

A. Marketing and Promotion Strategy

This document aims to cover activity across 5 main areas:

1. **Formation of Strontian Community School Building Ltd (SCSB):** tell people about the new society and why it has been formed, its objectives and as a vehicle for longer term community benefit
2. **Community Share Offer:** explain why and what, and how people can be involved. Maintain interest.
3. **Other fundraising and volunteer opportunities:** encourage and promote opportunities for 'in kind' contributions from the community including volunteer labour, specialist skills to reduce costs
4. **Construction and School Opening:** celebrate when money secured to begin construction and regularly report on progress; celebrate school opening!
5. **Community Development:** ongoing opportunity to use facility 'out of school hours'; future opportunity for conversion to alternative use should use as school end at some point (affordable housing likely priority).

B. Planned Activities

1. Formation of Strontian Community School Building (SCSB)

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Articles in 'De tha dol?'	i) Explain the process, reason, and objectives of new society ii) how it will be operate: governance, membership and shares, managing building, future conversion possibilities iii) how you can	Sunart Community Wider Lochaber community who may be interested in this scheme and model	Ongoing - monthly	Rules agreed by SCSB including founding members <i>(completed)</i> New society registered <i>(completed)</i> Articles approved by	Claire/Donald (with Board approval)

Activity	Purpose(s)	Audience	When	Dependencies	Lead
	become a member and the share offer iv) Celebrate its launch, founder members.			SCSB sub-committee	
Set up new dedicated website for SCSB	To establish SCSB as a separate entity and maximise publicity and promotional opportunities for the school project and SCSB's community share offer	Sunart communities All potential share holders Public	Website established – regular updates required	Cost of website domain Availability of Donald as he has offered to do this! Photos and written content	Donald (with input from Board)

2. Community Share Offer

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Articles in 'De tha dol?'	Maintain interest and keep people informed	Sunart Community Neighbouring communities	Monthly – from October issue	Committee approval	Claire (with input and approval from SCSB Board)
Press releases	Maintain profile and extend awareness of the offer. <i>Personal contacts already established with Oban Times, Lochaber News, P&J, Herald, WHFP, Lesley Riddoch etc</i>	Lochaber and the world!	Monthly – from October	Sub-committee approval	Donald/Claire (with input and approval from SCSB Board)
Facebook and twitter	Maintain profile and extend awareness of the offer across social media	The world	From October (FB & twitter feeds both already well established, and	Reciprocal links between website and social media sites	Donald (FB) Jamie M (Twitter)

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Activity	Purpose(s)	Audience	When	Dependencies	Lead
			posting/tweeting regularly to build following)		
Promotional literature	Specific invitation letter to all Sunart households and local businesses. General leaflet to give information for all; Follow up with those who expressed an interest at the Sunart Show (if not covered by the above).	Sunart householders (and adjacent communities?) Visitors – via hotel, B&Bs, Sunart Centre, Ariundle centre, shops etc.	November onwards	Design and printing costs (may get free help from Community Shares Scotland) Approval of message and content by SCSB Board	Donald/Jamie M (with input and approval from SCSB Board)
Community Share Offer document	To explain and promote the community share offer in order to encourage people to buy shares	Local households/residents Everyone else who might be interested in supporting a community school project	1 December	Business plan and financial modelling approved Funds (or 'in kind' help) identified for design and printing costs Support of Community Shares Scotland who have offered 6 days to help with business planning, share offer and promotion Additional support (4 days) identified (Hive?)	Dale/Dave (with input and approval from SCSB Board)
Launch event	To maximise local	Local households	2 December	Date identified to	SCSB Board

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Activity	Purpose(s)	Audience	When	Dependencies	Lead
	and media interest (and understanding) in the community share offer and the school building project	Media Other residents of Lochaber		provide target for other promotional material; combined event with Christmas auction to maximise attendance. Availability of key speaker e.g. Kate Forbes MSP, Lesley Riddoch	
'Flying start'	To build initial momentum. Then after the first week be able to announce, we have raised a five figure sum – the higher the better.	The whole community	First week (by 2 December)	Identify early investors and get them to invest – if people can sign up on the night of the launch that is great. But certainly in the first week. Board members are key – if they do not invest, people will wonder why not?	SCSB Board
Presence at other events	To maximise local and media interest (and understanding) in the community share offer and the school building project	Attendees at these events	Various dates e.g. Christmas Fairs, 3 rd sector conferences	Dates of these events and able to book a stall/stand? Material for stall/stand and people to staff it.	SCSB Board
Handling questions	People will have all sorts of questions ranging from the straightforward to the highly technical to the	Anyone and everyone!	Any time from October to April	Straightforward – Members of the committee available and having the necessary expertise	Nominated Board members

