

BRADFORD DISTRICT SHARED *Values*

Campaign Evaluation

magpie



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Budget: £70k

Duration:

Co-production led by Bradford for Everyone, delivered by the Stronger Communities team, Bradford Council: June 2019

Magpie:

Co-creation and network mobilisation
12 months
Live campaign 6 months

Dates:

October 2021 - March 2022

Executive Summary



Background

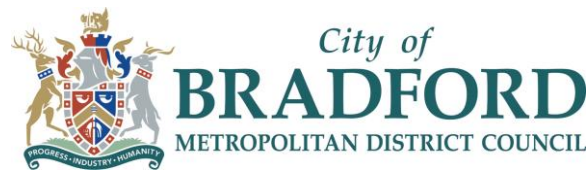
Bradford Council was awarded funding from DLUHC (Department for Levelling Up Housing and Communities) to implement a test and learn programme on integration.

The Bradford District Shared Values campaign is one of the 85+ test and learn style projects, as part of the Bradford for Everyone's programme on integration and cohesion.

Our journey

When writing the strategy, local people told the Bradford for Everyone programme that we should have a set of shared values, which connect and unify everyone living and/or working in the Bradford District. Shared values can bring people together and be used to create, express and develop initiatives, campaigns and tools that everyone in the Bradford District can take part in and benefit from.

The co-creation phase started in the summer of 2019, where 1400 conversations fed into what the values could be. In autumn 2020, an Asset Based Community Development (ABCD) audit was also conducted. This was to gain understanding, and map what partners and influencers said we can do, to live and celebrate the Bradford District Shared Values. 56 survey submissions were received.



How we got on

The campaign uses a social modelling approach to amplify and celebrate the use of these values across the District showcasing lived experiences.

The campaign saw a soft launch in early 2021 with the promise counter going live autumn 2021.

At the time of this report 535 promises have been made and this is growing.

Where are we going?

The Shared Values campaign has been launched as a long term drive to stamp out discrimination and prejudice in all its forms. It aims to help build a fair, inclusive and happy Bradford, today and in the future for everyone living and working in the Bradford District.

The shared values drive will continue, led by Bradford Council's Stronger Communities team, delivering the Bradford For Everyone Strategy - encouraging people, communities, partners and organisations to share stories, make promises, use tools to help them live the values and complete self-evaluations to see how they got on.



About this evaluation

Magpie has worked with Bradford For Everyone to devise a campaign with a set of Shared Values that represents everyone who lives and works in the Bradford District.

Phase 2 of this campaign (October 2021 - March 2022) aims to empower and enable Bradford people who live and work here to Respect, Care, Share and Protect each other.

The campaign would do this through implementing a robust creative strategy and approach; including a toolkit campaign, visual identity co created with key partners, a set of key messages, and developed content ideas (both on and offline) to show, share and help promote the Bradford District Shared Values.

This report outlines:

- A summary of our approach to designing and implementing Phase 2 of the campaign
- Deliverables (inputs)
- Reach and engagement (outputs)
- Effectiveness and impact (outtakes)
(including all insight gathered and analysed to show individual behaviour change)

Conclusion and recommendations

Bradford District is an active and engaged place with many initiatives aimed at bringing positive change to the community. Bringing the Bradford District Shared Values in to the heart of this work and the heart of the Bradford District has the power to connect, build trust and unite. Creating a powerful platform for lasting change.

Opportunities for the future

- Align the Shared Values with major District events that link to culture and values such as Bradford 2025 and build consistency and longevity in to the campaign.
- Continue to engage with businesses, volunteer groups, education, faith groups and the care sector. Work to build the Bradford District Shared Values as guides and where possible in to the core systems and infrastructure of each organisation.
- Introduce elements of ongoing reward and recognition for volunteer groups, organisations and community influencers and for the people who live and work in the Bradford District.
- Link in with wider networks such as the chamber of commerce, media companies and a larger business community.
- Continue to collect stories and evidence of the shared values in action, and promote throughout the Bradford District.
- Consider the visibility of the campaign and continue to build awareness.
- Consider how this groundbreaking campaign can work to represent the culture of the Bradford District and the innovation of leaders and key organisations within the Bradford District.

Campaign messages

We

respect

ourselves, each
other and our
communities

We

share

ideas, resources,
knowledge and skills as
well as our challenges
and opportunities

We

care

for each other and
treat each other
with kindness

We

protect

each other and the
world we share, so that
everybody can be happy
healthy and safe

Introduction



Shared Values

The Bradford District is incredibly diverse and is home to numerous towns and villages each with their own unique identity.

The Shared Values campaign unites these diverse communities through a set of shared values.

Values that build on improving educational and employment opportunities, increasing social mixing and bringing people together.

The Campaign

The Bradford District Shared Values Campaign is designed to be inspiring, uplifting and to represent everyone who lives and works in the Bradford District. The Campaign was created firstly, to give influencers, partners and advocates a set of tools, guidelines and materials to share, develop and encourage campaign connections. The campaign materials created to attract people who live and work in the Bradford District to become aware of and adopt the Bradford District Shared Values.

The Shared Values project is one the first of its kind in the world.

Bradford for Everyone is working with the community in the Bradford District to bring people together. Creating unity and encouraging people who live and work in the Bradford District to adopt a set of shared values. Helping to make the Bradford District a place where everyone feels safe and has a sense of pride and belonging.

The District

The Shared Values Campaign encourages people across the District to feel a sense of belonging.

In Bradford, everyone comes together as one - to tackle and eliminate discrimination, hate crime, and any adversity.

Shared Values Objectives

To deliver on the Bradford for Everyone vision. The vision for Bradford For Everyone is of 'a place where everyone feels that they belong, are understood, feel safe and are able to fully participate in the opportunities the district offers.'

To inspire, raise aspirations and attitudes and through a set of shared values to bring people together, create a sense of belonging and to unite the communities of the Bradford District.

To encourage the people who live and work in the Bradford District to embed a set of shared values into their everyday life and the operational activities of organisations, the business community and volunteer groups and organisations.

Aspirations

This campaign intends to empower and enable every one of us to Respect, Care, Share and Protect each other, ourselves and the community.

Campaign Aims

To encourage partners, influencers and volunteer groups who work closely with a wide variety of communities to introduce, embrace and bring the Bradford District Shared Values into the work that they do. Encouraging the communities and groups that they work with to adopt the shared values.

To support partners, influencers and volunteer groups in adopting the Bradford District Shared Values by creating and sharing a toolkit and set of campaign materials.

Introduce the Bradford District Shared Values to the people who live and work in the Bradford District.

Encourage people who live and work in the Bradford District to adopt the shared values.

Campaign Background



The values

Consultation

Through a two year community consultation project Bradford For Everyone co-created the Bradford District Shared Values. These Values are **Respect, Care, Share, Protect**.

Bradford For Everyone was able to establish that:

- People who live and work in Bradford believe that a simple set of shared values can demonstrate humanity and similarities and connections between the diverse communities of people who live and work in the Bradford District.
- The four values are universal and understood by all people and communities in the Bradford District.
- The four values are effective in connecting with everyone who lives and works within the Bradford District.
- That these values can be instrumental in creating positive change in the Bradford District.

The brief for the Bradford District Shared Values Campaign was born out of this process.

Campaign objectives

Once the Bradford District Shared Values of **Respect, Care, Share** and **Protect**, were established Bradford for Everyone developed a campaign brief suggesting a collaborative engaged approach to the project.

The Campaign objectives of were:

- Interact and engage with key partners, volunteer groups and the board of Stronger Communities to co-create a final campaign brief.
- Create a strategy and approach
- Co-creating the Bradford District Shared Values toolkit campaign and visual identity with key partners, volunteer groups and the board of Stronger Communities
- Develop a campaign identity and a set of messages and campaign materials for the Bradford District Shared Values
- Develop content ideas, visuals and campaign materials to show, share and help promote the Bradford District Shared Values project

Campaign Journey



Co-creation with the people of Bradford*

June 2019: Workshops with local people – first draft set of shared values created



October 2019: Community insight with Bradford communities showed 97% of people spoken to agreed having a set of shared values would be good for the District



January 2020: District-wide online public consultation to finalise the four shared values received 996 responses



February 2020: The online insight was followed up with focus groups and pop up street stalls so seldom heard voices could be reached. In total conversations were had with 170 people from the all parts of the District



August 2020: After consultation with 1400 people, the four Bradford District Shared Values were agreed

**Completed by Bradford for Everyone as a two year community consultation project*

Magpie deliver the Shared Values campaign

September 2020: Using an Asset Based Community Development (ABCD) Audit, we spoke to 56 organisations which helped shape the public campaign



January 2021: Initial launch of the values to gain district wide awareness and grow a supporter base



February 2021: Supporters guide and toolkit shared across the District



March 2021: The promise counter was built



June 2021: The roadmap was established for Phase 2

July 2021: Showcasing individuals, groups and organisations collecting creatives to share



August - September 2021: Building a network of advocates



October 2021: Campaign launched and first promise made



November 2021: Building relationships with the supporter base



November 2021 to February 2022: Outdoor community advertising, BCB Radio talk, promoting the campaign at a local level, social media campaign, lived experience videos, community face to face outreach, support pack distribution and qualitative surveys.



March 2022: Phase 2 campaign complete

Campaign approach

A set of intervention functions and enablers were developed to change perceptions and behaviours.

Collaboration

Magpie worked closely with the team at Bradford For Everyone and through forums, presentations, interviews and meetings they also worked with the board of Stronger Communities, key partners, volunteer and community groups.

Magpie explored key messages, benefits and considered what the campaign should aim to do, feel like and communicate.

- Create tools and materials which are uplifting, inspiring and engaging
- Connect with, reflect or feature the people who live and work in the Bradford District
- Create a very visible, on the street campaign
- Consider events to link to the values
- Create simple consistent messaging and a clearly identifiable campaign style, look and feel
- Reach people through grassroots groups and organisations and create a campaign that connects with people on the street and in everyday situations and locations
- Use behaviour change science and expertise to engage effectively

Campaign approach

A set of intervention functions and enablers were developed to change perceptions and behaviours.

EDUCATION	Increasing the knowledge and understanding of how celebrating Shared Values can benefit the Bradford District
PERSUASION	Inducing positive feelings and stimulating action to celebrate and share the Bradford District Shared Values
MODELLING	Providing examples of organisations living and celebrating the Shared Values so others aspire to or imitate
TRAINING	Using communication and toolkits to show organisations how they can celebrate the Bradford District Shared Values

Campaign approach

We **RESPECT** ourselves, each other and our communities

We **SHARE** ideas, resources, knowledge and skills as well as our challenges and opportunities

We **CARE** for each other and treat each other with kindness

We **PROTECT** each other and the world we share, so that everybody can be happy, healthy and safe.

Common values to bring people together

The Bradford District Shared Values Campaign began by introducing and launching the concept of using a set of common values to bring people together and create greater unity in the Bradford District. Providing tools and materials for a network of advocates and groups to use in promoting and engaging people who live and work in the Bradford District.

Values are consistent. Our values may evolve but they don't change fundamentally. Values are at the core of the lives of all people, groups and organisations and that makes them powerful forces for good.

The Bradford District Values were co-created with the community in the Bradford District and with a network of advocates and influencers working in and with the community in the Bradford District.

Campaign approach

Co creation workshops, forums and events.

Engagement in forums, group activity and events aimed at building trust, awareness and engagement with the Bradford District Shared Values.

A toolkit for volunteer groups, organisations and community leaders and influencers to work with, introduce and own.

Campaign materials to help launch the Bradford District Shared Values, to build awareness and to engage.

