



CHANGING SPACES COMMUNITY SPACES

Publicity Toolkit

Introduction

The Community Spaces publicity toolkit has been designed to help you effectively meet the requirements of the Community Spaces grant.

The toolkit provides advice on how to promote your project, such as dealing with the media, writing a press release, organising events and using our logos. It also includes downloadable templates and logos that you can use for publicity.

It is important that you promote your project so that people can see where Community Spaces money is being spent and to encourage others to apply. Groundwork UK and the Big Lottery Fund should be acknowledged whenever you publicise your Community Spaces project, as well as other funders of your Community Spaces project.

If you have more ideas for promoting your work then we would like to hear from you - we might be able to provide you with some further help and advice, let others know what you are doing and may even learn a thing or two ourselves. Please e-mail us at press@community-spaces.org.uk

We will do our best to keep the Community Spaces publicity toolkit up to date and inform you either by e-mail or via our website when we do so.

Please consider the environment before printing this document.

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The Community Spaces publicity toolkit has been designed to help community groups meet the Community Spaces grant requirements. The content provided in the toolkit is not exhaustive and is not intended to substitute or replace advice from professional or legal governing bodies, such as local authorities or otherwise.



Section 1: Promoting your project

It is important that you promote your project so that people know who you are, what your project is about and how your local community can benefit from it. Promoting your project may inspire others to apply for funding, and could even lead to further opportunities from other sources to fund more projects in your local area.

These guidelines will help you meet some of the terms and conditions of your Community Spaces grant. They will help you to deliver a project that local people are aware they can use, and are able to benefit from.

There are several ways to publicise your project. Here are some suggestions:

Word of mouth

Word of mouth is proven to be the most effective tool of marketing. Talking to neighbours, friends and relatives about your project is the easiest and most natural way that you can promote it. Simply by having conversations with other people, news of your project will soon spread.

Social networking websites

Joining a social networking website or using existing sites you are connected to, such as Twitter or Facebook, is a good way to share information and publicise your project.

Upload relevant photographs that will engage people and help them to visualise what your project is trying to achieve, what issues it is addressing, and who it affects. If your **photographs** feature members of the public, ensure that they have given their consent for them to be published first.

Set up your own blog to grab people's attention and capture interest about the project. Let people know what progress you are making. Regular updates will keep people engaged and they will be more likely to re-visit your blog. Free blogs can be set up at www.blogger.com or www.wordpress.org.

Please tag your electronic articles 'communityspacesfund' so that we can pick up your project stories more easily.

You can see how Community Spaces uses tagging by referring to the RSS feeds from Flickr and Delicious via the Community Spaces blogging site.

If you are new to any of these technologies please view the Community Spaces blog on [Social Media Help](#).

Contact partners

There are certain people or organisations who will be well placed to help you deliver a successful project and who may be able to influence local decisions. Working in partnership with other organisations and getting influential figures on board could help sustain and even develop your project. Other agencies may be able to promote your project through their newsletters or websites. Useful organisations or individuals to contact are:

- Businesses in your area
- Community activists
- Local voluntary service council
- Schools
- Voluntary agencies

It is worth contacting your local MP and councillors to let them know what you are hoping to achieve with your project. If you ask a local MP or councillor to visit your project, it may even get you some local press coverage.

You should also invite your local MP to your project launch event. To find out who your local MP is and how to get in touch with them, please visit: www.writetothem.com.

Printed materials

When creating your own printed materials to promote your project, consider who your readers are and who would be interested in knowing about the project i.e. who will use the project site and for what purpose. The content should be interesting, informative and something people can relate to. Your printed materials could take the form of a poster, newsletter, flyer, letter or leaflet.

Distribute your printed materials in your local community to keep people informed about your project and generate interest. This is a good way to raise awareness about your project and possibly even encourage them to get involved as a volunteer.

Style and design

Posters, flyers and leaflets are great visual aids for letting people know what the project is about and how they can get involved. Simple, 'clean' designs that convey a strong message will make a bigger impact than a cluttered design with too much information. Think short, simple and to the point.

Experiment with different types of font and the size of your text. Be creative with text, but make sure that it is easy to read and consider the space you have available to print on. Also, take into account the needs of people with visual impairments.

