

# **Food Partnerships Communications Training Package: Learn to tell your story**

**Part 1:  
Branding**

**Part 2:  
Communications and Engagement**



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**We've also created an accompanying Word document that gives you further tips, templates and resources to help you get started.**

# An introduction to Food Partnerships

## About Food Sense Wales:

[Food Sense Wales](#) works with communities, organisations, policymakers and Government across Wales to create a food and farming system that is good for people and good for the planet. We want to influence and impact on how food is produced and consumed in Wales, to ensure that sustainable food, farming and fisheries are at the heart of a just, connected and prosperous food system. To read more about Food Sense Wales, including information about the team, our Advisory Board, our values and mission, please click [here](#). Food Sense Wales is a fund within the Cardiff & Vale Health Charity and hosted by the Cardiff and Vale University Health Board Public Health team.

## Food Sense Wales and the Good Food Movement:

Food Sense Wales is continuing to develop and sustain a [Good Food Movement](#) in Wales by delivering and supporting a number of food-related programmes. Underpinning all of this work is a desire to build capacity, leadership, confidence and a sense of place within communities across Wales. Key to this is the development of Cross Sector Food Partnerships through the Sustainable Food Places approach boosted by Welsh Government's support for developing new Food Partnerships. The Food Partnerships emerging as a result of this funding are becoming a key part of this broader Good Food Movement, driving innovation and best practice in all aspects of healthy and sustainable food. Food Partnerships may also want to become members of the [Sustainable Food Places](#) network as their work progresses.

## Food Partnerships:

A Food Partnership is a cross-sector group involving local authority, public sector bodies, third sector organisations, businesses and academic institutions, who use food as a tool for delivering positive social, economic and environmental outcomes. The aim of a partnership is to co-develop a vision, strategy and action plan for making healthy and sustainable food a defining characteristic of where people live and taking coordinated action across a wide range of food issues.

The Welsh Government has provided financial support for the development of cross-sector food partnerships in each local authority area in Wales. The funding is helping multi-agency partnerships to tackle the root causes of food poverty through the co-ordination of on the ground, food-related activity. Food Sense Wales has been supporting Food Partnerships to identify partners, build local knowledge and address local need in a strategic, joined up way which maximises the effectiveness of projects and ensures that resources are targeted at areas of greatest need.

Food Sense Wales has also been key in establishing and nurturing food partnerships as part of its work leading on the Sustainable Food Places network in Wales. We are really excited to be supporting the Welsh Government and all the partners involved (Health Boards and Local Authorities as well as other dedicated stakeholders such as voluntary organisations, charities, food business, retailers, wholesalers, growers and farmers) as the funding is invested in local systems and projects.



# Sustainable Food Places



## **Sustainable Food Places:**

[Sustainable Food Places](#) is a partnership programme led by the Soil Association, Food Matters and Sustain: the alliance for better food and farming. It is funded by the Esmée Fairbairn Foundation and The National Lottery Community Fund.

Sustainable Food Places is one of the UK's fastest growing social movements. Its network brings together pioneering food partnerships from towns, cities, boroughs, districts and counties across the UK that are driving innovation and best practice on all aspects of healthy and sustainable food. Through the power of partnerships, SFP aims to make healthy and sustainable food a defining characteristic of where people live. You can read more about Sustainable Food Places [here](#). To become a member of the Sustainable Food Places network, you must be able to evidence that you have the following in place:

- An established cross-sector food partnership with clear terms of reference
- Evidence that your partnership has met regularly for at least 6 months, including minutes of meetings
- A named lead person who is willing to be contacted by other members
- A Food System Overview
- A Food Partnership Work Plan covering the next 6 months

The SFP Toolkit will help you start our journey – access the toolkit [here](#). Food Sense Wales will be able to advise you on Membership and be able to help guide you through the process.

Food Sense Wales is Sustainable Food Place's national partner in Wales and has an ambition to see a food partnership in every local authority in Wales, creating a network that would form the foundation for developing the vision, infrastructure and action needed to make Wales' food system fit for Future Generations. You can read more about how Food Sense Wales is helping to deliver SFP in Wales [here](#) and watch a video that explains more [here](#).