In order to build trust through the introduction and endorsement of a set of shared values in the Bradford District it was important that they had:

- The ability to co-create, engage and invest in the Bradford District Shared Values.
- A voice and the ability to invest through the sharing of ideas, thoughts, concerns and challenges.
- Alignment with the mission and an understanding of its relevance to other projects and the whole of the Bradford District

The Campaign

Provided a toolkit and a set of materials that could help launch and engage this audience and a wider audience of people who live and work in the Bradford District.

A visible on the street campaign and social media campaigns and content to raise awareness of the Bradford District Shared Values.

Campaign launch

Aims

At this stage our main aims were to:

- Engage a set of key partners, volunteer groups and influencers working at grassroots in the community.
- Collaborate and co-create with a set of key partners, volunteer groups and influencers working at grassroots in the community.
- Provide tools, materials and advice, helping partners, volunteer groups and influencers to adopt the Bradford District Shared Values and become advocates for the campaign.
- Introduce and promote the Bradford District Shared Values through the launch of a campaign and by creating tools to create a promise counter.
- To create and publish social media content and campaign launch materials aimed at communities throughout the Bradford District.
- Introduce the Bradford District Shared Values to people who live and work in the Bradford District and launch the Bradford District Shared Values campaign.

Campaign launch

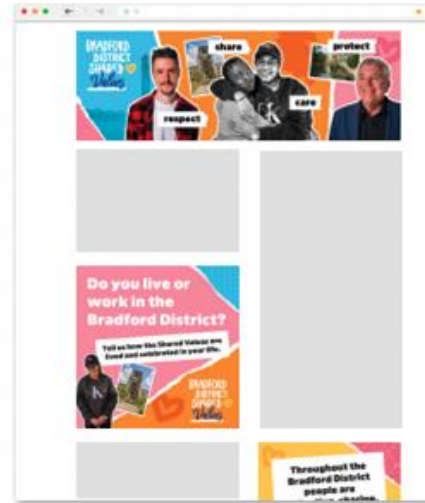
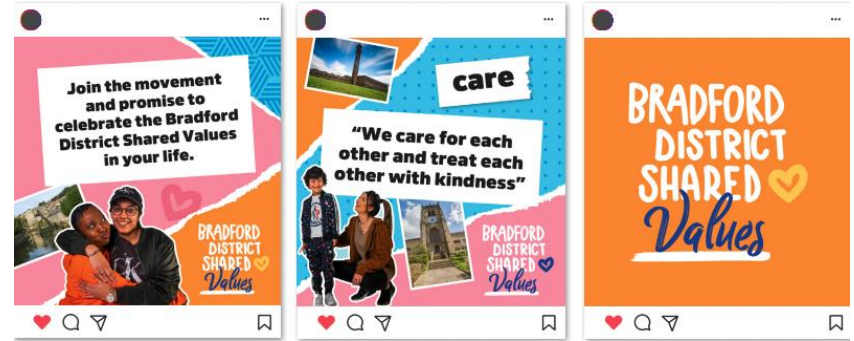
Toolkit

A key feature of phase one, Campaign Launch, was to create and distribute a Supporters Guide and toolkit.

The toolkit included:

- Campaign logo pack
- Social media graphics
- Pre-written social media posts
- Website and email newsletter graphics
- Pre-written website and email newsletter content
- Email footer
- Powerpoint presentation templates
- Print off posters
- Video conferencing background
- Business cards
- Window Stickers
- Films x 2
- Shared Values Guides x 3
- Shared Values Activity Plan
- Online Self-Evaluation tool
- Accessible formats including: BSL, audio and Easy Read led by Bradford Talking Media (BTM)
- Shared Values online storyboard

Campaign toolkit examples



Phase Two

Key aims and messages



Phase two



Key aims

- To inspire people who live and work in the Bradford District to follow and adopt the Bradford District Shared Values
- To inspire organisations, groups, individuals, influencers and leaders to join us and adopt the Bradford District Shared Values
- To encourage employers, groups and influencers to use the Bradford District Shared Values as a grounding and core influence on the work that they do and any activity or initiatives that they are involved with
- To share and cascade real lived experiences which demonstrate the Bradford District Shared Values in action and show the benefits to all

Phase two



Campaign aims

- To demonstrate through forums, presentations, discussions and events that bringing the Bradford District Values in to a business, group or workplace can help to create a culture of wellbeing, belonging, pride and performance
- Sharing the Bradford District Shared Values can benefit communities, increase wellbeing, bring people together and help to create unity
- Individuals can adopt the Bradford District Shared Values to bring improved wellbeing, relationships and to create a greater sense of belonging to their lives
- Sharing good stories and experiences which demonstrate the benefits of adopting the Bradford District Shared Values can help to grow the campaign, amplify the good and benefit all

Campaign messages

We

respect

ourselves, each
other and our
communities

We

share

ideas, resources,
knowledge and skills as
well as our challenges
and opportunities

We

care

for each other and
treat each other
with kindness

We

protect

each other and the
world we share, so that
everybody can be happy
healthy and safe

The Campaign - Overview

A campaign identity, style and toolkit	Raising awareness	Encouraging participation	Sharing experiences
<p>A campaign aimed at three audiences - organisations, educational institutions and individuals. There are a set of tools and materials that inform, signpost information and support and lead to further sharing and engagement.</p> <ul style="list-style-type: none"> • Logo - different versions • 2 Poster versions - A3 & A4 • Social media campaign assets • Website with Promise counter • Welcome letter • Powerpoint presentation • Briefing sheet • Web banner • Email banner • Zoom background • Illustrations • Shared Values newsletter • BfE internal launch presentation • Social media messages 	<p>Launching a multi-channel campaign, with a separate toolkit designed for each target audience to encourage and implement sharing the values within settings and individually.</p> <p>Associated presentations with key organisations and stakeholders. Promise counter implementation on the website and sharing real life stories using campaign ambassadors.</p> <p>Digital display and advertising. Working with local companies to put up posters and gain more signups via the Promise counter who will then be given the full toolkit.</p> <p>Use of community champions</p> <ul style="list-style-type: none"> • Social media campaign assets • Posters • PR • Story sharing platform • Toolkit assets • Presentations 	<p>Providing information online in terms of the promise counter and what each value stands for.</p> <p>Sharing a toolkit with signups which includes a detailed guide on what the toolkit is and how it can be used to eliminate any confusion.</p> <p>Linking with different audiences and presenting the Shared Values campaign to gain engagement and active involvement.</p> <p>Advocacy from various people from different audiences in the form of story capture and materials to share online and spread the word.</p> <p>Sharing/updates showing results, progress, behaviour change, stories and facts linked to the Campaign</p> <ul style="list-style-type: none"> • Social media campaign assets • Posters • PR • Story sharing platform • Toolkit assets • Presentations • Outdoor advertising 	<p>Specific platform for sharing stories from all three audiences.. Measuring promise counter successes.</p> <p>Digital advertising and outdoor advertising - bus stops etc. Specific Shared Values event/ weeks to enhance exposure.</p> <p>Linking with different audiences and presenting the Shared Values campaign to gain engagement and share experiences and previous success stories.</p> <p>Further advocacy from young people in the form of film, story capture and materials to share Online.</p> <ul style="list-style-type: none"> • Social media campaign assets • Posters • PR • Story sharing platform • Toolkit assets • Presentations • Animation/ Film • Outdoor advertising • Key events

Key performance Indicators (KPIs)



Measurable campaign outcomes

Measurable campaign outcomes are the outcomes the marketing and communications campaign can influence and we look forward to working together to further define and measure these outcomes.

Individuals

- Have heard about the shared values and understand what they are
- Can access information on what the shared values are online and get involved by making a promise
- Understand how they can celebrate the shared values
- Understand how they can bring and practice the shared values in their everyday lives
- Understand the value and benefit behind practicing them
- Intend to make a promise
- Intend to share the values with family and friends

Businesses, organisations, community, activity groups & Education organisations

- Have heard about the shared values and understand what they are
- Can access information on what the shared values are and how they can get involved
- Intend to implement them into some of their operational activities


Deliverables

Inputs





Social marketing materials (inputs)

BRADFORD DISTRICT SHARED Values





What do the Bradford District Shared Values mean to you?

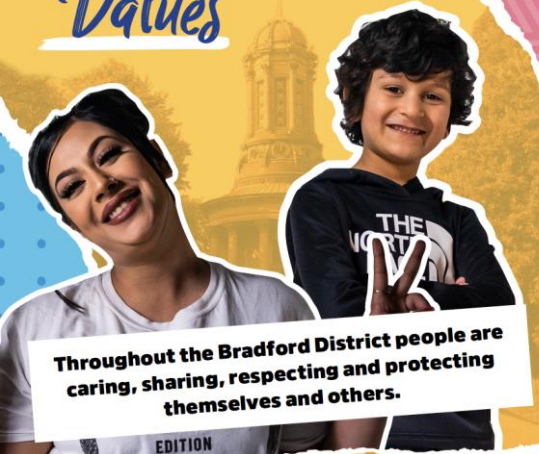


 **Share your story and join the movement.**
bradfordforeveryone.co.uk/bradford-district-shared-values

Twitter: BtdForEveryone Instagram: BtdForEveryone Facebook: BtdForEveryone


BRADFORD DISTRICT SHARED Values





Throughout the Bradford District people are caring, sharing, respecting and protecting themselves and others.

EDITION

bradfordforeveryone.co.uk/bradford-district-shared-values

 Twitter: BtdForEveryone Instagram: BtdForEveryone Facebook: BtdForEveryone

BRADFORD DISTRICT SHARED Values



share

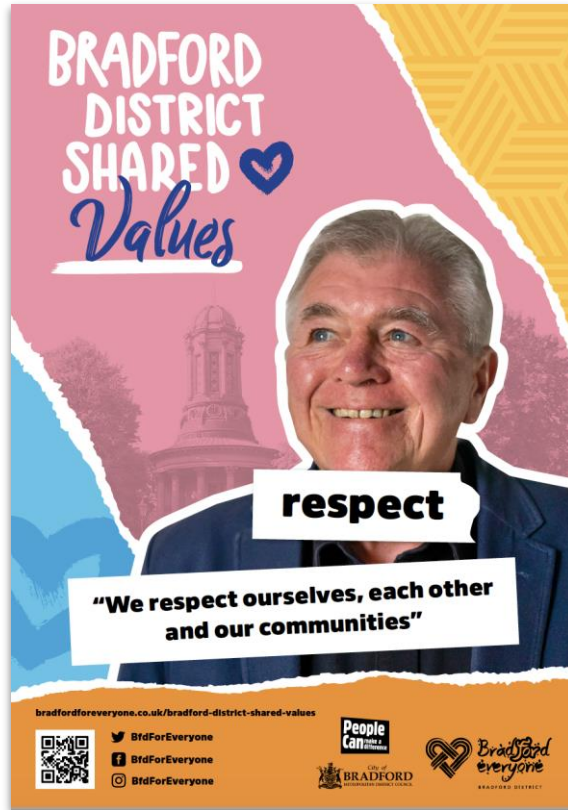
"We share ideas, resources, knowledge and skills as well as our challenges and opportunities so that we can all be the best that we can be."

bradfordforeveryone.co.uk/bradford-district-shared-values

 Twitter: BtdForEveryone Instagram: BtdForEveryone Facebook: BtdForEveryone

Social marketing materials (inputs)



[illegible]

Outdoor community advertising (inputs)

Painted virgin boxes

The Shared Values artwork will remain for 3 years minimum and afterwards Virgin can repaint (if needed)

The box locations:

- Bradford West areas: Lister Park/Manningham and Thornton Road towards Beckfoot Thornton school
- Bradford South areas: Tong and Queensbury
- Bradford East areas: Bolton or Kings Road and Leeds Road
- Shipley areas: Shipley centre and Saltaire (main roads)
- Keighley areas: Low Street and A650/Hard Ings

Council placed adverts

- Large format posters situated: Manningham Lane, Forster Square Rail Station, NCP car park on Hall Ings, Shipley Town Hall
- Big screen in Centenary Square
- Plasma screens and posters in Council buildings



Outdoor community advertising (inputs)

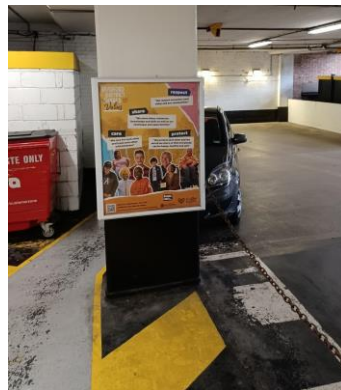
Clear Channel billboards

48 sheet billboard

- 48 Otley Road/Baildon Road, BD17 7HB (Shipley). Running 15/11/2021 to 28/11/2021. Impact: 422, 580 people seeing the ad
- 2 Cemetery Road/Thornton Road, BD8 9RA (Bradford West). Running 15/11/2021 to 28/11/2021. Impact: 98,146 people seeing the ad

6 sheet Adshel

- Woodside Rd, High Fearnley Road, BD12 8ES (Bradford South). Running 29/11/2021 to 12/12/2021. Impact: 101,940 people seeing the ad
- Killinghall Road (Opposite 5th Avenue Undercliffe), BD3 7JP Bradford East). Running 29/11/2021 to 12/12/21. Impact: 112,300 people seeing the ad
- Asda Keighley (Bingley Street Keighley) BD21 3ER (Keighley). Running 04/11/2021 to 11/11/2021 and 26/22/21 to 01/12/2021. Impact: 1 in 6 basis are live as long as Asda is open.



