

Corporate information

- Performance data.
- New contracts.
- Policy changes.
- Partnership working.
- Major works milestones eg the 1,000th replacement kitchen.

It is important we try and involve tenants who have benefited from work in any news story to make it 'real' for the reader.

New developments

New developments will always be of interest, but stories in addition to start on sites and completions will increase the chance of publicity. These could include:

- Projects to protect wildlife.
- Old friends being reunited by being given homes close to each other.
- Work being undertaken with the local community.
- Visits to the site by local schools.
- Time capsules being buried.



What makes a good story?

Stories are most often about people in one way or another and could vary from telling one person's tale to informing people of a policy change that impacts on customers.

Events

- The more unusual the event, the more likely it will attract media attention. We are looking for events where there is something taking place that would make an interesting photograph, such as tenants taking part in some kind of unusual fundraising activity such as a mass hula hoop competition.

Human interest

Every person has a story to tell and this could include:

- Tenant achievements such as winning an award, helping a neighbour in need, running a marathon, breaking a record, writing a book, winning a competition, launching a campaign, appearing on television etc.
- Unusual events in tenants' lives whether it be meeting a long lost relative, getting married later in life to a childhood sweetheart, discovering an historic artifact in their garden – all of these have the potential to make a fantastic story.
- Ways in which Stroud District Council has been able to meet tenants' needs such as making alterations to a disabled tenant's home to help them live a better life, helping someone stay in the area they've always lived.

Campaigns

- Examples include a campaign to highlight the dangers to children of swimming in rivers, or a campaign to tidy up specific neighbourhoods, which tenants are involved in. Campaigns always make good stories.

If you have a story idea, please email brief details to stuart.strathearn@stroud.gov.uk or Michelle Pearson at Word Association at michelle@wordassociation.co.uk