Food Sense Wales is supporting Wales' nine current members – [Food Cardiff](#), [Food Vale](#), the [Monmouthshire Food Partnership](#), [RCT Food](#), [Blaenau Gwent Food Partnership](#), [North Powys Food Partnership](#), [Bwyd Sir Gâr Food](#) in Carmarthenshire, Bwyd Abertawe in Swansea and the Torfaen Food Partnership. Food Sense Wales encourages areas and communities across Wales to join in and to help lead the way in establishing and growing place-based infrastructure, contributing to the development of a 'good food movement' and wider community food strategies that will benefit the health, economy, sustainability and social prosperity of communities across Wales.

# Food Partnerships: Learn to tell your story

## Part 1: Branding



# Knowing Me, Knowing You

## Introduction to branding:

Food partnerships are brilliant! They connect people, organisations and causes. They are rooted in their communities and can talk directly to everyone involved with growing, producing, distributing, cooking and eating food. But they can also be difficult to explain to people who are new to this way of working. They work and operate differently in each local authority area and can sometimes be difficult to explain.

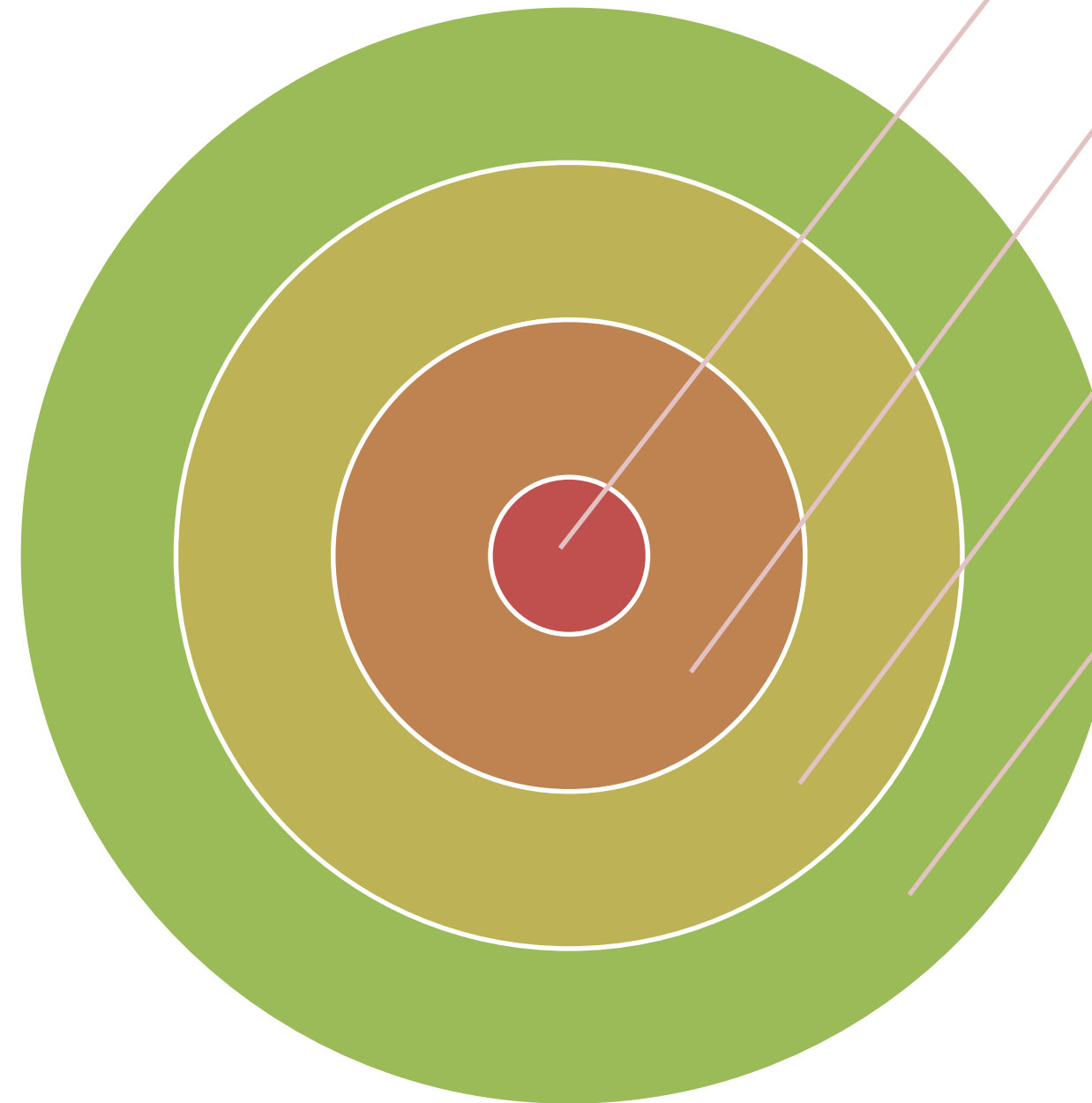
Instead of seeing this as a challenge; you can think of this as an opportunity - a chance to tell the story of your food partnership to the people living and working in your area. This is an opportunity to think about how you define your food partnership – what makes it special.

