



Village Halls Week

24-30 January 2022

Innovating for the future
#VillageHallsWeek

Get involved in Village Halls Week 2022!

What's happening this year?

Thank you for your interest in Village Halls Week 2022. This will be our fifth campaign providing exposure to England's 10,000+ rural community buildings with an emphasis this time on innovating for the future.

We've chosen the theme of innovating for the future because we know there's always room for improvement. In our rapidly changing and somewhat precarious world, we want to inspire you to try something different – big or small – to improve the way your hall is run and make an even bigger difference to your community.

Why and how can we get involved?

Village Halls Week is an opportunity to showcase the work of your hall, see what others are doing and hopefully be inspired to do something a little different.

The main way you can engage with the campaign is on social media (Facebook, Twitter and Instagram). Throughout the week, members of the [ACRE Network](#) will be on the look-out for halls that are doing interesting things – from delivering new activities for residents, to initiatives that help the environment or result in financial sustainability. By posting to social media about what your hall is doing, or wants to do in the future, you will be promoting your hall, inspiring others and contributing to a wider conversation about the future of village halls.

You can also hold your own event to engage with your local community. Putting on a celebration, activity or open day during the campaign week is an ideal way to engage residents; reminding them about what you offer and hopefully getting new people through the door. You could even use this as an opportunity to canvas members of your community about what they would like to see happen in the future.



Top tip!

Be sure to use the campaign hashtag **#VillageHallsWeek** in any social media posts

What kind of things should we be saying during Village Halls Week?

We want to hear about anything your hall is already doing or would like to do to innovate for the future. This could be something grand (like installing electric car charging points or putting in place a new booking system) or much simpler (such as putting on a new activity for residents or thanking volunteers). It's up to you what you share, however we will be picking up on a few topical themes that we hope will inspire contributions throughout the week, namely:

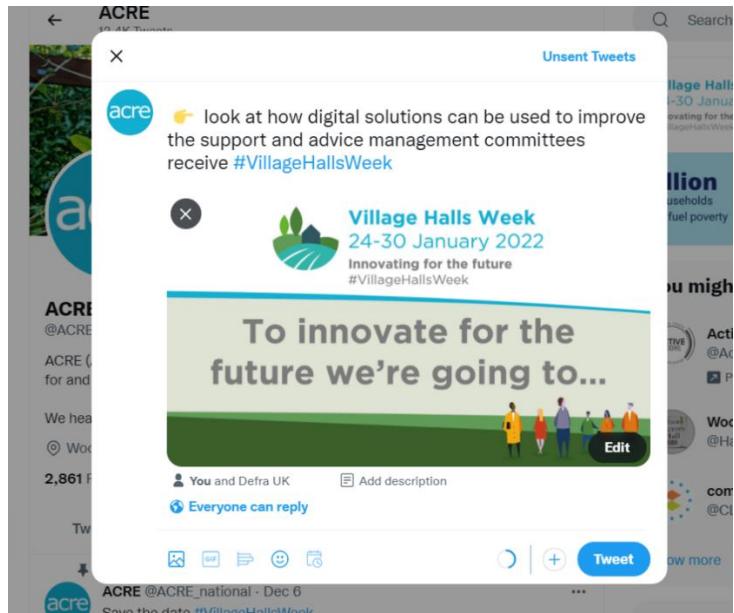
Day	Theme	Suggested contributions
Monday	Do something different! #DoDifferent	Show your support for #VillageHallsWeek and share information we will be posting about the importance of innovating for the future
Tuesday	Something for everyone #ForEveryone	Share stories about the activities and events you host for the benefit of your local community or make a pledge for extending your offer
Wednesday	Celebrating and supporting the arts	Share stories about hosting the arts in your hall. Or make a pledge to do this in the future
Thursday	Beacons of hope for a more sustainable future	Share stories about how your hall is taking action to reduce its impact on the environment. Or make a pledge to do this.
Friday	Financial resilience	Share information about how your hall is balancing its books and making sure it's financially resilient. Or pledge something along these lines.
Saturday & Sunday	Local events	Host your own local event celebrating #VillageHallsWeek

What resources can I use to take part?

We've put a simple campaign pack together to help you get involved in Village Halls Week 2022. This can be downloaded from [ACRE's website](#) and includes:

Campaign logo – use this on your website and social media feeds to let people know you are taking part in the campaign

Pledge cards – use these assets to make a pledge and say what your hall will do differently to innovate for the future. You can either print off the A3/ A4 cards, write in your pledge and post a photo of you holding the card on your hall's social media account. Or if you don't have a printer, simply download the social media images, and post these along with a short message about what you will do. Here's an example:



Posters – use these to communicate any local events you might be running

Are there any events I can join?

There will be a campaign launch event on Monday 24 January that you can tune into and comment on beginning at 10:30am. The event will be broadcast on ACRE's [Facebook page](#) and hopefully other social media platforms too if we can get the technology to work!

Your local [ACRE Network member](#) may also be hosting events in your county so check out their website for details.

Is there anything else I need to know?

Yes! **And this is really important...** So members of the ACRE Network can spot and promote your contributions on social media, please make sure you tag any posts with the campaign hashtag #VillageHallsWeek. Posts without a hashtag or using a variation of this hashtag are unlikely to be picked up!

This information was prepared by Action with Communities in Rural England (ACRE). If you would like further information about the campaign and how to get involved, please contact your local ACRE Network member <https://acre.org.uk/in-your-area/network-members/>