

Headline sponsor



Supported by



## Rural Community Ownership Awards 2018

Wednesday 5 December, St Bride Foundation, London EC4Y 8EQ

We are offering your organisation the opportunity to become our Drinks Reception sponsor for the Rural Community Ownership Awards. 2018 sees the sixth anniversary of the Awards and we are delighted to offer you the chance to be a part of our biggest and best celebration of community business yet!

The Rural Community Ownership Awards are an annual celebration of the achievements of rural community businesses in tackling rural issues across the UK. Last year, over **60** community businesses attended the awards ceremony celebrating their success with sponsors and partners. Additionally, the awards achieved over **1,200,000** potential media reach for community businesses and sponsors last year. Ensure you are taking part and sign up to become our drinks reception sponsor!



**Drinks Reception Sponsorship Package**

## About the awards

The Rural Community Ownership Awards are our annual celebration of the tireless work rural community businesses are doing to improve people's lives across the UK. They raise awareness of the unique contributions community businesses make to creating resilient, thriving and inclusive rural communities.

We are delighted that [Hastoe Housing Association](#) will be joining us again as headline sponsors. The awards are also made possible through the continued support of [Esmée Fairbairn Foundation](#).

We have put together a short video showcasing this year's awards:



<https://vimeo.com/280198028>

This year, we have adjusted the award categories in an effort to reflect where community businesses are leading examples in rural areas of the UK.

From celebrating a community business supporting people experiencing loneliness in 'The Little Things' Award, to highlighting a business that is striving to diversify services for local people in the 'Diversifying to Make a Difference' Award.

This year's awards celebrate all the elements that community businesses are doing to support people in rural areas of the UK.

## Inspiring stories

Every year, we have outstanding stories from our award winners. To give you a flavour of how inspiring being part of the awards can be, we have detailed two previous winner's stories from 2017 and 2016:

### Cwmni Cletwr, Machynlleth

In 2017, Cwmni Cletwr was voted the Wales Award winner. In the application Nigel, Chair of the Shop Association, told us: "We are a community shop and café in a remote rural area which has lost many of its services. We aim to make life better for our community - and whatever we do is measured against that simple purpose."



In the last 10 years, we have lost the shop, post office, café, petrol station, school, church and a chapel. People now know their neighbours and talk to them. We provide jobs, both directly and indirectly. We organise events and support the Welsh language - central to our community identity. We offer free Wi-Fi and computers to access the internet to help with digital inclusion."

### King's Arms, Shouldham



In 2016, King's Arms was voted the East of England Award winner. In the application, Abbie, Vice Chair, told us: "The pub closed its doors in June 2012 and looked likely that the building would be converted into accommodation. Determined that this wouldn't happen, a group of villagers called a public meeting, formed a committee and set up not-for-profit business."

A share issue was held in Autumn 2013, and alongside a major grant, the group purchased the pub for the community saving a vital rural hub. It has now been running successfully for over two years, during this time we have been awarded West Norfolk CAMRA Pub of the Year, included in the Good Food Guide and Good Beer Guide twice."

**You can read more community business success stories on our website [www.plunkett.co.uk/case-studies](http://www.plunkett.co.uk/case-studies)**

## Award categories

We have five Rural Community Ownership Award categories this year which are; 'Community Story of the Year' Award, 'The Little Things' Award, 'Investing in Local People' Award, 'Diversifying to Make a Difference' Award and the Horace Plunkett 'Better Business' Award:

### 'The Little Things' Award

Celebrating our Little Things campaign, we are giving an award to one community business that is tackling isolation and loneliness in rural areas in an accessible and effective way. This could be establishing an activity or social space, tackling 'hidden loneliness' or sharing ways people can help reduce the loneliness or isolation of others.

### 'Community Story of the Year' Award

This award will recognise those stories that capture how community businesses provide a role in supporting individuals. This might be an essential home delivery to people living in isolation or lifting someone's spirits and essentially 'improving their life'. We are keen to recognise a community business that has gone over and above their essential role.

