



Little Gem Contest

Work Plan

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Work Plan

Where We Are

The Neighbourgood Guide (NGG) was developed out of the findings of the London Strengthening Neighbourhoods Strategy (LSNS); a strategy that contains the collective ideas of a group of London residents for creating the best city that can be imagined. LSNS outlines an idea of what London is now and a vision of what London can be in the future. It identifies strategies for achieving a common vision as well as projected time-lines for the implementation of these strategies.

NGG, launched in April 2012, is an interactive tool designed by the community. Citizens of London are able to discover and share their individual neighbourhoods and the 'little gems' contained within them. Users of the site (which is free and open to all) are able to post about events happening in their neighbourhoods in addition to learning about projects that are happening around the city that are strengthening London's neighbourhoods.

Since April 2012 the site has had posted to it roughly 200 'little gems', 30 neighbourhoods and 50 posts (events). The majority of all of this content has been created and posted by individuals working for the City of London or those associated with the creation and maintenance of the website itself.

In addition to the site, the web presence of NGG has been extended to Twitter and Facebook with 327 and 62 followers/'likes', respectively. Regular postings to these services occur when new content appears on the main NGG site.

Over the past year outreach has been attempted to better engage with community groups and organizations, making them more aware of NGG. Staff & material resources have been offered to citizens to help them interact with the website with less resistance. How to videos and guides have been created as one means of engaging and informing more people, this is in addition to appearances at local community focused events.

Even with the strides made to better engage the broader community with NGG there has been little growth in the user base and use of the site over the past year. The website remains less active than anticipated and the content on the site remains consistent, month to month, with little new content being created out side of the work of staff.

In order to develop more engagement and garner greater attention for NGG from a broader community a contest has been proposed to celebrate London's 'little gems'.

This remainder of this document outlines the potential steps to be taken to develop, implement and manage such a contest.

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Where We Want to Go

In order to develop more community engagement & involvement with the Neighbourhood Guide (NGG) a 'Little Gems Contest' (LGC) has been proposed. This contest would seek out community members to share their favourite 'little gems' from across the city in an attempt to 'win' the contest. The final winners would receive funding and support to plan and implement a community enhancement project. More on the process of selecting a winner and distributing prizes is outlined in the section of this work plan titled 'The Winner(s)'.

The aims of a LGC would be to develop more community involvement in NGG. Presenting NGG as a destination for Londoners and visitors to explore, celebrate and engage with the diverse neighbourhoods of the city, the LGC would help to create greater interest in the NGG in addition to creation of more pride, engagement and connections across the various neighbourhood within the city of London.

The LGC will drive traffic to the website, increase the overall awareness and interest of the site and create a greater amount of content in the form of neighbourhoods, 'little gems' and as an offshoot, posts (events). As an end goal, the LGC will create more neighbourhood and community pride and connections through the sharing of 'little gems' via the NGG, this is in addition to the enhance neighbourhoods' awareness of what gems are located within their area.

The motivation to participate in this contest, beyond that of neighbourhood pride and bragging rights, will be a \$5000 prize (and staff support) to the gem(s) with the most 'likes' on NGG. This prize money will be directed towards the development and implementation of a neighbourhood enhancement project. It is anticipated that having a dollar amount as a prize will encourage more community and neighbourhood associations to become involved and engaged with the LGC and NGG and in turn more individual citizens will become interested & involved.

The following section will outline the contest in greater detail and how it will be developed, implemented and managed.

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How We're Going to Get There

The following sections are the various elements that the *Little Gems Contest* (LGC) would comprise of based on the understanding that the goal of the LGC is to create more engagement with the *Neighbourgood Guide* (NGG) and increase neighbourhood pride and connections.