To better understand the **Unique Selling Point** (USP) of your food partnership, you need to think about your brand – your purpose, vision, mission and values. This will help give you a clear and distinctive voice which you'll be able to communicate to stakeholders, both internally and externally. It will also help you develop your identity and ensure consistency in the way you talk about food partnership.

# Knowing Me, Knowing You

During this first section we're going to help you **define** your food partnership.

As we progress, we'll help you answer some key questions that will give you a clearer understanding of how you want to portray your food partnership and how you want others to perceive you.



**Purpose** – why you exist

**Vision** – what you want to achieve

**Mission** – how you're going to achieve it

**Values** – what you stand for and how you behave

# Knowing Me, Knowing You

**Brand Purpose:** Why you exist and do what you do

Your brand purpose is the reason you exist; what you stand for and the reason you do what you do. It should be authentic, clear and direct and be the foundation of your brand. This purpose will guide your vision, mission and values – it will inform and guide them.

In order to define your food partnership's brand purpose, start by answering these three basic questions:

1. What are you good at?
2. What are you passionate about?
3. What difference can you make?



Once you've defined your purpose, you can start thinking about what you want to achieve – that's your vision.



# Knowing Me, Knowing You

## Brand Vision:

What's your ultimate ambition? What do you want to achieve over the next 12 months?

A Vision Statement is a short on or two-sentence statement or intention that describes the clear and inspirational long-term desired aim. It defines what you're ultimately working towards.

### Examples:

**Oxfam:** Our vision is a just world without poverty. We want a world where people are valued and treated equally, enjoy their rights as full citizens, and can influence decisions affecting their lives.

**Ikea:** Create a better everyday life for many people

**WWF:** Our vision is to build a future in which people live in harmony with nature

**Patagonia:** Build the best product, cause no unnecessary harm and use business to inspire

**The Food Foundation:** Our vision is a sustainable food system which delivers health and wellbeing for all.

**Waze:** Help people work together to improve the quality of everyone's daily driving

# Knowing Me, Knowing You

## Brand Mission:

Your brand mission is how you're going to achieve your brand vision. If your brand vision is your destination, then your brand mission's the steppingstones along the way.

What do you do?

How do you do it?

Who do you do it for?

How does it help them?

Examples of brand mission statements:

**Food Sense Wales:** To influence and impact on how food is produced and consumed in Wales, ensuring that sustainable food, farming and fisheries are at the heart of a just, connected and prosperous food system.

**WWF:** To conserve nature and reduce the most pressing threats to the diversity of life on Earth.

**Trek:** To aid in the betterment of our planet through cycling

**TED:** To spread ideas

# Knowing Me, Knowing You

## Brand Values:

What you believe in and the way your partnership operates and conducts itself. These values underpin all communications activities and offer some useful ‘hooks’ for campaigns.

