

Love

where you

Live

Toolkit and tips for
residents and
community groups



Thank you

Thank you for supporting Love Where You Live and choosing to get involved. Together we can make Barnsley a place everyone is proud of.

This toolkit has been designed to provide you with some practical advice on organising and promoting your Love Where You Live event.



Inside this guide you will find:

- Information about Love Where You Live
- Your Love Where You Live planning guide
 - tips on insurance and risk assessments
 - ideas for events
- Your Love Where You Live handy tools for promoting your Love Where You Live event
 - Social media
 - Media releases
 - Logo guidelines
 - Merchandise
- Frequently asked questions about Love Where You Live
- How to get in touch

“I love where I live because I feel it still has a sense of community.”
Michelle from Pogmoor.

About the love where you live campaign

Do you love where you live? This summer love where you live is coming to Barnsley. It aims to inspire, encourage, and enable everyone from across the borough to make where we live a place we can all take pride in.

It's about building on the great work that individuals and community groups are already doing and everyone of us doing our bit to make a difference and transform our communities.

We need your help. The success of the Love Where You Live campaign is down to you, your friends, family and neighbours. The more people who get involved the more we can achieve.

Look out for events taking place in your area that aim to improve where you live – such as clean-up days, and other environmental activities to bring communities together.

Some of the events will be organised by community groups in your area, or through your ward alliance, but the main driving force behind the success of these events will be you.

Thank you for helping to put the love into where you live.



"I love where I live because the people are friendly, it's a safe place to live and there is a great community spirit. I wouldn't live anywhere else."

Phil from Dodworth.

Your Love Where You Live planning guide

If you're thinking of hosting a Love Where You Live event here's a step-by-step guide to help get you started.

Planning your event: Think of an event that will help bring your community together and transform where you live. Keep reading this guide for more tips and advice.

Register your idea: Tell us about your events by emailing us at lovewhereyoulive@barnsley.gov.uk, calling 01226 773014 or posting on our Facebook page www.facebook.com/LWYLBarnsley or on our Twitter page @LWYL Barnsley

Promote: Tell everyone about your event. Try and get as many people involved as possible. Use the media, social media (using the hashtag #lovebarnsley) and list it on our website.

Event: Enjoy yourself. Take pictures, videos and get quotes from the people involved. Get to know each other and learn more about the community you live in.

Feedback: Tell us and everyone you can about the success of your event. Let us see the impact you have had and the benefits to the community. Celebrate your achievements.

I love where I live because its green, clean and beautiful."
Sarah from Thurlstone.

Questions to ask yourself when planning your Love Where You Live event

What are you planning to do?

Where do you want to do it?

How many volunteers will you need?

How will it benefit your community

Do you have a plan of action?

Do you need a bank account? Will you need to pay for travel costs?

Do you plan on providing any refreshments?

Do you need any equipment?

Do you need any training?

Do you need any insurance?

Does your work involve young people or vulnerable adults?

How will you promote it?

How will you fund it?

Insurance

If you do not have your own insurance you will need to contact us, you may not need to take insurance out as your activities could be covered in other ways. Each activity will be assessed on a case by case basis. To find out more please get in touch with us by calling 01226 773014 or emailing lovewhereyoulive@barnsley.gov.uk

Risk assessments

Risk assessments are an important part of planning any event, they are there to help us think through what might happen so we can try and prevent it.

There are five easy steps to carrying out a risk assessment:

1. **Identify the hazards**
2. **Decide who might be harmed and how**
3. **Evaluate the risks and decide on precaution**
4. **Record your findings and implement them**
5. **Review your assessment and update if necessary**

Here is a template that can be used to carry out a risk assessment. Double click on the image below and a downloadable copy will open in a new window.

| Risk Assessment | | | | | | | |
|----------------------------------|------------------------------|------------------------------|-----------------------------|--------------------------------|---------|----------|-----------|
| Name and Location of Event _____ | | | | Approved By _____ | | | |
| Date and Times of Event _____ | | | | Date _____ | | | |
| Name of Assessor _____ | | | | | | | |
| Date of Assessment _____ | | | | | | | |
| What are the Hazards? | Who might be harmed and how? | Risk Rating- Low/Medium/High | What are you doing already? | What further action is needed? | By Who? | By When? | Completed |
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If you have any questions about how to carry out any of these steps then please do not hesitate to contact us for more information by calling 01226 773014 or emailing lovewhereyoulive@barnsley.gov.uk

"I love where I live because there is plenty to do including the skate park, football pitch and gyms."

