

We've got
More In Common



The Great Get Together 2023

External Impact Report



THE GREAT
GET TOGETHER
INSPIRED BY JO COX



SPIRIT OF 2012
INVESTING IN HAPPINESS

We've got
More In Common



THE GREAT GET
TOGETHER

02

External Impact Report

670

Total number of recorded
Great Get Togethers, 61%
higher than in 2023

65%

of attendees felt inspired by
their participation to volunteer
at a local project

97%

of attendees said that attending
a Great Get Together positively
affected their health and
wellbeing



5%

of the UK population said
they attended a Great Get
Together this year

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GREAT

CAMPAIGN SUMMARY

The Great Get Together, inspired by the late Jo Cox MP, brings people together every year to celebrate what they have in common.

We are delighted to report that we had a very successful Great Get Together campaign in 2023 with 61% more events run than in 2022 and successful initiatives launched with a range of key partners. It was fantastic to see so many events run across the country, from huge street parties in the centre of London to cups of tea in hamlets in Devon.

In this report we'll share some of the findings from our surveys and evaluation, showing the wide impact that the Great Get Together had on people and communities.

A huge thanks, as always, to the thousands of organisers around the country who put on a local Great Get Together. Our organisers are the ones who really bring Jo Cox's 'more in common' message to life each year and we are incredibly grateful to them.



CAMPAIGN REACH

Traditionally the Great Get Together has been strongest in Greater London and Yorkshire. One of the aims of this year's Great Get Together was to expand our national reach. We achieved this with increases in the number of events in regions across the UK.

In the future we want to continue to expand this reach so that people across the UK can take part in celebrating what we have in common.



Region	Number of events (% increase/decrease)	Region	Number of events (% increase/decrease)
Yorkshire	140 (54%) North Yorkshire - 7 (700%) West Yorkshire - 98 (38%) East Yorkshire - 20 (43%) South Yorkshire - 15 (200%)	Greater London	100 (19%)
North West	69 (56%)	South West	58 (314%)
Wales	57 (171%)	West Midlands	51 (-2%)
East Midlands	49 (123%)	East Anglia	37 (105%)
South East	38 (73%)	North East	37 (428%)
Scotland	17 (112%)	Online	7 (700%)
Northern Ireland	4 (400%)	International	2 (200%)

CONNECTING COMMUNITIES AND BRIDGING DIVIDES

34%

of people attending Great Get Togethers did so because they wanted to connect with local people who are different to them.

100%

said they knew some or lots of people locally after attending a Great Get Together, an increase of 19%

One of the main aims of the Great Get Together is to bridge divides between communities, running events which bring people together.

We encouraged this in a number of ways; focusing on the 'more in common' message in our communications, encouraging events that bridged divides in our resources, selecting partners whose work focuses on connecting different communities, and proactively running events ourselves to link people from different backgrounds.

85%

of attendees were inspired to make new connections with people from different backgrounds after attending a Great Get Together.

“

I feel more connected to my local community – I see people on the street that I have seen in the library and people smile and say hello.

”



After running our event for several years, our neighbours now have a WhatsApp group which we use to keep in touch. We share personal and practical matters.



I sing for the joy it gives me, and I met up with friends and saw the joy my singing gave to others. People were happy and strangers became friends. It was just wonderful. This is one of the ways I can get involved as a wheelchair user.



Several newcomers to the area met up and even exchanged contact details. They will be meeting up at the library for other events and activities.





WELLBEING IMPACT

The Great Get Together had a positive impact on the wellbeing and mental health of attendees and organisers.

- 97% of attendees said it positively affected their mental health and wellbeing
- 76% said organising positively affects their mental health and wellbeing
- 95% said a Great Get Together made them feel happier

INCLUSIVE AND DIVERSE

We want organising or participating in a Great Get Together event to be a experience that's accessible for everyone. As such one of our aims this year was to increase the diversity of our participants. We tried to achieve this in a number of ways; through emphasising diversity and inclusion in our messaging and resources, as well as through collaborating with partners.

83%

of organisers agree the Great Get Together is accessible to people from different backgrounds

25%

of organisers say that they have a disability or long term health conditions. This was a fall of 5% from 2022.

85%

of organisers said they actively considered how to make attendees of all backgrounds feel comfortable and included in their event

30%

of attendees were from minority ethnic backgrounds, a small fall of 2% from 2022 showing we can still do more to run inclusive events



There are very different types of people – age, background, wealth, culture, education, occupation across the housing block and an ever-increasing transient community. Arranging a get together offers us an opportunity to meet and understand each other better.





POLITICAL ENGAGEMENT

A key part of the Great Get Together is encouraging politicians and other civic figures to participate and show their commitment to bridging divides in their communities.

We were delighted to host a number of events in the Houses of Parliament and the Senedd to mark the Great Get Together this year. Kim Leadbeater MP hosted a Great Get Together in Parliament with speeches from Theresa May MP and Sir Keir Starmer MP.

