



How to promote your Community Business Weekend event to media and beyond

Friday 12 April 2019

**Community
Business
Weekend**



#CBWkd19

What we'll cover



- #CommunityBusinessMatters campaign and resources
- What makes a good news story and practical PR tips
- How to invite schools, universities, MPs and councillors
- Tips for a good photo
- Key dates



Kicking off with a poll

How much experience do you have pitching stories to journalists?

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#CommunityBusinessMatters

- Community Business Weekend 2019 will celebrate the success of this growing movement
- It aims to showcase what is possible when local people take action to improve their local community.
- There will be lots of national PR around the campaign on a regional and national level.
- The more activity we have taking place locally, the stronger the message nationally!
- We have lots of **resources** to help you do this.



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How we are supporting the campaign nationally

- National PR will focus on
 - The success of the growing community business sector
 - Hotspots for community spirit in England
 - A regional radio interview day featuring Power to Change's chief exec, Vidhya Alakeson
- Keep an eye on @peoplesbiz on Twitter for the story as it rolls out
- We're also running a social media campaign #CommunityBusinessMatters

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Key resources for you

Social media graphics

We've also created some templates for you to adapt. Once you have created your social media graphic using our templates for Facebook, Twitter and Instagram, click on the icons to download.



Bunting

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45mm_sticker

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45mm_sticker_2

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Arrow_signs.jpg

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Beer

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Stall

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Event guide



More info in our [events guide](#).

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Press release template



CBW Letter to Editor 2019

Size: 213 KB
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CBW Template Press Release 2019

Size: 220 KB
Type: Word doc

How to create a short film



How to create a short film FINAL

Size: 323 KB
Type: Word doc

Social media template guide



social media template guide.

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Press release template



FOR IMMEDIATE RELEASE

(TYPE OF BUSINESS) OPENS DOORS FOR COMMUNITY BUSINESS WEEKEND 2019

[Insert your community business name] hosts [event, e.g. family fun day]

This weekend (May 17-19) [insert your community business name] in [location] will (insert details of event) as part of the fourth England-wide Community Business Weekend.

Held to celebrate the work of the 8,000 community businesses across England, Community Business Weekend offers a unique opportunity for local people to visit and see how they can get involved in this growing movement.

[Name] from [business] said: "insert brief quote about why you are getting involved in the weekend and calling on local people to support you and come and find out what you do."

Vidhya Alakeson, Chief Executive at Power to Change, the independent trust behind the weekend said: "The beauty of community business is that anyone can get involved, either setting one up or becoming a valued customer. One of our core priorities at Power to Change is to help communities to harness the skills, leadership and entrepreneurialism that already exist at the local level. Community Business Weekend is a great way to both celebrate and uncover the skills that can bring vibrancy and economic growth to local areas."

Community businesses are organisations rooted in a local area, run by and answerable to members of the community. They range from skate parks to libraries, tea rooms to vineyards

and have a combined market income of £1.2bn in England, according to recent research¹. Community businesses in England also employ 33,600 paid staff and 125,200 volunteers.

Community Business Weekend is an opportunity to showcase what's possible when local people take control and demonstrate their value to the local economy and society.

To find out more about [insert your community business name] event, visit [insert website/Facebook if details of event are listed]

2018 saw more than 17,000 people visit 225 community businesses during the weekend, and some of those visitors are now volunteers, shareholders and customers.

To find out about other Community Business Weekend events in the area and for more information, visit www.communitybusinessweekend.org.

-ENDS-

Notes to editors

For more information contact [name] on [phone number] and [email address]

About [insert your community business name]

[INSERT DETAILS OF BUSINESS]

About Community Business Weekend

Community Business Weekend is the annual open doors event that celebrates communities in England who are using business to transform where they live. 2018 saw more than 17,000 people visit 225 community businesses during the weekend, and some of those visitors are now volunteers, shareholders and customers. For more information about how to get involved with Community Business Weekend 2019 visit www.communitybusinessweekend.org.

Community Business Weekend is supported by Power to Change, the independent charitable trust set up to support community businesses to create better places across England. For support and funding for your community business, visit www.powertochange.org.uk

About Power to Change

Power to Change is the independent trust that supports community businesses in England.

¹ The Community Business Market 2018: <https://www.powertochange.org.uk/research/community-business-market-2018/>

Community businesses are locally rooted, community-led, trade for community benefit and make life better for local people. The sector is worth **£1.09 billion**, and comprises 7,800 community businesses across England who employ 33,600 people. (Source: [Community Business Market 2018](#))

From pubs to libraries; shops to bakeries; swimming pools to solar farms; community businesses are creating great products and services, providing employment and training and transforming lives. Power to Change received its endowment from the National Lottery Community Fund in 2015.