Colour copy

Select colours that are pleasing to the eye. Avoid using colours that clash together, such as, red and green; red and purple; pink and yellow; pink and blue, and yellow and blue.

Bright colours will stand out and get people's attention more quickly than dull colours or black and white print. However, before deciding on coloured copies, consider how many copies you will need and how much it will cost.

Black and white copy

If you want to keep printing costs to a minimum use black and white rather than colour copy. Sometimes black and white photographs can look unclear, so simple graphics may work better than a photograph.

Images

Match the image to the message. If you want to include images in the design make sure that they are relevant to your project and reflect the message that you want to convey. For example, if your project focuses on biodiversity, select an image that represents nature, like a pond, flowers, a butterfly, or a frog. Alternatively, if your project is focused more around community

activities, choose a picture of people in action e.g. litter picking, digging, or planting bulbs.

If the images are being used to convey a message – rather than as part of the design – then ensure you include a strap line that explains what or who the image is of. Images should be of a high quality with a high resolution.

Events

One of your main events will be to celebrate the completion of your Community Spaces project and officially declare your project site open to the public. You may also want to hold other events that will publicise your work, such as volunteer clean up days, bulb planting days or summer fetes.

*For useful hints and tips about holding an event please refer to **Section 4: Events**.*

Launch event checklist

To help you meet the terms and conditions of your grant, here's a checklist of who you should contact about your launch event, and when:

- Notify your Grants Officer 6 weeks before your launch date.
- Email the Community Spaces PR team to confirm that you have received your launch kit.
- If you would like to loan a Community Spaces banner, please contact the Community Spaces PR team at least 2 weeks in advance.

Grant acknowledgement

You must acknowledge that your project has been funded through the Community Spaces programme, and mention Groundwork UK and the Big Lottery Fund in all forms of communication. For example, during interviews with the media, making a speech, or casually talking to a friend or neighbour about your project. You must also acknowledge your grant in letters, newsletters, press releases, emails, and on promotional materials and signs.

If you are unsure about how to use the logos or have any other grant acknowledgement queries please email press@community-spaces.org.uk.

Section 2: Logos

Getting the image right

In successfully securing a grant from Community Spaces you must use both Groundwork UK and Big Lottery Fund logos on all publicity about your project. Below are some guidelines on how and when the logos should be used.

- Use the **Groundwork** logo and **Big Lottery Fund** logo on all paperwork and publicity materials relating to your project.
- Use the **Community Spaces trademark** on any literature so that the programme has a standard national identity.
- If you wish to add **your community group's logo** you must ensure that your logo and both the Groundwork and Big Lottery Fund logos are the same size and are positioned in line.
- If your project has received match funding and you need to include **other logos**, ensure that all logos are the same size. Try not to overload your materials with logos.
- Include the following statement in all literature and materials relating to your Community Spaces project, to acknowledge that your funding has come from Groundwork UK and the Big Lottery Fund.

"The {name of your project} project has been funded through the Community Spaces programme. The Community Spaces grants programme is being managed by Groundwork UK as an Award Partner to the Big Lottery Fund. Community Spaces is part of the Big Lottery Fund's Changing Spaces initiative."

Logos and trademarks can be downloaded from the Community Spaces website at: www.community-spaces.org.uk/logos.

All projects must acknowledge Community Spaces funding by displaying some form of signage with the Big Lottery Fund beneficiary logo and Groundwork logo. Groundwork UK will supply each project with a plaque that can be fixed to a wall. It will be the responsibility of the group to install this in a place that is visible to people using the project site.

The size of your sign should be proportionate to the grant size you have been awarded. Large and flagship grant sizes are expected to include in the budget, capital expenditure for a sign/plaque to acknowledge the funding. All signage must comply with the logo and branding guidance provided, and must be maintained for the life of your project. If you need help with what type of sign to use, please discuss with your Facilitator.

When you are designing the artwork for the signage, you must pay special attention to the colour and alignment of our logos and trademark as well as the size requirements. You can find this information in the [Acknowledging Your Grant Guidance Notes](#).

Examples of where our logos should be used are:

- Interpretation boards / information boards
- Banners
- Site hoardings
- Equipment or machinery funded by Community Spaces
- Printed materials, such as stationery, press releases etc
- Publicity materials, such as posters or leaflets
- Website homepage if it is dedicated to your Community Spaces project, and all website articles relating to your project.