Outdoor community advertising (inputs)

Posters in local businesses

Magpie's two Campaign Ambassadors promoted the campaign at a local level with posters given to 30+ businesses in Bradford.



Reach and engagement outputs



Key highlights (outputs)

535

promises made

7% increase

on original target of 500

734,966

outdoor ads reach

Opportunity to view

99

**completed
questionnaires**

120% increase

on original target of 45

NEW

shared values video

Promoting the
campaign at a local level

40K

PR reach

Across radio and
social media

30+

local businesses

Promoting the
campaign at a local level

10

**painted virgin
boxes**

That will remain in
place for 3 years

11

**Resource
downloads**

Taken from the
campaign website

Key highlights (outputs)

3015

People people reached or engaged as of March 2022

60h

Outreach - contacting 40 businesses, 30 education provisions and 30 individuals

15,900

Followers in the private Facebook groups where we shared Shared Values posts

180

Children in Children's Place nurseries who have adopted the Shared Values

1,400

Conversations co-created this campaign

1,100

Unique website visits

Social media (outputs)



Facebook

Total reach through organic posts

15,867

Total engagement through organic posts

835



Twitter

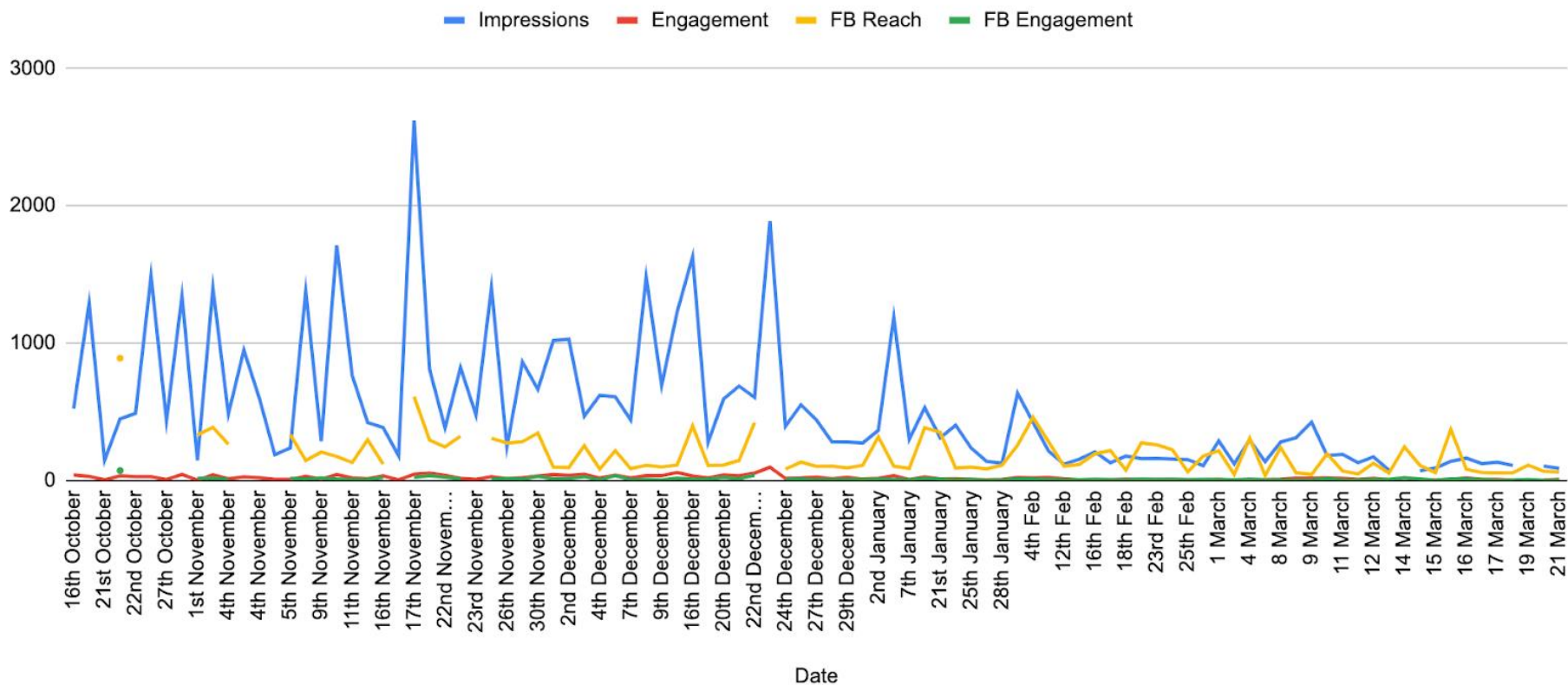
Total reach through organic posts

48,991

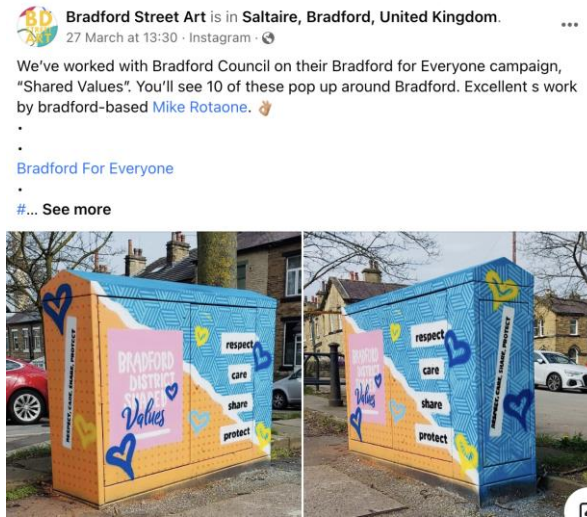
Total engagement through organic posts

1792

Twitter/FB Impressions, Twitter/FB Engagement, Facebook/FB Reach and Facebook/FB Engagement



Social media (outputs)



Social media (outputs)



10:04 AM · Apr 5, 2022 from Queensbury, England · Twitter for iPhone

3 Retweets 1 Quote Tweet 7 Likes



Social media (outputs) - Twitter

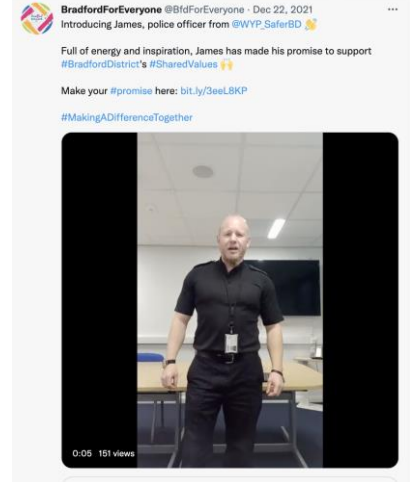
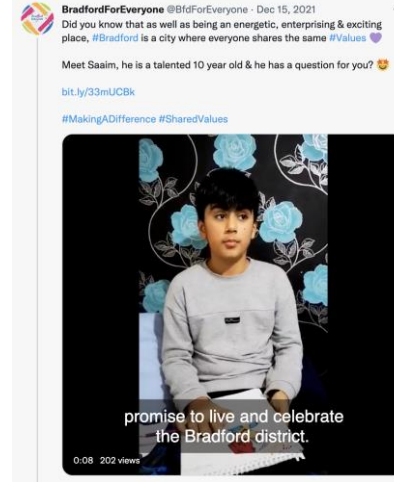
What worked:

Videos of people making their promise

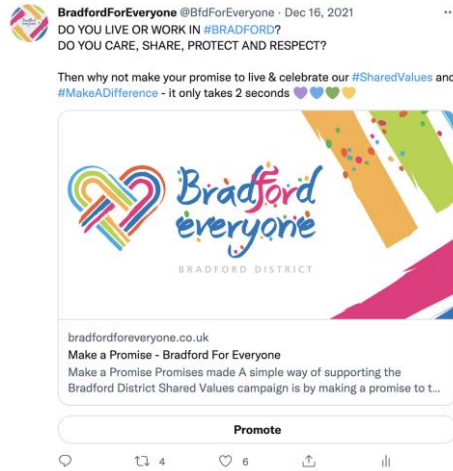
Tagging key groups (ie - BD25, BD Council)

Copy that focuses on businesses and people working in Leeds

Simple text based imagery



Social media (outputs)



Social media (outputs) - Facebook

What worked:

Videos of people making
their promise

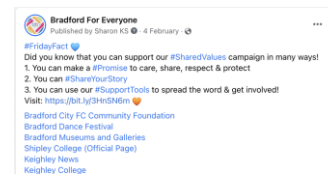
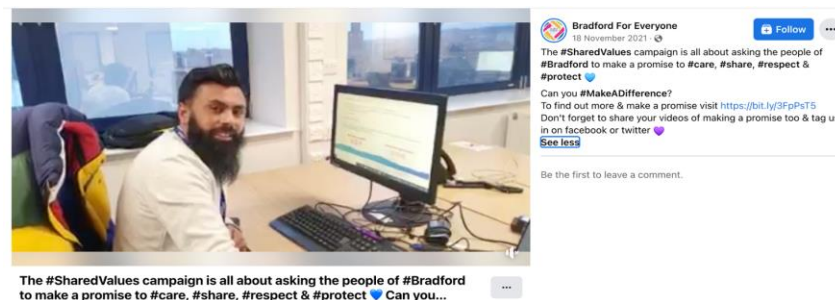
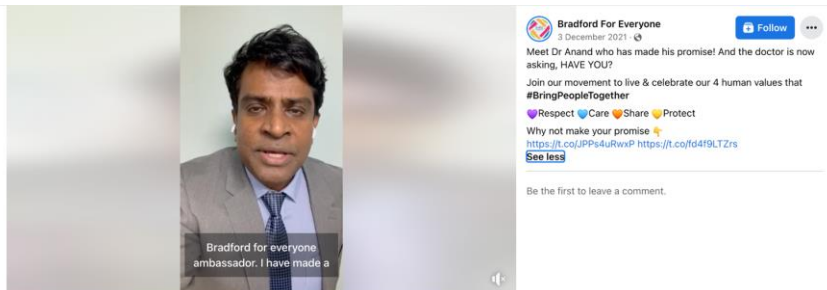
Tagging key groups

A broad mix of content

More copy included in
posts

Imagery that focuses
more on people

Business-focused
messaging



Social media (outputs)



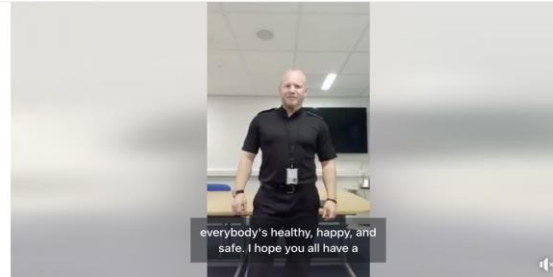
Bradford For Everyone
22 November 2021 · 🌐

The **#SharedValues** campaign is all about asking the people of **#Bradford** to make a promise to **#care**, **#share**, **#respect** & **#protect** 🤝

Can you **#MakeADifference**?
To find out more & make a promise visit <https://bit.ly/3FpPsT5>
Don't forget to share your videos of making a promise too & tag us in on facebook or twitter 🤝

Bradford City The Bradford Exchange Leeds Bradford Airport
Keighley Bus Museum Trust Ltd The Keighley and Worth Valley
Railway (official) Bradford College City of Bradford University of
Bradford University of Bradford School of Pharmacy & Medical
Sciences
[See less](#)

Be the first to leave a comment.



