

# Best Practice: Promoting the Community Covenant

Alan Smith

Worcestershire County Council

Community Covenant Conference

Bristol Science Centre

25 February 2015

# Some facts about Worcestershire



**0.12%** of population employed  
in the Armed Forces



**533** & **115**  
ACF Cadets & 115 CFAs



**£100k**  
of grant scheme  
funding for 7 projects

**120** reservists across  
3 Army Reserve Centres



**2,600**  
veterans in  
receipt of AFPS



**131**  
pupils eligible  
for service child  
pupil premium



Community  
Covenant  
signed in

**June 2012**

Norton Barracks  
decommissioned in

**1987**





# Communication Channels



# Communication Tools

Briefings

Exhibits

Marketing

Newsletters

Press  
Releases

Meetings

Presentations

Social  
Media

Targeted  
Email

Website

# Top tips for producing a newsletter

- Know your audience
- Consider the format and frequency
- Plan content in advance
- Make it informative and relevant
- Use existing resources
- Ask for contributions
- Always include photos

**For more information:**

**Alan Smith**

01905 822836

asmith3@worcestershire.gov.uk

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