There are three versions of the PPS questionnaire: <ul style="list-style-type: none"> 'Pre' – completed before BSBT activity 'Post' – completed after BSBT activity 'Combi' – completed after BSBT activity. This is not a true 'pre / post' measure, as both 'pre' and 'post' questions are answered after the activity in one questionnaire. Participants indicate the extent they agreed before they took part in BSBT activity and the extent they agree now after having taken part in BSBT activity. It is used when it is not possible for the project to administer the full 'pre' and 'post' questionnaires (e.g. if it is a one-off activity completed in a short timeframe). Fieldwork started after Call 2 funding was awarded and is ongoing 														
Audience	<ul style="list-style-type: none"> Participants of BSBT Call 2 grant projects only (to date), including: <ul style="list-style-type: none"> End beneficiaries – meaning community members participating in BSBT projects (e.g. young people, language learners) Trainers – meaning intermediaries who train or engage with end beneficiaries (e.g. teachers, youth leaders, professional trainers) 														
Number of responses included in this analysis (collected to date)	<ul style="list-style-type: none"> As the 'pre' and 'post' questionnaires are separate questionnaires collected at different points in time, answers from the same individuals are matched in data processing using the date of birth they provide on the questionnaires, in order to establish how much individual attitudes have changed (no other personal data is collected) Only matched individuals' data is included in the analysis. Data from 'combi' questionnaires is integrated with the 'pre' and 'post' data collected (e.g. answers from the 'pre' section of the combi questionnaire are added to the answers from the 'pre' questionnaire, and answers from the 'post' section of the combi questionnaire are added to the answers from the 'post' questionnaire) to provide one 'pre' score and one 'post' score to analyse. The total number of matched responses included in the analysis is: <ul style="list-style-type: none"> n=573 end beneficiary participants n=45 trainer participants 														
Before / after survey scores for each attitudinal statement among participants	<table border="1"> <thead> <tr> <th data-bbox="437 1738 852 1850">Statement</th> <th data-bbox="852 1738 1059 1850">% agreeing <i>before*</i> BSBT activity</th> <th data-bbox="1059 1738 1251 1850">% agreeing <i>after*</i> BSBT activity</th> <th data-bbox="1251 1738 1414 1850">% point uplift</th> </tr> </thead> <tbody> <tr> <td data-bbox="437 1850 852 1928">I feel I can contribute to my local area</td> <td data-bbox="852 1850 1059 1928">56%</td> <td data-bbox="1059 1850 1251 1928">85%</td> <td data-bbox="1251 1850 1414 1928">29%</td> </tr> <tr> <td data-bbox="437 1928 852 2069">If a close friend/ relative expressed a negative view about someone because they were from a different</td> <td data-bbox="852 1928 1059 2069">46%</td> <td data-bbox="1059 1928 1251 2069">73%</td> <td data-bbox="1251 1928 1414 2069">27%</td> </tr> </tbody> </table>			Statement	% agreeing <i>before*</i> BSBT activity	% agreeing <i>after*</i> BSBT activity	% point uplift	I feel I can contribute to my local area	56%	85%	29%	If a close friend/ relative expressed a negative view about someone because they were from a different	46%	73%	27%
Statement	% agreeing <i>before*</i> BSBT activity	% agreeing <i>after*</i> BSBT activity	% point uplift												
I feel I can contribute to my local area	56%	85%	29%												
If a close friend/ relative expressed a negative view about someone because they were from a different	46%	73%	27%												

background, I would feel confident about challenging them			
I feel I belong to my local area	65%	89%	24%
If a close friend/ relative expressed a negative view about someone because they were from a different background, I would want to challenge them	52%	75%	23%
I feel I belong in Britain	64%	87%	23%
I try to look at everybody's side of an argument before I made a decision	67%	89%	22%
Living in the UK means I am able to make my own choices about how I live my life	66%	88%	22%
By working together, local people can improve the local area	70%	90%	20%
I trust people in my local community	50%	70%	20%
It is OK for people to express different opinions and beliefs, even if I disagree with them	75%	93%	18%
I always try to understand people who have different cultures or traditions to mine	74%	92%	18%
I feel it is important that everyone is able to have an equal say in decisions about my local area	72%	90%	18%
I would rather friends have the same background as me**	48%	66%	18%
I do not feel able to take part in events and activities in my local area**	53%	71%	18%
I do not feel able to use local public services**	51%	68%	17%
It is better for society if people from different backgrounds mixed with each other	73%	90%	17%
I would not feel confident talking to someone of a different background to me**	57%	73%	16%

