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Warm Welcome Campaign 2023/24:
**Communications Toolkit**

Introduction

Thank you for joining the Warm Welcome Campaign and registering your space. We have created a Communications Toolkit to help you promote your space and engage with the Warm Welcome national campaign. We will be in touch again, as the campaign rolls out, sharing communications updates and template social media messages to help you engage with the different campaign bursts.

The New Warm Welcome Visual Identity
Warm Welcome has a new visual identity, and we want to ensure that you have all the tools you need to brand your communications. We wanted to create a more vibrant look and feel that communicates that a Warm Welcome Space is a place where guests are welcome, a community space to meet people and to receive a friendly hello and a helping hand. Our new brand is an evolution of the “welcoming hands” theme and using the wording “Warm Welcome Spaces” shows that the spaces are our campaign heroes. If you look at the hands, you’ll see they connect to make a “W” shape, reflecting the name, and all that you do.

Please make sure you delete all old Warm Welcome logos and resources and use the new ones we have developed for this year’s campaign. There are lots of different assets you can use.

You can download the brand assets from the links below. Please download them and save them on your local drive.

**Warm Welcome Brand Guidelines**
This includes important information about our logos, colour palette and fonts. For colours we have included the RGB, CMYK and Hex codes so you can reproduce our colours on your documents.
[Download the Brand Guidelines](https://drive.google.com/file/d/1ecjQ2wJ8APqYh0b_NqNwiRMTdDMwcLgF/view?usp=sharing)

**Logos**
Primary logo – two versions (one in full colour, plus a colour version of the logo with reversed text and the outline space can be applied over imagery.)
Secondary logo – where it’s not possible to apply our primary logo you can apply our mono versions in black or white.
Warm Welcome hands image – a full colour image to add interest to your communications.

[Download the Warm Welcome logos](https://drive.google.com/drive/folders/1WydXvUCYvmixvJRji4FkQR5hO8BUyiSO?usp=sharing)

**Brand Icons**

You will see from the brand guidelines that we have developed lots of icons to communicate different aspects of the Warm Welcome Campaign. They have been produced in every brand colour from our colour palette. To keep things simple, we have included the four most popular icons.

Icons for Warmth, Welcome, Safe, Free, Food/Drink, Clock, Date/Time and Volunteering.

[Download the Warm Welcome Brand Icons](https://drive.google.com/drive/folders/1HrG9mnyXwAeDmxtLvK-sJDDgkyQXnN8N?usp=sharing)

**Other brand assets**

We have a full range of brand assets including more icons and hexagon shapes but didn’t want to overload you with too many things. If there’s anything else you would like to access, just let us know.

**Social media images**

We have a range of social media images for all channels including LinkedIn, Facebook, X and Instagram. You will find eight different Images that are ready to go for each channel. We will share more as the campaign gets underway. Download them below:

[X (Twitter)](https://drive.google.com/drive/folders/1KM0gjbEgSsAPb-L7A0KH2urX8JI1iJm-?usp=sharing)

[Facebook](https://drive.google.com/drive/folders/1CYbVxm4te64J5Bx0b6rMaTP5St3m-kay?usp=sharing)

[Instagram](https://drive.google.com/drive/folders/1fe0WEyxZSAmff8ygqQDRhDn4HSU0R_JX?usp=sharing)

[LinkedIn](https://drive.google.com/drive/folders/1GyD8pb400w1kjkediwqs9pgyp_MfBOMw?usp=sharing)

Publicity and advertising materials
We have created a resource sharing some ideas of how to promote your space called “Creative Ways to promote your Warm Welcome Space.” You’ll find this at the end of this toolkit.

We also have branded, customisable banners and posters available to order:
[Order the Banners and Posters here](https://www.cpo.org.uk/clients/warm-welcome.html)

Social media accounts
Please do follow and engage with our Warm Welcome social media accounts:

X (Twitter): <https://twitter.com/WarmWelcome_UK>

Instagram: <https://www.instagram.com/warmwelcomeuk/>

LinkedIn: <https://www.linkedin.com/company/warmwelcomeuk/>

Warm Spaces Private Facebook Group: <https://www.facebook.com/groups/2034392446769834>

#WarmWelcomeSpace

Messages and content for your channels
This year we have created some extra communications messages and templates to support your communications. These can be adapted to fit with your organisation’s messages and style. You’ll find the messages in the last section of the document.

The message document includes:

* Warm Welcome’s tagline and campaign hashtags (for social media)
* General messages about the Warm Welcome Campaign, including why it was established and our impact last year.
* Facts about poverty, the cost of living and loneliness to show why Warm Spaces are so vital.
* Template messages for your website, newsletters and general communications
* Template social media messages to use when you have registered your service.
* Template Press release for sharing with local/regional media.