Contest Resource Package

In order to promote the LGC to citizens of London and encourage them to engage more with the NGG, through the creation & liking of 'little gems', a *Contest Resource Package* (CRP) would be created. This CRP would be distributed to neighbourhood and community groups, specific 'little gems' and individuals that want to participate in the contest. Each CRP would include the following elements:

- A **poster** outlining the contest. This poster would include the following information: the prize(s) available to be won, the rules of the contest, the steps to compete in the contest in addition to the location to find out more information. This poster would be hung at any 'little gem' promoting the contest to those visiting that specific site as well as at places where communities congregate (the library, community resource centres, City of London facilities).
- A series of **handbills** that can be given away to individuals wanting to take something home with them, either to share the word about the contest or to remind them to enter the contest themselves. These handbills would be smaller versions of the poster outlined above.
- Window **decals** that can be affixed (non-permanently) to 'little gems'. The decals would promote the NGG and recognize the location as a Little Gem. The decals are not intended to promote the LGC or any individual 'little gem', rather, they are intended to be a more permanent fixture, in comparison to the posters and handbills. An example would be something similar to the 'Foursquare' bubbles that many businesses display.

- A **FAQ** sheet outlining the contest in greater detail. The FAQ could potentially be located on the rear of the handbills. This same information will be available on the NGG website.

These items would be assembled into individual packages to be picked up or delivered to individuals & organizations that would like to use them to promote a 'little gem'. It is anticipated that these packages will also be available at specific locations around the city (in bulk) to make them more accessible. Possible locations for them to be picked up may include neighbourhood/community organizations, business improvement areas City of London facilities or neighbourhood resource centres.

Develop Community Connections

One of the keys to making the LGC a success is to spread the word about it to as many individuals as possible and provide them with opportunities to engage in meaningful ways. In order to reach as many engaged citizens as possible it is anticipated the most viable means is to build connections surrounding the LGC with community organizations. These organizations can help to spread the word of the LGC and engage their target communities/demographics in ways that make most sense. We know that neighbourhoods across the city of London are as diverse as the citizens that live within them and that what might work for one neighbourhood may not work for others.

While not complete by any means, the following list provides a starting point of communities from within the city that should be contacted to help garner more interest and engagement surrounding the LGC:

- Urban League of London (as a result community/neighbourhood associations)
- Business Improvement Areas
- Cultural Communities - Greek, Dutch, African etc.
- Community Hubs - London Public Library, neighbourhood resource centres
- Educational Institutions - elementary and secondary schools

A larger list of community organizations can be found in 'Appendix C' of this work plan.

City Council

In addition to the organizations/groups listed above there is great potential in trying to involve London's City Council in the contest. As an example, the *Million Tree Challenge* involved a number of City Councillors last year to get their wards more involved in the planting of trees across the city. While the LGC is focused at a neighbourhood and 'little gem' level there is still an opportunity to develop interest from individual councillors that can be leveraged to create more 'buzz' and interest regarding LGC. It is unlikely that all members of City Council would participate in such a contest.

Moving beyond simply connecting with these organizations/communities it is essential that we provide them with the tools and resources to not only promote the LGC itself but to help citizens engage with the Neighbourhood Guide (NGG) in effective and efficient ways. This means providing these organizations/communities with CRPs that they can hand out, how-to information regarding using the site and examples of ways in which to generate more interest and excitement. The later could include ways to promote the LGC at local events as well as establishing 'teams' within their neighbourhood to highlight and promote their gems to neighbours, businesses and other community members.

Website Update

To go along with the more tangible community outreach portion of this LGC, some updates will need to be made to the NGG website to help better facilitate this contest. There are two main updates that will be needed:

Front Page - An update will need to be made to the front page of the website to promote and explain briefly the LGC itself. This information could replace the video that is currently on the page explaining the basis of the site.

Any image that is used for the promotion of the LGC should provide a click through to a page that contains further details of the contest.

Contest Page - A page will need to be created on the website to outline and explain the contest. It should provide some visuals, including a digital version of the poster being used to promote the contest, in addition to the details of the contest and a series of Frequently Asked Questions (FAQs). Information will be provided regarding the resource packages including locations where they can be picked up. Along with this information the 'steps' that a user can take to enter a gem into the contest must also be included on this page. Lastly, contact information will be provided that is specific to the contest to ensure that communication regarding the LGC does not get lost with the daily communication for NGG. Making specific contact information available will allow for replies to be provided in a reasonable time frame given the length of the contest itself.