### 'Investing in Local People' Award

This award will recognise the efforts of one community business which goes above and beyond to support and invest in its staff, volunteers and service users. Examples might include the facilitation of IT cafes, volunteer training schemes, book swaps, language classes or something else entirely!

### 'Diversifying to Make a Difference' Award

We know that community businesses are not content with 'just running essential services' and are always striving to diversify. This award celebrates a community business which has embraced diversification and is able to demonstrate how it has improved its customers' experience and the lives of the people in the community.

### Horace Plunkett 'Better Business' Award

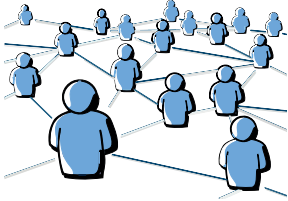
This award seeks to celebrate our values and highlight a community business with longevity and a track record that is able to demonstrate innovative business practices to enable it to thrive and succeed. The winner will show its innovative daily approach to business, explore how it utilises and provides a valuable service and demonstrate confidence in its future.

**Find out more about the Rural Community Ownership Awards categories on our website [www.plunkett.co.uk/award-categories](http://www.plunkett.co.uk/award-categories)**

# Drinks reception sponsorship - £3000 + VAT

This year, we are delighted to offer your organisation the chance to sponsor our drinks reception space. Used as the pre/post-event meeting and drinking space for attendees, this is a fantastic opportunity to promote your organisation and it's services to community businesses and organisations from across the UK.

## Why you should sponsor the drinks reception



Chance to network with sector organisations and community businesses

Showcase your organisation by displaying banners, literature and more!



Over **60** community businesses attended the Awards Ceremony last year

and so much more...



# What we can offer you

As well as being named as our drinks reception sponsor, you will also receive the following sponsorship benefits:

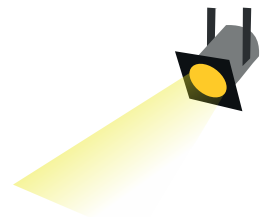
## Take part in our awards judging and networking day

Taking place in October, one representative from your organisation will be invited to attend our judging day and have the chance to network and meet our headline sponsor, Hastoe Housing, and other sponsors and funders which in previous years has included Esmée Fairbairn Foundation, Co-operative Group, Triodos Bank and The Phone Co-op.

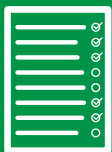


**Two tickets** to the awards ceremony in London

**Spotlight** on your organisation at the end of the Awards Ceremony



## Publicity



Logo included in all of our awards promotions



### Website promotion

**4,000** Monthly website visits  
**1,560** Monthly unique users



**2,000** Inclusion in newsletter to 2,000 community business contacts  
**200** Inclusion in content sent to Plunkett staff, trustees and advisors



**Graphics** Bespoke package for sharing on your website and social media

## Press coverage

**1,200,000**

Potential media reach from our 2017 awards coverage

**Over £5,000**

Advertising value equivalent from last year's media coverage



## Social media



**Over 200,000** people reached via social media channels per month



1,810 Likes



9,190 Followers



330 Followers

## Interested in becoming a sponsor? Contact:

If you are looking to become our Drinks Reception Sponsor or would like to discuss a bespoke package please contact:



**Sarah Taylor, Events & Engagement Officer**

**Email:** [Sarah.Taylor@plunkett.co.uk](mailto:Sarah.Taylor@plunkett.co.uk)

**Phone:** 01993 810730

## Want to find out more about the Awards? Contact:

**Ashley Sellwood, Communications & Marketing Officer**

**Email:** [Ashley.Sellwood@plunkett.co.uk](mailto:Ashley.Sellwood@plunkett.co.uk)

**Phone:** 01993 810730



or visit [www.plunkett.co.uk/awards](http://www.plunkett.co.uk/awards) or [follow us on Twitter](#)

