

## REUSE & REPAIR: COMMUNITY SEWING WORKSHOPS

### BUDGET GUIDE: £20,000-30,000

**BREAKDOWN - PR:**  
£10,000-15,000

**CRAFTING EXPERTS  
(WORKSHOP FACILITATORS):**  
£8,000-14,000

**DESIGN AND PRINT:**  
£1,000-2,000

### TIME AND EXPERTISE:

- Project Manager – Around 15 days
- Communications Manager – Around 5 days
- Crafting experts (workshop facilitators) – 1 day per workshop

### PARTNERS REQUIRED:

Local councils and waste authorities

### AIM

The objectives of this activity are to raise awareness of the environmental impact of textiles waste and teach sewing skills to residents of your town or city in order to prolong the life of clothes.

### PLANNING

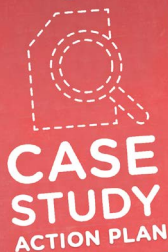
Key activities are: write a project proposal, confirm participating boroughs and procure expert crafters. Borough contacts need to be aware of responsibilities right from the start.

**-6  
MONTHS**

- **Write a project proposal** which outlines the context, rationale, objectives, budget, timings and staffing requirements;
- **Procure expert crafters** - be aware that this can take a significant amount of time, so ensure you start the procurement process well in advance;
- **Assign a project lead** and invite partners to join a working group; e.g. boroughs, workshop facilitators, charity partners, sponsors;
- **Decide on the timings and key elements of the campaign** – it is important to confirm timings to suit all partners, and check for opportunities to tie into other local or national events/awareness campaigns, such as:
  - A regional fashion week
  - Small Charity Week
  - Recycling Week
 ... and avoid clashing with other large local community events or large charity campaigns that your target audiences might be engaging with;
- **Set milestones** to ensure the outputs can all be delivered on time and to budget.

Set (SMART) objectives for the campaign to measure its success (see 'Evaluation' for examples)





**CASE STUDY**  
ACTION PLAN

# REUSE & REPAIR: COMMUNITY SEWING WORKSHOPS

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MONTHS

- **Workshop themes, dates and venues confirmed;**
- **Ensure the workshop facilitators have thorough plans for how their events will run** and have checked that all necessary facilities will be available at their chosen venues;
- **Ensure all external suppliers and workshop facilitators have public liability insurance;**
- **KPIs and deliverables confirmed for each borough;**
- **Commission the design and production of promotional materials** for the campaign such as posters, leaflets, banners, digital assets, t-shirts. Plan where and when these will be displayed.

Commission your PR agency. Finalise your campaign copy and communications materials. Note: Allow time for translation if messages need to be bilingual.

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MONTH


- **Launch communications and promotions** to maximise awareness and boost registrations
- **Promotional materials printed and delivered** (including to councils and other partners);
- **Focus on promotion of events** and gathering registrations (assume approximately 30-50% drop-out for free events);
- **Ensure press releases are finalised** and PR agency ready for sell-in to local media;
- **Confirm all workshop facilitators have carried out suitable risk assessments;**
- **Send reminders** to booked attendees in the lead up to the workshops. These reminders can also provide information about other activities going on to increase awareness.

LAUNCH  
CAMPAIGN

## COMMUNICATION

- **Create a communications plan** to outline what key message(s) will be communicated, when and how;
- **As part of your communications plan, think about how you can capture the interest of your target media.** E.g. Do you want to launch the campaign with a 'PR stunt' that will create a buzz and provide a photo opportunity?
  - Use a mix of communications methods to reach the target audiences and to reinforce the messages, e.g. Direct marketing: event promoted in local council and venue newsletters;
  - Advertising: posters to be displayed in local area leading up to the event, such as in community centres, sports centres, libraries, local council office, job centres, shops, workshop venue, expert crafter workshop (if applicable);
  - Digital: eventbrite page, campaign page on council website, email mail out, event promoted on your campaign website and relevant partner websites, bloggers and vloggers to act as advocates if possible, Facebook, Twitter and Instagram schedule. Event can be promoted beforehand, photos shared during the event and reported post event;
  - Press: local press release, local magazines and newspapers. Workshop can be promoted beforehand and a news report with photos produced post event.





## CASE STUDY ACTION PLAN

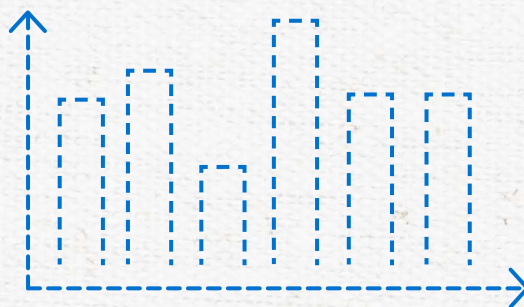
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## EVALUATION AND MEASURING SUCCESS

- Total number of workshops delivered
- Number of sign ups and actual number of attendees
- Engagement on social media - total number of likes, shares, comments across all channels used, positive or negative sentiment
- Number of PR pieces achieved (e.g. 15-20 pieces in total)
- Total reach of PR (regional, local, broadcast)
- Number of campaign page views by borough

Qualitative feedback from attendees and workshop facilitators as well as from people engaged on digital platforms



## EQUIPMENT/MATERIAL CHECKLIST

- Promotional leaflets
- Promotional posters
- Information leaflets
- Pull up banners
- Camera
- Workshop equipment (confirm with workshop hosts)





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### IMPORTANT CONSIDERATIONS

Local council requirements need to be set out thoroughly and specifically prior to campaign commencement – i.e. what you expect the local council to deliver (venue, local promotion, crafter management, digital promotion) and what you expect reported post campaign.

We would recommend that the local council contact should

attend the workshop in their area, to assist with logistics on the day and provide social content, assist the facilitator, and gather data such as number of attendees and qualitative feedback. Where possible, each facilitator should deliver multiple workshops: this keeps costs down, allows for more consistency and keeps the process streamlined.

### BENEFITS

- Teaching residents skills for life
- Encouraging participants to make their clothes last longer, so reducing the environmental impact of textiles
- Building community spirit and networks
- Increased engagement with the local community for your campaign/organisation
- Develop local understanding and appreciation of once essential life-skills
- Opportunity to build your membership / email list / social media following
- Opportunity for sponsorship

If you are planning to run a campaign like this, please get in touch:

[loveyourclothes@wrap.org.uk](mailto:loveyourclothes@wrap.org.uk)

SEE CASE STUDY

[www.loveyourclothes.org.uk](http://www.loveyourclothes.org.uk)

