

A guide to creating a Digital Outreach poster or pamphlet on property services

Well done for deciding to gather and display recommended services which are delivered in a locality because that will help you to meet new people, whether you act alone or in a group. It will also help people who keep somewhere safe and healthy to avoid emergencies, so also making their friends and family happier especially those outside the area. Gathering information from scratch and maintaining existing data are equally valuable activities because of natural business churn, as new organisations start while around one third cease to trade within around three years.

How to start?

Decide the locality of your focus, and which services you will seek from the list in Panel A. Everyone's poster or pamphlet will be different, so a locality should have more than one. Take time to understand the legal bit in Panel B and to see the variations in recommendations as exemplified in Panel C. [Panels A, B and C are overleaf.] Some people succeed well by collecting a couple of recommendations, while others will measure success in gathering up to ten.

Finding locally-recommended services

Before starting to ask around, look for relevant services in local guides, directories and press, including online sources such as community websites and Facebook. If you are maintaining an existing set of recommended services delete those you find which are now not in business.

Ask around for recommended services, and double-check the already-recommended ones so that they are dropped if warranted by some poor feedback. Find people who have first-hand knowledge having recently adjusted to changed needs, perhaps due to increasing immobility or recently starting out in independence with a personal assistant. Also ask local community groups (for example lunch or craft clubs) and businesses (for example cafes or hairdressers) if they would kindly note any recommendations which their customers or staff mention for the list of services which you provide.

Checking recommendations

Contact each recommended service provider and discard the recommendations for providers who have stopped delivering in the locality or who prefer not to be freely included. Recommendations need not include websites as most people either look up the details on their mobile or phone straight through.

Display the findings in a poster or pamphlet, and store a copy locally

Produce a poster or pamphlet in a design which attracts you, perhaps using a computer. Give the *locality* covered, and that the selection of services is made *to help people delay calling on emergency help*. Give the *authors' names and date*, the *recommendations* and (in small print) the *exact words as given in Panel B*. All ideally should be within 2 A4 pages.

Display the poster or pamphlet in public places, including in the local library, shop and CAB. Offer to lodge a copy with those recommended and any community website.

Congratulations, you have created something useful!!

Panel A Managing to get and keep straight

Keeping premises straight saps energies and money whether living or working space, because the tasks involved are wide-ranging. Asking for required help is crucial, ideally under formal arrangement with a supplier or employee. The downside of seeking help from an unpaid volunteer, friend or family member, is that such informal help must be at the convenience of the helper, and without over-reliance on good nature. However, the following illustrates the width of tasks:

- avoiding fire hazards and arranging evacuation procedures, while also controlling fair use of space, for example so that articles for hobbies do not take over space which is also required for cooking and eating
- making things secure, for example having good locks and a spare keys held in a trusted place
- moving things, whether organising clearance of clutter or delivery of goods in
- storing things and keeping the place warm and dry
- ensuring that regular cleaning and tidying is done, including of clothing, towels and bedding
- keeping on top of maintenance, from replacing rotting window frames to deep-cleaning mats
- organising facilities for hygienic catering and for storage of first aid boxes and medication
- arranging to transport people as required from and to the premises.

The action plan above *augments* what the public sector can do... ..i.e. *without* privatisation.

Panel B Terms and Conditions

Recommended services are collected and displayed for education purposes only, and are freely included on permission of the organisation concerned. No liability is accepted for products and services promoted within the recommendations or any sponsors' advertorials.

Panel C Example Recommendations

Green Moray Renewables Ltd: 01309 675595:

'We are delighted to have had our system installed by Green Moray Renewables and to find an installer as passionate about renewables as ourselves. Great job.'

Buckie Furniture, Flooring & Mobility Centre: 01542 832653:

'Great bargains, friendly service and rapid delivery from this well-established, family-run furniture and flooring store.'

William Wilson: Elgin 01343 543181, Fraserburgh 01346 514474:

'Brilliant design, service and fitting from the region's finest bathroom specialists.'