

# NORTHERN NETWORK

## MARKETING TOOLKIT

To find out more and join the revolution, visit [www.northernnetwork.org](http://www.northernnetwork.org)

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[www.northernnetwork.org](http://www.northernnetwork.org)



## The Northern Network is a new Groundwork initiative that connects Green Community Hubs across the North of England.

Shared green spaces such as community farms, parks, fields, and allotments can all help to create thriving and resilient communities. They have the potential to bring people together, enhance prospects, improve health and wellbeing, and take positive action on the environment.

To power a vibrant new community of these spaces, our network connects people, places, and projects, and provides learning exchanges, peer support, training, toolkits, and more. We're also piloting 5 new Green Community Hubs with different Groundwork Trusts across the North.

As a result, we're helping to create a future where every neighbourhood is vibrant, every community is strong, and no-one is held back by their background or circumstances.

### Marketing Toolkit:

<https://www.dropbox.com/scl/fo/bzx7efgr6gk8z6i7tus8t/h?dl=0&rlkey=4i2qvq2vqru92sem421u33ug7>



**"BRINGING PEOPLE TOGETHER,  
TO BUILD HEALTHY & HAPPY COMMUNITIES,  
THAT HAVE THE POWER TO MAKE  
POSITIVE CHANGE."**

# BRINGING PEOPLE TOGETHER..

**The Northern network connects those people and communities that are involved in the grassroots development and delivery of green community hubs across the North of England.**

Through the simple act of coming-together, and by the sharing of collective knowledge, skills, and experience, The Northern Network is inspiring a flourishing new movement of community leadership and organic regeneration, for the benefit of all.



## Objectives:

- Build a network of people involved in green hubs across the North
- Create and deliver a leadership development programme
- Create a bank of resources, case studies and reports that support the work of green hubs
- Deliver a programme of skills-sharing events, training, and networking sessions

# TO BUILD HEALTHY & HAPPY COMMUNITIES

**We recognize and understand the intrinsic benefits that nature and green spaces have on personal health and wellbeing.**

Green community hubs open up more access to nature, breathe new life into unloved spaces, help tackle loneliness, improve physical and mental health, and build connections between people, nature, and communities.

The Northern Network is nurturing the growth of new green community hubs, in turn anchoring a root network of hubs across the North of England, all inspiring healthier and happier people and communities.



## Objectives:

- Build stronger connections between green hubs and public health services for the improved facilitation of social prescribing
- Build an evidence base for improved health and wellbeing in relation to green hubs
- Create and share resources and activities for green hubs and their communities that improve health and happiness.

