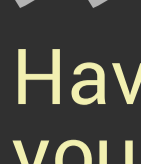


#PickYourPattern



Have nothing in your home that you do not deem useful or believe to be beautiful

William Morris



1,100 Votes

Over 1,100 votes - only 3 votes in it for the winning pattern (Willow Bough). Total votes can equate the equivalent to a Regional or even a national campaign.



2,500 reached by mail drop

Voting Online and via mail drop (2500 in the ward)



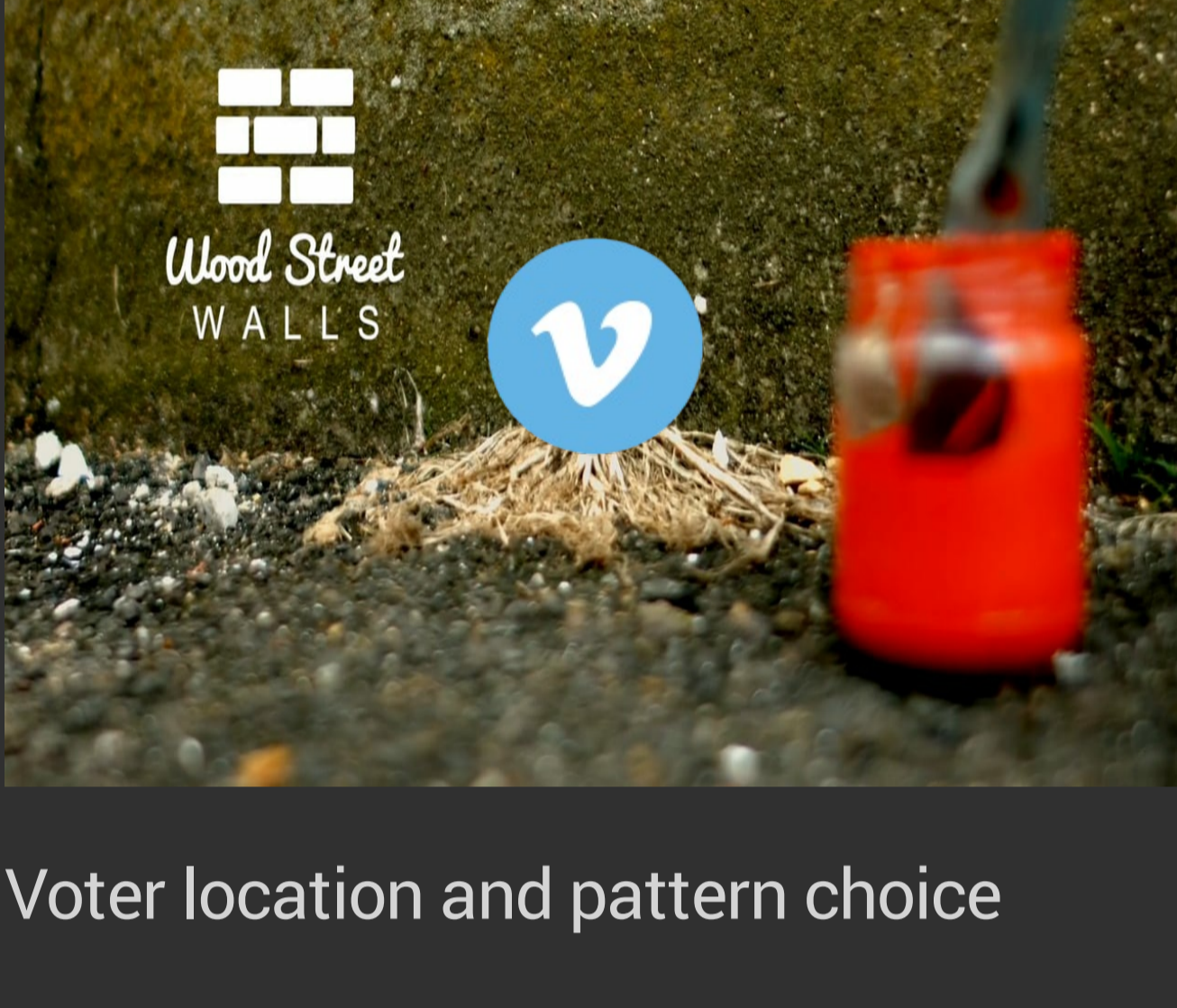
400 ward voters

Number of participating voters in William Morris Ward

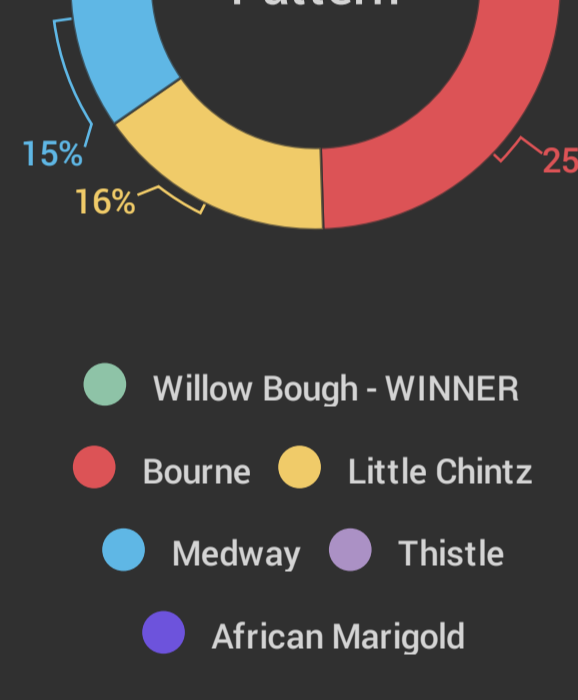
2

Doubled WMBL mailing list

Now standing at over 600 subscribers



Voter location and pattern choice



- Willow Bough - WINNER
- Bourne
- Little Chintz
- Medway
- Thistle
- African Marigold