*Before and after scores include responses from those who completed the 'combi' questionnaire (where both the 'pre' and 'post' sections are completed after the BSBT activity)

**For negatively-worded statements, scores shown here are for the percentage *disagreeing* with the statement

Additional notes	<ul style="list-style-type: none"> • Survey data is analysed using a Paired T-test to assess the statistical significance of any differences in responses to survey questions relating to before attitudes and after attitudes. Only significant changes in attitudes are reported in these findings. • This survey provides a snapshot of views at the time of taking the survey and cannot be claimed to provide a longer-term indication of outcomes and impact • Like all self-administered questionnaires, it is not possible to measure the biases present in responses due to delivery staff being present or by being in an environment surrounded by other participants
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D. In-Kind Communications Support (IKS) case studies

Purpose	<ul style="list-style-type: none"> • To provide additional depth of understanding around the process and impact of IKS, picking up on key themes that are covered (in more limited detail) in the follow up IKS survey, and exploring IKS impact more broadly
Approach	<ul style="list-style-type: none"> • Case studies with three organisations who have received IKS (Positive Images Festival, The Greenhouse Project and Integrate) • Conducted in January 2019 • Site visits and in-depth discussions with project leads and other key members of staff • Pre-site visit discussions with M&C Saatchi Account Managers • Review of secondary data including copies of assets produced, paid media reports and website / digital activity
Audience	<ul style="list-style-type: none"> • Project leads, other organisational staff / volunteers, M&C Saatchi Account Managers
Additional notes	<ul style="list-style-type: none"> • Lack of randomised selection and limited number of case studies means findings cannot be generalised to all groups who have received IKS; they are illustrative only

E. Network Survey and Event Survey

Purpose	<ul style="list-style-type: none"> • The Network Survey focused on Network members' perceptions of the BSBT Network (rather than their own BSBT-supported projects, covered in the Applicant Survey) to help understand members' experiences of being part of the Network • This included how the BSBT Network is viewed, ways in which members engage with it, experiences of different Network channels and how it might be improved in future • The Event Survey gathers feedback from attendees of specific events on how useful they found the event, the extent they agree it has achieved its main aims and how they think future events can be improved
Approach	<ul style="list-style-type: none"> • Online Network Survey sent to all BSBT Network members (at the time of survey fieldwork) • Conducted in August 2018 • Paper-based Event Survey administered at the end of Network events
Audience	<ul style="list-style-type: none"> • Network Survey: All organisations who have received grant funding or IKS at any stage of the BSBT programme • Event Survey: Event attendees (organisations who have applied for grant funding or IKS from the BSBT programme)

Number of responses included in this analysis	<ul style="list-style-type: none"> • Network Survey: n=49 out of 130 Network members completed the survey (a response rate of 38%) • Event Survey: <ul style="list-style-type: none"> ○ Online Extremism: n=46 (77% response rate based on the number of attendees), carried out in June 2019 ○ National Conference: n=140 (55% response rate based on the number of attendees), carried out in October 2018 ○ Sport Event: n=56 (53% response rate based on the number of attendees), carried out in June 2018
Additional notes	<ul style="list-style-type: none"> • Both surveys are self-selecting; members chose whether or not to take part in the survey. We cannot be sure of the extent to which views expressed by those completing the survey are the same as those held by members who did not participate.

F. Community Coordinators Survey

Purpose	<ul style="list-style-type: none"> • This survey seeks to understand the Community Coordinator role and context in which they operate • Specifically, it explores Coordinators experiences of BSBT Network activities, working alongside other roles, challenges in role delivery, impact of the role, and experiences of BSBT processes
Approach	<ul style="list-style-type: none"> • Online survey with Community Coordinators in post at the time of the survey • Conducted February 2019. A similar survey was run in February 2018.
Audience	<ul style="list-style-type: none"> • Community Coordinators
Number of responses included in this analysis	<ul style="list-style-type: none"> • 2019: n=31 out of 33 Community Coordinators completed the survey (a response rate of 94%) • 2018: n=29 out of 39 Community Coordinators completed the survey (a response rate of 74%)