Groundwork UK will monitor how the logos are being used on a quarterly basis. Individual projects will be asked to supply examples of how logos have been used to ensure that the terms and conditions of grant are being met.

Section 3: Press and media

The press and media can be an effective and highly influential tool in promoting your project. They can reach a large audience in a short space of time, which is why it is important that you provide accurate and clear information. Examples of media are TV, radio, magazines, newspapers, newsletters, and websites. The most common form of media that will benefit your project will be your local newspaper.

If your group has secured a large or flagship grant (over £50,000) you will need to work closely with the Community Spaces PR team on all press and media activity.

Large and flagship grant recipients must submit all press releases to the press@community-spaces.org.uk address for approval before the scheduled release date. Please allow sufficient time for this, we will need a week to go over your press release and co-ordinate any quotes from the programmes team.

If your project is going to generate any significant media interest please notify nisha.virdi@groundwork.org.uk or call 0121 237 5872. If the event occurs outside office hours please call: 07748 320 074.

Contacting the media

Get in touch with your local newspapers to find out who the best person to contact is, and when would be a good time to get in touch with them.

Gaining media interest

Find out what 'angle' journalists are looking to write the story from. Remember journalists are busy people, but if you can find out what works for them you will have a better chance of getting your story published.

Example: If a journalist wanted to write a story on community involvement, tell them what the local people have been doing to support your project and the activities that they have been involved with. Also, mention who you have been working in partnership with to deliver your project, such as your local council, the police, community wardens, residents associations etc.

Writing a press release

Sometimes you will want to generate media interest by issuing a press release. Press releases can be issued to announce activities that your group has taken part in, visits from a significant individual, or recognition that your group has reached a particular milestone. Below are some useful tips on compiling a press release.

- Create a title that sums up your story. The headline should be short and snappy. Be creative, but keep it simple. (You may find it easier to make up the headline after you have written the story).
- Use the 5 Ws: Who? What? Where? When? Why? This will ensure you include the key points of your story.
- Who does the project involve? Mention your community group, the Big Lottery Fund, Groundwork UK, and other local partners.
- What are the aims of your project and how are you going to achieve them?
- Where is your project site? Describe where your project is situated and the condition of the site in a way that reflects the need for the project in the first place.
- When did you start your project and when do you plan to complete it? This will give people an idea of how long a project like this takes, which in turn may inspire another project idea. By letting people know when your project will be complete, it will encourage them to see the site for themselves and start using it.
- Describe how you are going to achieve or how you have achieved your project outcomes.
- Try to keep your press release to a single side of A4 paper.
- Use 'plain English' and avoid jargon and acronyms.
- Include a quote from a local resident or a member of your group to support your story. Try and include a quote from an influential figure such as your local MP or Councillor.

- At the end of the press release put a short paragraph in to explain the background of your project.
- Add the name and (preferably mobile) telephone number of the person who will be available the same day to give a full story about your project.

Please [click here](#) for the press release template.

Making the most of the media

Getting your story in the media is a means of promoting your project. Why not use the opportunity to include details about what else will be happening in relation to your project – your next event for example, or if you need more volunteers. Request that the journalist gives it a mention, and give them the relevant contact details so that people know who to phone or e-mail if they want to volunteer.

TV and radio

You may want to contact your local radio and TV stations to make them aware of your project. These two forms of media will be more difficult to engage than the press but are still worth contacting, especially if you have influential people attending a launch event or coming to officially open your project. Make sure you give them plenty of notice for particular events and again, ensure you are talking to right person.

Local publications

Contact any other local publications such as a parish newsletter, the local council's newspaper or magazine or other free papers or magazines that are distributed in your area.

Speaking to the press and media

Let your local newspapers know about what you are doing, especially if you are planning an event or if there is something of interest during the project that would make a good human-interest story.