We will send you additional template press releases and social media messages as the campaign gets underway.

If you need any help and support with your communications please do get in contact by emailing info@warmwelcome.uk

Good luck with your communications and Warm Welcome 2023/2024.

Creative ways to promote your Warm Welcome Space

We have created a few ideas to help promote your Warm Welcome Space locally and highlight the amazing work you do to support your local community.

**Digital promotion**
You can use the Warm Welcome Spaces messages and template website and social media messages to publicise your Space, sharing opening times and activities that you offer. Please share as widely as possibly across your social media channels, websites, and newsletters. Please do use the hashtag #WarmWelcomeSpace and include the Warm Welcome Campaign social media channels so we can share on our channels too. We want everyone to know there’s a local Warm Welcome Space for them.

**Posters and leaflets**
Create your own posters and leaflets about your Warm Welcome Space that you can share with other services in your community. For example, sharing them with community centres, GP and other health services, advice centres, supermarkets, pharmacies, food banks and your local Council Offices. Don’t forget to put up posters in your Space too, so everyone knows when you are open and what’s on offer. You could create a banner or stand for outside your space, so people know they can walk in and get a very Warm Welcome. Think about the size of text and images on your posters, stands and banners to help people read the information easily, especially if they are partially sighted.

**Connecting with your local authority**
Lots of Local Authorities will collate lists of Warm Welcome Spaces like yours so they can signpost you to their audiences via their help facilities, social media, websites, and newsletters. Write to your local Councillors and MPs and tell them about your service.

**Hold a PR launch event/photocall/open day**
We have created a template press release to help promote your Warm Welcome Space and share with local and regional media. You could adapt the press release into a photo call opportunity, inviting local media to see your service first hand. Invite visitors, volunteers, stakeholders, your MP and local Councillors, partners, businesses, funders, local celebrities, and the media to an event to hear about your Warm Space and plans for this year. You could use the opportunity with a call for more volunteers or donations. Think about something visual that could make a great photo/film for the press.  As you will know it’s important that visitors/guests know about any media presence, as they may not want to be pictured in coverage. Make sure you have a consent form for photographs and stories from visitors and volunteers.

**Community radio take-over**
Think about which media can support your Warm Welcome Space over the coming months. Community and local radio are always looking for great content and would love to hear about what you are doing for your community locally and what it means to them. Ask if you can host a session on your community radio station. All community radios are run by volunteers, and they are always looking for content.

**Stories**
Media love stories and they are great for social media. You could ask visitors, volunteers, and staff if they want to write or record something about why they love visiting/working/volunteering at your Warm Welcome Space. You could use the stories across your website, newsletters, press releases and social media. And please share your stories with us so we can also share on our website and social media channels.

**Warm Welcome Campaign Moments**
Start thinking about the different ways you can promote your Warm Space over the autumn and winter, and create a calendar for sharing different activities and plans across your social media channels, website, newsletters, and PR. As the campaign rolls out, we will send you template messages, press releases and social media messages for different aspects of the campaign. Your content calendar could include you registering your space, the first day you open your Warm Space, activities you have planned, or celebration events to mark different moments, for example anything you are doing to engage with awareness days, like World Mental Health or Time to Talk Day or plans to celebrate religious festivals for example, Diwali, Hanukkah, Christmas.

**Photo gallery – take a photo every day**
As long as you have a process for getting photo permissions, take photos and build up a story about your Warm Welcome Space and all you do over the autumn and winter. If you can, please do share your images with us together with consents so we can share your amazing work with our audiences across our newsletter, website, and social media channels.

**Blogs and video diaries**
You and your team and volunteers could create a series of blogs or video diaries about your Warm Welcome Space. It’s a great way to share what you are doing, to publicise your service and encourage others to visit your space.

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**Warm Welcome Spaces: Messages for Spaces**

