### **WARM HUBS**

Connecting communities throughout Warwickshire & Solihull

WRCC Winter Warm Hubs Courses 2023-24

## Promoting your Hub Monday 29th January 2024

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#### **Presentation outline**

Introduction

- Identifying your target audience who will come?
- Deciding what you want to say, how and where you want to say it
- Getting your message out to people what can you do?
- Six top tips for promoting your hub
- And "what if" ...



#### Introduction

When looking at how they could potentially have made more impact on their local community, hub organisers identified more event advertising and promotion as being an important factor, with **one third** of respondents ranking it as their top priority

Winter Warm Hubs in Warwickshire - WRCC report findings from Winter 2022-23



#### Identifying your target audience

- Your event may be open to all but who's most likely to attend? eg older people living on their own, parents with children, people with particular interests/hobbies/activities. What time will they come?
- Why do they want or need to come to your hub to meet new people, do an activity they enjoy, enjoy a warm space, get money saving information etc? What will they gain from getting out of the house?













- What could stop them coming to your hub eg other events happening locally, reluctance to leave the house, lack of interest.
- How can you overcome barriers? Consider referrals/signposting from community partners, eg social prescribers, schools, foodbanks etc.
   Where do your current attendees come from? Ask what they like/don't like/want more of - get free feedback!

#### Deciding what you want to say







- Agree your key messages with all your volunteers and share this across all your promotional activity. Know your hub's strengths and tell your audience about them - eg friendly welcome, home cooked lunch, cosy craft corner, prize bingo, support from external agencies.
- Reinforce what you're saying, visually show a couple of photos or graphic images on posters, flyers and social media. And consider using short video clips too!

- Write in a friendly, approachable manner and keep your message clear - be authentic, not perfect (but check for typos).
- Don't try to be all things to all people but concentrate on building your very own Warm Hub/Winter Warm Hub brand - it's more than just a name. Be consistent, be reliable and be personable!









#### Deciding how and where you want to say it ...









#### More examples - social media















#### And consider using video!

#### **WARM HUBS**



Connecting communities throughout Warwickshire & Solihull

WRCC Warm Hubs and Mobile Warm Hub A warm welcome all year round ...

#warmhubsworkshop #wrccwarmhubs #connectingcommunities







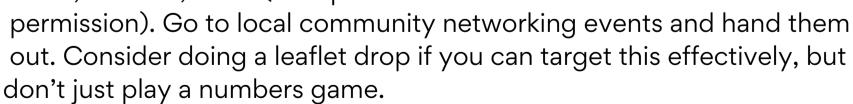


WRCC Warm Hubs & Mobile Warm Hub -A Warm Welcome All Year Round



#### Getting your message out to people

- Face to face: share information about your hub with everyone you know, and make sure your volunteers do the same. Ask any current attendees to tell others - and to bring a friend to the next event.
- Flyers and posters: if you have a small budget, why not get some A5 colour flyers (and/or A4 posters) printed. Put them up wherever your target audience is likely to go eg shops, noticeboards, other community hubs and venues, sports clubs, libraries, cafes (with prior permission). Go to local community networks





 Advertise your event in the local parish newsletter and in any other local publications (ideally for free, or for nominal cost). Write a press release and send this to the local press who are always looking for news stories. Occasionally local radio and TV may also be interested!









- Use social media channels that your audience are likely to use maybe even TikTok for a younger group! Sharing your posts with Facebook local community groups can be a great way to promote your Warm Hub or Winter Warm Hub for free.
- Creating short video clips using your phone, or a free graphic design tool such as Canva can improve engagement on all forms of social media. It also means you can speak authentically about your hub, which again can make it more appealing to people.



- Attract new people by holding a special event, eg a visit from the Fire and Rescue Service or the British Motor Museum, Act on Energy or Warwickshire Libraries' Tea & Tech team, and many more. Maybe even a magician or a local band?
- Collaborate with as many local community groups, support organisations and anyone else who can help! And ask WRCC for advice, suggestions, and lots of helpful contacts and resources!







#### Six top tips for promoting your hub

- 1. Collaborate, don't compete, with other community hubs and events.
  - 2. Choose a lead person to manage your hub's promotional activity.
- 3. Allow a budget for promotional activity it doesn't need to be big!
  - 4. Check out free relevant listings, eg <a href="https://www.wrccrural.org.uk/warm-hubs-network">www.wrccrural.org.uk/warm-hubs-network</a>, <a href="https://www.warmwelcome.uk">www.warmwelcome.uk</a> (national), local council sites etc ...



5. It's good to share - hand out flyers to other groups, and give them yours to hand out too, tag @wrccrural on social media as well as other organisations attending your events, post in local groups online etc. Think how you can help others and ask them to help you in return.

6. Become a habit - keep going, show up for your attendees, and build up loyalty and engagement over time.

For some people your hub may be a lifeline" and "a reason to get up in the morning" ... "if I didn't go, it felt like something was missing from my week!"

(Winter Warm Hub attendees, Winter 2022-23)



#### And "what if" ...

... you've done everything to promote your hub and it "doesn't work"?

- Go back to basics do you need to make changes to your event instead of how you're promoting it?
- Who is your potential audience and what do they want? Has this changed?
- Have any local events set up/changed dates that conflict with yours?
- What feedback can you get from current attendees and volunteers?
- Are there other partners who can help you engage with community?
- Is there anything else you could **reasonably** do to make a difference?



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