

THE
SOUTH-WEST HERTS

GREAT
BIG GREEN
WEEK 



Overview – what is the GBGW?

The Great Big Green Week is an exciting opportunity for our local community in Watford and Three Rivers to find out more about the environment, the natural world in their area, and what they can do to help preserve it. Many local charities and businesses, plus both local councils, are involved with the week's events.

There will be lots of activities for all ages and interests, previous years have included:

- Bat, bird and butterfly walks
- Get involved in the big clean up – litter pickers to the rescue
- Green Gym (yes, really...)
- Have a go at an eco-craft
- Movie showings for kids and adults
- A walk in the park
- Discussion panels – i.e. textile talks
- A green market in Watford High Street – hosting charities and green retailers

The South West Herts event is part of the national Great Big Green Week – the UK's biggest celebration of community action to tackle climate change and protect nature.

This year it is taking place from **June 8-16** – the aim is to increase understanding of why it is important for change to happen, what climate action can mean locally and how local people and groups can make a difference. We want to promote greater ongoing individual and community participation to protect our nature and biodiversity.

Afterall – nothing changes if nobody changes – and so we need people to see the need for change and that individual actions can make a difference to our environment.

What we need from you!

We need help to get our story out to the wider community! We need to promote the week as a whole and promote individual events. We want to make some noise – in the media, on social media and get information through to people who don't normally engage with us.

We need a marketing plan and marketing implementation to really energise our local community, getting as many people involved as possible. We would like people from every walk of life, age and community to get stuck in with the week – whether just coming along to find out more or getting active to save our planet.

Previous weeks have largely attracted people who are already involved with, or known to, the organisations involved and/ or interested in environmental issues. What we really want to achieve this year is to reach new people.

Deliverables

The strategy and roadmap

We need a clear plan of action, identifying the key activities needed with a clear timeline and responsibilities. This should include how the activity will be measured, so that we can learn from this year and make future years will be even more successful.

We anticipate this will require close liaison with our Project Lead, Working Group and Project Manager.

Included in this will be:

- Creating a buzz and awareness around the GBGW
- Reaching and engaging with new audiences, who are new to the GBGW and environmental events
- Promoting individual events, ensuring high attendance (NB – some events are finalised very late and close to the Week start itself)
- Supporting the creation of a database (compliant with GDPR) for use for future Green Weeks
 - Sign-up for interest via the website
 - Sign-up opportunities at every event
 - Promotion of sign-up via the media & social media

We would like you to recommend the best ways to achieve these goals, but anticipate this will include:

- Social media activity on the major platforms, aiming to reach a wide demographic mix (ethnically, gender, age, education level, income level).
- Strong local media presence – before, during and immediately after the Week
- Posters and leaflets for communities we can't reach through digital means. We anticipate this may be in community centres, religious establishments, local 'noticeboards' (in stores, libraries etc.)
- Providing simple and engaging materials that other organisations involved in the week can roll out via their websites, social media and digital marketing avenues, i.e. charities, councils (town and parish), businesses, schools etc.
- Reach local businesses and get them engaged – many local business people are really up for getting involved. This adds to their CSR policy and their own social media profile – tapping into this resource is important.

- Identification of any fundraising opportunities
- Identification of any sponsorship opportunities

Implementation of the required activity

We anticipate the strategy will include the following to be delivered:

- Creating graphics (building on the Canva templates provided by the national GBGW)
- Writing posts, blogs, articles, posters, leaflets
- Press releases and briefings
- Promotion to local radio and other community media (e.g. Asian radio)
- Take and/or manage photos / videos. Ensure that appropriate permissions have been granted.
- Liaise with Project Lead and Project Manager to support distribution of materials via mailing lists (soft copy) and volunteers (hard copy i.e. posters/ leaflets delivered and put up).

Implementation needs to meet agreed deadlines and budgets. Any issues need to be flagged up as soon as possible and resolved with the Project Lead and Working Group.

Budget

We have £3,000 – 5,000 for delivery of the marketing element of the GBGW.

Call for Marketing Agency and/or Freelancers

The activities above can be completed by one or more companies or freelancers. If more than one company is appointed then the GBGW Project Manager will be responsible for the coordination of all parties delivering their specific elements/specialisms.

We are looking to be as far reaching as possible with the scope of the GBGW so please suggest ideas and new ways to reach as wide an audience as possible – the brief above should not be seen as fixed or limiting in scope 😊.

If you are interested in all or part of the above work, please contact sustainableswherts@greenwatford.uk. We hope to have companies/ freelancers in place for all elements of this week by the End of March.

We welcome any questions you may have and look forward to hearing from you.