

Promotion

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| <p>Create a Viral Campaign (or be part of team) Image/gimmick to create a buzz – social media, posters in windows</p> | <p>USE THE CONTACT THE EVIDENCE 2014 CAMPAIGN ENCOURAGING PEOPLE TO UPLOAD A PHOTO & A SENTENCE ABOUT THE WAY NEIGHBOURS MET & HOW GOOD THE CONNECTION IS.</p> |
| <p>Facebook & Twitter – contribute to posts on social media</p> | <p>community website listed on BHCC Neighbourhoods page. Streetlife A facebook page we could all share a post & like !!</p> |
| <p>Create a Community Art Competition – What does a good neighbour look like? Involve a local business to sponsor and The Argus to publicise</p> | <p>lots of communities do community open houses as part of festival - contact through them.</p> |
| <p>Open houses Leaving a stack of information cards in each open house advertising neighbourliness</p> | |
| <p>Publicity– council press office interested in community and neighbourliness. Reached 2 million people regarding flu vaccination.</p> | <p>Council Web-Site - Support Services - Going Celebrities - Organisations - Champions</p> |
| <p>Community magazines – advertise in your local area magazine e.g. Fiveways, Kempton Rag, Preston Pages, North Laine Runner etc. 7 DIALS DIRECTORY</p> | <p>most listed on BHCC Neighbourhoods page. North Postcode Newsbulletin Knoll scroll (Houghton & Knoll), Hollingdean News</p> |
| <p>Linking with local businesses to involve their staff and possible sponsorship</p> | <p>(can help E some links Anne B.)</p> |
| <p>Connecting a legal graffiti artist across the city as PR</p> | <p>(EMILY TTTS) COULD ASK A LOAD OF CONTACTS ABOUT THIS...</p> |
| <p>Finding trailblazers in each neighbourhood to spread the word and encourage HOPE.</p> | <p>Community park groups i.e. Friends of Vale, Friends of Park Run. OLD EN PEOPLE COMMUNITY WALKS PROJECT WOODINGDEAN PROFESSIONALS SHARING WITHIN THEIR NETWORKS</p> |
| <p>GP surgeries/patient participations (or just your local surgery) Community Navigators (Impetus) will know links in surgeries. (Sean NCS)</p> | <p>Jenny Moore: PPG link (Sally)</p> |
| <p>Liaise with local cafes that promote community involvement – could they offer discounts for neighbour week if they bring a neighbour?</p> | <p>Yes, confirm St Johns can do a 2 for 1 if neighbour comes in. Also, hub for dropping off info/postcards.</p> |
| <p>Align local events – working in partnership, add logo to their websites Is there a local event that we could link with?</p> | <p>BEFRIENDING week? – Befriending Coalition organise an event @ St. John's in Nov.</p> |
| <p>Community messaging service through the police ≠</p> | <p>Fire</p> |
| <p>LINK IN WITH BRIGHTON BEFRIENDING COALITION</p> | <p>Via Impetus : Jo Ivers (Sally or Sean) Sean (NCS)</p> |
| <p>LINK IN WITH BRIGHTON & HOVE ENERGY SERVICES TO HELP PEOPLE STAY WARMER THIS WINTER</p> | <p>HOME VISITS OR ORGANIZING AN ENERGY SAVINGS MTG</p> |

Kirsty walker – can try + get list of N'hood websites/newsletters + PPG groups / forums + LATs for distribution.