Contest Launch

The LGC will be launched at the annual London Strengthening Neighbourhood Strategy meeting to be held on **DATE OF LSNS MEETING** at **LOCATION OF LSNS MEETING**. During this event a short contest launch presentation will be given by LondonFuse and City of London staff outlining the contest, the prize(s) and how to get communities involved.

There will be a slide presentation to go along with the spoken portion in addition to a short launch video to spread through social media channels.

We will have on hand quantities of the CRP so that attendees may leave the meeting with CRPs in their possession and start involving their neighbourhoods and communities right away.

We anticipate that a number of local news media outlets will be in attendance for the launch of the LGC and as such this is a great opportunity to spread the word in the days following the event. More on media exposure is included in the following section.

During this event we will ask attendees on their way out to not only collect CRPs but to inform us of community events that will be taking place over the coming months. LondonFuse & City of London staff will try to, throughout the duration of the contest, be present at as many community events as possible to share the word about the LGC and get more neighbourhoods and individuals involved.

Marketing

While the majority of the marketing for the LGC contest will be done via word of mouth by community/neighbourhood organizations there are a number of other initiatives that will be undertaken to spread the word of the contest and to garner more attention. These initiatives include, but are not limited to, the following:

- promotion of the contest online through various social media outlets: Facebook, Twitter, Instagram
 - during the period of the contest specific gems/neighbourhoods will not be promoted as they currently are, rather, these outlets will be used to drive interest to the contest by asking the question: is this your favourite gem? in relationship to locations from across the city that are not already included on the NGG
- we will connect with local community news outlets (print, radio, television & online) to spread the word of the contest, the goals it is trying to achieve and the prize(s) available to be won
- we will invest a small amount of time and funds in Facebook advertising. Given the relatively low cost of running a Facebook ad and the possibility of a very broad reach, Facebook ads can be a good investment

Large Roving Pin

For the length of the contest it is suggested that an oversized 'pin' be created which mimics those used to mark 'little gems'. This 'pin' will be taken across the city on a regular basis and placed at a location asking the question "Is this your favourite gem?". Resources will be available at the location of the pin, distributed by staff, to garner more attention and interest in the contest.

Given that the location of the pin will not be known from day to day (and traveling by public transit none-the-less) it will create excitement in the neighbourhood and community that it is in with questions from people passing by about what it is representing.

Leaflets

As another means to create more interest and engagement with the LGC it is suggested that paper/card stock pins be distributed across the city to draw attention to the LGC and NGG. These pins would be no larger than a letter sized piece of paper (although more likely 1/2 that size) would be die cut to the desired shape and coloured red to look like the 'pins' from the NGG. On the rear of these pins would be a QR code and a url along with the tag line: "What is your favourite gem?" with no other information. The intention behind these would be to create an element of mystery and interest, thereby forcing individuals to follow the QR code or link to the NGG website to learn more about the LGC.

These pins could be distributed to high-traffic community location or could be distributed through London Community News and other community publications that have the possible distribution options.

Connect with Community Organizations

Throughout the contest it is essential that staff stay in contact with community & neighbourhood organizations to support them while they spread the word to individuals in their community.

By establishing meaningful connections with organizations early on, even before the contest begins, it will be easier to stay connected to them throughout the length of the contest. Many potential organizations to be in contact with are listed in Appendix C of this work plan.

Staff will continually update community organizations with the status and progress of the contest, trying to drum up interest through healthy & friendly competition between neighbourhoods.

Staff will provide additional resource packages to community organizations as needed and deliver them to individuals, businesses or other locations that specifically request packages and cannot access them in other ways.

Staff will help community organization explain the contest and spread the word of it by attending local community events, meetings and workshops.