G. BSBT Application forms

Overview	<p>Applicants provide information on their organisation and project in their application form. This includes what their project involves, what BSBT outcome their project was aligned to, who they are targeting and what they hope to achieve with their activities.</p> <p>These are analysed and themed by Ipsos MORI, to summarise and identify trends in the types of projects and organisations that are being supported by BSBT.</p>
Number of responses included in this analysis	<ul style="list-style-type: none"> • Grant funding Calls 1-4: 253 counter extremism project applications were awarded BSBT grant funding (to date) • In-Kind Communications Support (IKS): 115 IKS project applications have been completed or are ongoing (to date) • Total of 368 applications included in the overall analysis

H. Monitoring data

Purpose	<ul style="list-style-type: none"> • Monitoring data is collected from a wide range of sources across the evaluation in order to: assess its role in ensuring efficiencies and effectiveness of the BSBT processes; and evaluate the extent to which projects have achieved their anticipated outputs and outcomes.
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Details of monitoring data collected across evaluation	<ul style="list-style-type: none"> • Grant and IKS application data (described above) • BSBT Monthly Summary Reports (produced by M&C Saatchi) • Monthly UKCF Status Reports (including details on grant change requests) • Monthly M&C Saatchi IKS Status Report • Grant and IKS assessment data • Grant projects' quarterly and end of grant monitoring returns • Community Coordinators' quarterly monitoring returns • Closed BSBT Facebook group data • IKS End of Project forms • Website and social analytics data for IKS projects • Details on BSBT Network, training and tactical events • BSBT event evaluation questionnaires • BSBT event summaries
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I. Newcastle local campaign

Purpose	<ul style="list-style-type: none"> • To evaluate the impact of local campaign activity in Newcastle
Approach	<p>Two strands of evaluation activity:</p> <p>1. “Together We Are Stronger” campaign evaluation</p> <ul style="list-style-type: none"> • Face-to-face in-home interviews (n=306) • Representative sample of Newcastle residents aged 18+ • Interviews lasted c.15 minutes • Interviews were conducted from 16 April – 15 May 2018 • Questions covered campaign recognition, engagement, clarity and effectiveness <p>2. School initiatives evaluation</p> <ul style="list-style-type: none"> • 20 telephone interviews with teachers from 14 different schools across Newcastle • Each interview lasted c.45 minutes • Interviews were conducted between 4 – 18 July 2018 • Teachers were recruited via the main point of contact at each school • Triangulated with data from teacher feedback forms
Audiences	<ul style="list-style-type: none"> • Newcastle residents aged 18+ • Teachers in participating schools

J. Leeds local campaign

Purpose	<ul style="list-style-type: none"> • To evaluate the impact of local campaign activity in Leeds
Approach	<p>Two strands of evaluation activity:</p> <p>1. “Together We Are Stronger” campaign evaluation</p> <ul style="list-style-type: none"> • Face-to-face in-home interviews (n=215) with Leeds residents aged 16 to 21 • Interviews lasted c.15 minutes • Interviews were conducted 29 August – 9 October 2018 • Questions covered campaign recognition, engagement, clarity and effectiveness <p>2. Sport initiative evaluation</p> <ul style="list-style-type: none"> • Face-to-face focus groups with people aged 15 to 21 who took part in the Sport Initiative

	<ul style="list-style-type: none"> • Included nine 15 to 17 year olds; and seven 18 to 21 year olds • Conducted on 6 September 2018 • Young people's details were passed to Ipsos MORI by the six Local Trusted Organisations
Audiences	<ul style="list-style-type: none"> • Leeds residents aged 15 to 21 • Participants in sport initiative

K. Luton local campaign

Purpose	<ul style="list-style-type: none"> • To evaluate the impact of local campaign activity in Luton
Approach	<p>Two strands of evaluation activity:</p> <p>1. Survey of local 16 to 24 year olds</p> <ul style="list-style-type: none"> • Face-to-face in-home interviews (n=161) with Luton residents aged 16 to 24 • Interviews lasted c.15 minutes • Interviews were conducted 4 February – 17 March 2019 • Questions covered campaign recognition, engagement, clarity and effectiveness <p>2. Focus groups with disengaged 16 to 24 year olds</p> <ul style="list-style-type: none"> • Four face-to-face focus groups with people aged 16 to 24 year olds who were classified as 'disengaged' through screening questions • Included seven 16 to 18 year olds; and nine 19 to 24 year olds • Conducted on 12 and 14 March 2019 • Participants were recruited through in-street recruitment by RiteAngle
Audiences	<ul style="list-style-type: none"> • Luton residents aged 16 to 24

