



I love my  
Community  
centre



Coming  
together  
makes a real  
difference  
in our  
Community

After two great years of Community Centre Week, we had high expectations for CCWeekUK 2016; this year definitely reached them!

We know from previous years that social media is our most successful tool, so we got to work early, getting people ready and building momentum for the 19<sup>th</sup> July.

This year, we wanted CCWeek to have a pop-up parks focus, as the dates coincided with Islington Council's 'Love Parks' celebrations. Therefore, we created a handy guide to taking your community centre outside, using any space you have to create a pop-up park, as well as changing our downloadable pack, to make it look more like the outside.

We got in touch with people we'd worked with before, and also made new links with more organisations, including Project Dirt, where we set up a CCWeekUK page, to reach all of their 'dirters' too.



Community  
centre week  
19th - 25th July 2016



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Although social media is an important part of Community Centre Week, we're always keen to see how the community centres celebrate in the real world too.

This is why we create our yearly 'downloadable pack', full of ideas for celebrations, though we do encourage pictures to be shared on social media too!

Locality have continued to lend their support to CCWeek, allowing us to continue to use the logo they kindly designed in 2014, which we used to create badges to hand out to community centres and their users.

Members of the Octopus Network got involved, Caxton House and Hornsey Lane held a pop-up picnic, with a range of activities including bag decorating, badge making, and a washing line of comments about why their users love and appreciate them! Elizabeth House had their AGM on the 19<sup>th</sup> July, which was the perfect chance to talk about how important they are to their users, and Hilldrop had an Open Day on the 21<sup>st</sup> July, which raised awareness of the centre- just as Community Centre Week should!

We received pictures from all over the country of people celebrating their community centre, from Swindon's history afternoon tea, to a range of activities for young people in Torbay, Devon, run by Sanctuary Housing.



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Coming together makes a real difference in our community

Social media is an important part of CCWeek, we use it to contact organisations, individuals and community centres from all over the country, and encourage it to be used as a space to share love for community centres with #loveyourcc.

We had an impressive amount of engagement to follow, with 2015 being such a huge success, and were keen not to let momentum falter, here's how it went:

#### Twitter:

- We had over 16,100 impressions during the week. Slightly less than last year which may be down involvement we had from the Department for Communities and Local Government in 2015, that wasn't replicated in 2016.
- However, if we extend the dates, and analyse the days before and after the 19<sup>th</sup>-25<sup>th</sup> July, we had an even better 19,300 impressions!
- We had 76 retweets, more than 2015, which allowed our tweets to reach many more accounts.
- Our following has gone from 330 to 456 in the last year, with 116 of those having followed us in the period surrounding CCWeek 2016.
- Our engagement rate during the week was 1.9%, better than last year and much higher than the top 25 brands on Twitter!

#### Facebook:

- We had more success on Facebook than ever before, with our posts and posts mentioning us reaching over 500 people.
- We now have 113 users who have 'liked' CCWeek.
- Our accounts received 10 mentions from other users talking about the week.

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Another year of Community Centre Week has been a resounding success. We've had messages of support for Community Centres from across the country, and heard from centres who want to do even more next year.

We hope to have bigger and better celebrations next year, as Community Centre Week grows and grows.

As in 2015, blogs were written about Community Centre Week and we were featured on a number of websites, as well as in Islington Life. Here's a few:

Locality's My Community wrote this about the history of Community Centres:

<http://mycommunity.org.uk/news/the-history-behind-the-community-centre-3/>

Islington Life:

[https://issuu.com/islingtonlifemag/docs/islington\\_life\\_magazine\\_summer\\_2016](https://issuu.com/islingtonlifemag/docs/islington_life_magazine_summer_2016)

Rugby Advertiser:

<http://www.rugbyadvertiser.co.uk/news/local-news/celebrate-hidden-gems-for-community-centre-week-1-7482944>



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