Your values will provide guidance, direction and support for everyone in the organisation and those you work with; they’re the guiding principles for all activities undertaken.

### Example - IKEA:

Humbleness and willpower.

Leadership by example.

Daring to be different.

Togetherness and enthusiasm.

Cost-consciousness.

Constant desire for renewal.

Accept and delegate responsibility.

Can you think of 5- 10 adjectives with accompanying sentences that illustrate your values?

We’ve included Food Sense Wales’ values on the next page as an example

# Knowing Me, Knowing You

## Brand Values: Food Sense Wales' Values

Through our activities and advocacy, Food Sense Wales promotes:

### Collaboration

Forging positive working and strategic relationships both within Wales and across the UK, enabling us to help shape and co-create a more sustainable and prosperous food system for our nation - reiterating the importance of considering the food system as one whole.

### Inclusivity

Bringing communities of interest together from all parts of Wales; removing barriers and stigma, and actively encouraging participation in our projects, programmes and campaigns.

### Integrity

Promoting a fair, just and prosperous future for Wales and its people; determined to ensure all people of all ages in Wales have dignified access to healthy, good-quality food.

### Agility

Being responsive to changes in society as well as any changes to areas of policy where food and food systems touch upon; being fleet of foot and being prepared to take action to make a difference to people's lives.

### Drive

Inspiring and influencing people and communities across Wales to engage with food; raising awareness of food issues and promoting innovative food related activities to drive and grow a Good Food Movement in Wales.

# Knowing Me, Knowing You

## Brand Personality:

A distinctive personality establishes a brand tone of voice or 'way of speaking' that helps to develop a relationship with the people your brand is trying to connect with.

Can you think of around 15 - 20 adjectives that describe your partnership?

## Activity:

If your brand was an animal, would it be a lion, an eagle or a dog or some other type of animal?

This may sound trivial but this exercise will help you visualise your brand and help you explain why one particular animal better reflects your work and its values more than any other. Increasing self-awareness in this way is where you can gain brilliant insights into your brand.

Here are some examples:

- Analytical and thoughtful like an owl?
- Independent, ambitious, and strong like a lion?

Over to you!

# Knowing Me, Knowing You

## Audiences / Stakeholders

Rather than looking purely at demographic classification, you could try and understand your target audience/s or stakeholders as people with personal tastes, preferences, beliefs and aspirations.

You could try segmenting your stakeholders into communities of interest – people who share a common interest or passion.

- Who are they?
- What do they do?
- What are their values?
- What's their day like?
- What are their hobbies?
- How old are they?
- Do they have children?
- Where do they live?
- Where do they work?

