

COMMUNICATIONS WORKSHOP

GETTING THE MOST OUT OF YOUR COMMUNICATIONS

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Supporting your project communications

- Communications - a key aspect to the success of your project
- Communications planning – your role
- Communications support – our role



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The communications mix

- Press and media
- Social media
- Event management
- Paid for communications – advertising, sponsorship
- Project related communications – leaflets, posters
- Direct mail/direct marketing
- Working with other partners - referral, signposting



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Communications planning

- Developing a communications plan for your project
- Identifying communications opportunities
- Recognising the resources needed
- Delivering effective communications



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The theory: what makes news?

- Unexpected/unusual
- Superlatives – biggest, first, best
- Milestones and anniversaries
- Human interest
- Statistics
- Jobs created
- People trained/other outcomes and results
- Relevant/affects people
- Celebrity
- Success/failure
- Interesting
- New



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Promoting your project in local media

- Beginning, middle and end stories
- Picture opportunities
- Milestone stories
- Success stories
- Human interest
- Event related stories
- 'In project' stories – i.e people being trained, active delivery



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Practical considerations

Practical considerations:

- What – what is the story about?
- Who – who is the story about?
- Where – where is the event/project/activity located?
- When - when is, or has, the event/project activity taking or taken place?
- Why – why is the event/project/activity happening?
- Quote – a supporting quote from an individual at the project or someone befitting from the project
- Contact – where to contact the project for more details – including website/social media



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Painting a picture: using images

Subjects:

- Children / individuals and groups
- Activity/action/drama
- Tell the story
- Informal
- Colour
- Quality
- In-house versus professional

Methods:

- Photography
- Video recording
- Other



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Media coverage and images 2013-2014

WirralGlobe NEWS

Women's project turns waste textiles into cash

10:56am Sunday 6th April 2014 in [News](#)



Women's project turns waste textiles into cash

A BIRKENHEAD women's charity is transforming rags into riches after winning more than £6,000 worth of funding for a variety of recycling training sessions.

Tomorrow's Women Wirral - a project committed to reducing female imprisonment, offending and help those who want to make positive lifestyle changes - has been awarded £6,693 from the Merseyside Recycling and Waste Authority and Veolia Environmental Services.

The funding has enabled the group to buy sewing machines, trestle tables, recycling and compost bins and hire a tutor to help train volunteers to recycle old clothes and create useful items from discarded materials.

After selling a range of popular Christmas tree decorations made from recycled fabric, more than 30 women are now learning how to convert unwanted textiles into everything from plant holders and draught excluders to handbags.

The group, funded by the Community Fund, is now selling its latest handwork at their local car boot sales and has also started collecting unwanted clothing for sale.

Angela Murphy of Tomorrow's Women Wirral said: "The training sessions are going really well.

"The women are very keen to learn, are coming up with great ideas and are sharing their knowledge within their own communities.

"We have proved we can make things from old textiles and plastic that people want to buy.

"That is great news not just for the environment but also for putting funds back into our charity."

Clr Graham Morgan, MRWA Chairperson said "The TWW's project is a great example of how a relatively modest grant can have a big impact - both on the lives of people working with community groups and recycling habits in that area."

Waste not, want not!

Former teacher Trina is now offering lessons on how to make the most of your food

Report by **Danielle Thompson**

A RETIRED food technology teacher is offering West Lancs residents advice on how to make the most of their food and save money into the bargain.

Former tutor Trina McQueen is delivering talks around the region for Let's Get Cooking, the largest national network of healthy cooking clubs in the country.

The Children's Food Trust was awarded Big Lottery funding in 2007 to set up and support the first 5,000 Let's Get Cooking school-based cooking clubs for children and their families.

Trina's most recent talk, entitled Love Food, Hate Waste, was at a meeting of Westhead Gardening Society held in St James School Hall, Latham.

She said: "Let's Get Cooking has been awarded funding from Merseyside Recycling and Waste Authority's community fund to work with schools and families in order to reduce the amount of food waste they produce.

