STOP THE TRAFFIK

Fenland campaign evaluation

September 2018
Fenland campaign overview

- Campaign activities in Jan-May 2018 included Barclays Bank frontline staff training and community awareness day, and a social media campaign in English and Lithuanian.
- Over 14 key partners ranging from Home Office, Lithuanian Embassy, local law enforcement, local bank, local NGOs and community members.

Campaign highly effective:
- Reached over 250,000 people
- Raised online and offline discussion
- Awareness of rights raised in 72%-84% of target population
- 49%-61% now know where to seek advice and support
- 39%-51% will act differently in future potential MSHT situations
MS/HT in Fenland

Intelligence reports have identified the Fenlands as a hotspot for labour exploitation

What happens to victims

- Mainly foreign nationals in migrant communities, often exploited by people of the same nationality
- Worked up to 12 hours a day, 7 days per week
- Unable to take leave or refuse shifts
- Being paid less than national minimum wage, often under the counter
- Sometimes hold legitimate jobs but are forced to pay some of their salary to their traffickers

Control methods

- Charging high amounts for transfers, giving extortionate loans for food, placing victims in overcrowded accommodation and often threatening them with homelessness
- Victims stuck in a cycle of dependency, when rent, deposit and bills are collected in advance and they are left in debt bondage
- Documents, credit cards and cash are taken from victims
- Often physical abuse and complete reliance on traffickers

Where it happens

- Factories (e.g. food factories), recycling plants, skip hire, fields (e.g. flower and vegetable picking), car washes, building sites (e.g. sub-contracted construction sites), shops, forced criminality.
- Petrol stations and other designated locations are often used as pick up points
## Campaign objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>English</th>
<th>Lithuanian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness</td>
<td>Spot the signs</td>
<td>Know your rights</td>
</tr>
<tr>
<td>Know how to respond</td>
<td>Report</td>
<td>Contact local orgs for information and advice</td>
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</tbody>
</table>
Campaign activities

- **Training** to Barclays’ Wisbech branch frontline staff
  - By STOP THE TRAFFIK (STT), Barclays and Cambridgeshire Police, on 16th January 2018
  - Based on European Banking Alliance toolkit to which STT contributed

- **Customer awareness campaign** held in Barclays’ Wisbech branch, involving Cambridgeshire Police and the Fenland District Council
  - 40 posters and 1,200 leaflets were printed by Barclays and distributed in the branch and within the community on 7th February 2018

- **Social media campaign** targeting people in and around Peterborough, Ely, March, Wisbech and King’s Lynn on Facebook and Instagram ran between 10th-18th May 2018
  - In addition, 1,600 additional leaflets were printed by Barclays’ Wisbech branch and distributed in various locations in the towns, including community centres, shelters, Lithuanian churches and businesses and various community connection points

See more about activities in Annex
Partners

Local/national government, authorities and FSO
Home Office
Lithuanian Embassy
Barclays Bank
Cambridgeshire Police
Norfolk Police
Gangmasters and Labour Abuse Authority (GLAA)
Fenland District Council
Peterborough City Council

• Shared local intelligence and insights
• Shared contacts
• Resources
  • Designed and printed leaflets
  • Funded Facebook credits

Local NGOs and community groups
ACCESS supporting migrants in East Anglia
The Ferry Project
The Rosmini Centre

Community members
STT group volunteer
CrimeStoppers

• Shared local intelligence and insights
• Shared contacts
• Provided translation advice
• Shared campaign on Facebook
• Collected and disseminated leaflets
• Signposted for support, advice and reporting
Social media campaign

Reach
- 258,750 people
- Reached 44% of potential (35% through paid ads)
- Over 27% of the total population of key towns targeted
- Shared organically in UK and Lithuania
- For the Lithuanian community, the reach was in excess of 80% of the total social media targeted population
- English post raised discussions focused on migrant workers and immigration

Video views and clicks
- 21,000 individuals watched at least 75% of videos
- 10% of paid reach, 8% of total reach
- 12,000 clicked through to learn more

See more results in Annex
English post engagement

Reach
FB & IG, Paid & organic 220,000
Paid/Potential 34% (double in IG)
All/Potential 39%

FB Pages and groups share
Shares by pages and groups 16
# followers/group members 25-43,250