Bradford For Everyone
22 December 2021 · 🌐

Introducing James, police officer from @WYP_SaferBD 🤝
Full of energy and inspiration, James has made his promise to support **#BradfordDistrict's #SharedValues** 🤝

Make your **#promise** here: <https://bit.ly/3eeL8KP>
#MakingADifferenceTogether
[See less](#)

Be the first to leave a comment.



Bradford For Everyone
6 December 2021 · 🌐

Are you a **#Bradford** based business wanting to **#MakeADifference** like @Sophie_Hussain & Paul?
Then why not make your promise to live & celebrate our **#sharedvalues** of
💜 **Respect** 💙 **Care** 🟡 **Share** 🟢 **Protect**

See how 🤝
<https://bradfordforeveryone.co.uk/bradfor.../make-a-promise/>
[See less](#)

Be the first to leave a comment.

Bradford For Everyone
Published by Sharon KS · 17 November 2021 · 🌐

CALLING ALL **#BRADFORD** BASED BUSINESSES 🤝
Please help us to **#MakeADifference** with our **#SharedValues** campaign by taking 2 minutes to fill out our survey. You would be supporting & helping a worthy & meaningful campaign 🤝

Thank-you 🙏
<https://www.surveymonkey.co.uk/j/BusinessSurveySV>
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**BRADFORD DISTRICT
SHARED Values** 🤝

613 People reached 20 Engagements -- Distribution score [Boost post](#)

6 5 shares

Bradford For Everyone
Published by Sharon KS · 3 November 2021 · 🌐

Are you a **#Bradford** based business/organisation or group wanting to **#MakeADifference**? 🤝
Well why not sign up to our **#SharedValues** & help to share & celebrate them, using our **FREE** toolkit?
To find out how YOU can get involved visit: <https://bit.ly/31sc5bl> ...
[See more](#)

Join the movement and promise to celebrate the Bradford District Shared Values in your life.

Bradford For Everyone
Published by Sharon KS · 14 January · 🌐

Sun's out 🌞
Such a wonderful day to join our **#SharedValues** movement and celebrate the four human values that bring us together.
Make the most of it 🤝
#BradfordDistrictSharedValues
#MakingADifferenceTogether
<https://bit.ly/3ADckqj>
Don't forget to share 🤝
Bradford City Keighley News Shipley Photographs & Memories The Bradford Exchange Keighley Bus Museum Trust Ltd The Keighley and Worth Valley Railway (official) City of Bradford

Come Celebrate With Us!

**BRADFORD DISTRICT
SHARED Values** 🤝

Growing a
well-known
supporter
base



****BREAKING NEWS**** BBC Look North's Harry Gration made his promise to support
#BradfordDistrict's #SharedValues!



Growing a
well-known
supporter
base

Community Stars 2021: Shared Values in Action finalists

9th November 2021



By Yusef Alam
Reporter

Share



Former Lord Mayor Cllr Doreen Lee at the 2019 Community Stars Awards

SPONSORED by Bradford for Everyone, the Shared Values in Action award is all about recognising the people, initiatives and actions that help to ensure the Bradford district is a place where everyone feels they belong, are understood, feel safe and able to fully participate in the opportunities available to them.

The Shared Values in Action Award - community Stars annual celebration of heroes, working in partnership with the Bradford T&A(local press). A category for 'digital adverts' promoting the awards were seen 259,383 times with 16,639 people voting in 2020. In 2021 the digital adverts were seen 347,132 times, with 17,900 votes.

Building relationships (outputs)



- We worked with Children's Place Day on how they could embed the Shared Values
- We looked at linking the Shared Values to the EYFS - Early Years Foundation Stage statutory framework
- Children's Place decided to re-write their 30 year old Care Objectives to add in and relate them directly to the Shared Values campaign
- Children and staff will be actively supporting the Shared Values campaign in their settings
- Children's Place are proud Shared Values supporters and are happy to share content, ideas and key messages with us as they embed the campaign in their entire company values and ethos

Effectiveness and impact outtakes



Methodology

Survey

x1 online survey with individuals

x1 online survey with education organisations

x1 online survey with businesses, organisations and partnerships

Interviews

2 x 40 minute interviews with individuals

1 x 40 minute interview with an education organisation

3 x 40 minute interviews with businesses, organisations and partnerships



Participant breakdown

Individual survey

73 participants

Ethnicity: Mix of White English, White British, Pakistani, Bangladeshi and Black Caribbean

Education survey

9 participants

Category: Mix of primary schools, community education, colleges and a nursery

Businesses, organisations and partnership survey

17 participants

Category: Mix of business organisations, community, activity faith or religious group and a voluntary, charity organisation



Participant breakdown



Interviews

2 x 40 minute interviews with individuals:

Bradford Resident and Bradford for Everyone Ambassador

Bradford Resident and Bradford for Everyone Ambassador

1 x 40 minute interview with an education organisation

Deputy Manager, Children's Place Nursery

3 x 40 minute interviews with businesses, organisations and partnerships

Bradford Resident and Coffee Shop owner

JU:MP Senior Research Fellow

JU:MP Business Manager

Individuals (survey outtakes snapshot)

90%

understand and follow
the shared values in
everyday life

90%

think the shared values
are very important or
important

88%

would like to inspire
others to adopt the
shared values in their life

Individuals (Survey outtakes)*	
Outcome	What does success look like?
Individuals have <u>heard about</u> the shared values and <u>understand</u> what they are	<ul style="list-style-type: none"> Nearly a quarter of the survey respondents had heard about the shared values. This represents the innovators and early adopters you'd expect to see from the first year of a campaign** 90% of respondents understood what the shared values are and implement and follow the shared values in their everyday life
Individuals understand <u>how they can celebrate</u> the shared values	<p>The general themes that came from the survey included:</p> <ul style="list-style-type: none"> Share stories of people without a voice Shout about the shared values and don't be afraid to showcase what individuals have accomplished Lead local community events showcasing stories of shared values
Individuals understand how they can <u>bring and practice the shared values in their everyday lives</u>	<p>The general themes that came from the survey included:</p> <ul style="list-style-type: none"> Be more involved with community activities and volunteering Look after themselves and other people by following the shared values everyday Lead by example for friends, family and neighbours
Individuals understand the <u>value and benefit</u> behind practicing them	<ul style="list-style-type: none"> 90% of respondents think the shared values are very important or important <p>Sharing common values will foster:</p> <ul style="list-style-type: none"> understanding, toleration and respect amongst all Bradford residents a reduction in discrimination, crime and racism an increase in spirit of community, integration and inclusion a healthier, happier community - with content and productive residents a confident Bradford with civic pride
Individuals <u>intend to share the values</u> with family and friends	<ul style="list-style-type: none"> 88% of respondents would like to inspire others to adopt the shared values in their life

*Full breakdown of survey data can be found in the Appendices section.

**Outlined in the Appendices

Education (survey outtakes snapshot)

8 out of 9

understand and follow
the shared values
everyday in everyday life

4 out of 9

have heard
about the shared values
campaign

8 out of 9

are intending to sign up
to the shared values
campaign

Education (Survey outtakes) *	
Outcome	What does success look like?
Education provisions have <u>heard about</u> the shared values and <u>understand</u> what they are	<ul style="list-style-type: none"> • 4 out of the 9 respondents said they had heard about the shared values • 8 out of the 9 respondents understand what the shared values are and already have their own values in place • 8 out of the 9 are intending to sign up to the shared values campaign
Education provisions understand <u>how they can celebrate</u> the shared values	<p>The general themes that came from the survey included:</p> <ul style="list-style-type: none"> • Sharing their shared values stories with staff partner organisations, volunteers and the general public • Sharing stories on social media
Education provisions <u>intend to implement</u> them into some of their operational activities	<p>The general themes that came from the survey included:</p> <ul style="list-style-type: none"> • Monitoring the shared values through education setting care objectives and staff observation • Embedding the shared values in the curriculum, enrichment programme and educational setting policies • Including the shared values at governance level • Organise rewarding activities in partnership with Citizen Coin
Education provisions <u>intend to share the values</u> with students and staff	<p>The general themes that came from the survey included:</p> <ul style="list-style-type: none"> • Putting up marketing collateral (such as posters and flyers) to promote and share the shared values • Sharing stories on social media • Sharing a link to 'make a promise' to all staff and governing bodies

*Full breakdown of survey data can be found in the Appendices section.

Businesses (survey outtakes snapshot)

88%

understand and follow
the shared values
everyday in everyday life

100%

Intend to make
a promise

82%

have either signed up or
are intending to sign up
to the shared values
campaign

93%

are willing to be
a supporter of the shared
values campaign

Businesses, organisations and partnerships (Survey outtakes) *	
Outcome	What does success look like?
Businesses have <u>heard about</u> the shared values and <u>understand</u> what they are	<ul style="list-style-type: none"> • 59% of the 17 respondents said they had heard about the shared values • 88% of the respondents understand what the shared values are and already have their own values in place • 82% of respondents have either signed up or are intending to sign up to the shared values campaign
Businesses understand <u>how they can celebrate</u> the shared values	<p>The general themes that came from the survey included:</p> <ul style="list-style-type: none"> • Share stories of people without a voice • Shout about the shared values and don't be afraid to showcase what individuals have accomplished • Lead local community events showcasing stories of shared values
Businesses <u>intend to make a promise</u>	<ul style="list-style-type: none"> • 100% of respondents intend to make a promise • 93% of respondents are willing to be a supporter of the campaign
Businesses <u>intend to implement</u> them into some of their operational activities	<p>The general themes that came from the survey included:</p> <ul style="list-style-type: none"> • Encourage everyone to read the policy documents regarding equality, diversity and the shared values • Discuss staff values in team and Board Meetings and include them as part of Staff and member inductions • Include shared values in staff and member training days • Annually review vision and shared values and reflect on how businesses are living them
Businesses <u>intend to share the values</u> with staff	<p>The general themes that came from the survey included:</p> <ul style="list-style-type: none"> • Putting up marketing collateral (such as posters and flyers) to promote and share the shared values • Sharing stories and videos on social media • Add the shared values into induction packs and training packages • Adapt internal and external communications to highlight the shared values campaign and. promote via all network contacts, meetings and mailing lists

**Full breakdown of survey data can be found in the Appendices section.*

How effective has the Shared Values been at inspiring action?

The 6 interviews and other gathered testimonials were mapped out against Magpie's COM-B model to show outtakes of individual behaviour change ****All interviews and testimonials can be found in the Appendices section***

1.Capability a. Physical [physical skills]

1.Capability b. Psychological [knowledge, cognitive skills, decision processes, behavioural regulation]

2.Opportunity a. Social [social influences: social norms, social pressure, attitudes of others]

2.Opportunity b. Physical [environmental context and resources: distance, access, cost ...]