"As a retired food teacher I am delighted to be given the opportunity to work with different community groups to deliver the Merseyside Waste Muncher's messages. We are trying to reach as many groups as we can.

"At the talks I give them shocking



Trina McQueen preparing a dish for one of her presentations. Code NA

facts about food waste and advice on how to shop wisely, tips to make the most out of your food, plus demonstrations and tasting sessions of some of the dishes made using left-over ingredients.

"The UK throws away seven million tonnes of food and drink each year. This equates to 260 kilograms per household - or £700 per household with children - ending up in the bin.

"I advise people to make a habit of planning their weekly meals.

"This is a great way to cut your food bills and your food waste - make a shopping list and stick to it. "Don't shop when you are hungry, you may be inclined to buy lots of food that you will not eat.

"Also, eat seasonal food. Fruit and vegetables, when in season, are often cheaper than imported food.

"Try apples, pears and root vegetables in winter and salad, strawberries and other soft fruit in the summer months."

Waste Savvy

Schools get support to reduce waste

Halsnead Primary School, Whiston have joined schools from across Merseyside that will benefit from a whole host of support activities to reduce their waste and become more resource efficient, thanks to a project being funded through the Merseyside Recycling and Waste Authority (MRWA) and Veolia Environmental Services Community Fund.

The School Waste Action Programme (SWAP) project is managed by the eco resource network, who are a group of Merseyside based charities, and will offer schools hands on support to reduce their impact on the environment and to engage with and trial different ways to reduce their waste from purchasing to recycling.

More than 50 schools across Merseyside and Halton have applied to join the school waste action programme, and eight have been selected for one to one support.

The SWAP project will provide a dedicated officer to enable the whole school community to engage with and trial different ways to reduce their waste from purchasing to recycling. The aim is to enable the eight SWAP schools to reduce their waste by up to 25% by May 2014.

The remaining forty plus schools won't miss out though as they will be able to access other support to reduce waste including a workshop which will provide learning and networking experience to help schools create and embed a sustainable procurement plan.

Included in the support for all the schools will be the textile challenge, which enables the whole school community to get involved. A school assembly will launch a textile collection in each participating school and all kinds of textiles - from curtains to cardigans - can then be brought in for recycling with every item contributing towards a recycling payment to each school too.



The Halsnead Primary School Eco-team

Media coverage and images 2013-2014

£9k for fashion recycling

Style Factory group to resurrect residents' unwanted clothes

by Oliver Clay

hibition as part of the new Halton Re-Made initiative created by The Style Factory.

The events will take place in Runcorn and Widnes between now and March 2014 and will aim to recycle more than a ton of textiles and clothing during the initial project and more than 10 tons in 2014.

Caz Moss, Style Factory founder, said: "As part of the project, residents of Halton will be invited to donate their unwanted clothing to be used by a team of fashion designers to make the collection of high fashion, couture pieces that will create a unique community exhibi-

tion. "Collection bins will be sited at various work places and public locations over the next few months.

"Pop-up shop events and community courses will also give local people the skills to upcycle, repair and alter their unwanted garments and revive their wardrobe without breaking the bank.

"We are delighted to have been awarded the funding from the Community Fund.

"The Halton Re-Made project will give residents the chance to learn some really valuable skills that they can use at home on

their own clothes.

"We really want to show that fashion isn't about spending loads of money on a new wardrobe every season.

"You can look great and feel great and also reduce waste by recycling and re-vamping the clothes you already have but never wear."

Carl Beer, of MRWA, said: "We're pleased to be supporting a project which aims to have an impact on the amount of textiles that are sent to landfill.

"Through re-use and repair we're hoping residents will see their old clothes and textiles as a valuable

resource."

The Style Factory is a not-for-profit organisation.



FOUNDER: Caz Moss.

Educrate - caring for your world in a box

An initiative aimed at helping children care for their environment is coming to schools in Knowsley.