- Take time to prepare for questions that you might be asked. Decide what your key messages are. Consider whom your 'audience' or 'reader' will be.
- Maintain an objective view of what you are doing in order to put across the right messages to people.
- Always mention Community Spaces, Groundwork UK and the Big Lottery Fund when you talk about your project, so that people can identify where funding and support for your project has come from.
- Be truthful when answering questions. If you do not understand a question, say so. If you cannot give them an answer, say that you are unable to comment.
- Explain the need for the project. Compare what the site was like before you were given the funding, and what improvements have been made since.
- Mention other partners that have supported you in delivering your project.
- Highlight the positives. If your project has been well received in your community, then say how. Include any interesting anecdotes – give real examples of how it has improved the lives of particular individuals, but be careful not to mention names without people's prior knowledge or consent.

Media coverage

Following a press release, hopefully your story will get picked up by the media. This may be a radio station, television network, online publication, newspaper or magazine. We would like to see evidence of any media coverage your project receives. Please e-mail press@community-spaces.org.uk or send in hard copies of examples.

Speaking to the media can be a daunting prospect, so if you need any support or advice please contact felicity.russell-jones@groundwork.org.uk or nisha.virdi@groundwork.org.uk.

Section 4: Events

Holding an event is important to your project for a number of reasons: it will raise awareness amongst local people about what you are doing and why; it will help you to network and make links with key decision makers like local MPs or government figures; it will boost morale amongst your group and local community; it will showcase your project and possibly lead to further funding opportunities.

Your event can be as simple or as dynamic as you like – the key is to get people there and tell them about what you have achieved.

Types of events

Holding a launch event is a requirement of the Community Spaces grant. It will mark the opening of your new and improved project site to celebrate everyone's hard work and encourage people to use the site.

You should let us know the official opening date of your project at least 6 weeks in advance, as we may want to help publicise your event and prepare for any media enquiries.

Below are ideas for other types of events that you can hold to publicise your Community Spaces project, and encourage local people to get involved and use the site:

- **One-off event.** For example, a bulb planting day that local schools could be involved in, or an awareness training day that could be run in partnership with your local authority or stakeholders.
- **Regular events**, such as a weekly nature trail or guided tour of your project.
- **Annual events.** This may be a summer fête, a music festival or something that marks an anniversary of a local achievement.

Organising an event

Below are some suggestions of things to think about when organising your event. The most important things to consider when organising an event are your budget, resources and health and safety. These will give you the basis to planning your event.

Setting a date

Choose a date that is timely for your event. Make sure you leave yourself plenty of time to plan and organise your event and that the right people will be available. With your project being an outdoor space you may also want to consider the time of year and possible weather conditions.

Budget

The first thing you should do when planning your event is to check how much money you have available. Some of the things to consider for your event include:

- Refreshments / catering
- Hire of equipment
- Advertising the event
- Entertainment
- Special guests
- Staff / volunteers
- Information materials

Agree the things you will need for your event and allocate some of your budget to each requirement.

Venue

When preparing for your event, try to think about the following with regards to your project site or venue:

- Does the venue have easy access and facilities for the disabled?
- How big is the space?
- Is there somewhere to hang banners?
- What facilities are there for preparing drinks?
- Are there enough power points for the equipment you are using?
- If you need them, where are the power points located?
- If the venue is outdoors and the weather is bad, can you provide cover for your guests?

Road closures

If your event is for over 500 people you will need to consider applying for a temporary road closure. This will allow your guests, visitors and participants to get to and from your event quickly and safely. In some cases, it will be necessary to give your local authority at least 3 months notice. Rules and procedures for temporary road closures vary from one local area to another, so it is best to check with your local authority first.

Health and safety

There are some laws and regulations around public health and safety that you will need to be aware of when organising your event. It is important that you have public liability insurance so that you (or the owner of the site) are protected in case of an accident.

As an event organiser you will need to consider the following:

- How many people can your venue/project site safely hold?
- Are there any obvious hazards that you need to tend to, such as exposed wiring or uneven surfaces?
- If you are serving food, is there somewhere to safely store it and to serve it from?
- Do you have a First Aider available on the day of your event?

For information on health and safety visit the Health and Safety Executive website:

www.hse.gov.uk

Entertainment

If you are providing entertainment in the form of live or recorded music, check with your local authority to find out if you need a license. Refer to the Licensing Act (2003) – specifically, relating to ‘licensable activities’.

