

## Local Clockwise Credit Union Provision – Promotion Options

**EXISTING/REFRESHED OPTIONS:**

<b>MEDIA</b>	<b>ACTIVITY</b>	<b>TIMESCALE</b>	<b>COSTS</b>
HBBC Borough Bulletin	Inclusion of an advert/article in each addition, but noting adverts have more visual impact	Quarterly	No additional costs
Community House Newsletters	Inclusion of an article in each of the 3 community house newsletters – Earl Shilton, Barwell and Wykin. To be extended to Thornton as appropriate	Quarterly	No additional costs
Borough community events and key campaigns	Presence/attendance at relevant community events, and linkage with key HBBC/Partner campaigns	Ongoing	No additional costs
HBBC/Partner Forums, Partnerships, Networks	Development of effective partnerships/collaborations with other local agencies and organisations to promote the service provision locally Including regular leaflet drops at each service area (all partners) at the Hinckley Hub, and Depot	Ongoing  Twice yearly	No additional costs
HBBC Staff Newsletter	Regular article to remind staff about provision and offer to attend staff meetings, forums, partnerships, etc.	Annually	No additional costs

**NEW OPTIONS:**

Social Media	A regular and tailored update via HBBC Facebook and Twitter	Bi monthly	No additional costs
Targeted door to door leafleting	Target LSOAs: Newbold Verdon North – 663 households Ratby North - 497 households Burbage North - 731 households Burbage North West - 663 households <b>Total 2554 households</b>  Option to repeat on a regular basis in other targeted LSAOs dependent on impact	October and December 2014  Annually	£440.00  Dependent on no. of households in targeted area
Support via Town Centre Partnership/BID	Promotion materials/leaflets to be included in Loyalty Card packs	Ongoing	No additional costs

	Regular advert in TCP/BID newsletter circulation of 3600 Link on TCP/BID website Market Stall presence on market day linked to press coverage in Hinckley Times and promotion of Town Centre Access Point at Next Generation building	Quarterly 20 <sup>th</sup> October 2014	
Engagement of key Employers	Target larger Employers via H&B Business Forum and Chamber of Trade and secure promotional campaign	Target one per quarter from October 2014	No additional costs anticipated
Utilisation of Clockwise Credit Union Marketing Team	Where opportunities arise link in/align with Credit Union Expansion Project strategies/make use of marketing materials	Ongoing	No additional costs anticipated