

EDIBLE
CARDIFF

Spring Festival

PARTICIPATION PACK

2022



EDIBLE CARDIFF

SPRING
FESTIVAL

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SPRING FESTIVAL

Wednesday 20th April - Friday 20th May, 2022

Welcome to the Edible Cardiff Spring Festival Participation Pack!

Over the next eight pages, you will find practical guidance and top tips to help you take part in our Spring Festival, a city-wide event taking place in Cardiff which is designed to showcase and shout about all the fantastic work that takes place at across the city.

This year is extra special as we celebrate our city being open to visitors once more.

To celebrate our Edible Cardiff Spring Festival, we will be sharing events and celebrations that are taking place across the city. We will be adding more events as they are organised, so [check our website](#) regularly for updates. If you are part of a community group or organisation and want to get involved, [register your interest](#) and get in touch with any questions.

After such a tough couple of years for so many community gardens/ organisations in general, this is a moment to collectively showcase the amazing work that staff and volunteers across the city have been and are doing to support their local communities and connect visitors to the 'green and growing' life!

Have a great #SpringFestival!

From all the team at Edible Cardiff and Social
Farms & Gardens Wales



CONTENTS

This pack includes ideas for promoting the festival, and links to a template press release, social media images, logos and photo/film consent forms.

We hope that you find it a useful and if have any questions, please feel free to [get in touch](#).

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SPRING FESTIVAL OBJECTIVES

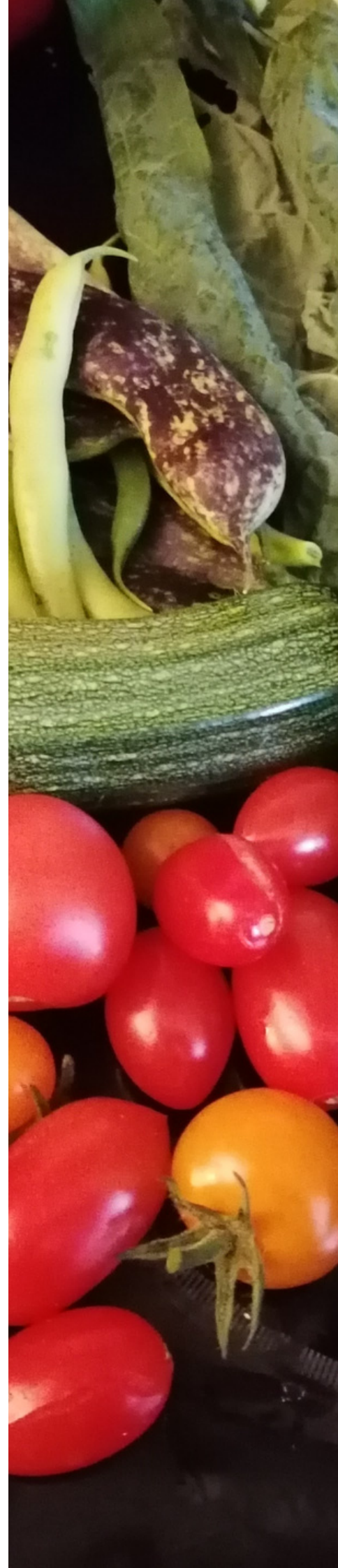
The Edible Cardiff Spring Festival is all about giving you a platform to celebrate what your group does for your community.

Our objectives for the day are:

- To build awareness of the important role that community groups/ gardens play in supporting local communities all across the city of Cardiff
- To showcase the amazing work that staff and volunteers do to look after community gardens to key stakeholders and the public
- To highlight the important role that community growing/ groups can play in supporting the health and wellbeing of people of any age

Our key messages are:

- Community gardens play a vital role in connecting people to a green life and how food and produce is grown
- Nourishing people is a key part of being a Community Garden, helping to transform their lives through new lived experiences and opportunities; helping to create new connected communities
- Rooted in their local communities, Community Gardens are places where people come together, spending time in nature and connecting with green spaces