For the definition and breakdown of what the Licensing Act (2003) means go to: http://en.wikipedia.org/wiki/Licensing_Act_2003

An official version of the Licensing Act (2003) can be found at: www.opsi.gov.uk/acts/acts2003/ukpga_20030017_en_1

For more information about the Licensing Act (2003) visit: www.culture.gov.uk

Resources

Stalls – if you have enough space and enough people to run stalls, use the event as an opportunity to provide information to people. This could be in the form of literature about local issues. Consider asking your local authority, neighbourhood group, residents association, or local environmental charity if they would like a stall too.

Refreshments – if you are serving food and drink, think about what facilities there are available at the venue. Health and safety should be considered especially if you intend to serve hot food or drinks.

Volunteers

As your event will be free to the public, it is best to get as many volunteers as you can to help you.

Take into account the skills that people in your group have, and who would be best placed to be in charge of certain tasks. If someone is good at the more creative side of things, they might want to do some artwork such as producing posters to advertise the event. If you know that someone has excellent communication skills they might be the best person to speak to the media. Similarly, if someone is particularly good at organising, they could help you co-ordinate the event and make sure that everything runs smoothly.

Invitations

Consider **how many** people to invite and **who** to invite. For example:

- your local MP
- the press
- a photographer
- local councillors
- the mayor
- neighbours and local residents
- partners – Groundwork UK, Big Lottery Fund and others that may have supported your project.

Special guests

More people are likely to attend an event if they know a special guest will be there. Your special guest could be in the form of a celebrity or other well known figure e.g. the Mayor or an MP.

If you can arrange for a special guest to open the event your project may get more attention in terms of media, but it is not essential for the success of your event.

Find someone who is suitable for your event. Choose someone that will empathise with your cause, and benefit by being associated with your event. For example, inviting a local MP who is aware of local issues will make more sense than inviting an actor from a soap opera who has no connection to your neighbourhood.

If you have invited a special guest to your event, it is important to show your appreciation to them for attending, but without too much fuss. Special guests generally have busy schedules and will be used to being treated with a certain level of care.

Here are a few hints and tips on how to look after a special guest:

- A special guest is likely to have a personal assistant or agent who manages their diary. Be polite at all times and be clear about what you are asking them for.
- Prepare your special guest (or indeed, their personal assistant) by briefing them about the event. Let them know what the agenda will be, what time the event is, how long the event will run for, and what role you would like them to play – if any. It may be that they simply attend.
- Ask your special guest what they would like to do at the event. They may have a novel idea that you have not thought of.
- Ask your special guest how long they can attend for. If they have far to travel they may only be able to stay for a short period of time.
- Offer to pay for basic expenses such as their travel costs to and from the event.
- Be there in person (or ask a member of your group) to greet your special guest on arrival, and introduce them to other guests at the event.
- Make your special guest feel important by keeping a close eye on them at your event and making sure that they are well looked after.
- If your special guest has a particular role to play at your event, such as making a short speech or cutting a ribbon, let them know what time this will be.
- If there is a photographer at your event, plan the photo opportunities to fit in with when your special guest is available (and anybody else who needs to be pictured).
- Thank your special guest by sending them a card or letter, following their attendance at the event.

Advertising your event

There are several ways to let people know about your event. Here are some examples of how to advertise:

- word of mouth
- posters
- phone calls
- announcement on your social networking site
- internet blog
- e-mail or letter
- advert in your local paper
- newsletter.

Please refer to [Section 1: Promoting your project](#).

Equipment

Think about what equipment you might need for your event. Here are some examples of things that you should consider:

- Will you need tables and chairs? If so, how many?
- Do you need a microphone?
- Do you need a sound system?
- Are you using any video equipment?
- If you are making a presentation, will you need a projector and laptop?
- Where can you safely and practically position the equipment?

Always test your equipment in advance. You must ensure that it is safe to use and that it works well enough to produce good quality results. For example, check the sound for quality, pitch and volume. If you are using lighting, check that you have a spare bulb and that you can adjust the brightness if appropriate.

Photograph permissions

Community Spaces has a [photograph permissions policy](#). Please refer to this before taking photographs of people for the purposes of your Community Spaces project – particularly if you intend to publish the photos.

It is important that any member of the public who is photographed has given their consent for their photo to be taken and that they realise for what purpose the photo may be used. It is very important to get permission from parents if the individuals being photographed are under 16. Please use the [photograph consent form](#) as a template.