<table>
<thead>
<tr>
<th></th>
<th>FB</th>
<th>IG</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reactions</td>
<td>187</td>
<td>434</td>
<td>621</td>
</tr>
<tr>
<td>Comments &amp; replies</td>
<td>229</td>
<td>18</td>
<td>247</td>
</tr>
<tr>
<td>Shares</td>
<td>303</td>
<td>11</td>
<td>314</td>
</tr>
</tbody>
</table>

Campaign results

- 71 initial comments generated 158 replies
- Discussion focused on migrant workers and migration (60% of comments/replies)
- 16% showed awareness and willingness to learn
- 6% shared exploitation stories (witnessed or experienced)
- Report to GLAA regarding a particular local business
Lithuanian post engagement

<table>
<thead>
<tr>
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<th>FB</th>
<th>IG</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Reactions</td>
<td>225</td>
<td>31</td>
<td>256</td>
</tr>
<tr>
<td>Comments &amp; Replies</td>
<td>7</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Shares</td>
<td>238</td>
<td>1</td>
<td>239</td>
</tr>
</tbody>
</table>

• Hardly any online discussion, however:
  • 43% (74) survey respondents reported they had discussed workers’ rights with others; 55% of those who remembered the campaign
  • Most discussed with others in UK; none with others in Lithuania
  • Men more likely to discuss with others than women - 46% vs 39%
Campaign results

Lithuanian audience knowledge

High level of knowledge about UK workers’ rights

• **80%** knew the UK minimum wage
• **78%** knew that employers should pay for training and protective equipment

Who to approach for support/advice

• **55%** would approach local organisations ACCESS, Ferry Project – as appeared on video
• **21%** thought there were several options available (local organisations, police etc.)
• **11%** felt there is nothing to do
  • Mostly people aged 50 and over
  • More women than men

Other options mentioned included the Citizens Advice Bureau and ACAS
Lithuanian campaign impact

• **47%** who remembered it, felt **the campaign was useful**
• **27%** who remembered it, **did something different** in relation for their employment (e.g., talked to employer about rights or asked to work less hours)
• **45%** said they **will act differently in the future**
• More so men than women
• More so when less time in UK

**Awareness**
Partners felt their relevant clients were already aware of MSHT following a few campaigns in the last two years in area (including the previous STT campaign)

**Reporting**
Some increase in reporting was indicated by partners Crimestoppers and ACCESS

Barclays recorded an increase in internal reporting of suspicious behaviour
Campaign results

<table>
<thead>
<tr>
<th>Objective</th>
<th>Lithuanian</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness</td>
<td>Know your rights</td>
<td>78%-80% answered correctly</td>
</tr>
<tr>
<td>Know how to respond</td>
<td>Contact local orgs for information and advice</td>
<td>55% chose this option</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21% said several options applied</td>
</tr>
</tbody>
</table>
Key learning

Discussion

Social media campaigning can lead to offline change: the English-language posts resulted in high levels of online discussion while the Lithuanian-language posts resulted in high level of offline discussion.

Partnership

Enthusiastic partners found the campaign and its development mutually beneficial.

Systemic and ongoing

Partnering with national and local organisations from a wide range of sectors, in several phases, enabled wider and deeper engagement.

Content

A non-victimising approach focusing on labour rights, simple and direct, using simple local imaging and native language drew very high levels of engagement.
Key recommendations

Content
• Translate to multiple languages when populations are highly mixed, as in Fenlands
• Limit use of text and increase use of images and icons for lower literacy audience
• Another avenue of engagement could be housing rights

Follow-up campaigns suggestions
• Awareness raising in source country (Lithuania)
• Awareness raising in UK to internal UK trafficking
• Migrant workers’ rights aimed at other nationalities/demographics
Campaign activities

- 5 different locations across the Fenlands
- 4 posts on Facebook and Instagram in English & Lithuanian
- English posts: labour exploitation
- Lithuanian posts: migrant workers’ rights
- Link to GLAA leaflet & STT intel report
- 2800 flyers distributed across community
English post
video views, clicks, downloads