[@peoplesbiz](http://www.powertochange.org.uk)

For more information please contact: Alex Valk 07384 812777 alexv@powertochange.org.uk

About The National Lottery Community Fund

We are the largest community funder in the UK – we're proud to award money raised by National Lottery players to communities across England, Scotland, Wales and Northern Ireland. Since June 2004, we have made over 200,000 grants and awarded over £9 billion to projects that have benefited millions of people.

We are passionate about funding great ideas that matter to communities and make a difference to people's lives. At the heart of everything we do is the belief that when people are in the lead, communities thrive. Thanks to the support of National Lottery players, our funding is open to everyone. We're privileged to be able to work with the smallest of local groups right up to UK-wide charities, enabling people and communities to bring their ambitions to life.

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Letters to editors template



Engaging with the media

A great way to engage with your local media is to send a letter to the editor of your local paper we've drafted the below as a template for you.

Letter to editor

Championing the power of local people

We live in a unique point in history, with a nation struggling to reconcile the differences thrown into light by the European Referendum. Everyone has, at some stage, felt they lack control over the world around them. But a growing number of people really are taking back control – of their shops, libraries, transport, energy, cafes and many more services. And by doing so they are helping to heal the divisions in their communities.

There are almost 8,000 community businesses in England and many in **TOWN**. They are accountable to their communities and their profits are reinvested in their communities. Hundreds of thousands of us shop, visit or benefit from them directly – yet the movement is still relatively unknown.

That's why Power to Change, the independent trust supporting community businesses in England, is once again organising Community Business Weekend (16-19 May 2019, #CBWkd19) to shine a light on these community-powered gems.

The weekend is a unique opportunity for community businesses to invite local people to see behind the scenes, understand how they can get involved in running a business for community good, and have a say in local decision making.

In 2018 more than 17,000 people visit 225 community businesses during the weekend, and many of those visitors are now volunteers, shareholders and customers.

There's never been a better time to get involved. Visit www.communitybusinessweekend.org to find out more.

Yours sincerely

[NAME]
[COMMUNITY BUSINESS]
[TOWN]

TALKBACK

Get in touch – tell us what you think

Email: letters@birminghammail.co.uk

Twitter: [@birminghammail](https://twitter.com/birminghammail) Facebook: facebook.com/birminghammail

Post: Birmingham Mail, 60 Church Street, Birmingham B3 2DJ

Shining a light on community gems

EVERY day, tens of thousands of people go to work at one of the 7,000 community businesses in England. Hundreds of thousands of us shop, visit or benefit from them directly, yet they are still relatively unknown.

Amongst them are community shops, with an impressive survival rate of over 95 per cent compared to around 50 per cent for small businesses generally.

In some communities, they can be the single biggest employer in the area.

That is why Power to Change, the independent trust supporting community businesses in England, is once again organising **Community Business Weekend** (May 4-7, #CBWkd18) in order to shine a light on these community-powered gems that not only bring much-needed services and spaces to a community, but boost local economies and reinvest the profits for the benefit of local people.

Pubs, libraries, housing, shops, farms, transport, and renewable

energy are just some examples operating across Birmingham and the West Midlands.

The weekend is a unique opportunity for community businesses to invite local people to see behind the scenes, understand how they can get involved in running a business for community good and have a say in local decision making.

Within the current context of continued cuts to local services and the slow recovery of wages and household incomes, there's arguably never been a better time (or a more pressing need) for communities to take control and prosper.

Visit www.communitybusinessweekend.org to find out more

Community Business Weekend

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What makes a good story?

- Are you running an event over the weekend?
- Will you have a VIP visiting? What will be on offer for attendees?
- Will the Weekend mark the first event/moment of its kind in your area? e.g mass community breakfast or launch of a new product?
- Is your community business unique in some way?
- Do you know local stakeholders who could comment on your story/business to provide a third party advocate for what you do?
- Who are the people/characters behind the business?