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| **Message** | **Delivery**  |
| Tag line | Turning poverty and isolation into warmth and local connection.  |
| #tags | #WarmWelcomeSpace#WarmWelcomeHeroes (for talking about the impact of spaces) |
| Why was the Warm Welcome Spaces campaign established? | The Warm Welcome story began when former Prime Minister Gordon Brown and faith leaders came together to see what could be done about the cost-of-living crisis. Warm Welcome exists to turn poverty and isolation into warmth and welcome through the power of local Spaces made by and for the community. The Warm Welcome campaign is led by a coalition of over 50 charitable organisations who joined together in response to the worst cost of living crisis in 70 years to provide emergency support to communities struggling to pay for rising food costs and to heat their homes. The Warm Welcome campaign is delivered by Good Faith Partnership in collaboration with partners and the Warm Welcome Spaces.Its ambition was to resource, champion and connect Warm Welcome Spaces in every community across the UK. We now have a growing network of more than 7000 Warm Welcome Spaces of every shape and size. And we have a big ambition to grow a network of accessible, inclusive, and well-resourced Warm Welcome Spaces in every part of the UK.  |
| What has Warm Welcome achieved so far?  | In its first year, Warm Welcome, through the collective power of local spaces, provided a warm and welcoming space to over half a million people across 7000 Warm Welcome Spaces. During the winter local Spaces hosted nearly 2.5 million individual visits, that’s about 150,000 visits a week.Warm Welcome Spaces were supported, on average, by over 17,000 volunteers every week.More than half who visited the Spaces said that without the warm space they would have been at home with the heating off, and 60% said that visiting the Space had helped them financially. Along with providing warmth and welcome during the cost-of-living crisis, the Warm Spaces played a significant role in tackling loneliness and isolation and improving people’s mental health and wellbeing. When we asked people how often they felt lonely before they started coming to a Warm Welcome Space, almost 40% responded with ‘always’ or ‘often’. When asked how often they felt lonely since coming to the Space, this number dropped to just 6%. Whilst many people came to Warm Welcome Spaces for the warmth, they came back for the welcome, the sense of belonging and the connection that they found. |
| Useful facts to talk about why Warm Welcome Spaces are needed. | * Over 14.4 million people live in poverty in the UK[[1]](#footnote-1). Poverty can compound isolation and loneliness and prevent people from connecting with others.
* 5.5 million low-income households have had to cut down on food or skip meals because they can’t afford it. Four million reported going hungry, and 2.7 million reported having a poor diet because of the cost-of-living crisis.[[2]](#footnote-2)
* For low-income households on Universal Credit, around 9 in 10 are going without essentials. Low-income households are struggling to afford their bills, with 4.5 million in arrears, and 2.6 million holding high-cost credit loans.[[3]](#footnote-3)
* The rising cost-of-living means that too many vulnerable people are falling into debt and struggling to keep warm or buy the food or essentials they need.[[4]](#footnote-4)
* Over 7 million people experience chronic loneliness[[5]](#footnote-5). It’s something that everyone can relate to. We all lived through the pandemic and experienced the impact of social isolation. Feeling isolated and alone can affect your physical and mental health.
* The dark evenings and cold winter months can be challenging for everyone. The winter is especially tough on people who feel lonely and isolated, and for anyone who can’t afford to heat their home or feed themselves.
* The cost to society is enormous. It is estimated that disconnected communities could cost the UK economy £32 billion every year.[[6]](#footnote-6)
* Nobody should have to cope with loneliness or poverty on their own.
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| Warm Welcome 2023/2024 messaging  | Over 14.4 million people live in poverty in the UK and over 7 million people experience chronic loneliness. Poverty can compound isolation and loneliness and prevent people from connecting with others. The rising cost-of-living means that vulnerable people may struggle to keep warm or buy the food they need. The Warm Welcome campaign is led by a coalition of over 50 charitable organisations who joined together in response to the worst cost of living crisis in 70 years to provide emergency support to communities struggling to pay for rising food costs and to heat their homes. The Warm Welcome campaign is delivered by Good Faith Partnership in collaboration with partners and the Warm Welcome Spaces. The Warm Welcome campaign exists to turn poverty and isolation into warmth and welcome through the power of local Spaces made by and for the community.The dark evenings and cold winter months can be challenging for everyone. The winter is especially tough on people who feel lonely and isolated, and for anyone who can’t afford to keep heat their homes or get enough to eat. When the clocks go back, thousands of Warm Welcome Spaces open their doors to their local community, offering everyone a friendly space to keep warm, connect, and make new friends. We want to ensure everyone has an open invitation to a warm and welcoming space so they can connect with others, get the support they need and feel part of their local community. By working together, Warm Welcome will ensure everyone has somewhere warm and friendly to go, so no one has to get through winter alone. |