By maintaining regular contact with those involved in the contest at a neighbourhood level it will help to keep interest in the contest over the two months it runs. Participants will be reminded that the idea of liking a 'little gem' isn't simply a one time thing but that continual input and involvement is needed to ensure that your little gem and neighbourhood can win. Taking this message further, it needs to be shared that NGG isn't simply a tool for the LGC but it is permanent and exists for everyone to strengthen their local neighbourhoods.

The Winner(s)

The winner(s) of the LGC will be selected based on the total number of likes an individual 'little gem' receives during the period that the contest is active. Likes that are given to 'little gems' before or after the period of the contest will not count towards the tally that decide which 'little gems' are the winning ones.

At the end of the contest period all 'likes' given during the contest period will be counted up and three winners will be selected based on the number of 'likes' each gem received. The three 'little gems' with the greatest number of likes will be declared the winners, in order of number of likes. Example: 1st Place = 'little gem' with most likes, 2nd Place = 'little gem' with second most likes, and 3rd Place = 'little gem' with third most likes.

There will be three sets of prizes that will be awarded:

- **Prizes for each 'little gem' creator** - each account that created a winning 'little gem' will be presented with a trophy and a prize package (contents yet to be determined)
- **Prizes for each 'little gem'** - each winning 'little gem' will be presented with a trophy and a prize package (contents yet to be determined). In the event that a winning gem does not have a specific owner (in the case of a public park or some other universal/public amenity) the neighbourhood or community association that that 'little gem' falls within will receive that prize. If an association does not exist the prize will be given to the group of residents that collectively come together to use the funds for neighbourhood enhancement (see below).

Prizes for each neighbourhood - the neighbourhood in which each winning 'little gem' is located will receive a cash prize (in addition to staff support) to enhance their neighbourhood. This cash prize will be given to the neighbourhood/ community association which covers the area in which the 'little gem' is located. If a neighbourhood/community association doesn't exist where the winning 'little gem' is located then the funds will be distributed to LondonFuse to work with interested citizens of that 'undefined' neighbourhood on a community enhancing project. If a neighbourhood/community area contains two or three of the winning 'little gems' they will receive the prize money associated with each of those winning levels.

Prize money for community enhancement projects will be distributed as follows:

- 1st Place - \$2500
- 2nd Place - \$1500
- 3rd Place - \$1000

While there are many different ways that the winner of this contest could be decided (ways that may be more appropriate) the method outlined above is most feasible at the moment, given the resources that are currently available. If future contests are run the method used to select the winners should be revisited in context of available resources.

The winners should be announced at a public event that will invite media, City Council, members of City of London staff and all participants in the LGC in addition to specifically inviting the winners (nominators, gems and neighbourhoods). This should be held at a public outdoor space, ideally at (or near) the 1st place 'little gem'.

Where do we go after?

Beyond the Little Gems Contest (LGC) itself it is important to keep neighbourhoods, communities and individuals engaged in not only Neighbourhood Guide (NGG) but the celebration of their neighbourhoods and 'little gems'. In addition to the ongoing work currently being completed by the City of London & LondonFuse in relation to NGG, the following elements should be looked at as ways to move engagement opportunities forward.

Working with Winning Neighbourhoods

An obvious first step is to work with the winning neighbourhoods on their neighbourhood enhancing projects. This will include the developing of budgets & work plans, the securing of needed resources (aside from financial) and the delivery of the initiative that is chosen to be completed. City of London staff and LondonFuse staff will support the winning neighbourhoods throughout their selected projects.

Keeping Communities Engaged

It is important to keep all communities engaged beyond just the winner of the LGC. In order to continue broader engagement beyond the LGC communities should remain in contact with NGG, the City of London and LondonFuse to talk about and develop different ways to get citizens more involved in the celebration of their 'little gems' and neighbourhoods. This could be done through the development of programs that can enhance their neighbourhoods, with little to no funding; the application for funding from other sources to enhance an element of their community, or it could simply mean developing better communication and use of NGG and other currently available neighbourhood/community resources.

