

# ARRANGING COMMUNITY ENGAGEMENT WITHIN A LARGE TOWN

## OVERVIEW

In partnership with Brighton Fashion Week and Cancer Research UK, Love Your Clothes deposited a tonne of clothing in a public location and encouraged local fashion students, school groups and the general public to take part in a range of activities focused on second hand clothing, including clothes swapping, sewing skill workshops, upcycling demonstrations etc.

**BUDGET GUIDE: £3,000 - £5,000**  
COSTS INCLUDE VENUE HIRE, EVENT INSURANCE, TRANSPORTATION, PROMOTIONAL MATERIALS, ADVERTISING, PR SUPPORT, FILMING/PHOTOGRAPHY, EXTERNAL CONTRACTORS SUCH AS AV SUPPORT/EQUIPMENT HIRE AND WORKSHOP FACILITATORS/EQUIPMENT/MATERIALS.

**TIME AND EXPERTISE: APPROXIMATELY 200 - 325 HOURS OF STAFF OR VOLUNTEER TIME REQUIRED**

- Project Manager: 40 - 70 hours
- Communications staff: 20 - 30 hours
- Facilities staff: 10 - 25 hours
- Workshop facilitators and other event staff during the event: 125 - 200 hours
- Staff/internal communications officer: 35 - 105 hrs

## OBJECTIVES


To raise public awareness of the environmental issues of clothing waste and the benefits of clothing reuse, repair and upcycling.

## PLANNING



The complexity of the planning will depend on the partners and location of your engagement activity.

- **Write a project proposal** – this should outline the main objectives of the community engagement activity, the context, rationale, budget, resource requirements, roles and benefits of the campaign and what a successful event will entail.
- **Scope out potential partnerships** with relevant festivals/events or think about who to target to take part in the event.
- **Choose the date(s) for the event.**
- **Search for and secure a suitable venue/workshop space** for the event to take place in.
- **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

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-3

MONTHS

- **Finalise your communications plan**, using partners and a mix of communication methods to reach as many as possible within your target audience.
- **Visit the venue to plan how the space will be used and what equipment and facilities are required**, such as: tables, chairs, extension leads, clothes rails, coat hangers, mirrors and promotional materials.
- **Approach local schools, colleges and Universities** regarding group visits and enquire about any potential student projects that could benefit the campaign e.g. media students could produce a video about the activity.
- **Reach out to local crafters or textile experts** who may be able to provide support to your event, or promote it to their local networks and supporters.
- **Draft a running order for your event(s)**.
- **Plan event communications**, including those taking place during the event and after the event has taken place.

-6

WEEKS

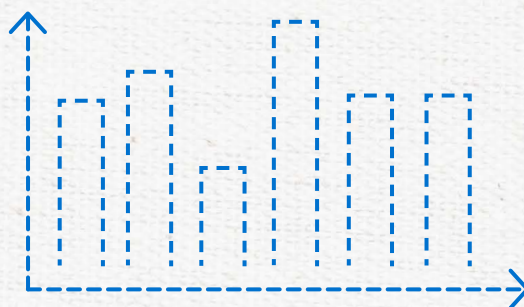
**LAUNCH CAMPAIGN**

- **Launch communications and promotion of the event, including event web page.**
- **Make contact with relevant local organisations** to gather support for the event by putting up posters in their premises, publicising it in newsletters, and promoting it through their social media accounts.
- **Obtain risk assessments from external contractors**, e.g. for sewing activities/courses, AV provision and for getting items to site.
- **Write risk assessments for the event**, e.g. for crowd management.
- **Ensure all equipment has relevant safety checks**, e.g. PAT testing electrical equipment.
- **Finalise the running order and brief staff** so that everyone is aware of what is taking place and when, and their roles and responsibilities and what to do in case of emergency (first aid points, fire procedure).

## EVALUATION AND MEASURING SUCCESS

- How many times did people view your event web page?
- How much engagement was there on social media?
- What was the PR reach?
- How many items of clothes were swapped?
- How many people attended workshops?

You may also want to gather qualitative feedback from people who attended to get their thoughts and comments on the event, e.g. by doing a feedback survey.





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## EQUIPMENT/MATERIAL CHECKLIST

- Tables, chairs, clothes rails, coat hangers, mirrors, bags for clothing
- Suitable room or space to use as changing rooms
- Trolley for transporting clothing
- Weighing scales to measure weight of clothing sold
- Promotional materials, pull-up banners etc



## IMPORTANT CONSIDERATIONS

- Large bags of clothes can be heavy to move. Ensure adequate facilities are available (such as a trolley) to move items such as bags of clothes.
- 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](mailto:loveyourclothes@wrap.org.uk)

SEE CASE STUDY

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