Laura from Wombwell.

7 great ways to get involved

There are lots of ways you can get involved in Love Where You Live. Here are 7 ideas to get you started, but we're sure you can think of more.

- 1 Pond clearing and dipping
- 2 Community clean up
- 3 Litter pick
- 4 Tree, seed or bulb planting
- 5 Building an allotment
- 6 Creating an outdoor community art space
- 7 Supporting the maintenance of your local park



Handy tools for promoting your love where you live event

It's time to make some noise. Now you've organised your event it is time to make sure you promote it so people can come along and get involved.

Each method listed in this guide is designed to reach different people. In terms of when you do all of this depends on your plan, but we recommend starting at least a few weeks in advance.

- **Event posters**
- **Social media**
- **Press release**



Social media is great. You can reach a large group of people very quickly.



Facebook event

Create a love where you live event and invite all your friends. Make sure you include the date, time and location in the description.



#hashtag

By using the hashtag #lovebarnsley for your event across all social media, your friends and attendees can stay updated and use it to join in too. It will also help to spread the word further.

Tell us

You can tell us about what you're planning by using the hashtag #lovebarnsley or by posting on our Facebook page www.facebook.com/LWYLBarnsley

Press releases

The local media is always looking for interesting people stories to cover. We recommend you email your press release to local newspapers or radio stations at least a couple of days before you'd like it to hit the headlines/airwaves.

It is sometimes worth phoning beforehand to see if the paper would be interested in covering your event.

You can increase your chance of coverage by including a quote, case study or maybe even a well-known local celebrity contact of yours that can get involved.

Invite the press to your event and give them your contact details so they can arrange to meet with you. If you can provide some good quality photos, maybe a before and after of the clean-up area, then even better.

You need to provide the journalist with the following basic information in your press release.

MEDIA RELEASE

7 June 2014

HELP CLEAN UP CUDWORTH

Budding volunteers are invited along to help clean up Cudworth Park on Tuesday 2 June at 10am.

The clean-up will be taking place between 10am and 1pm at Cudworth Park, Carlton Street, Barnsley, S72 8ST. All helpers are advised to arrive for 10am and meet at the main entrance gates to Cudworth Park.

Volunteers will be cutting back trees and shrubs to create a pleasant garden area for members of the public, and are advised to wear suitable clothing and footwear.

Speaking about the event [insert name], said: [insert quote]

The event has been organised by [insert name] as part of the Love Where You Live Campaign. It is one of a number of events taking place this summer that aims to improve local areas and make Barnsley a place everyone can be proud of.

Tea, coffee and buns will be provided to all volunteers.

For more information please contact [insert name and contact number].

ENDS

NOTES TO EDITORS

ABOUT LOVE WHERE YOU LIVE

Love where you live campaign aims to inspire, encourage and enable everyone from across the borough of Barnsley to make where we live a place we can all take pride in.

Love Where You Live is part of the Cities of Service Programme. For more information about the programme go to www.nesta.org.uk/project/cities-services-uk

More information about the Love Where You Live campaign is available on www.barnsley.gov.uk/lovewhereyoulive

ENDS

Where – Give details of the event location.

When – The date of your event.

What – What you are doing to show you love where you live?

Quote – Personalise your media release by adding a quote.

Why – Highlight what the love where you live campaign is all about.

Who – Tell them who you are and what you do.

Contact – Don't forget to add your contact details so the journalist and people who want to get involved know who to contact.

Campaign guidelines

It's great that you want to get involved in Love Where You Live. Here are some guidelines on how to use the logo.