3.Motivation a. Automatic [reinforcement, emotion]

3.Motivation b. Reflective [identity, beliefs about capabilities, optimism, intention, goals, beliefs about consequences]

Capability, opportunity and motivation

Individuals, education settings and businesses value the Shared Values [2a, 3a, 3b]

Individuals, education settings and businesses know how they can use the Shared Values in their everyday life [1b]

Individuals, education settings and businesses know what online Shared Values resources are available [1b & 2b]

Individuals, education settings and businesses have the knowledge to implement the Shared Values [1b]

Individuals, education settings and businesses have the skills to implement the Shared Values [1a]

Individuals, education settings and businesses have the confidence to to implement the Shared Values [3b]

Behaviour

Individuals, education settings and businesses are role models for the Shared Values

Individuals, education settings and businesses use the Shared Values in their everyday life

Individuals, education settings and businesses support other people to use the Shared Values in their everyday life

How effective has the Shared Values been at inspiring action?

Capability	Opportunity	Motivation
<p>"So the values are respect, protect, share and care and I've learnt that the campaign is a celebration of what is already happening in Bradford and the values that people are already exhibiting. There's also an element of behaviour change where we're trying to enhance those values across the Bradford District."</p> <p>"So we do know that the Shared Values exist in Bradford, I think it's more about being vocal and shouting about how we do this. I'm not sure whether it's a sense of pride that holds us back but we don't really shout about what we're doing I don't think. This is the platform to get it out there!"</p> <p>"I already know about the campaign and I'm on the videos that Bradford for Everyone has done. I've made my promise and shared through social media, but it's been a tough time with the pandemic and everything."</p> <p>"It's a set of values created by the people in Bradford and they've promised to lead by these values that are relevant for today. It's about making them as simple to understand and implement in everyday life. Making our place and space better to live in."</p>	<p>"The campaign gives you an opportunity to reflect on what you are currently doing. How do I live those values? A feeling of doing good and it might help you to feel closer to the community that you live and work in. It made me think of Manchester, as for me they have such a strong sense of identity and it's aspiring towards that more visibly."</p> <p>"I really like the video of Stuart talking about how he looks after his blind mum. It's great when it's driven by the community and they're taking ownership of the campaign and sharing their stories. It shows what Bradford is aspiring to. It also gives you some great practical ideas from others and helps you can generate your own ideas to inspire change. I also really like the colours as they look like the trans /LGBTQ+ community colours to me - so it's again bringing diverse and unique communities together."</p> <p>"I think people especially in the UK don't like to shout about their own achievements. They may feel uncomfortable saying what they've done. That's not to say that we can't change that culture, but I think it's probably a bigger challenge culturally for us."</p>	<p>"I am a member of Bradford u3a, a charity providing activities for people over 50. We want to promote diversity and community values in our city and I'm trying to contact community leaders to see if we can help in any way."</p> <p>"The Shared Values will make a huge difference. Sharing common values can only foster understanding and toleration amongst Bradfordians."</p> <p>"I am thinking about becoming a school governor and could promote the shared values within the school and community."</p> <p>"I could help through becoming involved with community activities such as community centres, food banks, volunteering. Just been more thoughtful to there whilst out and about ie respecting others, respecting others road users etc, been more prosocial."</p> <p>"I'll definitely think about it and if there's an opportunity to submit a video and encourage others to do the same that would be really nice! It would also be great to engage JU:MP and our young people in the campaign and how the campaigns can support one another to bring the community together through physical activity and the Shared Values, such as through the JU:MP neighbourhood action groups using a hyper local approach."</p>

How effective has the Shared Values been at inspiring action?

Capability	Opportunity	Motivation
<p>"I've heard about the Shared Values campaign but with life being so busy I haven't been able to look at it in more detail as of yet. The campaign is saying that no matter what we respect each others religions and beliefs and we look out for one another. It's all about respect and being good with each other. It used to be like that back in the day and we need to get back to that sense of community in a dividend world."</p> <p>"I would say there's a lot more going on in Bradford than you realise and people are doing a lot of things around the Shared Values campaign naturally. But maybe they don't feel the need to be shouting from the rooftops. There is a lot of respect and sharing values in our local community without people even knowing that they are doing it."</p> <p>"I think it's always good to work with the community as Bradford is a very diverse city. In certain areas, there are a lot of sort of divisions and it'd be nice for everybody to come together. But I think it's something that we've got to work at, and we've got to work at it from a young age as well."</p>	<p>"Highlight what others are doing. For example I know how I'm living the shared values but I don't know how others are - so we're all doing this in isolation. Seeing others doing and sharing the values motivates individuals to do more."</p> <p>"I think the only barrier is from a cultural perspective - we don't want to shout about the good that we do. So for me as a Muslim, it's not about shouting about what we do but it's all about my connection with the big man upstairs, so I'm not doing it for public accolade. And I think there's a sense that if people shout about what they're doing, it can feel like it 'devalues' it - so I think it's also a cultural shift that's needed."</p> <p>"I think it needs to be a holistic approach that's targeted so posters, leaflets and media coverage. So with all of the campaign materials for Shared Values - the campaign really has this covered."</p> <p>"It's good that we have the values out there - in my community we're already caring, sharing protecting and respecting everybody. But we also do have low levels of crime in the local community, so it's all about how do we use the values to look after one another. We absolutely believe in these Shared Values and we need to do more to talk to our neighbours - it's so important and it's our aspiration! Everyone wants safety, security, a roof over our heads and a community to feel one with."</p>	<p>"I've been working with the homeless, asylum seekers and refugees for the last ten years and I want to continue to do this work with the Shared Values at the heart of it - asking all our volunteers to shout about how they live and embody the Shared Values too."</p> <p>"I've been doing a mini media campaign using the social media graphics on facebook and targeting the younger mums and young people. I'm also going to share it with our youth groups."</p> <p>"Going forwards I'll be a lot more intentional of what I do and how I live the Shared Values in everyday life. I'll share these examples with my friends and family and share these with the wider community network."</p> <p>I'm now living on my own and I want to show I care about my parents and be in touch more often with them."</p> <p>"I'm going to share the values with my friends. I'm a people person and I naturally want to help people but I want to also encourage others to do the same and go out of their way to really help people."</p>

How effective has the Shared Values been at inspiring action?

Capability	Opportunity	Motivation
	<p>“For me it will give me the opportunity to reevaluate some of my behaviours and some of the ways that I do things. Sometimes we take things for granted and we could do the values a little bit more. So care and share by offering your seat on a bus for example. It’s all about being mindful of what we do and being intention to make these values part of our lifestyle.”</p> <p>“I think it’s about how do we improve our understanding of the values and improve upon what we already do.”</p> <p>“It’s about sharing knowledge with others I think. It gives us the opportunity to go the extra mile and help one another with language barriers for example. It’s about paving the path for people who need help with mental health issues and making time for people.”</p> <p>“It’s probably good for us to think about how we do these things, things such as looking more into recycling, and going out into the old people’s care home with the children.”</p>	<p>“I’m going to embed it in the nursery as a whole, because a lot of a lot of our staff probably do some of these things, but don’t realise that they’re doing it. It’s just something that they do every day. But I want them to shout about it more find ways to be really proud of our Shared Values.”</p>

Outtakes of individual behaviour change

Behaviour			
<p>"I will continue family law legal aid work in Bradford for the rest of my career. I would want to do some voluntary work in retirement to develop these qualities."</p> <p>"Members have been supportive towards our new Chairperson, recognising that they could share their skills and knowledge. They helped him to create and write a manifesto, we are so proud of everyone really bringing our shared values to life".</p> <p>"A young boy had been very disrespectful to another person at school. Our student was brave to make him see what he said was hurtful and not nice. He then apologised for his behaviour. We are very proud of our students, who are now living by these values in their everyday lives - making such positive impacts."</p>	<p>"As part of the offering, we are monitoring how we work to support the learners and treat each other within the centre. Monitored by retention of the learners and student feedback."</p> <p>"We display the vision and values in each service; they are printed on the back of staff ID badges; we deliver training on our visions and values and we discuss these in staff supervision."</p> <p>"Staff and members model values daily and values are discussed in team meeting and Board Meetings. Values are discussed as part of Staff and member induction. We also have a code of conduct policy."</p> <p>"We have already made and shared a video to say that we have signed up. We are incorporating values into our advocacy training package and professional boundaries package. We hope to encourage members to share stories."</p>	<p>"I talk to neighbours about the shared values. I've also become involved as a volunteer with an older person to protect them in their community (however needed). I've also cut down my meat consumption to protect the environment and animals."</p> <p>"The shared values are the heart of our karate club and we cover these in each session. Members are given a copy of our etiquettes and values upon joining."</p> <p>"We have been monitoring the shared values through our care objectives and daily through the teaching and learning we do at the nursery. We also monitor through staff observation."</p>	<p>"As a school governor we have been monitoring key activities and sense checking them against our values on a regular basis."</p> <p>"We have reset our vision set at governance level to include the shared values. This has been cascaded to pupils and parents."</p> <p>"We are a disability confident employer; we promote anti-discriminatory practice - pro-actively challenging racist behaviour/ language. We assess / monitor our service provision on a regular basis ensuring we are offering an inclusive/accessible service and are connecting pro-actively with the communities we serve."</p>

How can people join the Shared Values campaign?



How to join and take part

- [Live](#) and celebrate the values in your own lives and workplaces
- Make your [promise](#) on our website
- [Share](#) your stories online
- [Find a story](#) – bringing stories to life
- Be a true campaign [champion](#) sign up to our newsletters
- Use our [tools](#) to support you and others



Conclusion and recommendations



Conclusion and recommendations

We **RESPECT** ourselves, each other and our communities

We **SHARE** ideas, resources, knowledge and skills as well as our challenges and opportunities

We **CARE** for each other and treat each other with kindness

We **PROTECT** each other and the world we share, so that everybody can be happy, healthy and safe

Opportunities for the future

To amplify the effect and build on the engagement achieved each and every group and organisation needs to have the autonomy to use the values in a way that can connect with their core purpose, align with other social change initiatives and gain power and momentum at grassroots. To do this successfully by continuing to promote the values, adapt and adopt new ways of using them and to collect and share positive stories linked to the benefits of embracing the Bradford District Shared Values.

Using the tools and materials created:

- Toolkits
- Social media content
- Campaign materials
- Self-evaluation tool (measure how they have got on)

Building the Bradford District Shared Values in to the work that they do. They could do this simply by encouraging the people who live and work Bradford and the communities they serve to connect with **Respect, Share, Care, Protect** in ways that fit with the work that they do.

Conclusion and recommendations

Bradford District is an active and engaged place with many initiatives aimed at bringing positive change to the community. Bringing the Bradford District Shared Values in to the heart of this work and the heart of the Bradford District has the power to connect, build trust and unite. Creating a powerful platform for lasting change.

Opportunities for the future

- Align Shared Values with major District events that link to culture and values such as Bradford 2025 and build consistency and longevity in to the campaign
- Continue to engage with business, volunteer groups, education, faith groups and care sector. Working to build the Bradford District Shared Values as guides and where possible in to the core systems and infrastructure of each organisation
- Introduce elements of ongoing reward and recognition for volunteer groups, organisations and community influencers and for the people who live and work in the Bradford District
- Link wider networks such as the chamber of commerce, media companies and a larger business community.
- Continue to collect stories and evidence of the shared values in action and promote throughout the Bradford District
- Consider the visibility of the campaign and continue to build awareness
- Consider how this groundbreaking campaign can work to represent the culture of the Bradford District and the innovation of leaders and key organisations within the Bradford District.