| You’re Welcome messaging  | You're Welcome - an open invitation to join our movement for a fairer, friendlier society.It’s your open invitation to:* Come in, keep warm, connect with others, and make new friends.
* Create a warm and welcoming community space.
* Build a thriving community and create a fairer and friendlier society for all, today and long into the future.
* Be part of a movement for social good, as a supporter, partner, volunteer, or friend.
* Celebrate the joy of working together to turn poverty and isolation into warmth and local connection.
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| What is a Warm Welcome Space?  | When the clocks go back, Warm Welcome Spaces open their doors to their local communities, offering everyone a friendly space to keep warm, connect, and make new friends. There are over 7000 Warm Welcome Spaces across the UK, and we have a big ambition to grow a network of spaces in every part of the UK, so everyone can access a warm and welcoming space.Warm Welcome Spaces come in all shapes and sizes: community centres, libraries, churches, community cafes, arts centres, local businesses, and schools. No matter where they are based, you can be assured of a warm and friendly welcome. Every Warm Space is unique and offers different kinds of support and activities. It’s your open invitation to visit a warm and welcoming space, so you can connect with others, get the support you need and feel part of the local community. Lots of people come in for a cuppa, to have fun, try new activities or just to use the free wi-fi. Many people visiting Warm Spaces say what they love about them is the opportunity to make new friends and connect with their community. They come in for the warmth, stay for the welcome, and leave with a smile on their face. Many Warm Welcome Spaces offer activities for children, young people, and adults, like dance, arts and crafts, games, and keep fit, and some offer guests a hot meal. You can find out when your local Warm Welcome Space is open and what they offer guests by searching for your local Space on our map. It’s also an opportunity to get some help and talk about what’s on your mind. You might feel a bit down or lonely or are worried about heating and food bills. Warm Welcome Spaces can help you with practical advice and signpost you to other local support, like food banks and benefits experts. And if you don’t have access to the internet or a computer, lots of Warm Welcome Spaces can help you get online and support you to explore the digital world if it’s new to you. Warm Welcome community centres and library spaces are full of people enjoying using free computers and wi-fi and getting a hot drink in a friendly and warm place, without having to heat their home. Come in and explore your local Warm Welcome Space. You can find out your nearest Warm Welcome Space here: https://www.warmwelcome.uk/.You’re Welcome to join us! |
| Messaging for Warm Welcome Spaces about joining the campaign. You can use this on your website, newsletter in your communications or publicity information.  | [your service’s name] has joined the Warm Welcome Campaign. When the clocks go back, thousands of Warm Welcome Spaces like ours will open their doors to their local communities, offering everyone a friendly space to keep warm, connect, and make new friends. The dark evenings and cold winter months can be challenging for everyone. The winter is especially tough on people who feel lonely and isolated, and for anyone who can’t afford to keep heat their homes or get enough to eat. We here to help, offering you a warm, welcoming, free and safe space in your community.You're Welcome to join our space, it’s an open invitation to everyone. We want everyone in [add your local area/region] to access a warm and welcoming space, to connect with others, make new friends, and feel part of their local community, so no one has to face poverty or isolation alone.Many people visiting Warm Spaces like ours say what they love about it is the opportunity to make new friends and connect with their community. They come in for the warmth, stay for the welcome, and leave with a smile on their face. Come in and explore our Warm Welcome Space. Our Warm Welcome Space is open from [add your opening times and specific details] and you can find us at [add contact details]Here’s a taste of what we can offer you when you drop into our Warm Welcome Space [add details about activities, meals/refreshments, support etc]We’ll look forward to meeting you and giving you a very Warm Welcome.[add in other contact information, and details of how guest can find out more] You can also find more about all the Warm Welcome Spaces open across the UK here [link to www.warmwelcome.uk] |
| Joining the Warm Welcome Campaign – social media template messages  | **Twitter**We’ve joined the @WarmWelcome\_UK campaign. Our #WarmWelcomeSpace is one of thousands of spaces all over the UK, opening their doors to communities, offering everyone a friendly space to keep warm, connect & make new friends 👐 https://www.warmwelcome.uk/[add image]**Instagram**We’re in and have joined the @WarmWelcomeUK campaign. Our #WarmWelcomeSpace is one of thousands of spaces all over the UK, opening their doors to communities, offering everyone a friendly space to keep warm, connect & make new friends 👐We’re getting everything ready to start welcoming everyone to our Warm Welcome Space over the cold and dark days this winter. Our Space will open its doors from [add dates and details] If you want to support us, join us as a volunteer or find out more about our work, we would love to hear from you. Send us a message! You're Welcome to join our Space, it’s an open invitation to everyone. See the