

Promoting the BWCE Share Offer Report on a discussion at the 2022 AGM

At the BWCE AGM on 17th September 2022 participants broke into groups to discuss ideas for broadening our outreach to new audiences in order to promote the re-launched share offer. Here are the outcomes of this discussion.

Why should people invest?

Suggestions included:

- Climate impact, mainly through development of renewables but also through enhancing biodiversity at ground mounted solar arrays.
- Community benefit (e.g. through to BWCE Fund) which leads to an number of other climate benefits (e.g. energy efficiency, sustainable food production)
- A decent interest rate, if they have disposable income or investments to switch
- An opportunity to be involved in a community owned organisation and to shape how their money is used.
- To safeguard the future of their children / grandchildren. Not only the climate aspect but also financial e.g. for children's trust fund., a bond offer for children (fixed term), 18th birthday present.
- Charitable reasons for more affluent people e.g those who receive the winter fuel allowance and are looking for somewhere positive to donate or invest the money.

Who should we target the share offer promotion at?

The following organisations were suggested:

- BWCE Fund grant recipients
- Residents' association / Federation of Bath Residents Associations
- Churches/Abbey and other religious groups
- Farm shops
- Private schools
- Bath Rotary / Masonic lodge
- Sports organisations e.g. Bath racecourse, Bath Rugby, Bath City FC
- Bath & Bath Spa Universities
- Other Community Benefit Societies, co-operatives & member owned organisations
- Leisure & learning groups e.g U3A, local choirs
- Vintage car and motorcycle clubs, off-roading 4x4 interest groups - a carbon-offsetting opportunity.

The following specific roles / professions were suggested:

- Estate agents
- Financial advisers, brokers, accountants, bankers
- Lawyers/solicitors
- Quartet Community Foundation investors
- Local influencers / celebrities

Considering most of our current solar installations were on schools it was felt important to target school communities to seek investment from staff, Governors and parents. The following ideas were suggested:

- Producing stories/information packs on school solar installations, including statistics, images and quotes for PR.
- Liaison with Governors, PTAs and other school community organisations
- Information / presence at events e.g. school fairs
- School newsletters
- Other creative ideas e.g. sponsor school plays

How should we spread the word about the share offer?

The following ideas were suggested:

- Running our own information sessions and events
- Giving talks or running workshops at other organisations' events
- Running stalls at events e.g. at farmers markets
- Articles in local parish magazines/newsletters
- Via social media e.g. Facebook, Facebook groups
- BWCE Facebook Group for members
- Having a hoarding on a van (especially existing delivery vans and best of all if electric!)
- Personal links of members/supporters within different communities, organisations and networks.

If you can help with any of the above or other ways to promote the share offer please contact Nick Bird:

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