# Knowing Me, Knowing You

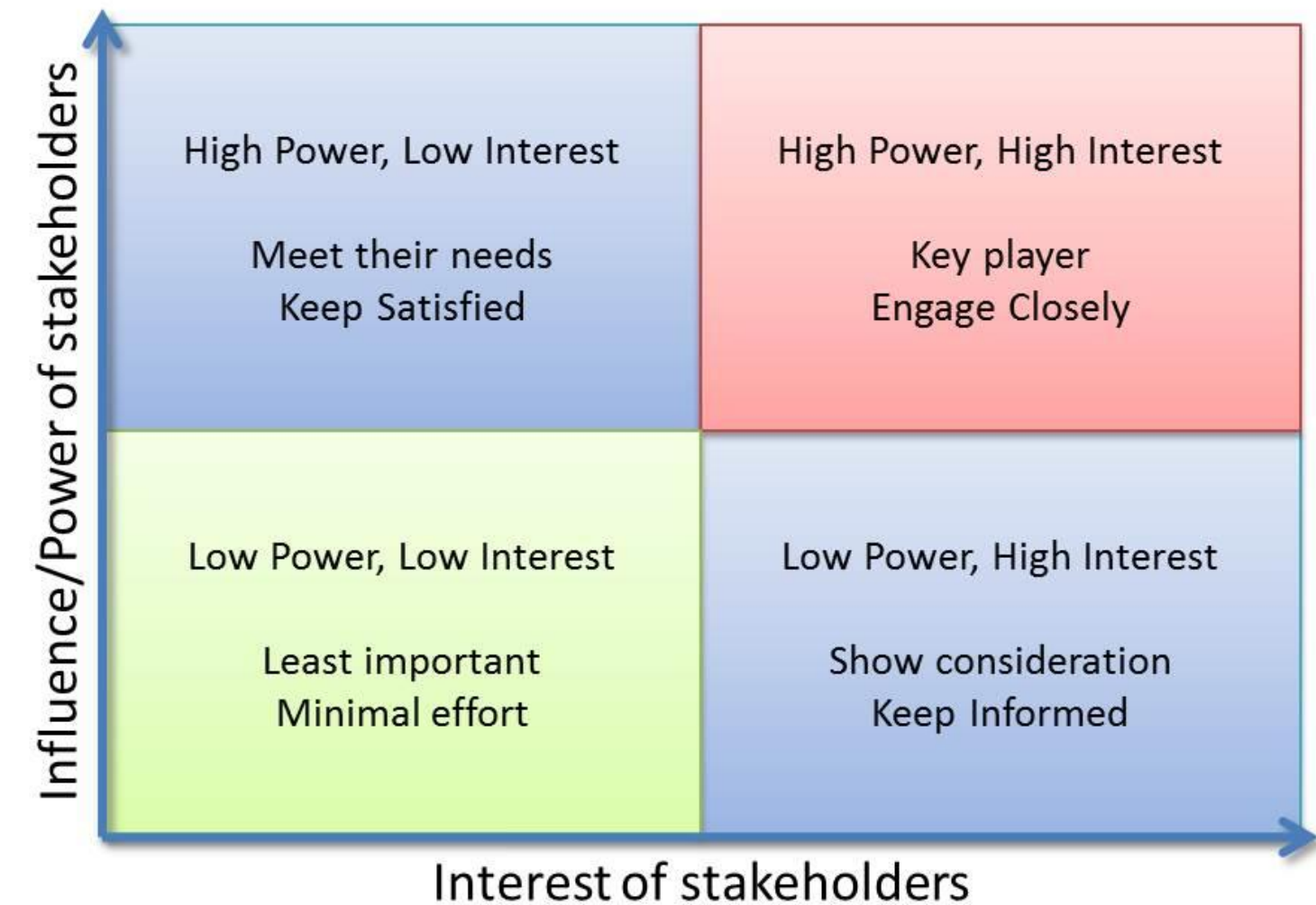
## Audiences / Stakeholders - **Activity:**

Create a comprehensive database grouping individuals / organisations / public services / charities etc into specific, easily identifiable categories enabling you to prioritise engagement with specific communities of interest.

Your mapping will help you.....

- Identify stakeholders
- Categorise stakeholders and help you think about how to group them:
  - Internal and External?
  - Communities of interest?
  - Geography?
  - Sectors?
- Prioritisation – Matrix of Power and Influence\*
- Communication and Engagement – how, what and how often do you want to communicate? Consider the type of communication (newsletter; meetings; social media etc); the tone; the frequency etc (Feeding into a wider Comms plan)
- You may also want to think about evaluating the targeting and efficiency of your communication relating to your stakeholder groups

### \*Power and Influence Matrix



# Knowing Me, Knowing You

## Creating a Brand Book

A brand book captures the essence of a brand in one document – the purpose, vision, mission, values, personality and target audience. It can help you define your brand; it can be used to share with partners and can ensure consistency in your internal and external communications. If you're planning on creating a logo or a website, a brand book is a really useful document for you to share with designers and developers too. You can create this as a word document and it will become your go-to document when working on anything brand related. **A template is included in the appendix that accompanies this toolkit.** You'll want to include:

- Intro / Context
- Brand Purpose
- Brand Vision
- Brand Mission
- Brand Values
- Brand Personality
- Target Audience
- Briefs for, or example of Brand treatment – identity / look and feel, including:
  - Logo
  - Font
  - Colour palette
  - Website
  - Imagery
  - Video content
  - Social media look / feel including assets
  - Letter heads
  - Press release templates
  - Report templates
  - etc





# Sustainable Food Partnerships: Learn to tell your story

## Part 2: Communications and Engagement



## Telling Your Story

Now you understand who you are – your values, vision, personality – you’re in a much stronger position to start thinking of your messaging.

