

ARRANGING PUBLIC KILO CLOTHING SALES WITH A TEXTILE PROCESSOR

BUDGET GUIDE: £0 - £5,000

COSTS MAY INCLUDE STAFFING, PAID FACILITATION, PR SUPPORT, TRANSPORTATION, FILMING OF THE EVENT(S) AND PRODUCTION OF PROMOTIONAL MATERIALS.

TIME AND EXPERTISE: APPROXIMATELY 35 - 100 HOURS OF STAFF TIME REQUIRED

- Project manager: 20 – 50 hours
- Communications staff: 10 – 30 hours
- Facilities staff: 5 – 20 hours

AIM

To engage the public in clothing reuse, by generating publicity and raising awareness of what happens to second hand clothes and to maximise income from surplus vintage grade stock that would otherwise have gone for export.


PLANNING

The complexity of planning will depend on whether the events are delivered on the same premises that the clothing is sorted and stored at.

-6

MONTHS

- **Draft a project proposal** – this should outline the context, rationale, objectives, budget, resource requirements, roles and benefits of the campaign.
- **Think about who you should target** to take part in the events. Is your main objective to raise awareness of clothing reuse, or to maximise revenue from clothing sales?
Your target audience(s) could be:
 - The general public – or a subsection based on who is usually interested in your campaigns.
 - Fashion bloggers – they will increase your reach, but only to those interested and engaged in fashion.
 - Students – who are always on the lookout for a bargain.
 - Crafters, tailors, or vintage experts - who will have a keen eye for a bargain.
- **Discuss Health & Safety and security** with relevant colleagues (if you are inviting members of the public onto the premises) and plan relevant risk assessments.
- **Decide on the event dates.** You may want to consider running the events to tie in with other initiatives, also check what other local events are taking place to avoid clashes.
- **Think about the resources you need.** Do you have these in house or do you need to find suitable partners?
- **Draft a communications plan.**
- **Set SMART objectives** for the event in order to measure its success.



CASE STUDY
ACTION PLAN

ARRANGING PUBLIC KILO CLOTHING SALES WITH A TEXTILE PROCESSOR

-3

MONTHS

- **Finalise your communications plan.** Think about partners who can extend the reach of your communications and use a mix of communication methods to reach your target audience. Plan post event communications, summarising the event; sharing photos or feedback; thanks to everyone involved for their participation and support.
- **Visit the venue to plan how the space will be used safely,** what equipment and facilities are required, e.g. tables/chairs, extension leads, clothes rails, coat hangers, mirrors, changing areas and promotional materials. You will also need to think about parking.
- **Consider other details of the event** – will group transportation need to be arranged? Do you need to provide a location map and event signs? How is the pricing structure for the clothing going to work and how do people pay?
- **Draft a running order for the event.** Clearly set out how you will manage people as they arrive, what activities you might want them to take part in and how you will finish the event.

-1

MONTH

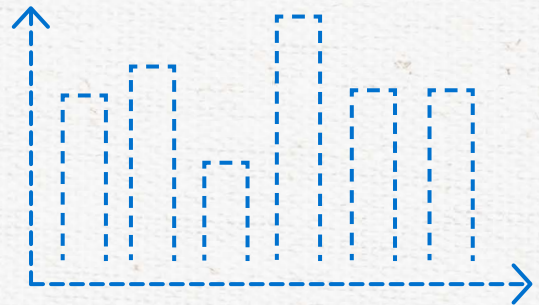
- **Launch communications and promotion of the campaign.**
- **Make contact with local organisations** to gather support for the event by putting up posters in their premises and promoting it through their social media accounts.
- **Draft relevant risk assessments** (the actual risk assessments need to be completed on the day of the event during set-up).
- **Create a staff briefing** so that everyone is aware of their role and responsibilities.

LAUNCH
CAMPAIGN

EVALUATION AND MEASURING SUCCESS

- What was the total weight of the clothes sold?
- How many people attended the event(s)?
- How many times did people view your event web page?
- How much engagement was there on social media?

You may also want to gather qualitative feedback from people who took part to get their thoughts and comments. This could be done through an online survey or through feedback forms.



ARRANGING PUBLIC KILO CLOTHING SALES WITH A TEXTILE PROCESSOR

EQUIPMENT/MATERIAL CHECKLIST

- Tables, chairs, clothes rails, coat hangers, mirrors, bags to package items in
- Suitable room or space to use for changing rooms
- Trolleys for transporting clothing
- Weighing scales to measure weight of clothing sold
- Clear displays of price structure and pay point location
- Promotional materials, pop up stands etc



IMPORTANT CONSIDERATIONS

- Large bags of clothes can be heavy to move. Ensure adequate facilities are available (such as a trolley) to move the bags.
- Take photos or film a video to chart the success of the event

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

loveyourclothes@wrap.org.uk

SEE CASE STUDY

www.loveyourclothes.org.uk