# THAT HAVE THE POWER TO MAKE POSITIVE CHANGE



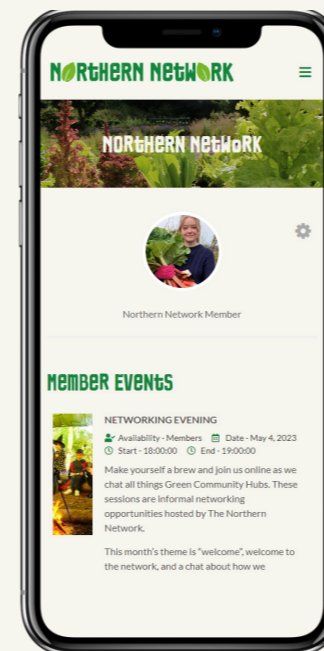
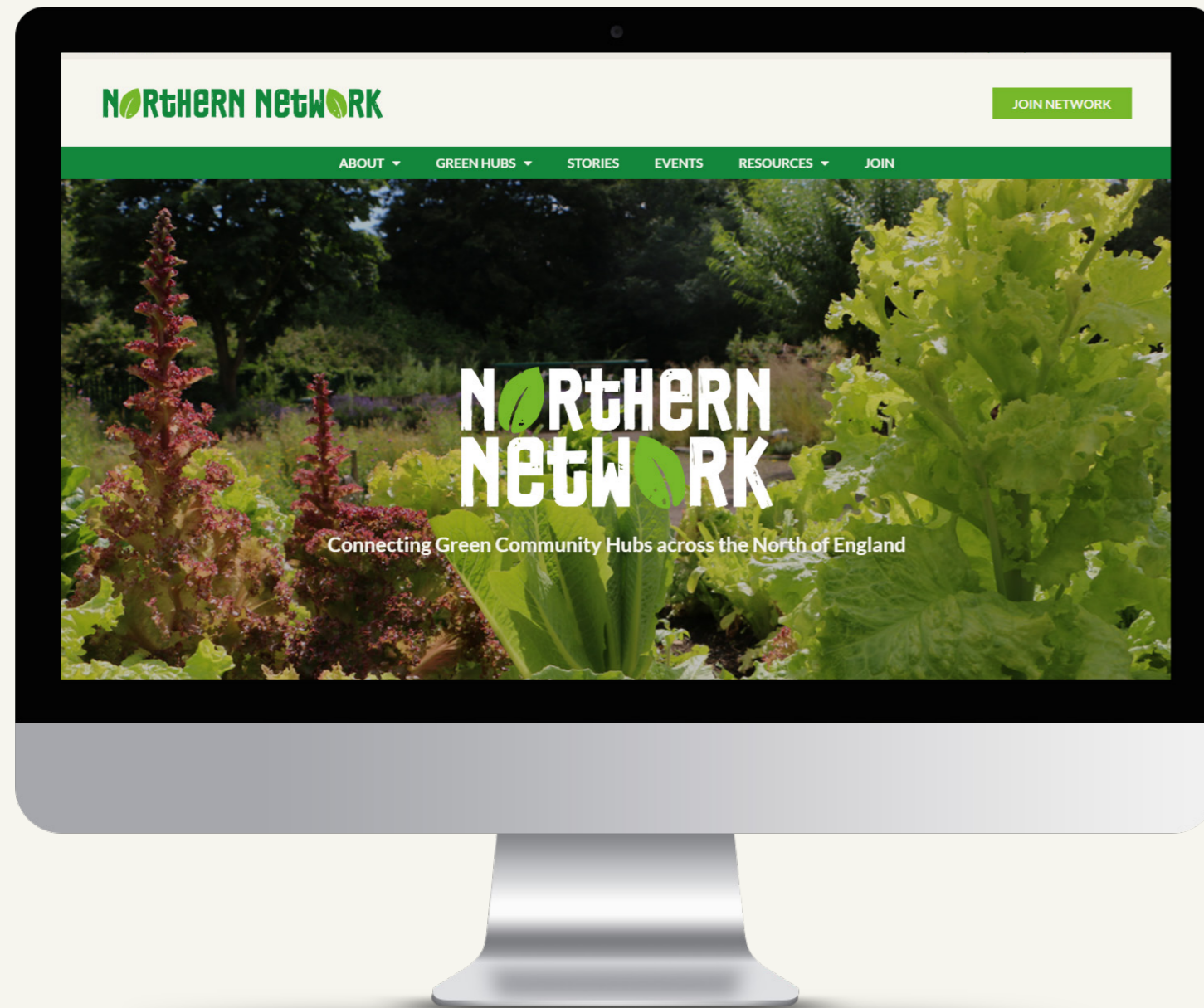
**The Northern Network is equipping its communities with the skills and confidence needed to improve their personal prospects, to gain a greater sense of personal and collective agency, and to become change-makers themselves.**

Green community hubs deliver credible, hopeful, and impactful counter-action to the climate emergency. From the building of local food systems, to creating nature-based solutions, growing resilience to climate events, and improving biodiversity, thriving hubs and their diverse communities can make a positive impact on the world around them.



## Objectives:

- Map the climate impact of green hubs across the North
- Evidence the power of green hubs to take action on the climate emergency
- Educate, inspire and empower communities to confidently take their own small steps to sustainability



## Website

Our website is the online hub of the Northern Network and visitors to the site are invited to 'join' as a member.

Membership is open to anyone and offers access to resources, training, and member events.

In marketing activity, aim to direct all online traffic to our website.

### Website:

[www.northernnetwork.org/](http://www.northernnetwork.org/)



**28.04.23**  
**For Immediate Release**  
 Groundwork Cheshire, Lancashire, and Merseyside  
 74-80 Hallgate, Wigan, WN1 1HP

## GROUNDWORK LAUNCHES NEW 'NORTHERN NETWORK' OF GREEN COMMUNITY HUBS

**Groundwork Cheshire, Lancashire, and Merseyside (CLM) have today launched the Northern Network, a new community of people and projects involved in the set up and running of shared green spaces.**

Groundwork's aim for this project is to use its extensive experience, connections and research to build a thriving network of Green Community Hubs right across the North of England. This coming-together of people and projects will provide peer support, opportunities to swap ideas and to share resources, and to take part in a programme of events and training, all ultimately driving a movement of greener communities, for the benefit of all.

**Sam Marine, Northern Network Project Manager** said of the launch "We're thrilled to have now officially launched the Northern Network. The last 6 months has seen us developing our vision and objectives, engaging with various partners and communities to understand how they would benefit, and building an online hub and learning programme."

The Northern Network can be found at [www.northernnetwork.org](https://www.northernnetwork.org) and anyone involved in Green Community Hubs can sign up as a member for free. Membership offers access to a host of resources and events.

**Sam** continues "Our launch also marks the beginning of our events programme and we're offering a number of free sessions in May, including an online networking evening, two marketing workshops, and a guest speaker. -On 10<sup>th</sup> May, the eco-activist and entrepreneur Ruth Watson will be joining us to discuss how her businesses allow her to follow her values and benefit her community."