You could start to think about creating a simple Comms Plan. **A template is included in the appendix that accompanies this toolkit.** In its basic form, it would address the following:

- What do you want to say? = **Key Messages / Narrative**
- To whom? = **Audience**
- When? = **Timing** – simple excel doc; month by month
- How often? = **Frequency**
- How? = **Channels and Tools**
- And what do you want that piece of comms to do? = **Impact**



# Telling Your Story

## Tools and tactics:

- Develop a website (if you're doing this, remember to create a clear brief and work closely with the developer on a site structure that works for you – **a template is included in the appendix that accompanies this toolkit**)
- Social Media – think about which platforms would be best suited to (a) your work and (b) your audience – **a handy guide is included in the appendix that accompanies this toolkit**
- Newsletters – think about what you want to say, how often and who the recipients are
- Documents e.g. Annual Report – a useful tool to share with steering groups / host or partner organisations
- Digital Assets e.g. imagery (key for website and social media); video content, Podcasts
- Additional comms assets e.g. press releases; background information; explainer docs
- Collateral e.g. Booklets / flyers / posters / pull ups – think about whether you really need to create these
- Use your stakeholders / steering group and the Comms expertise that their organisations may have internally

## Comms toolkit – what do you already have at your disposal?



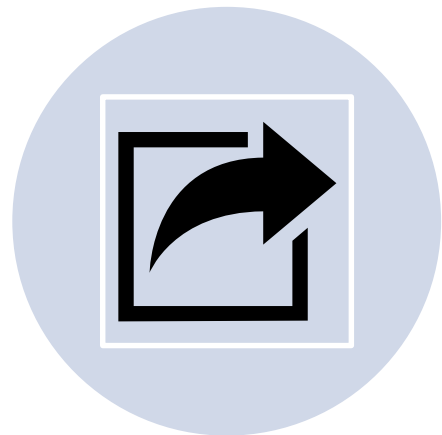
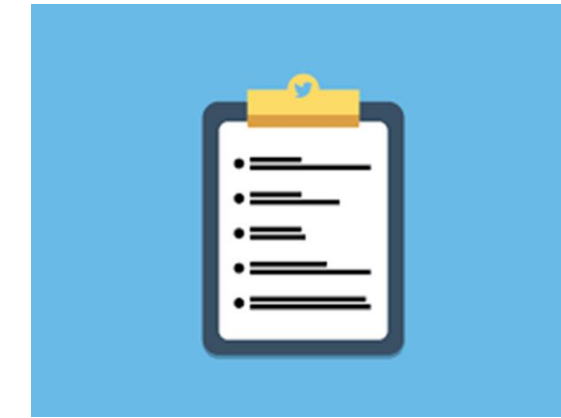
### Internally:

- Use your host organisation / steering group members / partners to help disseminate information – use comms teams' expertise e.g. Health Boards; Councils etc.
- Use their networks e.g. newsletters; social media
- Intranets
- Internal screens e.g. surgeries / hospitals / council buildings
- Also, could you allocate some project funding to support your comms?

