

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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Community project
supported by



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 ...



EST 2021
THE BIDFORD WARM HUB
Combating Isolation & Cold

Celebrate our Birthday

The Bidford Warm Hub is 2
and we want you to celebrate with us,
with Elevenses Tea service & FREE Bingo

Wednesday 11th October

10am - 1pm

Our weekly Bidford Warm Hub
is supported by:



at The Crawford Memorial Hall

The Warm Hub Scheme was started & is supported by:




WARM HUBS FREE SLOW COOKING COURSE

Slow cooking is an easy way to make tasty, healthy meals and save £££ on your energy costs and food bills too. Whether you live alone or have a family to feed, love cooking or have never had the confidence to try, this fun course is for you!



- FREE 4 week demonstration course including starter, mains & pudding
- FREE slow cooker, weekly ingredients & recipes to take home and make yourself
- FREE energy saving/home safety pack with carbon monoxide alarm
- Enjoy FREE refreshments & meet new people in small course group (12 max)



Places are limited so book your course place now!
Email: greatalne.parishcouncil@googlemail.com
Course running at: Great Alne and Kinwarton Memorial Hall, Henley Road, Great Alne, B46 6HL
Sessions: Thursdays 16th, 23rd and 30th November and 7th December, 12.00pm - 1.30pm



These slow cooking courses are provided thanks to a collaboration between



Saturday Social

Open to all
A place where people of all ages can come to connect and socialise this winter



A warm welcome, open to all, to meet and chat with other community members

Free refreshments

Wi-fi, games and books available

When: Saturdays from 9th December to 30th March 2024 10.30am to 12.30pm

Where: Marie Curie West Midlands Hospice, Support & Wellbeing Hub, Marsh Lane, Solihull, B91 2PQ

For further information please call 0121 703 3600



More examples - social media

The Snooty Pooch CIC
21 Nov · 🌐

With thanks to **WRCC** we have received funding for Solihull Warm Hub ... Soup For The Soul 🍲 ... See more

Stour Health and Wellbeing Partnership - SHWP
28 Nov · 🌐

Why not pop along to the Scout Hut, New Street, Shipston on Stour this Thursday 30 November and meet the British Motor Museum Team. They will bring object handling boxes that really spark conversation, a chance to reminisce or even to guess what the objects are. 🚗🚗🚗

Wolvey Village Hall
22 Nov · 🌐

Our **WRCC** Winter Warm Hub is up and running and we were very pleased to see so many people at our second Chair Pilates group on... See more

WRCC
Posted by Jacqueline Holcroft
11 Nov · 🌐

We really enjoyed the last session of our winter slow cooking course at the **Kenilworth Centre**. Everyone who attended the four sessions had a gre... See more

The Community Hub & Café
5 Nov · 🌐

Are you looking for something to do tomorrow afternoon, enjoy a chat and some co... See more

Salford Priors Parish Council
Kim James · 15 Feb · 🌐

Come along to Thursdays Warm Hub at **Salford Priors Memorial Hall** between 10am and 12 noon for a warm welcome & free refreshments. Coffee, Tea, Cakes, Biscuits, Toast, Crumpets. Tomorrow we have pancakes and 🌭 hotdogs on the menu [#happyplacesalford](#) [#warmhub](#) [WRCC Salford Priors Community Cafe](#)

Promoting your Hub 2023-24



And consider using video!



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

#warmhubsworkshop #wrccwarmhubs
#connectingcommunities

@wrccrural (Facebook, X, Instagram)
@wrcc (Linkedin)



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 networking events and hand them out. Consider doing a leaflet drop if you can target this effectively, but don't just play a numbers game.



- 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 www.wrccrural.org.uk/warm-hubs-network, www.warmwelcome.uk (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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www.wrccrural.org.uk/wrcc-warm-hubs



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