- Inside WM Ward - 37%
- Outside WM Ward - 63%

Campaign Facts & Figures

6 Items of press coverage

Items of specific project coverage including the Londonist (1m unique visits a month), 3 further items planned (East Magazine, Salvation Army UK, Waltham Forest Guardian)



345 Facebook likes

Reaching over 10,000 people on Pick Your Pattern posts

5

Key project partners

WM Big Local, HEET (grant organiser), Retrofit Works (grant management), Be Constructive (install) & EWI Store (paint)



174 likes on Instagram



510 Retweets on Twitter



£11k Project Cost

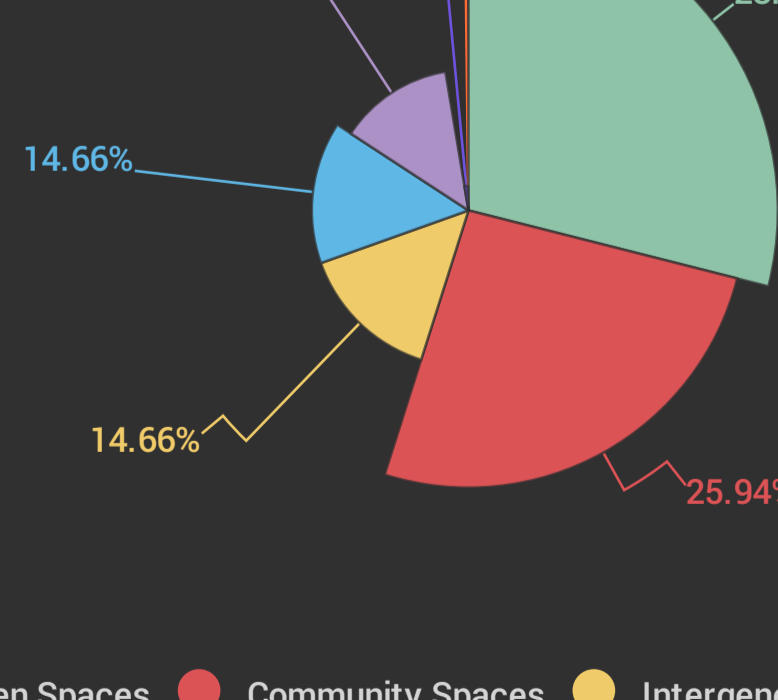
WM Big Local contribution £2.5k (approx 22.7%)



706 Likes on Twitter

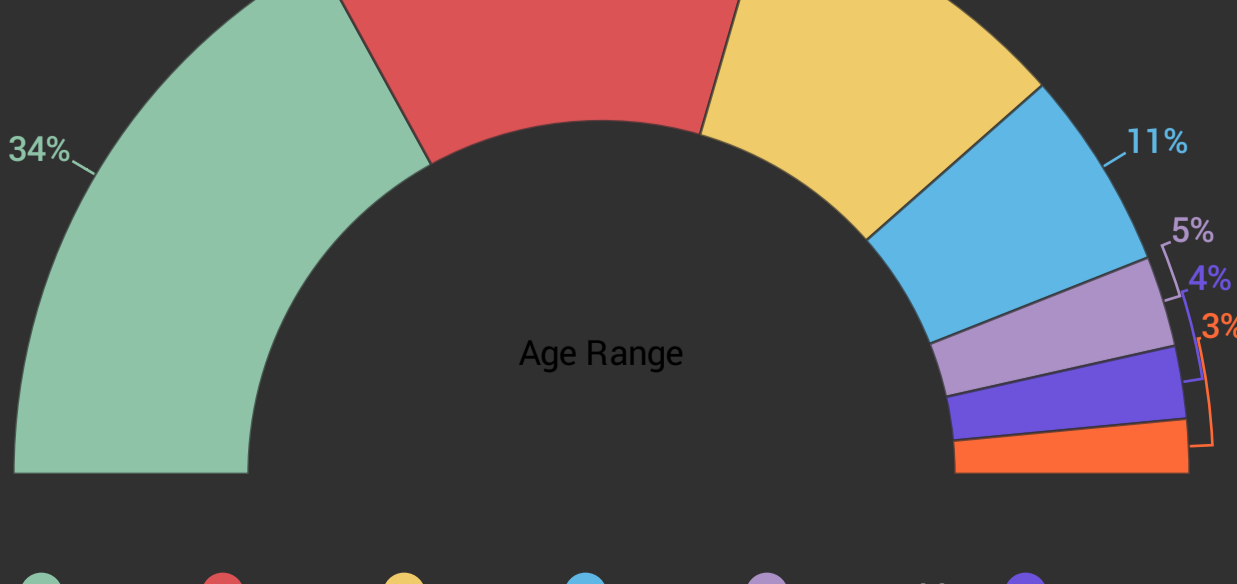
Total reach/views on social media

Out of the 5 options below, what areas would like to find out about?



- Green Spaces
- Community Spaces
- Intergenerational Working
- Local Economy
- Communication across the ward
- None of the above
- Other

Age of respondents



- 35-44
- 25-34
- 45-54
- 55-64
- 65 or older
- 19-24
- Other