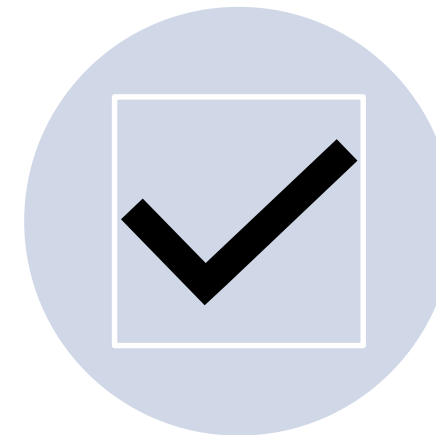
### Externally:

- Press releases – press / websites / influencers / magazines / special interest publications
- Case studies featuring inspiring work
- Media relations – TV / Radio
- Audio - podcasts
- Social Media – Facebook; Twitter; Instagram
- Website? Analytics
- Community Events / engagement opportunities
- Newsletters / SFP newsletter / FSW newsletter
- Imagery – strong visual identity
- Using the SFP Network in Wales to create content / campaigns
- Do you have any local food heroes / celebrities who you could use as Good Food / Food Partnership Ambassadors?

# Comms principles: The 9 Cs:



Be **Clear** – don't try to overcomplicate the messaging with too many elements / angles. Think of your use of language.



Be **Correct** – spell check; check grammar; get someone else to proof. Also think of the timing of messaging – appropriateness.



Make sure the message is **Complete** – make sure your comms includes all of the info needed to respond or take action – and include a call to action – tell the reader what you want them to do e.g. Find out more; click here etc

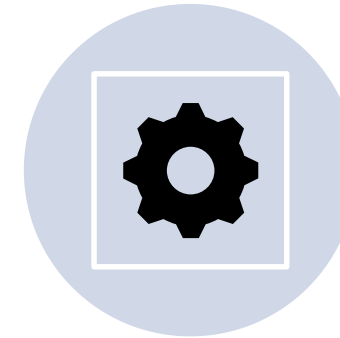


Be **Concise** – don't use 6 sentences to say something that could be articulated in 2!

# Comms principles: The 9 Cs:



Be **Consistent** – show consistency in your messaging



Be **Concrete** – show that you believe in what you're saying / conveying – be clear



Be **Coherent** – make sure your piece / comms has a good flow – that your points lead on from seamlessly and that your sentences connect



Be **Courteous** – think of your tone



Be **Considerate** – think of your audience – viewpoint / demographic / age etc

## Writing a press release:

### Basic structure

Other things to consider:

- Think of your audience – who your writing for?
- Think of the 9Cs
- Think of an effective / catchy headline
- Who you're sending it to
- When you're sending it?
- Boiler plate / notes to editors

#### THE LEAD

Try and tell the full story concisely in the first paragraph – answer the who, why, what, where, when and how

#### THE BODY

Explain the story / background / quotes – bring your story to life

#### THE TAIL

Call to action /  
contact /  
boiler plate

## Remember to include:



Logo



Release Date



Headline



Subheading (if needed)



Body



Notes to Editors – including contact details and an about us ‘boiler plate’



Any images / video content that you have that compliment your story





## What next?

Who do you send it to?

- Make a list of contacts – include partners as well as press / media contacts – include local press; hyperlocal sites; any relevant influencers / specialist publications etc
- Build relationships – who are your patch reporters? Get to know who they are and what their interests are
- Publish on your own channels – website / Facebook / Twitter
- Think about when you're releasing the piece – does it tie in with wider national / international activity? Could you use an awareness day as a hook?

## Have a go.....

### Draft a press release:

- Think of an announcement / event / story relating to your partnership
- Think about your audience – who you want to inform
- Consider the main points of the story / news – what do you want to say
- Think about the language you use
- Do you want to add a quote?
- What's your call to action?
- Contact details

### Issue your press release:

- Make a list of who you want to send it to – internally and externally
- Think about when you'll send it
- Do you have images / video / audio to send with the piece?

## Useful tips, templates and resources

Having read through this document, you should now have a better understanding of the what you need to consider when establishing your brand and what you need to think about when telling your story. **We've created an accompanying Word document that gives you further tips, templates and resources to help you get started.** It includes:

- Brand book template
- Comms Plan and Timeline
- Creating a design brief – what to include
- Creating a website brief – what to include
- How to write a video content brief
- How to write a photography brief
- Which social media platforms to choose and some handy hints on how to use them
- CRM / Newsletters
- Using the Welsh language
- Useful Resources





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