While there are certainly a wide variety of resources and support mechanisms available to neighbourhoods and communities to be more engaging, with themselves and the city as a whole, there are always things that can be done more effectively and efficiently in addition to brand new things that can be tried and accomplished.

Future Contests or Programming

As organizers of the LGC, the City of London and LondonFuse (in addition to other community partners) should evaluate the effectiveness of the program based on entries into the contest, traffic on the website, turnout at events and the delivery of neighbourhood enhancing projects.

Based on the effectiveness of this contest it should be determined if something similar should be run in the future (if appropriate resources are available) or if there are other initiatives that can build on this LGC and engage with neighbourhoods in different ways, increasing the celebration of 'little gems' and neighbourhoods across the city.

Some possible outlets for extension of programming could include (but is not limited to) the following:

- connect with youth programs & schools
- new enhancement to the current NGG website or other web resources
- build new resources that connect with people on a more personal or relevant level
- work with other community events and programs to build capacity, both face-to-face and digitally

The most notable example to date would be the current Walk to Shop/Walk London initiative that is currently in the planning phase, but potential programs/projects could be of varying scales and complexity.

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Appendices

Appendix A - Budget

Staff

Kevin Van Lierop as an independent contractor to LondonFuse will administer to program:

- Current rate of compensation is \$22.50/hr
- Estimated hours to complete project is 250 hours
 - this figure is an estimate and may vary as the project unfolds
- Project, administrative, transportation and other related expenses are in addition to the estimates listed above

Materials

All possible printing will be completed through 'in-house' resources at the City of London where available and will be charged to a budget outside of the specific Little Gems Contest Budget

Printing that is not available or capable of being done by the City of London, such as window decals, die-cuts etc. will be sourced locally to find the best price. The cost of these elements will be paid for out of the Little Gems Contest budget - *cost yet unknown*

Marketing (other than printed materials)

- Facebook Ad
- Distributions of printed materials in local publications

Prizes

Cash prizes for neighbourhood enhancement initiatives will be paid for by another source of funding outside the Little Gems Contest budget

Trophies and prize packages will be paid for out of the 'little gems' Contest budget -
cost yet unknown

Design Work

All design work for the Little Gems Contest to be completed by *Thread Development* and is to be billed independently from the 'little gems' Contest budget

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Appendix B - Timeline

February - project & resource development

March - resource development, community connecting

April-May - project launch, spreading the word, resource package distribution, neighbourhood engagement

June - winner selection, celebration event

July+ - follow up with winner & non-winners to work on neighbourhood enhancing projects

1 year- possible project repeat or other similar initiative(s)

Appendix C - Community Connections

- Urban League of London
 - Argyle Community Association
 - Bishop Hellmuth Community Association
 - Friends of Meadowlily Woods
 - Glanworth Community Association
 - Hamilton Road Community Association
 - Kipps Lane & Community Group
 - Lambeth Community Association
 - Lower Medway Valley Ratepayers
 - Northridge-Grenfell Community Association
 - Oakridge-Hazelden Community Association
 - Oakridge-Riverside Community Association
 - Old East Village Community Association
 - Old Masonville Ratepayers Association
 - Old South Community Organization
 - Riverforks Community Organization
 - SoHo Community Association
 - St George/Grosvenor Neighborhood Association
 - Stoneybrook Heights/Uplands Community Association
 - Woodfield Community Association

- Cultural Communities
 - Cross Cultural Learner Centre
- Business Improvement Areas
 - Old East Village Business Improvement Area
 - Hamilton Road Business Improvement Area
 - Downtown London Business Association
 - Argyle Business Improvement Area
- Independent, local and engaged community organizations (profit and non profit)
 - rtraction
 - echidna
 - London Community Foundation
 - Pillar Nonprofit Network
 - London Public Library
- Neighbourhood Resource Centres
 - List of centres
 - Glen Cairn Community Resource Centre
 - North West London Neighbourhood Resource Centre
 - South London Neighbourhood Resource Centre