To power the growth of the network, Groundwork CLM are working with four other Groundwork Trusts in the North and each Trust has a project facilitator supporting a pilot Green Hub in their local area.

**NORTHERN NETWORK**  
[www.northernnetwork.org](https://www.northernnetwork.org)



### GROUNDWORK LAUNCHES NEW 'NORTHERN NETWORK' OF GREEN COMMUNITY HUBS

The role of these pilot hubs is to provide learning for other network members through practical action on the ground and in the community. Learning resources include case studies, how-to guides, skills-sharing events, and training sessions.

**Jon Hutchinson, Programme Director for Communities** explains "The aim is to co-create a vibrant network of pilot hubs in partnership with members of their local communities. The hubs are utilising existing assets and providing a broad range of services that build resilience and improve health outcomes. Some of the types of activities that are being offered at the hubs include: volunteering, educational workshops, community gardening and wellbeing sessions, food growing and conservation projects. We'll share this wealth of experience with others to inspire more people and communities to take action."

The pilot hubs are:

- **Groundwork Cheshire, Lancashire, and Merseyside** Clay Pitts Park, Morecambe
- **Groundwork Greater Manchester** West Gorton Community Park
- **Groundwork Yorkshire** Horton Community Farm
- **Cumbria and North East** Workington Green Community Hub
- **South and North Tyneside** West Boldon Lodge

The Northern Network is also mapping Green Community Hubs across the North and anyone can add their shared green space, whether that be a park, community garden, allotment, or even shared alleyway. <https://www.northernnetwork.org/green-map-of-the-north/>

#### Get involved

The Northern Network is open to anyone to join and benefit from shared learning, for free. Members are also encouraged to share their own news, events, reports and case studies.

To join, visit <https://www.northernnetwork.org/>

**The Northern Network project is supported by The National Lottery Community Fund and the team are working with evaluation specialists Wavehill to report on the project.**

-ENDS-

#### CONTACT

For more information, including images, or to arrange interviews or site visits, contact:

**Amy Bishop**  
 Communications Officer, Northern Network  
 Groundwork Cheshire, Lancashire, and Merseyside  
[Amy.Bishop@groundwork.org.uk](mailto:Amy.Bishop@groundwork.org.uk)

[www.northernnetwork.org](https://www.northernnetwork.org)

28.04.23

## Press Release

Our press release about the launch of the Northern Network is available here, complete with notes to editors.

### Press Release:

<https://www.dropbox.com/s/u5pxnbogv4yqmyb/Groundwork%20launch%20new%20northern%20network.pdf?dl=0>



## Photography

A selection of photography is available for use here. Please credit Groundwork

### Photography:

<https://www.dropbox.com/scl/fo/kaq5psz9ggyvx4fa2yojw/h?dl=0&rllkey=t9fv6p2cm65ogn5zh8u10ut3n>



## Social Media - Stories

Images created for stories - good for instagram, facebook and tiktok

### Social Media - Stories:

<https://www.dropbox.com/scl/fo/omj1mcv95a116duwrbi0y/h?dl=0&rlkey=t22regf26l1tep7t85n5v4t43>



## Social Media - Posts

Images created for posts on facebook, twitter and linkedin feeds.

### Social Media - Posts:

<https://www.dropbox.com/scl/fo/sbg179zjblw821fkhku0k/h?dl=0&rlkey=99g5m2v528evq8nuzjdee6g0o>



## Social Media - Squares

Square images for instagram

### Social Media - Squares:

<https://www.dropbox.com/scl/fo/e8cj5lhqtpwc936g0z0r/h?dl=0&rlkey=o8mr4737w9g524eqt5lbryfdu>

## NORTHERN NETWORK

### Suggested Social Media Copy

#### Facebook

The Northern Network @GroundworkNorthernNetwork is a new movement connecting Green Community Hubs across the North of England.

Shared green spaces such as community farms, parks, fields, and allotments can all help to create thriving and resilient communities. They have the potential to bring people together, enhance prospects, improve health and wellbeing, and take positive action on the environment.

Powered by @groundworkclm, and thanks to @TNLCommunityFund, the Northern Network is bringing together those people that are involved in the creation and management of Green Community Hubs in order to share learning, resources, training, and more.

Take a look: <https://www.northernnetwork.org/>

#### Twitter

The Northern Network website is now live!

Powered by @GroundworkCLM, and thanks to @TNLComFund, the Northern Network @GW\_N\_Network is bringing together the people and projects involved in the creation and management of Green Community Hubs in order to share learning, resources, training, and more.

Find out more: <https://www.northernnetwork.org/>

#greenercommunities #greencommunityhubs #greenhubs

#### Instagram

The Northern Network @gw\_n\_network is a new movement connecting Green Community Hubs across the North of England.