March saw the arrival of special 'Educrate' boxes at 12 primary schools in Knowsley helping pupils learn more about four environmental themes:

- **Theme 1:** Food waste reduction - helping students produce recipes using ingredients including leftover food.
- **Theme 2:** Composting and growing from soil to table. Exploring the benefits of growing our own food and producing compost.
- **Theme 3:** Reusing items, 'swap days' and exchanges. This crate helps students set up and run a 'swap day.'
- **Theme 4:** Making new from old with textiles and knitting workshops, recycling and reusing activities. This crate gives

budding designers a chance to develop skills, such as knitting, sewing, crocheting and embroidery.

Local environmental transformation charity Faiths4Change is spearheading the project, in partnership with Knowsley Council, after securing £18,780 funding from the Merseyside Recycling and Waste Authority and Veolia Environmental Services Ltd Community Fund.

The crates, containing all the materials needed to run fun, practical sessions linked to the curriculum.

Knowsley Council environment officers and Faiths4Change helped deliver the sessions, encouraging children to run their own 'green' activities. Knowsley Council will also monitor the wider impact of the project in the local community by recording waste tonnages to establish

Eco-garden plans spreading roots

■ A community group in Rainhill is set to open an eco-garden. Rainhill ECO acquired the land, which is close to the village centre, from the parish council and intend to transform it into a relaxing meeting point for the community. A sod-cutting ceremony, with officials from Merseyside Waste Disposal, will be held on Saturday, March 1 at Exchange Place, starting at 11am.

Merseyside projects to turn waste into resource

MORE THAN a dozen community projects that are working to cut food waste, and recycle or reuse everything from textiles to furniture and school uniforms have been selected to spearhead a £235,000 waste initiative across Merseyside and Halton.

A total of 16 groups have each been awarded up to £20,000 from Merseyside Recycling and Waste Authority (MRWA) and Veolia Environmental Services Community Fund 2013-2014, to deliver activities designed to have a direct impact on the amount of waste sent to landfill.

The successful projects include plans to work with students to cut waste and litter and a project

re-using furniture to help vulnerable families make a fresh start; a project to promote textile recycling and teach basic skills in clothing repair, establishing a parents centre and nursery equipment swap shop where parents can get advice on healthy eating and preventing food waste, along with a community project that's working with schools to promote reuse of uniforms.

Other projects include the creation of a community garden to promote recycling.



Free uniform scheme given boost

A free uniform scheme in Wirral has been given a cash boost to reach out and help more families.

The recycling scheme called Wirral Fuss (Free Uniforms for Schools) was set up two years ago by Sheila Fowler to help kit out children for free and lessen the cost to families. Now the group have been awarded £1,850 from Merseyside Recycling and Waste Authority's community fund.

Money will be used to develop the scheme further across Merseyside.

Wirral Fuss have also set up two new collection points at Tranmere Methodist Church and Lower Bebington Methodist Church, so as to make it easier for parents to take advantage of the scheme. This is in addition to St Luke's Church in Hoylake, where it was first set up.

Using other communications methods

Now you have your story what else could you do with it?

- Twitter
- Facebook
- Website
- Cross promotion with partners



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Planning for issues and problems

- Communications should also plan for possible issues and problems
- Try and identify possible risk points within your project that could cause communications issues
- Recognise that this is not a negative, but a positive action that will help in managing problems should they arise
- Part of your communications plan should detail how you would deal with a media or communication issue, who you would need to tell if there was a problem, who would your spokesperson be etc?