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Inviting schools and universities



Template letter
to
schools_colleg
es FINAL

Size: 213 KB

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Inviting local councillors and MPs



**Guide for CBs
to approach
councils**

Size: 234 KB

Type: Word doc



**Guide to CBs
for local
councils**

Size: 215 KB

Type: Word doc



Practical tips for pitching and contacting journalists

- Give plenty of notice – call at least a week ahead
- Use the resources available e.g. **template press release, social media graphics**
- Identify your local media outlets (including local radio). Find the right contact – news editor/reporter/editorial
- Email the press release and follow up with a phone call
- Copy and paste the press release into an email – don't send as an attachment
- Decide who your spokesperson is and offer interviews
- Invite journalists along and offer a photo opportunity and interview on the day
- Take plenty of photos on the day to send to press afterwards
- Offer exclusive press visits where appropriate
- Approach via social media e.g. Twitter



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PR on the day



Press

- Ask journalists to let you know if they're coming along or sending a photographer
- Have spokesperson available to talk to them and photo opportunity planned
- Take your own photos for sending to press and sharing on social media

Photography

- Make sure photos include a caption with the full names of anyone in them
- Get parental permission for any children under the age of 16
- Send photos and a short quote (100-200 words) to press on the same day or within a few days

Social media

- Use social media at your event/over the weekend – templates available on our resources page
- Put the hashtag in a visible place to encourage guests to post, too
- **#CBWkd19 #CommunityBusinessMatters**- encourage attendees to post as well

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Case study: Regather



**Gareth Roberts,
Operations Manager**

Venue Hire Fruit & veg Box Scheme Regather Brewery Regather Supperclub



Case study: Stretford Village Hall



Ballroom group takes next step to restoration

Sam Yarwood

WORK is under way to transform and restore this historic ballroom back to its former glory.

Stretford Public Hall, which stands on the corner of Chester Road and Kingsway, was built by John Rylands in 1878.

Several years ago, a community group was granted ownership of the building by Trafford council to turn it into a venue for music, food, dancing, weddings, theatre and the arts.

A fundraising campaign was launched to find the cash needed to carry out the revamp.

More than £255,000 was raised through a 'community share offer', which allowed people and organisations to purchase shares in the building with the money going towards the renovation work.

A year on, Friends of Stretford Public Hall and Loop Systems – the architects leading the project – have released an illustration of what the ballroom will look like.

There will be a new bar and kitchen space, as well as new lighting, heating and ventilation.

The historic space will accommodate up to 400 people and will be completely redecorated. It is

get under way this summer, with the ballroom open by the end of 2018.

Both Friends of Stretford Public Hall and Loop Systems are now urging Stretford residents to get involved in the final plans.

On Saturday, May 5, there will be an open day at the hall where people are encouraged to give their feedback.

Anaonika Deighton, chair of Friends of Stretford Public Hall, said: "We have been working hard in the background to make sure the renovations meet the needs of the community, so it's great we can finally start to share our plans and begin making it a reality."

Stephen McCosker of Manchester-based Loop Systems, said: "It's fantastic we can mark the one-year anniversary of the successful community share offer by allowing members to feed into the final designs – reflecting the ethos of this community-driven project."

The open day will take place at Stretford Public Hall from 11am to 4.30pm with a series of activities taking place to mark Community Business Weekend including a class concert for kids and a afternoon tea.



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Tips for a good photo

- Get someone to be your photographer for the day
- Think about what you want to shoot before your event, include people enjoying the event, visual of your business e.g. front of pub, people trading goods
- Get the names and ages of people you take photos of and include those as a caption in the email when you send to the press.
- Make sure you get their consent to use the photos for PR and, if children under 16 are in the shot, get written permission from their parents or guardians.
- Don't be afraid to use posed shots
- Rely on natural light as much as possible-outside photos ideally
- Save the photos in high resolution – J-pegs are preferred



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Not all photographs are created equal



All these photos would work for press. If using a small group shot, make sure you get full names L-R. If a mass group shot, don't worry about names but do include a short caption of one sentence.

Reportage images rarely work unless taken by a professional. None of these photos would be used by the press. If in doubt, aim for a posed shot of a few key people, or, at the very least, the outside of your building can work too.

Link with other community businesses

- Check what other community businesses are doing in your region and join forces
 - Pitch both your activities to local press
 - Get ideas for your own event
 - Check out www.communitybusinessweekend.org for who's doing what!



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Key dates for your PR diary



- **From now:** Get busy promoting your event, writing press releases and emailing letters to editors
- **By 23 April** - Let us know if you would like to get involved with national media story-providing a quote for the press release or speaking to journalists
- **1 May** - Send your press release to media.
- **10 May** - Remind journalists and ask if they're attending.
- **10 May** – final push on social media to get people to attend your event
- **16-19 May** - Share social media posts and photos during Community Business Weekend
- **20 May** – Get photos to local media after the weekend

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Time for a poll

Do you feel more confident now about pitching a story about your community business to your local media?

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Need help? Email
cbweekend@powertochange.org.uk

www.communitybusinessweekend.org

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