



Tesco Stronger Starts

Digital guidance.



CHANGING PLACES
CHANGING LIVES



Thank you.

Thank you for applying to the Tesco Stronger Starts scheme and for all the work you do supporting your community. Without you, we couldn't make such a difference for local communities, particularly for children and young people.

Over the next three years, we will be investing £5m per year to aim to support over a million young people.

Whether you're just entering the vote or you're now receiving your results, we hope this money will make a big impact for your organisation.

To help celebrate your success and to raise awareness of Tesco Stronger Starts so even more groups can benefit, we've pulled together the following information to give you some handy tips and ideas for promoting your project.

To deliver Stronger Starts, Tesco works in partnership with Groundwork, a national charity. greenspace scotland is working with Groundwork to support Scottish communities.

Your local Enabler

Your local Enabler is here to support you with anything you need for Tesco Stronger Starts.

They will be in touch with you when the public voting finishes to help you with receiving and using your grant. If you need to speak to them urgently before this you can email:

tescostrongerstarts@groundwork.org.uk.



You can also contact your local Tesco Community Engagement Manager to help promote your project:

South and London

thomas.marley1@tesco.com

Central, East of England and Wales

jessica.mcculloch1@tesco.com

North

david.ford2@tesco.com

Social media – it's a digital world!

Being active on social media is another fantastic way to spread the word about your project and about the Tesco customer vote. If appropriate, you can post on the social media accounts that your group uses.

Top tip: pictures and videos help make people interested and share your message. It's also a good idea to take a 'before' picture so you can update people later after your grant is put to good use.

If you post, don't forget to use [#tescostrongerstarts](#) and tag [@groundworkUK](#) or [@greenspacescot](#) and [@Tesco](#) or [@Tesconews](#)

Blogs, websites, newsletters and more...

If you have a blog, website, newsletter, LinkedIn, or similar do post about Stronger Starts! Here's an idea of an update you could post:

"We're in the customer vote for a Tesco Stronger Starts. It's a scheme which gives community projects like us grants of up to £1,500. Tesco customers will now vote in [insert store name] store during [insert months] to decide how much funding we get, so please support us next time you shop at Tesco!"

You may want to add a link to the Stronger Starts website:

<https://www.tescopl.com/strongerstarts>

FAQs

Who's involved in running Stronger Starts?

Tesco teamed up with a national charity, Groundwork, to launch the scheme, then known as Bags of Help, in 2015. greenspace scotland is working with Groundwork to support Scottish communities.

What social media can I use to promote my project?

At Tesco, Groundwork, and greenspace scotland we mainly use X, formerly Twitter, and LinkedIn to spread the word about Stronger Starts. We'd love for you to join us there or to use any other online site you think is appropriate. Your Enabler is a great person to contact if you have any questions about social media.

Can we personalise our blog/website text about the scheme?

Yes. We would encourage any personalisation to include a link to the Stronger Starts website <https://www.tescopl.com/strongerstarts>. This will help people interested in the scheme to access all the most up to date information about how the scheme works, who is eligible and how to apply.

Can we do anything above and beyond the guidance?

It's up to you how to promote your involvement in Tesco Stronger Starts but we would request that you do not take part in any leafleting or promotional activity inside or outside Tesco stores. This is to ensure all certain groups do not have an advantage over others.