

Report from Comms group Feb 2012

1. Potato day - Sat 25 Feb 1pm till 4.30pm

Teen Ross has done a press release and posters and fliers have been widely distributed. The event is on the HEN website and on our own. Roadside posters are also in place, and there will be coverage on MFR both in farming programme and in Community Action slot.

2. Take One Action film - Homegrown

Wed 29th Feb – event now cancelled due to USA legal problems – not Take One Action's fault. Sad because much good work had been done getting panellists and general publicity in place.

3. Muir of Ord open meeting Mon 27 Feb - posters distributed.

4. Marketing of markets.

General feeling amongst directors that markets need more people buying but also more local food (this latter aspect a difficult nut to crack) - Verity Walker (of Interpretation) has some ideas about how to market and Kirsty Shaw, Anne Thomas and John Wood think it worthwhile having a short meeting with her to discuss. Now arranged for 1 March at Verity's house.

5. Presentation of our stall at the markets.

3 new panels are being created with Teen doing the words and Wendy doing the graphics. They should be ready early in March. Teen and Wendy will seek approval of rest of comms before printing.

It has been suggested that TBI profile be raised and that the stalls should be more inviting.

Suggestions:-

- create/buy a leaflet dispenser to reduce clutter on stall
- use book ends to compactly display all books
- use a table cloth or cover, perhaps with our name screen printed
- create up to 6 simple quizzes or games to help engage people (I could discuss this with a friend, Pat Thornton, who creates educational tools for schools.) At each market the game/quiz could be rotated so that 6 should enable public interest to be maintained for at least 18 months. The comms group will proceed with all the above as and when they can.

6. Transport Questionnaire

Martin Sherring and Wendy Price have produced a transport questionnaire which will be inserted in the middle pages of Chatterbox in the March edition. A prize draw of £30 vouchers for Stagecoach travel and £30 for spending in the Highland Bike shop will hopefully encourage people to take time to fill it in. The

questionnaire will also be distributed at community markets and other events over the next couple of months. The information will give us a baseline from which to proceed if we get Climate Challenge Funding for our Transport Project.

Wendy Price
Communications Group.
24/2/12