

cyrenians



www.cyrenians.scot



@cyrenians1968



Cyrenians

Ian Grimwade **@iangrimwade**
Head of Business Development & Marketing

Cyrenians Farm Enterprise

The Cyrenians Farm is a social enterprise located just outside Edinburgh:

- a working farm producing fruit, vegetables and eggs;
- home to a community of vulnerable young people, many with experience of homelessness.
- grows food and helps the community to grow people, providing a range of opportunities for individuals to develop skills and confidence as a step towards a settled lifestyle.



Get Involved:

- Corporate Team building days
- Volunteering
- Veg-bags delivered to your office (in Edinburgh/West Lothian)



Cyrenians Food Education

We help people learn to cook healthily and economically

Hands on cooking courses encourage healthier eating and show people how to buy and prepare food on a low budget.

Our Food Education team are passionate about inspiring others to eat well, budget wisely and treat cooking and eating as a social experience.

Participants learn about food hygiene and food safety, and grow their confidence in the kitchen whilst sharing their enjoyment of cooking a meal in a positive social setting.



204
people attended our
cooking classes



174
people received training
such as food hygiene





Scottish Resources
AWARDS
WINNER

Cyrenians: FareShare



We Move Surplus Food To Places That Need It Most

- Cyrenians run the FareShare franchise for Central and South East Scotland.
- FareShare is an award winning UK charity that fights hunger and food waste.
- We rescue good food that otherwise would go to waste and deliver it to people who need it.
- This food re-distributed from the food industry is within Use By date and good to eat but has become surplus for reasons such as over production, labelling errors and short shelf life.
- Our charity partners feed and support up to 7,000 people per week across Central & SE Scotland with the food that we rescue.



What is Marketing?



The process by which companies **create value for customers** and build strong customer relationships in order to capture value from customers in return.

(Kotler and Armstrong, 2008)

Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging offerings that have value for customers**, clients, partners, **and society at large**.

(American Marketing Association, 2007)

Brand Recognition

	Oct 2015	Mar 2017	Pillar
→ Homelessness	58%	65%	Home&Housing
→ Food poverty	17%	37%	Comm'ty&Food
Work with young people	30%	37%	Family&People
Addiction recovery	24%	37%	Family&People
Employment	19%	27%	Work&Skills
→ Community farms	18%	23%	Comm'ty&Food
Working with older people	15%	22%	Family&People
Conflict resolution	14%	22%	Family&People
Community gardens	18%	18%	Comm'ty&Food
Criminal justice	9%	18%	Work&Skills
Other	1%	3%	
Don't know	20%	18%	

Social Media Platforms:



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- **Objective:** Share topical information, news & events, & engage with potential clients, third sector professionals, media and other stakeholders in real time
- **Audience:** Typically Third Sector Professional, Public Sector Professionals, Funding bodies, media, some clients, politicians, potential clients and fundraisers



www.facebook.com/cyrenians

- **Objective:** For stakeholders, primarily potential clients, supporters and fundraisers to learn, share and engage in what we do, to increase website hits and customers for Social Enterprises
 - **Audiences:** Existing and potential clients, supporters and volunteers, social enterprise customers, corporate funders, funding bodies and trusts, Third Sector and Public Sector bodies, third sector and public sector professionals, Cyrenians employees and trustees
- **Other:** E-newsletters, Instagram, LinkedIn **Not:** Snapchat

Social Media Stats

	Oct 2015	Aug 2017	Target March 2019
Facebook Likes	2180	3470	4600
 FB Reach	4000-5000	14,376	16,000
FB Engagement	500	5500	6000
Twitter Followers	2266	3778	5000
 Impressions / Day	400	4.2k	5500
Engagement Rate	1.3%	1.3%	1.5%
Social Media Referrals	??	9%	12%

Web-site Stats

Year-on-Year comparison



- Google AdWords drives 23% of traffic to site (free!)
- Organic – 43%
- Direct – 16%
- Social – 9%
- Referral – 9%

So what, now what?.....

- Continued agency pro-bono support for campaigns
- Set goals for specific web-pages: Volunteering, Donate, Fundraising. Increase levels of support.
- Continue to work on reach/recognition
- Increase social media referrals
- Increase referrals
- Demonstrate value of marketing role(s)



#AskAlex

askalex.scot

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Who is Alex?


- Facebook Messenger bot, c.f. Poncho
- An amalgam of stories and experience of homelessness

Objectives:

- Awareness
- Stereotypes
- Support



How was Alex developed?

- With support from **PRIMATE**
- Script written to provide circa 200 answers
- Illustrator engaged to create the look: 
- Script loaded onto bot and tested
- And tested, and re-loaded
- Images loaded
- And tested.....



What worked? Challenges?

Worked	Challenges
Good coverage (STV, Nationals, tech press, housing)	New technology
Positive response from 3 rd Sector	Not AI
General interest	Not conversational
Experience	Limited in terms of engagement
Have a good sense of where to go next	



What next?

- Alex is still here
- FAQ
- First line of enquiry





**Hi, I'm Alex.
Ask me about my story.**

To chat or find out more visit
www.askalex.scot

Conclusions.....

- Exciting to be involved with this technology
 - Our goals around reach were mostly met (through Media coverage and seminars like this!)
 - Engagement was a challenge
 - We see an opportunity to build on this experience
-
- #AskAlex @cyrenians1968

Share,  



Questions?

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