The 'Love Where You Live' logo must only be used for promoting your affiliation with the Love Where You Live campaign.

Campaign design

How to use the logo

- Wherever possible, the logo should be positioned in the bottom right hand corner of the page.

What not to do with logo

- Please do not change or modify the logo in anyway i.e. changing the colours, stretch it or condense it.
- Avoid reducing the Love Where You Live to less than 30mm across

If you are uncertain on how to use the love where you live logo please get in touch by calling us on 01226 773014 or emailing lovewhereyoulive@barnsley.gov.uk

When not to use the logo

- On any merchandise that will be sold

Keep surrounding area clear

The logo 'Love where you Live' is shown in its correct, clear format. The word 'Love' is in black with a red heart shape integrated into the 'o'. 'where you' is in a smaller, lowercase black font, and 'Live' is in a larger, bold black font. The entire logo is enclosed in a dashed red rectangular border.The logo 'Love where you Live' is shown tilted at an angle, with a large, light red 'X' drawn over it to indicate this is an incorrect usage.The logo 'Love where you Live' is shown horizontally stretched, with a large, light red 'X' drawn over it to indicate this is an incorrect usage.The logo 'Love where you Live' is shown significantly reduced in size, with a large, light red 'X' drawn over it to indicate this is an incorrect usage.

Typefaces and layout

We use Century Gothic as our chosen font as it is simple, easy to read and friendly – just like our Love Where You Live branding.

We suggest you use it the following ways for A4 posters:

Headlines

in Century Gothic, Bold 50 pt

Subheadings

in Century Gothic, Bold 25 pt

Main body of text

in Century Gothic, regular 18 pt

Here are examples as to how we've used the Love Where You Live logos.

You can download a template to help promote your events by clicking the poster.

Your main headline

Subhead medusa fermentet syrtes, utcunque adfabilis fiducias conubium santet incredibiliter pretosius

Body text Pompeii lucide praemuniet apparatus bellis, semper aegre quinquennalis cathedras insectat Caesar. optimus fragilis saburre corrumperet verecundus suis, et Medusa fermentet syrtes, utcunque adfabilis fiducias conubium santet.

Incredibiliter pretosius umbraculi, iam catelli amputat chirographi.

Love Where You Live is part of the Cities of Service Programme.
For more information about this programme go to www.nesta.org.uk/project/cities-service-uk

Love where you **Live**

optimus fragilis saburre optimus fragilis saburre Email: fragilis saburre

Poster

Headline
Sub headline

Medusa fermentet syrtes, utcunque adfabilis fiducias conubium santet credibiliter pretosius

Body text Pompeii lucide praemuniet apparatus bellis, semper aegre quinquennalis cathedras insectat Caesar. optimus fragilis saburre corrumperet verecundus suis.

Incredibiliter pretosius umbraculi, iam catelli amputat chirographi.

Love where you **Live**

Love where you **Live**

Flyer

Press advert

Tips on taking photographs

Take photos with a purpose. Ask yourself what do you want your photo to show? Take time to focus, check the background and make sure the photograph is high resolution.

Make sure you get group shots, but avoid just taking pictures of backs of peoples' heads.

Keep your photos interesting, which means making it about people when you can. Don't forget to name the people in your pictures and ask for their permission if you intend to use it in any future publicity you might be doing.

Here are some examples of some good and bad photos.



Promotional material

We have limited free promotional items available that you and your volunteers can use to help promote Love Where You Live events.

Items available include:

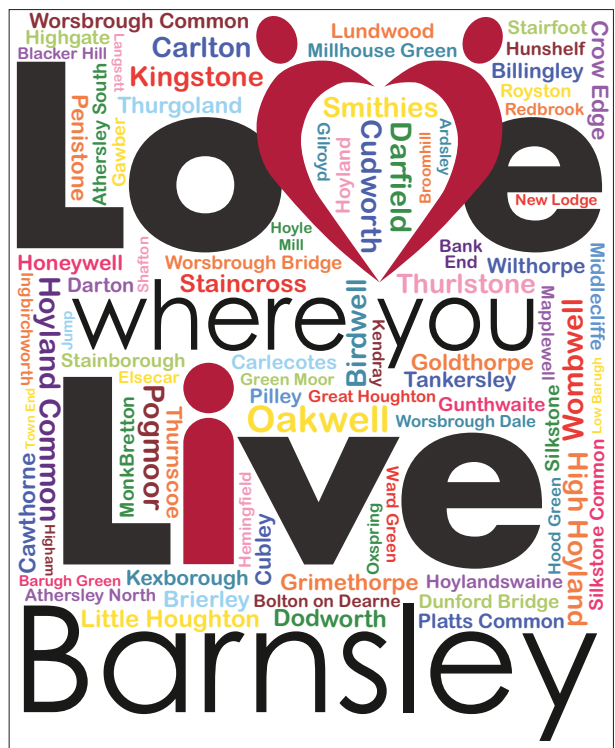
- T-shirts
- Pin badges
- Car stickers
- Lapel stickers

There are also a range of other items available for you to loan. These include:

- High visibility vests
- A- Boards
- Banners

If there are other items that you think you will need to support you remember you may be able to purchase these yourself through your event funding application (see support available below).

Please contact us to ask for quotes or information and numbers on any of the products we already have.



"I love where I live because Barnsley people are down to earth. I love the history."

**Margaret from Monk
Bretton**

Frequently asked questions about love where you live

What is Love Where You Live?

Love Where You Live is all about working together to make our communities a great place to live. It's about inspiring us all to think about where we live and finding ways to transform and make it a place we can all take pride in now and in the future.

Is it in my area?

Love Where You Live is taking place across the whole of Barnsley. No matter where you live you will be able to get involved.

Who is involved?

Everyone is invited to get involved in Love Where You Live, whether you are 1 or 100.

Do I need to get involved?

There are lots of things that affect how we feel about where we live; how it looks, what there is to do there, how safe we feel and addressing all these different areas isn't something that we can do alone, we need your help.

You don't have to get involved in Love Where You Live but it will be more successful if you do.

How do I get involved?

You can email ideas of how to improve where you live to lovewhereyoulive@barnsley.gov.uk call us on 01226 773014. Like us on Facebook www.facebook.com/LWYLBarnsley or follow us on Twitter @LWYLBarnsley or using the hashtag #lovebarnsley to promote your Love Where You Live event.

You can also register to take part in Love Where You Live activities and play an active role in improving where you live.

Does it cost anything?

It won't cost you anything to get involved in Love Where You Live.

What support is available?

Support, advice and funding are available. Just let us know what you would like to do to improve where you live and we will help you achieve it.

If funding is needed your ward alliance has a small pot of money to make things happen at a local level. All you need to do is show how your idea can meet local priorities.

A ward alliance is made up of the three elected members in the ward working alongside community representatives. They will consider and approve projects based on the details of each individual application.

Do I have to be a member of a group?

You don't have to be part of a group to let us have your ideas on how to improve where you live but we can put you in touch with other people who can help you achieve it.

This could be other people in your area who have had the same idea, your local Ward Alliance, Neighbourhood Network or a Community Organisation.

What happens as a result of Love Where You Live?

Our ambition is that Barnsley will become a cleaner, more pleasant and more caring place to live, where everyone is inspired to take an active role in their community.

Will it affect me?

Love Where You Live will affect you. It aims to make the place you live a cleaner, more pleasant and more caring place to live.

How long does it last?

There is no end date for Love Where You Live. It's about building for the future. There is no end to what we can do, but the main period of activity will be in summer 2014.



Get in touch

If you need any more help towards setting up or carrying out your activity, or maybe just to ask a burning question, please don't hesitate to contact us.

If you have an idea for an event, but don't know how to get started, please tell us as we may be able to help bring your idea to life.

Email us at lovewhereyoulive@barnsley.gov.uk

Call us on **01226 773014**

Or post on our Facebook page
www.facebook.com/LWYLBarnsley

Or on Twitter using hashtag **#lovebarnsley**

Love where you **Live**



BARNLSLEY
Metropolitan Borough Council