Appendices



Survey (Individuals)

How effective the campaign has been in inspiring action in our target Groups?

What did people do differently as a result of the campaign?

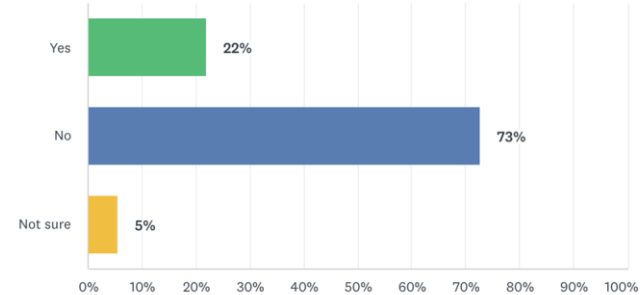
Bradford District Shared Values:
online survey (March 2022)

We designed an online survey, focussed on the key social marketing intervention functions linking to Magpie's COM-B

We had 73 respondents completed the survey.

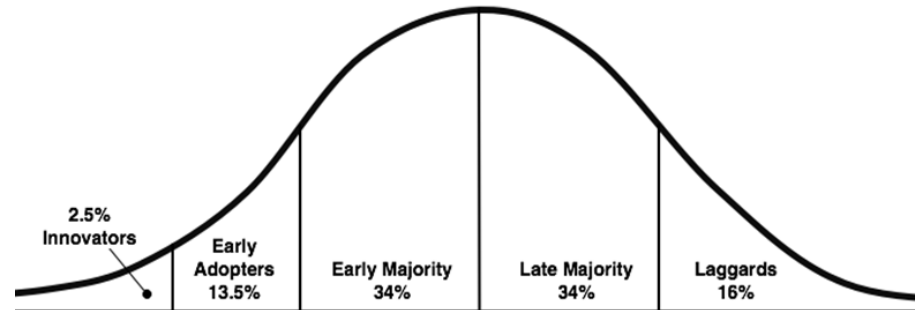
Have you heard of the Bradford District Shared Values project before now?

Answered: 73 Skipped: 0



Adoption curve approach

Over the first year we would expect this campaign to have engage with the 'Innovators' (2.5% of the target audience) and early adopters (13.5% of the total audience).



Based on Rogers' Diffusion of Innovations (1962)

How important are the values?

Respect: 98% Important or Very important

Care: 98% Important or Very important

Share: 92% Important or Very important

Protect: 95% Important or Very important

Are the values be implemented?

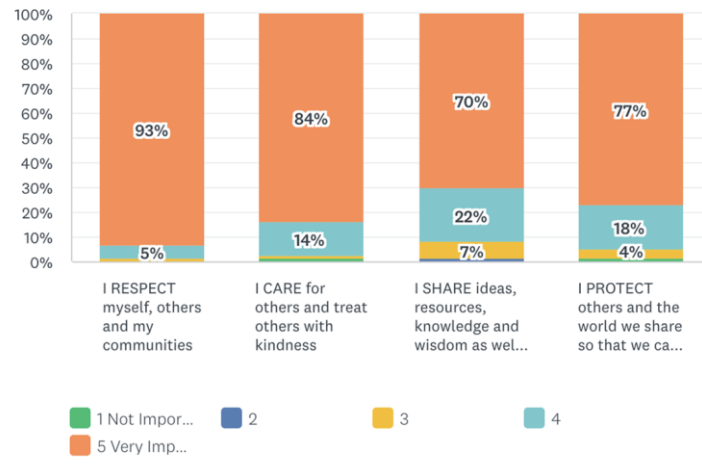
Respect: 60% Always

Care: 56% Always

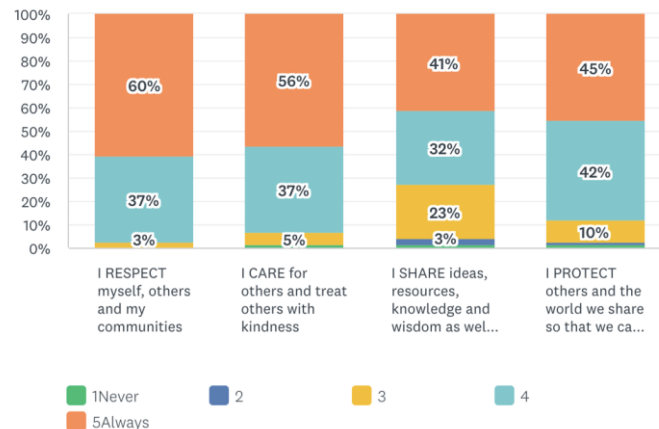
Share: 41% Always

Protect: 43% Always

Please rate the following values on a scale of how important they are to you



Please rate the values on a scale of how much you implement and follow them in your daily life.



Intent to implement the values?

Respect: 62% Yes

Care: 62% Yes

Share: 53% Yes

Protect: 56% Yes

Will you inspire others?

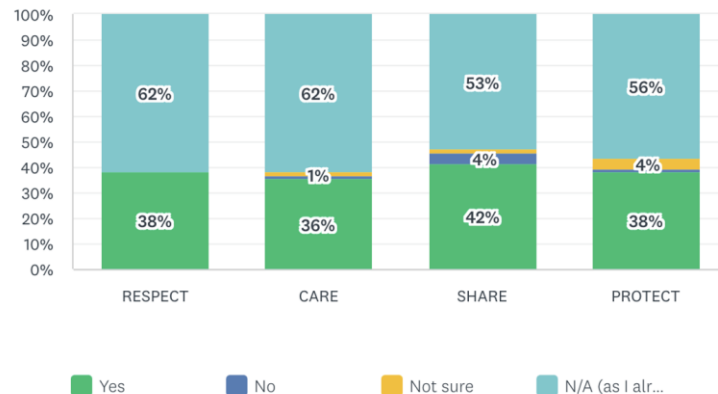
Respect: 89% Yes

Care: 89% Yes

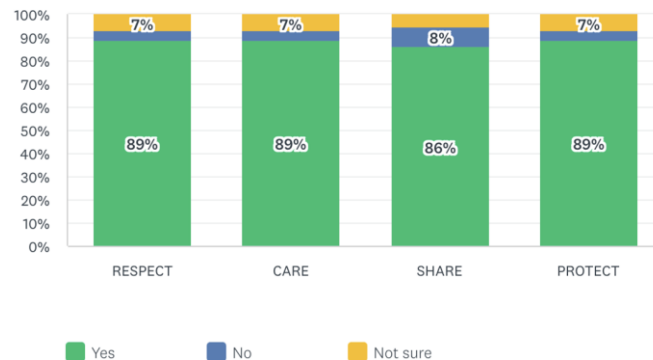
Share: 86% Yes

Protect: 89% Yes

If you don't already do so, do you want to practice the values in your everyday life?



Would you also like to inspire others to adopt the values in their life?



How can the values be promoted?

Do you have any ideas on how you could live and promote the shared values in your life? If so, please tell us how?

The general themes that came from the survey included:

- Be more involved with community activities and volunteering
- Look after themselves and other people by following the shared values everyday
- Lead by example for friends, family and neighbours
- Share stories of people without a voice
- Shout about the shared values and don't be afraid to showcase what individuals have accomplished
- Lead local community events showcasing stories of shared values

How can the values be promoted?

What different do you think having shared values can make to the people of Bradford District, our communities and organisations?

The general themes that came from the survey included:

Sharing common values will foster understanding, toleration and respect amongst all Bradford residents

- A reduction discrimination, crime and racism
- An increase in spirit of community, integration and inclusion
- A confident Bradford with civic pride
- A healthier, happier community - with content and productive residents

Surveys (Individual)

Do you have any ideas on how you could live and promote the shared values in your life?

“I am a member of Bradford u3a, a charity providing activities for people over 50. We have over 275 members, many of whom have joined when they have lost loved ones and find friendship and new interests. We want to promote diversity and community values in our city and I'm trying to contact community leaders to see if we can help in any way.”

Bradford citizen

What difference do you think having shared values can make to the people of Bradford District, our communities and organisations?

“A huge difference. Sharing common values can only foster understanding and toleration amongst Bradfordians.”

Bradford citizen

Surveys (Individual)

Do you have any ideas on how you could live and promote the shared values in your life?

“I have worked for and previously run a legal aid law firm in Bradford for 34 years supporting less advantaged members in the community to protect themselves from domestic abuse, present their case in child care proceedings, mental health proceedings, housing proceedings, benefits claims. I will continue family law legal aid work in Bradford for the rest of my career. I would want to do some voluntary work in retirement to develop these qualities.”

Bradford citizen

What difference do you think having shared values can make to the people of Bradford District, our communities and organisations?

“Hope that there would be a reduction in the terrible crimes that are reported in news all the time. Reduction in discrimination and racism. Clearing up litter and rubbish. Working towards Bradford’s regeneration together. Let’s have restoration of ice rink, new swimming pool with slides in the centre of the city, (Leeds doesn’t have these) Odeon reopened with multicultural events. This would attract more people from whole Bradford area and surrounds into the city to experience its great qualities and hopefully breakdown barriers.”

Bradford citizen

Surveys (Individual)

Do you have any ideas on how you could live and promote the shared values in your life?

“Through becoming involved with community activities such as community centres, food banks, volunteering. Just been more thoughtful to there whilst out and about ie respecting others, respecting others road users etc, been more prosocial.”

Bradford citizen

What difference do you think having shared values can make to the people of Bradford District, our communities and organisations?

“Break down barriers and encourage people to mix and respect each others cultures and belief systems.”

Bradford citizen

Surveys (Individual)

Do you have any ideas on how you could live and promote the shared values in your life?

“I am thinking about becoming a school governor and could promote the shared values within the school and community.”

Bradford citizen

What difference do you think having shared values can make to the people of Bradford District, our communities and organisations?

“Help people to understand that they actually have common ground, despite other differences in cultures and backgrounds.”

Bradford citizen

Surveys (Individual)

Do you have any ideas on how you could live and promote the shared values in your life?

"I try to be kind and helpful to others, but I'm not sure how consistently I manage this in practice. Likewise, I think it's important to care for our local, national and global environment but in practice it's not always uppermost in my mind. I could start by giving more thought to how I want to live and what sort of community I want to be part of."

Bradford citizen

What difference do you think having shared values can make to the people of Bradford District, our communities and organisations?

"I imagine most people in the District do share these values in a general sort of way, but many of us aren't focussing on them most of the time. Greater awareness of their importance and how we can reflect that in our daily lives could probably be very beneficial."

Bradford citizen

Surveys (Individual)

Do you have any ideas on how you could live and promote the shared values in your life?

“Talk to neighbours about this. Become involved as a volunteer with an older person to protect them in their community however needed. Cut down my meat consumption to protect the environment and animals.”

Bradford citizen

*All other testimonials [can be found here](#)

What difference do you think having shared values can make to the people of Bradford District, our communities and organisations?

“If this is advertised far and wide, it will impact psychologically on people and hopefully affect their day today actions and behaviour. But it needs to be shared in schools, colleges, by leafleting the whole community in several languages, and done repeatedly if it is to have an effect and embed in the collective psyche.”

Bradford citizen

Survey (Education)

How effective the campaign has been in inspiring action in our target Groups?

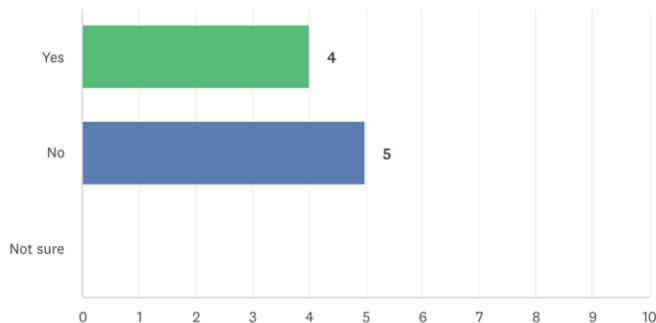
What did people do differently as a result of the campaign?