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Implementation Plan

STAFF LEAD: Ryan Craven, Community Developer, Community Partnerships and Funding

PROJECT LEAD: Kevin Van Lierop, via LondonFuse

TIMELINE: February 2013 – July 2013

Project Phase/ Milestone	Major tasks/ Activities	Estimated time frames	Lead	Required resources	Status or comments
Documents / Web	Create contest rules and FAQ	Feb	Kevin	Paula	
	Post on NGG / COL	March	Kevin/Ryan	Paula	
	NGG Front page updates	March	Kevin	Thread	Replace video with LGC info
	Create contest page on NGG	March	Kevin	Thread	Create unique page for all LGC details and forms.
Marketing Materials	Community Resource Package: Poster, Window Decal, Pin, Handbills	February 28	Ryan/Kevin	Thread	<ul style="list-style-type: none"> • 200 Posters • 100 Window Decals • 50 Sidewalk Stickers
	Contest Wide Resrouces: Sidewalk Stickers, Large Pin, Leaflet Pins	February 28	Ryan/Kevin	Check with bylaw about sidewalk Stickers	
	LGC video: <ul style="list-style-type: none"> • Simple, short Youtube video • Post on NGG, COL website, FB page 	March 15	Kevin/Ryan	Chris Hachey	Chris could animate some graphics like he did for the sparks video.

Project Phase/ Milestone	Major tasks/ Activities	Estimated time frames	Lead	Required resources	Status or comments
Communications	LCG Speakers: <ul style="list-style-type: none"> Simple speaking presentation to community groups at monthly meetings 	March/April	Ryan/Kevin		<ul style="list-style-type: none"> Schedule in advance (request time in agenda) Develop one page with speaking notes Q & A's
	COL Internal Communication: Update City of London: <ol style="list-style-type: none"> Website – banner/button Neighbourhoods page Community Funding page Facebook Twitter Living in the City ad News Release / Media Pkg COL Corp. Com advertising End of Campaign New Release 	April	Ryan/Paula	CP&F Team /CDer's	
	Hard copy distribution Plan <ul style="list-style-type: none"> Email distribution list Hard copy delivery list marketing materials in local paper (London Community News via starmail?) 	April	Kevin		<ul style="list-style-type: none"> Drop off / mail out materials to community as per distribution list Internal drop off/mail out

Project Phase/ Milestone	Major tasks/ Activities	Estimated time frames	Lead	Required resources	Status or comments
	Electronic send out: <ul style="list-style-type: none"> Create e-blast City Councilors email 	April	Ryan	Paula	<ul style="list-style-type: none"> Email to all internal departments announcing contest and request to promote and forward to stakeholders
	Media Release	April	Cheryl	Janice/Paula	
	Facebook updates and advertisements Twitter updates	April, May, June	Kevin		
Contest Launch	LSNS Celebration	April	Ryan/Cheryl		
Nomination Process	Note number of 'likes' at start of contest	April	Kevin	Thread	
	Nomination Submission Deadline	May 31 st	Kevin/Ryan		
	Contest End Date	June 21 st			

Project Phase/ Milestone	Major tasks/ Activities	Estimated time frames	Lead	Required resources	Status or comments
Contest Close-out & Fund Allocation	Winner Announcement: <ul style="list-style-type: none"> Contact winning nominator group/ individuals Call, email, and send letter Announce on NGG/COL/FB/ Twitter Send press release to media list 	June 24	Kevin/Ryan	Review with Janice, Cheryl	
	<ul style="list-style-type: none"> Meet with winner to discuss funds and support. Help to develop idea and project plan Continue to support through implementation. 	July			Create support committee – Janice, Ryan, Kevin, George Sinclair, Planner, and Councilor.
	Arrange for funds to be delivered and connect with “banker” as required.	July	Ryan/Janice		Urban League, LondonFuse