



Volunteer Centre
Kensington & Chelsea

Together is better
Achieving more for communities

Audience Profile; Local media

Local press, sector press, local community websites and publications, locally based social media platforms, RBKC website and newsletter

Characteristics

Stretched services – they do not have a vast number of resources
Largely focused on providing info for individuals/residents rather than groups and organisations
Not always regularly updated – can be time-consuming

Methods of communication

Press releases Establishing relationships
Direct contact
Social Media platforms, especially Twitter

Additional info/notes

There is likely to be an overlap in the people that they are reaching

Questions? Concerns?

What difference do you make?
How does your work benefit local residents?
How does your work benefit the local community?
What services are you offering and how are they being made available to people?

Key messages

We are a one stop shop for local voluntary and community groups, as well as local residents, enabling greater local participation and action
We are unlocking community potential
By merging, we are reducing costs and doing more for less
We are working with local organisations to strengthen their services so that they are better equipped to benefit their local communities