“It’s not about politics, it’s about everyone coming together and finding out more about each other.... Not just friends attending, but also some political opponents.”

Paul O’Kane MSP about his Pride Picnic Great Get Together

Many MPs, MSPs, councillors and SMs hosted their own Great Get Togethers across the UK. From pride picnics to bake-offs, it was fantastic to see so many elected representatives show their commitment to bringing their communities together.



PARTNERS

The Great Get Together relies on partners to help us spread the word about the campaign and to run events.

This year, we were able to increase our reach by expanding our network of partner organisations. This meant we were able to talk to far more potential event organisers as well as open up opportunities for new projects and partnerships.



43 Great Get Together partners



YORKSHIRE DALES
National Park Authority





THE GREAT WALK TOGETHER IN THE YORKSHIRE DALES

In many ways Wensley, in the rural Yorkshire Dales, and Batley, in urban Kirklees, seem like very different versions of Yorkshire but both are built around a strong sense of community and commonality.

This is why The Jo Cox Foundation and the Yorkshire Dales National Park came together during this years Great Get Together to bring the two communities together.

The plan was simple; to run a walk and a trip to a local dairy, which would bring together people from both communities to walk, talk and connect. And it worked fantastically, enabling people from different backgrounds to meet and find what they had in common.

Hafeezah Soni, Yorkshire Programme Manager at The Jo Cox Foundation, said:

"For some, this was the first time they explored a trip of this nature. The friendly atmosphere from the villagers will hopefully ease people's fears about trips to rural areas."

We look forward to collaborating on similar projects in the future.

PARTNER INITIATIVES

This year we built on the success of our flagship Great Walk Together initiative by launching three new initiatives in partnership with other charities – the Great Write Together, The Great Watch Together and the Great Train Together.

These initiatives aimed to encourage cinemas, community rail partnership, libraries or individuals to run Great Get Togethers, or Great Walk Togethers, by providing specific support and resources. For example, Great Walk Together participants received a set of specific support resources including toolkits, guidance and promotional templates.

22

Great Walk Togethers – in partnership with Refugee Week

61

Great Write Togethers – in partnership with 3 libraries charities

2

Great Train Togethers – in partnership with Community Rail Networks

27

Great Watch Togethers – in partnership with Cinema for All



Refugee Week

THE
READING
AGENCY



CINEMA
FOR ALL





LEIGH FILM SOCIETY'S GREAT GET TOGETHER

As part of this year's Great Get Together, The Jo Cox Foundation partnered with Cinema for All to run the Great Watch Together, encouraging community cinemas across the country to get involved in the campaign.

One of the groups that chose to take part was the Leigh Film Society. As the Society already focuses much of their work on using film to bridge divides, it was a natural development for the society to run a Great Get Together.

The aim was to “gather like-minded people for entertainment and community spirit”, said organiser Elizabeth Costello. The cinema screened a sing-along version of Mamma Mia to appeal to a range of people within the community, and invited former Labour MP Jo Platt to give a speech before the screening.

It was a huge success with over 80 people attending and the society intends to repeat the event next year.

MORE IN COMMON NETWORK

The More in Common Network continues to grow and the Great Get Together remains an important vehicle for activation and recruitment. The campaign acts both as a funnel to the Network, an activation point and a showcase of what More in Common groups and partnerships can achieve.

20

different events run by More in Common groups

36

events run across Cardiff, inspired by our local More in Common Partnership

10

More in Common groups ran events this year





THE GREAT CRICKET GET TOGETHER

Glamorgan County Cricket Club are strong believers in the idea that sport can bridge divides and bring people together. It's why they're members of the Cardiff More in Common partnership and why they decided to participate in this year's Great Get Together.

They offered children from refugee backgrounds and from local primary schools the chance to visit the stadium – getting a tour of the cricket museum, a coaching session, and playing a game on the outfield during the lunch break, before acting as the guard of honour for the players.

The event was a huge success, building bridges between pupils from different backgrounds around a shared love of sport. Andrew Hignall, the club's Chief Scorer (and Heritage and Education Coordinator) said: "Often in sport you see the tribal rivalries and unglamorous things happening, but what happened on the 25th of June showed its power for good."

As a result of the event's success the club plans to further develop the initiative, inviting in more schools and using the model to bring children from all backgrounds together.



ACKNOWLEDGEMENTS

The Great Get Together would not be possible without the support and funding from Spirit of 2012. Spirit of 2012 is the London 2012 Games legacy fund. Spirit awards grants for inclusive arts, sports and volunteering activities in communities that bring people together to improve their wellbeing. For more information visit www.spiritof2012.org.uk



This is the final year that Spirit is funding the Great Get Together and we'd like to thank them for all of their support over the past four years.

We are now exploring new sources of funding so that we can continue to run the Great Get Together for years to come.