**Video**

Video length: 38 secs

<table>
<thead>
<tr>
<th></th>
<th>FB</th>
<th>IG</th>
<th>Total</th>
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<tbody>
<tr>
<td><strong>75% video</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Views</td>
<td>9,100</td>
<td>4,300</td>
<td>13,400</td>
</tr>
<tr>
<td>View/Paid reach</td>
<td>9%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>View/All reach</td>
<td>7%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td><strong>100% video</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Views</td>
<td>4,300</td>
<td>3,300</td>
<td>7,600</td>
</tr>
<tr>
<td>View/Paid reach</td>
<td>2%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>View/All reach</td>
<td>2%</td>
<td>8.5%</td>
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**Clicks**

<table>
<thead>
<tr>
<th></th>
<th>FB</th>
<th>IG</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link clicks</td>
<td>9,600</td>
<td>290</td>
<td>9,900</td>
</tr>
<tr>
<td>Link clicks/Reach</td>
<td>9.7%</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td>CTR</td>
<td>4.3%</td>
<td>0.2%</td>
<td></td>
</tr>
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</table>

**Top 10 cities**

<table>
<thead>
<tr>
<th></th>
<th>English intelligence page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fenland and area</td>
<td>3,550</td>
</tr>
<tr>
<td>Other UK</td>
<td>3,050</td>
</tr>
<tr>
<td></td>
<td>(London, Birmingham, Edinburgh, Bristol)</td>
</tr>
<tr>
<td>Total</td>
<td>6,600</td>
</tr>
</tbody>
</table>

**STT report downloads**

76
Lithuanian post

Reach
FB & IG, Paid & organic 38,750
including over 6,000 in Lithuania
Potential/Paid 79%
(lower on IG)
Potential/All 164%

FB Pages and groups share
Shares by pages and groups 11
No. followers/group members 350-43,250

Ad recall
Survey respondents who remembered the ad 24% 50
Survey respondents who remembered the leaflets 7% 15
**Lithuanian post**

**Reach**

FB & IG, Paid & organic 38,750
including over 6,000 in Lithuania

Potential/Paid 79%
(lower on IG)

Potential/All 164%

**FB Pages and groups share**

Shares by pages and groups 11
No. followers/group members 350-43,250

**Ad recall**

Survey respondents who remembered the ad 24% 50

Survey respondents who remembered the leaflets 7% 15
Lithuanian video views, clicks, downloads

**Video**

Video length: 27 secs

Survey respondents who remembered watching the video 13% 27

**75% video**

Views 4,600 450 5,050

View/Paid reach 68% 7%

View/All reach 13% 11%

**100% video**

Views 2,700 240 2,940

View/Paid reach 19% 6%

View/All reach 8% 6%

**Clicks**

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<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link clicks</td>
<td>2,080</td>
<td>20</td>
<td>2,100</td>
</tr>
<tr>
<td>Link clicks/Reach</td>
<td>14.3%</td>
<td>0.5%</td>
<td></td>
</tr>
<tr>
<td>CTR</td>
<td>2.5%</td>
<td>0.4%</td>
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</table>

**Top 10 cities**

<table>
<thead>
<tr>
<th>Cities</th>
<th>Lithuanian intelligence page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fenland and area</td>
<td>1,112</td>
</tr>
<tr>
<td>Other UK</td>
<td>760</td>
</tr>
<tr>
<td>(London, Birmingham, Bristol)</td>
<td></td>
</tr>
<tr>
<td>Vilnius, Lithuania</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>1,908</td>
</tr>
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</table>

GLAA report downloads 136
Evaluation

Purpose
*Effectiveness*: What difference did the campaign make for people in the target audience?

*Learning*: What has gone well and what would have been done differently in hindsight?

Methodology
- Desk-based research
  - Existing docs, existing FB metrics and analysis
- Local partners feedback
  - Emails
  - Interviews with 4 local partners were conducted
- CfILP team discussions
- Survey of Lithuanian-language target population
Survey

• Survey ran for 2 weeks (31/07-12/08/18)
• Links on Facebook ads in Lithuanian
• On a tablet at ACCESS reception area

• 282 Responses

Survey Facebook metrics

Official reach 8,124
Unofficial reach 13,073
5,561 organic, 7,929 paid

35 shares, including local MP
6 comments
43 reactions

Unique link clicks 728
38% of clicks led to survey responses

Full results of survey available upon demand