Shared green spaces such as community farms, parks, fields, and allotments can all help to create thriving and resilient communities. They have the potential to bring people together, enhance prospects, improve health and wellbeing, and take positive action on the environment.

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## NORTHERN NETWORK

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#greenercommunities #greencommunityhubs #greenhubs

**(NB. Please add <https://www.northernnetwork.org/> to your bio/linktree or similar)**

#### LinkedIn

Shared green spaces such as community farms, parks, fields, and allotments have the potential to bring people together, enhance prospects, improve health and wellbeing, and take positive action on the environment.

To help power a movement of greener communities, Groundwork CLM have launched The Northern Network. With thanks to The National Lottery Community Fund, this new network is connecting people, places, and projects, and offering learning exchanges, peer support, training, toolkits, and more.

Anyone involved in the setting up and running of Green Hubs in the North of England can become a member for free. Join today: <https://www.northernnetwork.org/>

#### E-Newsletters

Groundwork have recently launched the Northern Network, an exciting new initiative that seeks to support the development of Green Community Hubs across the North of England.

Shared green spaces such as community farms, parks, fields, and allotments have the potential to bring people together, enhance prospects, improve health and wellbeing, and take positive action on the environment.

To help power a movement of greener communities, the Network is connecting people, places, and projects, and offering learning exchanges, peer support, training, toolkits, and more.

Anyone involved in the setting up and running of Green Hubs can become a member of the network. Check it out here: <https://www.northernnetwork.org/>

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## Social Media - Copy

We've created some suggested copy to accompany your social media posts.

This includes links and hashtags and is prepared for Facebook, Twitter, Instagram and LinkedIn, as well as copy for e-newsletters.

### Social Media copy:

<https://www.dropbox.com/s/xlcm8c2jxh39fwb/Social%20Media%20Copy.pdf?dl=0>



## E-mail

Consider adding a footer in your emails, linking to the Northern Network website.

We have an email footer created for you here:

### Email footer:

<https://www.dropbox.com/s/2e8niagrnh2k6z9/email%20signature.png?dl=0>

Or, where appropriate, you could include our logo/member logo.



## Print Materials

A5 flyers and A7 business cards are available for distribution. Just get in touch if you would like some of these.

### Get in touch:

[Amy.Bishop@groundwork.org.uk](mailto:Amy.Bishop@groundwork.org.uk)



NORTHERN  
NETWORK

The logo consists of the words "NORTHERN" and "NETWORK" stacked vertically in a bold, green, sans-serif font. The letter "O" in "NORTHERN" and the letter "O" in "NETWORK" are replaced by a stylized green leaf icon.

NORTHERN NETWORK

The logo consists of the words "NORTHERN" and "NETWORK" in a bold, green, sans-serif font, with a space between them. The letter "O" in "NORTHERN" and the letter "O" in "NETWORK" are replaced by a stylized green leaf icon.

## Logos

The Northern Network logo is available in various formats:

Colour; White (for dark backgrounds); Black (for light backgrounds)

### Logos:

<https://www.dropbox.com/s/fo/00v7bb93kdyb7nqs7gcdj/h?dl=0&rlkey=zeu5pfl0frda5in67dnjh0bz1>

PROUD TO BE PART OF



## Member Logo

All members of the Northern Network are welcome to use this logo on their own work.

Colour; White (for dark backgrounds); Black (for light backgrounds)

### Member Logos:

<https://www.dropbox.com/scl/fo/1hfkbva9gb40cc5udwzz0/h?dl=0&rlkey=mej9pvp5uncn002g3hqqb2hag>

POWERED BY



SUPPORTED BY



## Funder logos

The Northern Network is powered by Groundwork and supported by The National Lottery Community Fund.

Our funder logos are available in a lock-up here:

### Funder logos:

<https://www.dropbox.com/scl/fo/iw1ofuyjauda6h1rrp3m/h?dl=0&rlkey=qs8qbk3p2qq1ogb4gdmzesxv2>





## Visual Identity Guidelines

If you're using our branding, please check our visual identity guidelines document.

And if you're unsure about anything, just get in touch.

### Guidelines:

<https://www.dropbox.com/s/nl10hvpo5ar3yaz/Visual%20Identity%20Guidelines.pdf?dl=0>

## Thank you!

The full toolkit is available here

### Marketing Toolkit:

<https://www.dropbox.com/scl/fo/bzx7efgr6gk8z6i7tus8t/h?dl=0&rlkey=4i2qvq2vqru92sem421u33ug7>

If you have any questions, or require any further information, please contact:

### Amy Bishop

#### Marketing and Communications Officer

Northern Network, Groundwork CLM

[Amy.Bishop@groundwork.org.uk](mailto:Amy.Bishop@groundwork.org.uk)



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JOIN THE REVOLUTION