link in our bio to find out more about the Warm Welcome Campaign https://www.warmwelcome.uk/**Facebook**We’re in and have joined the Warm Welcome Campaign. Our #WarmWelcomeSpace is one of thousands of spaces all over the UK, opening their doors to communities, offering everyone a friendly space to keep warm, connect & make new friends 👐We’re getting everything ready to start welcoming everyone to our Warm Welcome Space over the cold and dark days this winter. Our Space will open its doors from [add dates and details] If you want to support us, join us as a volunteer or find out more about our work we would love to hear from you. Send us a message! You're Welcome to join our Space, it’s an open invitation to everyone. You can find out more about the Warm Welcome Campaign here https://www.warmwelcome.uk/**LinkedIn** We’re in and have joined the [@ in Warm Welcome Campaign]. Our #WarmWelcomeSpace is one of thousands of spaces all over the UK, opening their doors to communities, offering everyone a friendly space to keep warm, connect & make new friends 👐We’re getting everything ready to start welcoming everyone to our Warm Welcome Space over the cold and dark days this winter. Our Space will open its doors from [add dates and details] If you want to support us, join us as a volunteer or find out more about our work we would love to hear from you. Send us a message! You're Welcome to join our Space, it’s an open invitation to everyone. You can find out more about the Warm Welcome Campaign here https://www.warmwelcome.uk/ |
| Template Press Release for Spaces | Press Release **[add date/embargo]** **[your service name]** gets ready to provide a warm space to everyone who needs it this winter[your service name] is set to open its doors in [your region/town] offering a Warm Welcome Space to everyone in the community. When the clocks go back, thousands of Warm Welcome Spaces like ours are getting ready to support their local community, offering everyone a friendly space to keep warm, connect, and make new friends. [your service name] has joined the national Warm Welcome Campaign, a movement for good that exists to turn poverty and isolation into warmth and welcome through the power of local warm spaces like ours. Last winter over 7000 Warm Welcome Spaces supported over half a million people across the UK, hosting nearly 2.5 million individual visits, that’s about 150,000 visits a week.Over 14.4 million people live in poverty in the UK and over 7 million people experience chronic loneliness. Poverty can compound isolation and loneliness and prevent people from connecting with others. The rising cost-of-living means that vulnerable people may struggle to keep warm. The dark evenings and cold winter months can be challenging for everyone. The winter is especially tough on people who feel lonely and isolated, and for anyone who can’t afford to keep heat their homes or get enough to eat. [Your service name] is here to help, offering everyone a warm, welcoming, free and safe space in [add your location].[add details about what you are offering, when you’ll be open and how to get in touch] [your service name] relies on the generous support of volunteers to keep our doors open to everyone who needs support this winter. We need more volunteers, so we are calling on the community to get in touch and join our Warm Welcome Space. Volunteering at a Warm Welcome Spaces is rewarding and fulfilling, it’s an opportunity to see first-hand the real value that spaces like ours can have on people’s lives. Along with providing warmth, it’s a chance to help people to connect, make friends and leave with a smile on their face. [add quote from your service with call to action for support, donations, volunteering etc][your service name’s Warm Space] will be open from [add date]. Find out more about our work and get in touch here [add details]Press Office Contact [add your email/phone]ENDSNotes to editorsAbout [Your Service}About the Warm Welcome Campaign The Warm Welcome campaign is led by a coalition of over 50 charitable organisations who joined together in response to the worst cost of living crisis in 70 years to provide emergency support to communities struggling to pay for rising food costs and to heat their homes. The Warm Welcome campaign is delivered by Good Faith Partnership in collaboration with partners and the Warm Welcome Spaces. The Warm Welcome campaign exists to turn poverty and isolation into warmth and welcome through the power of local Spaces made by and for the community. The Warm Welcome Campaign is building a movement for a fairer and friendlier society by supporting warm and welcoming spaces in every community in the UK. We want to ensure everyone has an open invitation to a warm and welcoming space so they can connect with others, get the support they need and feel part of their local community.  By working together, Warm Welcome will ensure everyone has somewhere warm and friendly to go, so no one ever has to get through winter alone.[www.warmwelcome.uk](http://www.warmwelcome.uk)info@warmwelcome.ukTwitter @WarmWelcome\_UKLinkedIn: Warm Welcome CampaignInstagram: @WarmWelcomeUK |

1. Department for Work and Pensions, *Annual Poverty Figures* (2023) [↑](#footnote-ref-1)
2. JRF, *Cost of Living Tracker, summer 2023* (2023) https://www.jrf.org.uk/report/unable-escape-persistent-hardship-jrfs-cost-living-tracker-summer-2023 [↑](#footnote-ref-2)
3. Ibid [↑](#footnote-ref-3)
4. Ibid [↑](#footnote-ref-4)
5. Campaign to End Loneliness, *The State of Loneliness 2023: ONS Data on loneliness in Britain* (2023). [↑](#footnote-ref-5)
6. Eden Project Communities, *The Cost of Disconnected Communities* (2023) https://www.edenprojectcommunities.com/blog/the-cost-of-disconnected-communities [↑](#footnote-ref-6)