

Suggested Publicity Campaign [These lists are not exhaustive]

Externally

Press releases

Articles in The Link – Waverley's Residents external magazine

Features and case studies on the website

Promotional/advisory leaflets with partnership organisations (Like CAB offices, Surrey Welfare Rights, Age Concern, Job Centre Plus) and all Waverley Locality Offices and Libraries

Posters/leaflets in shop premises within the Borough

Posters/leaflets in doctors/dentists/medical centres/ hospital within the Borough

Posters/Leaflets on Village notice Boards

Posters/Leaflets in Village Halls/Community Centres/Social clubs/Public Houses

Leaflets/advisory information via school websites, newsletters

Encourage major retailers and employers within the Borough to distribute leaflets/display posters to their employees

Posters/leaflets in Leisure centres

Articles in Local church/faith group magazines & at centres of worship

Working with banks/building societies in the Borough on debt advice

Personal representation/leaflets/posters at community group meetings

Benefit take up campaigns with partners like Pension service and Department for Works and Pensions

Promotional discounts to Leisure centre attendees, promotional literature at sporting venues/clubs

Press releases in local/regional magazines and newspapers, both free and purchased

Partnership working with organisations working with the blind/partially sighted Local Radio & hospital station coverage, talking newspapers

Letting/Estate Agency publications

Personal representation at farmers markets

Corporate linking with Local Partners like Sainsburys Homebase on their environmental policies combating fuel poverty

Corporate linking and promoting locally with Warmfront

Corporate linking with Utility companies/NNDR mandatory relief top up

Internally.-

Articles in Soundwave – Waverley's in house staff magazine

Features and case studies on the website

Advisory leaflets to be issued to all WBC employees

Posters to be displayed at all WBC offices

Housing and Council Tax Benefit Take up Campaigns

Landlord/partnership mail shot

Distribution leaflets, personal representation, referrals from other sections with WBS such as Housing Options, Homelessness, bus pass applicants, Council tax section, Recovery sections, (Exchequer services/outstanding invoice recovery), Community Housing Officers

Member and corporate awareness

Telephone, counter and face-to-face advice service on debt management, discretionary schemes, reducing outgoings.

Home visits to those unable to travel and requiring advice

Personal Referrals to appropriate partnerships/sections