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Communications support from MRWA

- Communications support is available from the MRWA team and DHA Communications
- What we can offer:
 - Communications Toolkit
 - Help creating media and communication plans
 - Help and advice writing media releases
 - Advice on design and photography
 - Approval for use of the MRWA logo
 - Quotes for media releases and opportunities
 - Regular e-newsletter for projects and stakeholders
 - Web presence on MRWA / Recycle for Merseyside and Halton websites and social media



Communications Toolkit

- This year we've introduced a simple Communications Toolkit to provide some basic guidance and templates of some of the things that we've discussed today
- The Toolkit contains advice on everything from getting stories into local newspapers, developing social media, giving ideas for the kind of things that journalists want, and showing you how to get your stories and pictures published.
- You can download the toolkit, logos and other resources from the Authority website:

www.merseysidewda.gov.uk/community-fund



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Communications Toolkit

Template press release - EXAMPLE 1

[insert Community Fund logo and your own logo (if you have one) here]
[insert date here]

WITH PICTURE

£X,000 CASH BOOST TO RECYCLE SCHOOL UNIFORMS

A [insert name of borough] scheme to recycle school uniforms is set to [launch/expand/reach out to hundreds of homes] after winning [how much?] from the region's Recycling and Waste Authority.

The [name of scheme] recycling scheme based in [where?] will collect unwanted uniforms from local schools and set up collection points in local churches so they can be re-distributed to pupils. The scheme was one of just [x] projects awarded funding from Merseyside Recycling and Waste Authority (MRWA) annual Community Fund and will run for a [insert length of project].

Project leader [insert job title and name] said: "School uniforms are incredibly expensive and many families – especially ones with several children – really struggle to kit out their kids for school. "The grant is great news for us because it means we can help even more people and keep even more textiles out of landfill."

MRWA Chief Executive Carl Beer said: "[name of project] really is a win/win idea and a really worthy Community Fund recipient. It keeps unwanted textiles out of landfill and helps struggling households manage the rising costs of school at the same time."

Mums and dads interested in using the uniform service can get details of the collection points on the [insert name of project] website www.webbadesneecede@here.org.uk

ENDS

Media enquiries to [insert name and mobile phone no] and staff [insert names] sorting uniforms

Picture Caption

The attached picture shows project leader [insert name] and staff [insert names] sorting uniforms ready for collection.

Note to Editors

- [name of project] was set up in [when?] after [insert detail about how and why project was set up]
- The MRWA 2014 Community Fund awarded a total of £10,000 to a mix of large and small projects across Merseyside and Halton.

Have a look at the following pictures taken of recycling projects to see what works



WHY IS IT GOOD

- Really positive image
- Smiling face
- Features a child
- Nice and tight image
- Colourful



WHY IS IT GOOD?

- Nice tight picture which tells the story (with Bulky Bob sign in background) and features people from three main organisations the story is about.
- It's unusual – 3 men in suits carrying a chair down a street



WHY IS IT GOOD?

- Nice close/tight photo
- Not too many people
- Lots of action (knitting) and interaction between subjects
- Smiling kids
- Nice colour

Sending press releases

Branding and Acknowledgements

Branding and Standard Text Guidelines

The Authority has developed a specific logo for use by Community Fund projects. This logo should be used on all materials relating to the project that is being funded. In addition there are standard texts that should be used on documents, media releases etc which acknowledge the funding etc.

INTRODUCTION

- The Community Fund logo has been specially designed and should not be altered. Three versions of the logo have been produced – colour, mono and a reversed-out version. Guidance is provided in this document for use of all of the logos.
- To ensure visual consistency the logo must never be adjusted, redrawn or modified in any way. The logo should be given prominence published materials in printed and electronic format.
- This document also includes standard text that should be used when describing MRWA and the Community Fund.

USING THE LOGO

LOGO ONE (COLOUR)

In the main this is the default logo and should be used on most communications.



LOGO TWO (MONO)

When printing in black and white the new logo can be used in the mono version which will reproduce cleanly on a light coloured background.



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Next steps

- We'll be in touch to arrange a communications meeting with your project
- Provide us with some feedback - let us know how much support you think you might need.
- Identify who at your project will take the lead on communications.
- Think about the resources that might be needed for communications – time, money and people.
- Review the Communications Toolkit
- Develop a simple communications plan for your project which includes some key milestones.
- We'll provide you with some communications essentials – the Community Fund logo and how to use it, standard text to use in documents, quotes for media releases, and advice on delivering great communications!



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Questions

Don't be shy.....
ask us a question!



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