L. Britain Helps campaign

Purpose	<ul style="list-style-type: none"> • To evaluate the impact of the Britain Helps campaign against campaign objectives, with a focus on media burst which was live 26 March - 30 April and 12 - 15 June 2018
Approach	<p>Survey of UK Muslim adults</p> <ul style="list-style-type: none"> • 1,000 x 10 minute online interviews via panel of UK adults, targeting those who self-defined as Muslim • Fieldwork 19 June – 13 July 2018 • Sample weighted by age, gender, region and ethnicity to match national profile of British Muslims • Survey covered campaign recognition, engagement, message take-out, effectiveness (also covered Safer Giving campaign evaluation questions for cost effectiveness) <p>Secondary data sources</p> <ul style="list-style-type: none"> • Britain Helps Social Annual Report from Carat (covering period May 2017 - May 2018) • M&C Saatchi sentiment analysis of Britain Helps posts 12 June - 13 July 2018
Audiences	<ul style="list-style-type: none"> • UK Muslims

M. Safer Giving campaign

Purpose	<ul style="list-style-type: none"> To evaluate the impact of the Safer Giving campaign against campaign objectives, with a focus on the Ramadan campaign burst which ran between 8 May – 14 June 2018
Approach	<p>Survey of UK Muslim adults</p> <ul style="list-style-type: none"> 1,000 x 10 minute online interviews via panel of UK adults, targeting those who self-defined as Muslim Fieldwork 19 June – 13 July 2018 Sample weighted by age, gender, region and ethnicity to match national profile of British Muslims Survey covered campaign recognition, engagement, message take-out, effectiveness (also covered Britain Helps campaign evaluation questions for cost effectiveness) <p>Secondary data sources</p> <ul style="list-style-type: none"> Secondary sources provided additional data on different campaign assets and channels used as part of the 2018 Ramadan burst. Carat Media Report covered social media reach and engagement as well as radio activity.
Audiences	<ul style="list-style-type: none"> UK Muslims

N. Hate Crime campaign

Purpose	<ul style="list-style-type: none"> To evaluate the impact of the Hate Crime campaign, with a focus on the first burst of media activity which ran 7 November - 28 December 2018
Approach	<ol style="list-style-type: none"> Cognitive testing of survey questions <ul style="list-style-type: none"> 10 one hour interviews with the general public Pilot survey of key 'KPI' questions <ul style="list-style-type: none"> 1,121 online interviews with representative sample of adults aged 16 to 75 in England and Wales, between 6 - 9 October 2018 'Pre' and 'Post' campaign surveys <ul style="list-style-type: none"> 'Pre' = 1,360 x 20 minute online interviews with 16 to 75 year olds via panel of UK adults; 24 - 30 September 2018 'Post' = 1,356 x 25 minute online interviews with 16 to 75 year olds via panel of UK adults; 6 - 13 December 2018 <ul style="list-style-type: none"> Boosts with protected characteristics groups (Lesbian, Gay and Bisexual (LGB) adults (n=205 'pre'; n=218 'post'), adults with a disability (n=481 'pre'; n=513 'post'), adults from a Black and Minority Ethnic background (BAME) (n=363 'pre'; n=370 'post'), and Muslim adults (n=200 'pre'; n=200 'post') Sample weighted by gender, age, working status and region for general population and boosted to known population figures, where available Survey covered campaign recognition, engagement, message take-out, effectiveness and an element of Implicit Response Testing (IRT) Focus groups and in-depth interviews with vulnerable audiences <ul style="list-style-type: none"> Fieldwork took place between 19 - 29 November 2018

	<ul style="list-style-type: none"> • Conducted in London, Leeds and Manchester • Total of 55 participants • 3 x focus groups with general population • 4 x mini groups with Muslims (two gender specific groups), BAME and Jewish • 9 x in-depth interviews; six with people with a disability; one with transgender individual; two with LGB individuals <p>5. Secondary data</p> <ul style="list-style-type: none"> • The Home Office Communications Insight Team’s Hate Crime Social Listening Reports for October, November and December 2018 • Website and helpline data from Hate Crime campaign partners (including Mencap, Galop, Changing Faces and Stop Hate UK)
Audiences	<ul style="list-style-type: none"> • General public in England and Wales • Protected characteristic groups

Annex 3: Links to programme assets

The list below provides links (where available) to assets that are relevant to findings within this report. This is not intended to be an exhaustive list of the broader range of assets produced as part of the BSBT programme.

