

PROGRAMME GUIDANCE

Communications - Telling People About Invest Local

We want as many people as possible from the local area to have their say in Invest Local. You need to make it as easy as possible for people to get involved, find out what's happening and give feedback. Making sure that as many people as possible in your community knows what's going on is essential to making Invest Local a success. And this guidance helps you to do just that.

First steps

There are lots of ways of communicating with people. The challenge is to find out which ones works best for your community. Think about who lives and works in your area. What do they do and where do they go? Which types of communications will suit different groups of people? Here are some different methods that you might want to think about.

Ways of communicating

Word of mouth

In this digital age, it's easy to forget the power of actually going out and talking to people – but it's such a good way of connecting with people from your community and explaining what Invest Local is all about. Groups that meet regularly (like parent and toddler, or older people's groups) might be a good place to go and chat to people. You even find an ambassador from each street in your area to knock on doors and tell people about Invest Local.

Printed publicity (eg leaflets or posters)

Put up posters in your local shops, library, community centre, school, GP surgery – anywhere that people in your area regularly go. You could make a newsletter telling people all about what activities and events are going on, and get some volunteers to deliver one through everyone's door.

Social media

Do lots of people in your area use social media? There are Invest Local Facebook pages for each area, and these can be a really quick and effective way to reach lots of people in the community. You might also want to set up an Invest Local Twitter feed for your area. You could use your social media pages to advertise your meetings or events, or share pictures and stories of Invest Local activities.

Websites and blogs

Some communities choose to set up their own Invest Local websites, to share good news and experiences from the programme, or publicise events. However, building and maintaining a website can take quite a lot of time and commitment. See our website guide for more information.

Events

A well-attended event is a great way for lots of people from your community to find out what's happening. Think about the kinds of events that will have lots of people turning up – this could be anything from a family fun day with activities for children, to coffee mornings where people can drop in and have a chat. And while the event is happening, you can talk to people about what you're doing for Invest Local and about their priorities for the local area.

Local media

If you make connections with local media, you could get lots of publicity for Invest Local – in local newspapers, newsletters, community radio stations or TV. You'll find lots more information in the resources section of our website, on everything from writing a press release to taking media-friendly photographs.

Making a Communications Plan

As part of your consultation during the Getting Going stage, it is a good idea to come up with a plan of how you are going to tell people about the programme, thinking about which methods are going to be best to spread the word within your community. Our Communications Officer, Emma Shepherd, will be able to help you with this. You can contact her on 07736 158820, emma.shepherd@bct.wales or talk to your Invest Local Officer.

Acknowledging Funding

Big Lottery Fund logos

Invest Local areas should acknowledge funding from the Big Lottery Fund, so that people who take part in activities and events know that the funding comes from the Big Lottery Fund.

You can download the bilingual Big Lottery logo [here](#), along with guidelines on how to use it [here](#).

Invest Local and BCT logos

We also encourage Invest Local areas to use the BCT/Invest Local logo on publicity materials and press releases, though this is not a requirement.

You can download the logo [here](#).