

PR Case Study

York and North Yorkshire Waste Partnership – www.letstalklessrubbish.com



The Brief

Aloud Communications' Matt Rowlands was asked to help support the promotion of a range waste prevention campaigns for the York and North Yorkshire Waste Partnership including the partnership's take on the national Love Food Hate Waste campaign. Part of this was creating a platform to communicate with partnership stakeholders – county councillors, district councils, third sector organisations etc.

The Campaign

We planned the editorial and visual content for the partnership's quarterly newsletter **Performance Matters** and generated much of the PR content from media information and events we supported and helped to deliver.

Aloud is working with the partnership's waste prevention officers at North Yorkshire County Council to help them develop their own skills to use PR more effectively without consultancy support.

Outcome

The partnership's newsletter is going to its fourth edition in Spring 2010 and has been well received by the target stakeholders with regular contact and input for shaping the content and presentation.

The PR support Aloud has provided the partnership has resulted in regular local and regional press coverage:

http://www.theadvertiserseries.co.uk/archive/2009/07/01/North+Yorkshire+%28northernecho_northyorks_news%29/4469414.Pupils_learn_to_love_food_hate_waste/

http://www.yorkpress.co.uk/news/4648722.Waste_not_want_not_message_at_York_Festival_Of_Food_Drink/

<http://www.yorkshirepost.co.uk/localnews/Top-chef-proud-to-dishup.5679816.jp>