Activity	Purpose(s)	Audience	When	Dependencies	Lead
	downright peculiar. (If convincing answers cannot be given, this can get out into the community and undermine confidence.)			or know which experts to refer to.	
Maintaining momentum	To build confidence in the community that this is going to happen. To encourage those who hang back to come forward.	The whole community	From October to April	Opportunities to announce any achievements or targets reached. Having various ways of showing growing investment that can be regularly updated. e.g. website, village sign?	SCSB Board

3. Other fundraising and volunteer opportunities: encourage and promote opportunities for 'in kind' contributions from the community including volunteer labour, specialist skills to reduce costs

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Article in 'De tha dol?'	Recruit help 'in kind' from the local community	Sunart Community Wider Ardnamurchan communities	Ongoing	Committee approval of the skills required and opportunities to contribute	Claire/Donald
Fundraising events e.g. auction, table top sale, 'posh teas', ceilidhs etc	To raise the profile of the school project and community ownership To raise additional funds for the project	Sunart Community Wider Ardnamurchan communities	To be decided	Committee approval and local organisation	SCSB Board
Grant applications	To raise funds for the	Main grant-giving	Ongoing	Requires watertight	Angela/Steven (with

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Activity	Purpose(s)	Audience	When	Dependencies	Lead
	project	agencies & Trusts	SLF approved for Stage 2 CCF – awaiting news Community Assets to be applied for next	business plan. Will affect loan/share targets	support from 2 x Jamie, and Susan)
Triodos loan application	To confirm existing 'in principle' loan offer	Triodos Bank	November	Requires watertight business plan.	2 x Jamie, & Susan
Promotion of other opportunities to donate or lend money to the school project e.g. donations and Christmas card sales, legacy leaflets; add a £1 to your B&B booking fee; collecting boxes in local businesses, or at community events; local estates etc	To raise additional funds	Visitors Wealthy Supporters	Ongoing – already started	Board approval Funds for design and printing	SCSB Board

Construction and School Opening: celebrate when money secured to begin construction and regularly report on progress; celebrate school opening!

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Articles in 'De tha dol?'	Positive message for investors, lenders and local community who benefit from the completion and opening of the primary school	Sunart Community Wider Ardnamurchan communities Media Shareholders Other funders	Ongoing, to highlight key milestones eg land purchase, contracts let, sod cutting, wind & watertight, HC fit out – and opening!!	Board approval	Claire/Donald (with input and approval from SCSB)
Event to Celebrate	To celebrate and	Sunart Community	October/November	Building is completed	SCSB Board in

Activity	Purpose(s)	Audience	When	Dependencies	Lead
opening	thank those who supported the project and to share success with the Sunart Community	Wider Ardnamurchan communities Media Shareholders Other funders Contractors Highland Council	2017	and opened VIP guests identified and invited.	liaison with SCCo Board to ensure cross-community

5. Community Development: ongoing opportunity to use facility 'out of school hours'; future opportunity for conversion to alternative use should use as school end at some point (affordable housing likely priority).

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Articles in 'De tha dol?'	Keep local people informed and motivated to use facility once established	Sunart Community Wider Ardnamurchan communities	Part of ongoing monthly updates, but given more emphasis when building nears completion	Board approval HC lease terms (for conditions of use)	SCSB Board
Communication to all Sunart households about the facility, and future plans	Publicise opportunity to use facility	Individuals and groups in Sunart Community	Once construction is complete – and by October 2017	Resources to produce individual communication HC lease terms (for conditions of use)	SCSB Board

APPENDIX: Timeline for Marketing and Promotion Plan

Year	2016					2017										
Month	Complete	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
1. Formation of SCSB Ltd																
Articles in 'de tha dol?'	Yellow															
Set up new dedicated website for SCR	Yellow															
New logo		Yellow	Yellow													
2. Community Share Offer																
Articles in 'de tha dol?'			Blue	Blue	Blue	Blue	Blue	Blue	Blue							
Press releases			Blue	Blue	Blue	Blue	Blue	Blue	Blue							
Facebook and twitter		Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue							
Promotional literature				Blue												
Share offer document					Blue											
Launch event					Blue											
Presence at other events		Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue							
3. Other financial and volunteering opportunities																
Articles in 'de tha dol?'				Green			Green			Green						
Fundraising events					Green			Green								
Grant applications		Green	Green	Green	Green	Green										
Triodos loan application				Green												
Opportunities for other financial support: donations and loans			Green	Green	Green	Green	Green									
4. Construction and School Opening																
Articles in 'de tha dol?'				Red		Red			Red				Red		Red	
Opening celebration event																Red
5 Community Development																
Articles in 'de tha dol?'				Purple					Purple			Purple				Purple
Communication to all Sunart households about the facility and future plans															Purple	