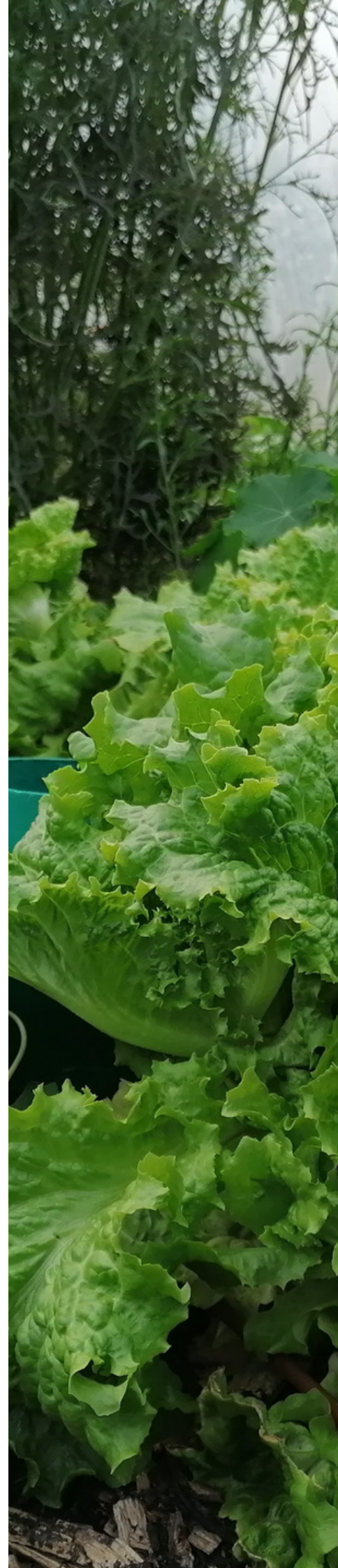


LOGO AND BRANDING

We have a specially designed logo for you to use on your social media channels and website. This helps create a unified impression of solidarity across all the Community Gardens, wherever you are in the city!

These logos can be used alongside your branding or logos or separately. For example, you might want to use the #SpringFestival logo as the icon on your social media channels just on the specific day of your event or as a backdrop, for example, on twitter).

Download these from the [Edible Cardiff Spring Festival page](#).



PRESS AND MEDIA

We have created a template press release which is available to download from the [Edible Cardiff Spring Festival](#) page. This gives you a ready-to-go document that you can adapt and use to send to any of your local media outlets ahead of your event, helping to generate extra coverage for your farm.

For any local magazines its best to send the release out with plenty of notice.

Try approaching local bloggers, community magazines and local Breakfast Shows who will be on the look out for community focused stories like this.

For news media – local and regional papers (daily or weekly), TV and radio or digital, it's helpful to send them a brief advance diary note ASAP so that they can add to planners, and the full release can then be sent out nearer the time.

It's important to think ahead about who will be your key spokesperson. Is there a particular person or group of people that would be good to focus on for a news story or interview?

This is a great opportunity to invite key influential individuals to visit your group and see the work first hand, such as your MP, local councillors or key funders.

Decide whether there is an angle that you would like the media to pick up on – i.e. a call to action around fundraising for a project, asking for more corporate volunteering or demonstrating the impact of your group on providing support for young people.



SOCIAL MEDIA

Social media is vital to building your organisations profile, promoting your event and reaching new supporters and visitors.

Please use the hashtag #SpringFestival in your posts!

Facebook and Instagram are the most visual networks, and usually the best for reaching people for Community Gardens. Twitter is great too, but more for reaching partners and funders.

Asking your followers, especially on Instagram and Facebook, to share their favourite images of your group is a great way to get some user-generated content from supporters and visitors. You can then like and share; or ask to post them on your channel.

For any video-based content – either live or pre-recorded – think about who you want to front the film and aim to reflect the diversity of staff and volunteers at your group.

Emailing or tweeting local partner organisations, supporters and politicians in advance of the day (local, devolved government, mayors, MPs etc) asking them to post on the day about why Community Gardens are important will really help raise the profile of your work.