Photography

Taking photographs at your event will be a great way to remember your project and look back on what you have achieved.

If you know of a budding photographer or a local college that runs a photography course, they might be glad of the opportunity to take pictures at your event. It does not have to be someone professional, particularly as most digital cameras are now able to produce high quality shots.

Click [here](#) for Kodak's 10 Top Tips for Great Pictures.

Community Spaces has a dedicated group online, specifically for Community Spaces projects to share photos. We'd like all successful projects to join the 'Community Spaces Fund' group on the photo sharing website Flickr. Please visit us at <http://www.flickr.com/groups/communityspaces/> for more information. You will need a yahoo! email account to join Flickr. Simply join the group and upload your photos so that we can all see the differences being made with Community Spaces funding.

Section 5: Factsheet

When you contact people about your project, such as the press and media, you may be asked for some basic facts about the Community Spaces programme.

The following information will help you to answer questions about the programme and organisations associated with Community Spaces.

Community Spaces factsheet

- Community Spaces is a £50 million open grants programme that is managed by Groundwork UK as one of five award partners to the Big Lottery Fund's Changing Spaces initiative.
- The Big Lottery Fund's Changing Spaces programme has been developed to help communities enjoy and improve their local environments. The programme is funding a range of activities from local food schemes and farmers markets, to education projects teaching people about the environment.
- The Community Spaces programme is supported by a consortium of national environmental organisations. These are: BTCV, Federation of City Farms and Community Gardens, Green Space, Natural England and The Wildlife Trusts.
- As well as Groundwork UK, award partners of the Changing Spaces initiative include the Building Research Establishment, the Royal Society of Wildlife Trusts, Natural England, and MIND.
- Groundwork UK is the operating name of The Federation of Groundwork Trusts Ltd, a company limited by guarantee and registered in England.
- Groundwork supports communities in need, working with partners to help improve the quality of people's lives, their prospects and potential and the places where they live, work and play. Further information can be found at the website: www.groundwork.org.uk
- Big Lottery Fund is responsible for giving out half the money for good causes raised by the National Lottery. BIG are committed to bringing real improvements to communities and the lives of people most in need. Further information is available on the website: www.biglotteryfund.org.uk
- Community Spaces is open to community groups in England only.
- Community Spaces will fund projects that aim to meet the following outcomes:
 - ~ Better local environments.
 - ~ An increase in people's access to quality local spaces for interaction, play and recreation.
 - ~ An increase in people actively involved in developing and running a practical environmental project that is visible in their community.
 - ~ Improved partnerships between support organisations, communities and authorities.
- Community Spaces launched in March 2008 and all projects should complete by March 2013.
- The four grant sizes available are:
 - Small £10,000 - £25,000;
 - Medium £25,001 - £49,999;
 - Large £50,000 - £100,000;
 - Flagship £100,001 - £450,000.Applications for large and flagship grants closed in January 2009.

- Small and medium grants are available on a rolling basis until January 2011.
- Community Spaces aims to fund 800 – 1,000 projects over its lifetime.
- Community Spaces aims to fund one flagship project per region (nine flagship projects in total) and four large projects per region (36 large projects in total).
- Further information, can be found at the Community Spaces website:
www.community-spaces.org.uk. For media enquiries, contact the PR & Information team by calling 0121 236 8565 or e-mail:
press@community-spaces.org.uk.
- Community Spaces encourages community groups to leave comments on the blogging site, which is regularly updated with latest information and news about Community Spaces projects:
<http://blog.community-spaces.org.uk/>



Section 6: Feedback

The Community Spaces team takes an active interest in projects that have been awarded a Community Spaces grant.

Please keep us up to date with any publicity that you receive in relation to your Community Spaces project such as press, TV or radio coverage by e-mailing [**press@community-spaces.org.uk**](mailto:press@community-spaces.org.uk).

If you need further information or support relating to this toolkit, please contact PR & Information Manager, Nisha Viridi ([**nisha.virdi@groundwork.org.uk**](mailto:nisha.virdi@groundwork.org.uk)) or Information Assistant, Felicity Russell-Jones ([**felicity.russell-jones@groundwork.org.uk**](mailto:felicity.russell-jones@groundwork.org.uk)) at Groundwork 0121 236 8565.