Bradford District Shared Values: online survey (March 2022)

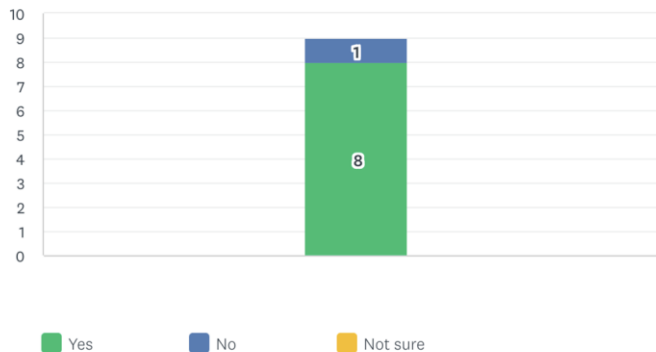
We designed an online survey, focussed on the key social marketing intervention functions linking to Magpie's COM-B

We had 9 respondents who completed the survey.

Have you heard of the Bradford District Shared Values project before now?

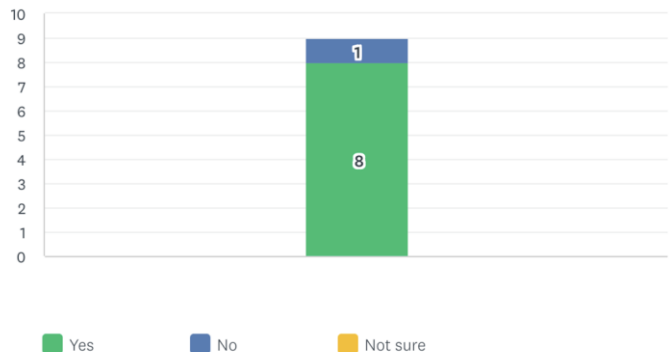


Does your educational setting e.g. nursery, school, college or university already have it's on values?



Does your educational setting e.g. nursery, school, college or university already have it's on values?

If yes, how do you ensure that they are being practices and how do you monitor this?



“We monitor through our care objectives and daily through the teaching and learning we do at the nursery. We also monitor through staff observation.”

“We have community of peace, respect, forgiveness, courage & trust. We practice these by using our 5 ways of being which are:
Show you care Always be yourself
Confident communicator
Contribute to your community
Knowledgeable and expert learner. We reward these characteristics & also they are threaded through our curriculum.”

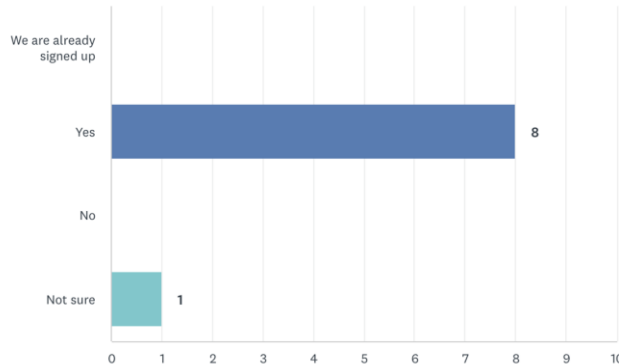
“As a school governor we monitor key activities and sense check them against our values on a regular basis.”

“Vision set at governance level. Cascaded to pupils and parents. Reviewed by governors to find out if pupils and parents understand the vision. Also reviewed while making development plans to see that the vision of FUN is fulfilling potential.”

“As part of the offering, how we work to support the learners and treat each other within the centre. Monitored by retention of the learners and student feedback.”

Would you consider signing up to the Bradford District Shared Values?

If yes, what are your plans to promote the shared values in your educational setting?



“Continue to liaise with staff, volunteers , centre users, the general public and other organisations. Posters up throughout our centre. Embed the Shared Values into all of our teaching and learning.”

“I will share the email link to make a promise across both schools and Governing bodies.”

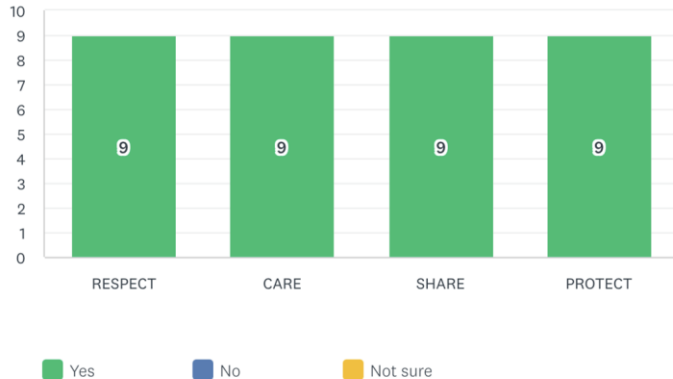
“I am working on setting up a Cultural Mentoring Programme at the Student Union.”

“We will link them to our school values.”

“As part of our enrichment programme with the learners, raising their awareness of opportunities and different experiences. How each individual should be treated.”

Would you be willing to make a promise to practice and embed these values in your own educational settings culture, operations and any activities?

How do you intend to share this promise with students and staff so they can individually sign up?



"We have a values agenda at both schools: Sandy Lane: RESPECT (Resilience, Empathy, Self- awareness, Passion, Excellence, Communication, Teamwork.) Steeton: FOREST: (Friendship, Organisation, Resilience, Empathy, Self - awareness, Teamwork)."

"We are sharing throughout our network."

"By visiting the classrooms and organising rewarding activities in partnership with Citizen Coin."

"Posters , flyers and discuss it with staff and volunteers at weekly meetings. Discuss it with students at induction."

"Share with the staff team and can share with parents through the partnership work we do."

"Share on our social media sites and within the college."

"We already have our 6 core values & 5 ways of being and we will use these to support signing up."

Survey (Businesses, Organisations and Partnerships)

How effective the campaign has been in inspiring action in our target Groups?

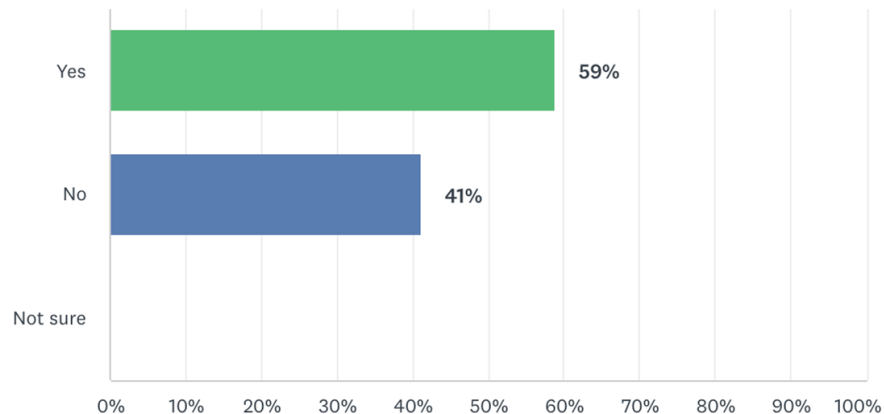
What did people do differently as a result of the campaign?

Bradford District Shared Values: online survey (March 2022)

We designed an online survey, focussed on the key social marketing intervention functions linking to Magpie's COM-B

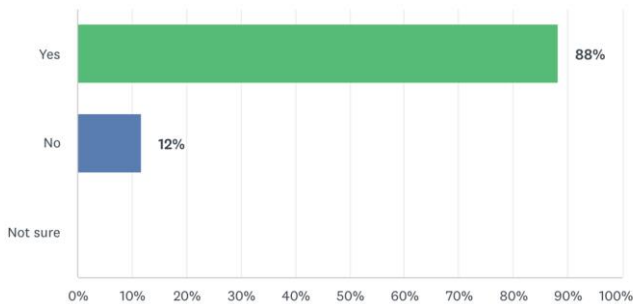
We had 17 respondents who completed the survey.

Have you heard of the Bradford District Shared Values project before now?



Does your business / organisation or partnership already have it's on values?

If yes, how do you ensure that they are being practices and how do you monitor this?



“As a local football Club. Players need to adhere to these values so they can play football. Parents have praised this method which show it works.”

“Staff and members model values daily and values are discussed in team meeting and Board Meetings. Values are discussed as part of Staff and member induction. We also have a code of conduct policy.”

“The Shared Values are the heart of our karate club and we cover these in each session. Members are given a copy of our etiquettes and values upon joining.”

“Everyone is encouraged to read the Policy documents regarding equality and diversity etc.”

If yes, how do you ensure that they are being practices and how do you monitor this? CONT...

“We are a disability confident employer; we promote anti-discriminatory practice - pro-actively challenging racist behaviour/language.

“By promoting the Shared Values within our constitution.”

“It is part of our regular staff supervision and team development.”

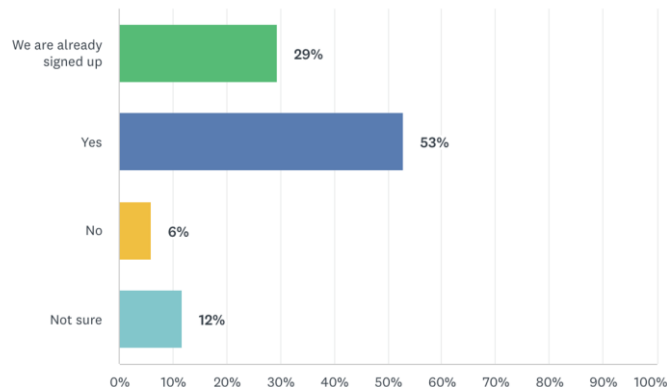
“We assess/monitor our service provision on a regular basis ensuring we are offering an inclusive/accessible service and are connecting pro-actively with the communities we serve.”

“We display the vision and values in each service; they are printed on the back of staff ID badges; we deliver training on our visions and values and we discuss these in staff supervision.”

“We annually review our vision and values and reflect on how we are living our values.”

Would you consider signing up to our shared values campaign? The Shared Values Campaign is for every organisation, community and individual living and working in the Bradford District - something that belongs to us all and something we share

What are your plans to prompt the shared values in your business/organisation or partnership?



“Communication/training and ongoing Listening sessions.”

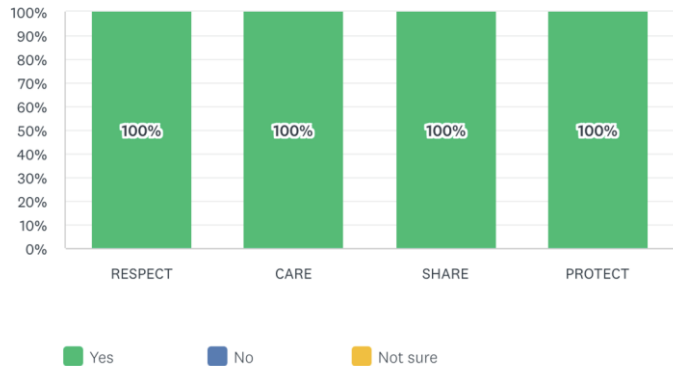
“Use them on our publicity, in our communications and in our practice.”

“Adapt our internal and external communications to highlight 'shared values' campaign. Promote campaign via network meetings/mailling lists/social.”