An example email (which can be shortened for a tweet):

On Wednesday 20th April 2022 [NAME OF COMMUNITY GROUP HERE] will be joining other Community Gardens across the city to celebrate the Edible Cardiff Spring Festival. This year also marks the first year that we can welcome visitors back to our gardens, so it's a perfect opportunity to shine a spotlight on the vital role that Community Gardens play in supporting members of the local community. It would be great if you could support this by sharing or posting on your social media in the lead up to or on the day.



Plan your social media content for the day(s) of your event(s), making sure that your key messages and any calls to action (such as fundraising, volunteering etc) are prominently featured.

Below is a template social media plan:

	Facebook	Instagram	Twitter
AM	Profile a person involved in the group with a photo and call to action (like how to get involved in a group)	Photo of a young person or group shot with a supporting quote about what the Community Garden means to them	Capture the impact of Community Gardens support for people of any age – X number of groups supporting Y young people over X years (can tag in partners or the local MP)
Lunch	Take 5 to give £5 to support youth engagement work	Video about a person involved in the group – why this place matters and call to action around take 5 to give £5	Profile a young person or group involved in the group with a photo and a call to action (like how to get involved in a group)
PM	Thank people for their support today and over the years – focus on promoting visits in spring and summer	Celebrate the story of a member of staff that works with young people and their impact...	Take 5 to give £5 to support youth engagement work



WEBSITE

Your main shopwindow to the world will be your website. Use #SpringFestival as an opportunity to showcase the impact of your work.

For new content on the website, you could:

- Add a news story about your group taking part in #SpringFestival (you could use the text from the template press release)
- Include a story/ case study about a person who has benefitted from the Garden
- Create a page of key facts and figures about how the Garden helps the community
- Have a fun profile page for some of your activities/ produce etc.

Don't forget to have a call to action with each piece of content – whether linking through to an appeal or becoming a supporter/ volunteer

If you have a blog this is an opportunity to interview and tell the story of a range of different people linked to your group – staff, volunteers, trustees, visitors, local supporters or maybe even why a funder supports the work of your group

It might be, for example, that this could be the start of a regular blog about life at your Community Garden through the seasons or you could reflect on the last year with the challenges since the first lockdown in March 2020 and how your group has supported the local community.



PHOTOS AND VIDEOS

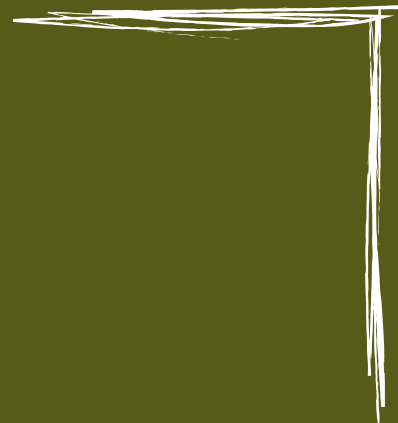
Having great photos and videos really helps you tell the story of your community garden/ group, and also helps new people understand what it is you do.

Build up a bank of high quality images that you can use for all your social media and promotion. It's really important that you have written consent to use these photos and you'll need permissions for under 18's from parents or guardians. You can download these templates from the [Edible Cardiff Spring Festival page](#).

For any video-based content think about who you want to front the film and write down any key points or messages that you want to get across!

Ideas for video content include:

- A short tour of the garden led and filmed by a volunteer, showcasing their favourite bits of the garden and what they love doing
- Meet the staff and volunteers - with interviews by different people
- Pre-recorded or live planting/ harvesting/ flower cutting



EVALUATION

Sharing data about your group and your involvement in the Spring Festival really helps us both evaluate the event, and put a picture together of what community gardens/ groups are doing across the city.

Evaluating how the day went against the objectives of your Spring Festival event will also enable us to learn lessons for future years.

After the Spring Festival has ended we may be in contact with participants to gain some insight into how your events went. This information is useful to us for future events, but also forms a basis for evaluations requested by our funders. Examples of what we might ask below:

	Data
Media	Number of publications/outlets covering your story
Social Media	Engagement statistics on any #SpringFestival posts Views of any videos you post
Fundraising	Amount raised on the day of your Spring Festival event(s)
Impact	The experience and impact on people who supported your Spring Festival event(s) Impact on stakeholder and partnership engagement



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