Item Name	Page No.	Link
Counter-Extremism Strategy	11	https://www.gov.uk/government/publications/counter-extremism-strategy
Facebook page	17	https://www.facebook.com/buildingastrongerbritaintogether/?ref=br_rs
Newcastle Films*	19	Videos no longer online
Leeds Films*	19	https://www.leeds.gov.uk/together-we-are-stronger
Luton Films*	19	https://www.luton.gov.uk/Community_and_living/Pages/Many-Voices-One-Town.aspx
Bradford Films*	19	https://www.bradford.gov.uk/children-young-people-and-families/reports-policies-projects-and-strategies/bradford-make-it-your-city/
East London Films*	19	<p><i>Kayden:</i> https://www.youtube.com/watch?v=iyMGYXth7Z0&feature=youtu.be</p> <p><i>SAMH:</i> https://www.youtube.com/watch?v=5h6hbFpXxLM&feature=youtu.be</p> <p><i>Wash Out Hate:</i> https://www.youtube.com/watch?v=gV9qWNhYQho&feature=youtu.be</p> <p><i>Artenisa:</i> https://www.youtube.com/watch?v=XIs80zxTSGQ&feature=youtu.be</p>
Britain Helps Website	20	https://britainhelps.com/
Hate Crime Assets	20	https://hatecrime.campaign.gov.uk/
Female Genital Mutilation	20	https://www.gov.uk/government/publications/fgm-campaign-materials
Forced Marriage	20	https://forcedmarriage.campaign.gov.uk/
Britain Helps Film	19	https://britainhelps.com/what-britain-helps
Britain Helps YouTube Channel	20	https://www.youtube.com/channel/UCk2GwMa6LAELxTf0LXoWTtg
Safer Giving Film	20	https://www.youtube.com/watch?v=HVAK31-7a8
Hate Crime Assets		
Positive Images Festival Website	37	https://positiveimagesfestival.co.uk/
Local Campaign Assets	38	As above

*Soundtracks for local campaign films are licensed for two years. Newcastle licence runs out in March 2020.

Annex 4: Glossary of terms

- **Applicants:** Project leads based in organisations that applied for BSBT funding / support
- **Applicant Surveys:** Telephone surveys conducted with successful applicants at the beginning and on completion of their BSBT project (and +6 months upon completion for IKS projects)
- **BSBT outcomes:** BSBT programme outcomes (1) fewer people holding attitudes, beliefs and feelings that oppose shared values (2) increased sense of belonging and civic participation at the local level (3) more resilient communities
- **BSBT micro-outcomes:** A detailed set of outcomes that have been developed to sit underneath and flow into the BSBT outcomes
- **Call 1, 2, 3 or 4:** Refers to the call for grant or IKS applications
- **Campaigns:** A series of campaigns aligned to the BSBT outcomes focusing primarily on active citizenship, sense of belonging and critical thinking among a range of target audiences
- **Community Coordinators:** Individuals embedded within local authorities across England and Wales to support delivery of the Counter-Extremism Strategy, with a focus on BSBT outcomes
- **Counter-Extremism Strategy:** Seeks to address the harms caused by extremism by countering extremist ideology (including far-right and Islamist), building a partnership with all those opposed to extremism, disrupting extremists and building more cohesive communities
- **Community Foundation (CF):** Local civil society organisations overseen by UKCF to support delivery of the BSBT programme
- **End Beneficiary:** A person who gains or benefits in some way from something, in this case a non-professional participant in an intervention (e.g. attends an activity or session)
- **Extremism:** Vocal or active opposition to fundamental British values, including democracy, the rule of law, individual liberty and mutual respect and tolerance of different faiths and beliefs
- **Grants:** Grant funding provided to civil society organisations for specific projects that deliver against the BSBT outcomes
- **In-Kind Communications Support (IKS):** Practical communications support in the form of, for example, social media training or website design
- **In-Depth Project Evaluation (IDPEs):** Case study approach evaluations of successfully funded BSBT projects
- **Monitoring data:** Information that captures and stores project level performance indicators in a systematic way
- **Partnership Support:** Comprising BSBT grants and IKS
- **Projects:** Entities / activities that were awarded support
- **Project Participant Survey (PPS):** A paper-based survey to understand the impact of BSBT activities on project participants
- **Trainer participant:** A professional person who, in this case, is a participant in an intervention (e.g. attends an activity or session)
- **UK Community Foundations (UKCF):** A national network of local civil society organisations responsible for overseeing the grant funding application, assessment, delivery and monitoring processes at a local level

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