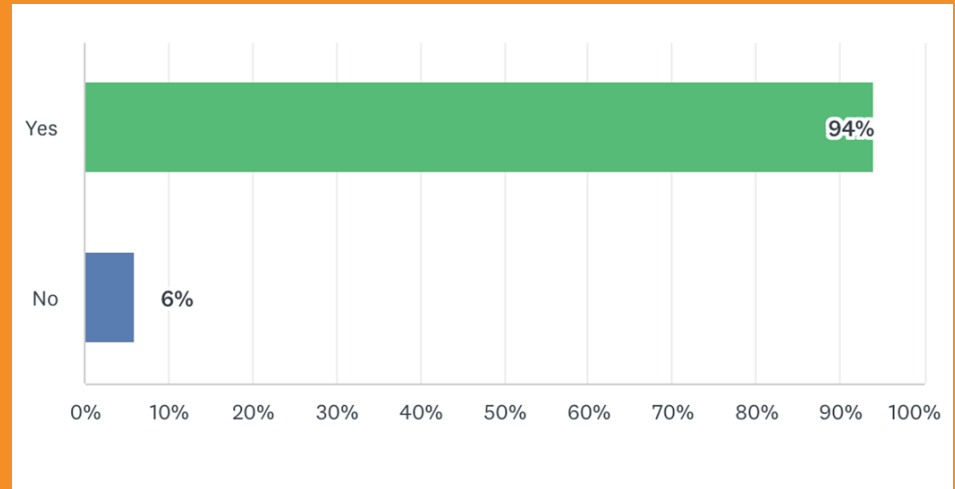
“We have already made and shared a video to say that we have signed up. We are incorporating values into our advocacy training package and professional boundaries package. We hope to encourage members to share stories.”

“As part of our day to day work and community engagement.”

Would you be willing to make a promise to practice and embed these values in your own business/organisation or partnership's operations and any activities?



Would your business/organisation or partnership's be happy to become a supporter of this campaign? As a supporter of this campaign you will help us reach even more people across the Bradford District, helping us to make a positive difference! You might help to provide resources or share the campaign through your community or any group you may be part of, your workplace, on social media, or website.



Interview 1

JU:MP Senior Research Fellow

From seeing the campaign materials what knowledge have you gained?

“So the values are respect, protect, share and care and I've learnt that the campaign is a celebration of what is already happening in Bradford and the values that people are already exhibiting. There's also an element of behaviour change where we're trying to enhance those values across the Bradford District.”

What opportunities do you think the shared values will give you?

“The campaign gives you an opportunity to reflect on what you are currently doing. How do I live those values? A feeling of doing good and it might help you to feel closer to the community that you live and work in. It made me think of Manchester, as for me they have such a strong sense of identity and it's aspiring towards that more visibly.”

What opportunity barriers (if any) would you envisage there being to implementing and celebrating the shared values?

“I think people especially in the UK don't like to shout about their own achievements. They may feel uncomfortable saying what they've done. That's not to say that we can't change that culture, but I think it's probably a bigger challenge culturally for us.”

What do you think is useful from the campaign?

“I really like the video of Stuart talking about how he looks after his blind mum. It's great when it's driven by the community and they're taking ownership of the campaign and sharing their stories. It shows what Bradford is aspiring to. It also gives you some great practical ideas from others and helps you to generate your own ideas to inspire real change. I also really like the colours as they look like the trans /LGBTQ+ community colours to me - so it's again bringing diverse and unique communities together.”

Knowing about the Shared Values, what actions will you be taking following this interview?

“I'll definitely think about it and if there's an opportunity to submit a video and encourage others to do the same that would be really nice! It would also be great to engage JU:MP and our young people in the campaign and how the campaigns can support one another to bring the community together through physical activity and the Shared Values, such as through the JU:MP neighbourhood action groups using a hyper local approach.”

“It gives you some great practical ideas from others and helps you to generate your own ideas to inspire real change.”

Interview 2

Bradford Resident and Bradford for Everyone Ambassador

From seeing the campaign materials what knowledge have you gained?

"I already know about the campaign and I'm on the videos that Bradford for Everyone has done. I've made my promise and shared through social media but it's been a tough time with the pandemic and everything."

What opportunities do you think the shared values will give you?

"It's good that we have the values out there - in my community we're already caring, sharing protecting and respecting everybody. But we also do have low levels of crime in the local community, so it's all about how do we use the values to look after one another. We absolutely believe in these Shared Values and we need to do more to talk to our neighbours - it's so important and it's our aspiration! Everyone wants safety, security, a roof over our heads and a community to feel one with."

What opportunity barriers (if any) would you envisage there being to implementing and celebrating the shared values?

"We respect to the Shared Values where we live we're a little bit suspicious I think of everything that Bradford City does. People want to see the changes not just be told about them."

What do you think is useful from the campaign?

"I think we need to use these materials mainly through schools and our young people. I think the majority of the older generation are very black and white and it's a little harder to make change with them. We're doing the right thing in schools and colleges and so it would be great to see this go further into areas like Keighley and Ilkley."

Knowing about the Shared Values, what actions will you be taking following this interview?

"I've been doing a mini media campaign using the social media graphics on facebook and targeting the younger mums and young people. I'm also going to share it with our youth groups."

"We absolutely believe in these Shared Values and we need to do more to talk to our neighbours - it's so important and it's our aspiration!"

Interview 3

Bradford Resident and Bradford for Everyone Ambassador

From seeing the campaign materials what knowledge have you gained?

"It's a set of values created by the people in Bradford and they've promised to lead by these values that are relevant for today. It's about making them as simple to understand and implement in everyday life. Making our place and space better to live in."

What opportunities do you think the shared values will give you?

"For me it will give me the opportunity to reevaluate some of my behaviours and some of the ways that I do things. Sometimes we take things for granted and we could do the values a little bit more. So care and share by offering your seat on a bus for example. It's all about being mindful of what we do and being intention to make these values part of our lifestyle."

What opportunity barriers (if any) would you envisage there being to implementing and celebrating the shared values?

"I think it's about how do we improve our understanding of the values and improve upon what we already do."

What do you think is useful from the campaign?

"I think it's useful that we have the local posters to raise awareness. It's useful that we're talking about them and running these interviews to get more understanding around the campaign and the shared values."

Making the promises we make as simple as possible through videos so other people can see things differently and really get behind the campaign."

Knowing about the Shared Values, what actions will you be taking following this interview?

"Going forwards I'll be a lot more intentional of what I do and how I live the Shared Values in everyday life. I'll share these examples with my friends and family and share these with the wider community network. I'm now living on my own and I want to show I care about my parents and be in touch more often with them."

"It's all about being mindful of what we do and being intention to make these values part of our lifestyle."

Interview 4

JU:MP Business Manager

From seeing the campaign materials what knowledge have you gained?

"So we do know that the Shared Values exist in Bradford, I think it's more about being vocal and shouting about how we do this. I'm not sure whether it's a sense of pride that holds us back but we don't really shout about what we're doing I don't think. This is the platform to get it out there!"

What opportunities do you think the shared values will give you?

"Highlight what others are doing. For example I know how I'm living the shared values but I don't know how others are - so we're all doing this in isolation. Seeing others doing and sharing the values motivates individuals to do more."

What opportunity barriers (if any) would you envisage there being to implementing and celebrating the shared values?

"I think the only barrier is from a cultural perspective - we don't want to shout about the good that we do. So for me as a Muslim, it's not about shouting about what we do but it's all about my connection with the big man upstairs, so I'm not doing it for public accolade. And I think there's a sense that if people shout about what they're doing, it can feel like it 'devalues' it - so I think it's also a cultural shift that's needed."

What do you think is useful from the campaign?

"I think it needs to be a holistic approach that's targeted so posters, leaflets and media coverage. So with all of the campaign materials for Shared Values - the campaign really has this covered."

Knowing about the Shared Values, what actions will you be taking following this interview?

"I've been working with the homeless, asylum seekers and refugees for the last ten years and I want to continue to do this work with the Shared Values at the heart of it - asking all our volunteers to shout about how they live and embody the Shared Values too."

"I've been working with the homeless, asylum seekers and refugees for the last ten years and I want to continue to do this work with the Shared Values at the heart of it."

Interview 5

Bradford Resident and Coffee Shop owner

From seeing the campaign materials what knowledge have you gained?

"I've heard about the Shared Values campaign but with life being so busy I haven't been able to look at it in more detail as of yet. The campaign is saying that no matter what we respect each others religions and beliefs and we look out for one another. It's all about respect and being good with each other. It used to be like that back in the day and we need to get back to that sense of community in a dividend world."

What opportunities do you think the shared values will give you?

"It's about sharing knowledge with others I think. It gives us the opportunity to go the extra mile and help one another with language barriers for example. It's about paving the path for people who need help with mental health issues and making time for people."

What opportunity barriers (if any) would you envisage there being to implementing and celebrating the shared values?

"There shouldn't be any barriers. It's all about making people think about themselves and how they can better themselves. About caring and sharing and only a very small percentage of people don't care about those values, and it's about changing their mindset."

What do you think is useful from the campaign?

"I think it's just great to have the Shared Values and talk about them and this campaign gives us the tools to do just that!"

Knowing about the Shared Values, what actions will you be taking following this interview?

"I'm going to share the values with my friends. I'm a people person and I naturally want to help people but I want to also encourage others to do the same and go out of their way to really help people."

"I'm a people person and I naturally want to help people, but I want to also encourage others to do the same and go out of their way to really help people."

Interview 6

Deputy Manager Children's Place Nursery

From seeing the campaign materials what knowledge have you gained?

"I would say there's a lot more going on in Bradford than you realise and people are doing a lot of things around the Shared Values campaign naturally. But maybe they don't feel the need to be shouting from the rooftops. There is a lot of respect and sharing values in our local community without people even knowing that they are doing it."

What opportunities do you think the shared values will give you?

"It's probably good for us to think about how we do these things, things such as looking more into recycling, and going out into the old people's care home with the children."

***All transcripts [can be found here](#)**

What opportunity barriers (if any) would you envisage there being to implementing and celebrating the shared values?

"I think it's always good to work with the community as Bradford is a very diverse city. In certain areas, there are a lot of sort of divisions and it'd be nice for everybody to come together. But I think it's something that we've got to work at, and we've got to work at it from a young age as well."

What do you think is useful from the campaign?

"I think it would be good for us to get involved in with making more videos and uploading things we may come across. I think a lot of parents might be very interested in it as well using all the campaign materials that are already available!"

Knowing about the Shared Values, what actions will you be taking following this interview?

"I'm going to embed it in the nursery as a whole, because a lot of a lot of our staff probably do some of these things, but don't realise that they're doing it. It's just something that they do every day. But I want them to shout about it more find ways to be really proud of our Shared Values."

"It's probably good for us to think about how we do these things, things such as looking more into recycling, and going out into the old people's care home with the children."

Other testimonials

“Bradford are leading the way in building more connected, kinder and resilient neighbourhoods.”

Jo Broadwood, BELONG

“I’m thrilled and delighted to support Bradford Districts Shared Values and have made my promise online. Join me to show that you care, share, respect and protect because together we can make a big difference!”

Harry Gration, BBC Look North

Other testimonials

“Members have been supportive towards our new Chairperson, recognising that they could share their skills and knowledge. They helped him to create and write a manifesto, we are so proud of everyone really bringing our shared values to life”.

People First Keighley & Craven

“A young boy had been very disrespectful to another person at school. Our student was brave to make him see what he said was hurtful and not nice. He then apologised for his behaviour. We are very proud of our students, who are now living by these values in their everyday lives - making such positive impacts.”

Goshukan Karate Academy

Qualitative surveys

Bradford District Shared Values - [Individual raw data](#)

Bradford District Shared Values - [Education raw data](#)

Bradford District Shared Values - Bradford District Shared Values - [Businesses, Organisations and Partnerships raw data](#)

Interviews

[Transcripts](#) from participants

Thank you for reading our evaluation.

At Magpie, we bring our purpose to life in everything we do. Our story today grows from every conversation and every campaign we create. From concept development to the big idea, everything contributes to our Great Campaign; an endless pursuit of healthier and happier communities. We are Magpie, and one person, one campaign at a time, we're committed to building on this story.

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