

THE GREAT BIG GREEN WEEK

Welcome to Penrith's Great Big Green Week!

Thank you for stepping up to be a host. Whether you are planning a large public gathering, running a private activity for your team or school, or simply putting together a vibrant window display, your contribution is exactly what makes this week so impactful.

The Big Picture

Great Big Green Week is the UK's largest annual celebration of everyday action to tackle climate change and protect nature. This year, from the 6th to the 14th of June, communities across the country are coming 'Together for Good'.

Our Vision for Penrith

Proudly coordinated by Penrith Action for Community Transition (PACT), our local vision is simple...we want to show that climate action and nature recovery are for absolutely everyone. This week is all about celebrating the practical, positive steps our community is already taking and inspiring others to join in.

In This Toolkit

This toolkit is designed to provide you with everything you need to plan, promote, and run your activity smoothly. You'll find **key dates & deadlines**, **branding guidelines**, **event promotion guidelines**, **social media support**, details of **the green heart campaign** and **logistics & support**

Let's make this week the first Penrith Great Big Green Week of many!



1. Key Dates, Deadlines & Resources

8th April

PACT will begin promoting the week and encouraging wider involvement. Join in with the promotion!

Note: We do not expect you to start promoting from the 8th!

7th May

Final deadline to register your event for the main programme.

Please send over your event registration form by 7th May to be included in the main programme. The form can be found at the bottom of this document, or has been attached separately in the email.

12th May

Full master programme is launched (Digital & Print). All content for this will be sent out to the hosts for you to promote via your streams.

1st June

Start displaying your crafted green hearts in your windows, shop counters, open space etc - See further down for more info

6th - 14th June

Great Big Green Week!

We are hoping to attend as many of the events as possible to capture content for social media channels (if agreed) and to support where needed.

15th June

Please share your photos and impact stories with PACT!

Resources

- **Penrith GBGW Poster templates:** <https://canva.link/eyj77c5i2d54chr>
- **Penrith GBGW Social Media templates:** <https://canva.link/07amai1yqr1j8w9>
- **All host resources, logos & documents can be found here:**
https://drive.google.com/drive/folders/183YMO-FurGBFaLS_sN1X8liyFtmCF9Vw?usp=drive_link
- **Organiser Guides:** The national website offers detailed, step-by-step guides
https://www.greatbiggreenweek.com/organisers_hub

2. Branding Guidelines

To make Penrith's Great Big Green Week feel like a truly unified town wide celebration, we have created a few basics for branding of events below.

When creating your posters, **social media posts**, or **event descriptions**, please keep the following guidelines in mind:

Tone of voice & Style

- **Positive and Empowering:** We want to inspire people, not overwhelm them. Please avoid "doomsday" climate language or guilt-tripping. Focus instead on the practical, positive steps we can take locally to protect our environment.
- **Inclusive and Welcoming:** Remember our theme, 'Together for Good'. Use friendly, accessible language and avoid complex environmental jargon.
- **The Event Name:** Always refer to the week as Penrith's Great Big Green Week to highlight our local community effort, whilst acknowledging the national campaign.

Using the Logos

We have created a shared digital folder containing all the official branding you will need:

https://drive.google.com/drive/folders/183YMO-FurGBFaLS_sN1X8liyFtmCF9Vw?usp=drive_link

- **The Great Big Green Week Logo:** Really important! Please include this to show that your activity is part of the massive national movement.
- **The PACT Logo:** As the local coordinating group, it would be great if you were able to include the Penrith Action for Community Transition (PACT) logo on your posters and flyers.
- **Westmorland & Furness logo and Zero Carbon Cumbria logo:** If you have received GBGW grant funding W&F and ZCC must be acknowledged within your promotion. Please use the appropriate logos that can be found in the above drive.
- **Logo Golden Rules:** Please do not stretch, squash, or recolour the Great Big Green week logo. Always leave a little clear space around it so it can stand out.

GBGW templates

We have created some templates for posters and social media which can be downloaded and edited if wished.

Download poster canva templates here: <https://canva.link/eyj77c5i2d54chr>

Download social media canva templates here: <https://canva.link/07amai1yqr1j8w9>



3. Promoting Your Event

Whenever you are writing about your activity, please run through this quick checklist to ensure you have not missed any crucial details:

The Essential Checklist

- **Event Name:** Keep it clear and descriptive (e.g., 'Free Upcycling Workshop' or 'Community Litter Pick').
- **Date and Day:** (e.g., Saturday 6th June).
- **Start and End Times:** Be specific so people know how long it will take.
- **Full Location:** Include the venue name, street, and postcode (and 'What 3 Words would be great!')
- **Cost:** Clearly state if the event is free, suggested donation or cost
- **How to Join:** Tell people exactly what to do next. Do they need to 'Book via Eventbrite', 'Email to reserve a space', or 'Just turn up on the day'?
- **Accessibility:** Add a short line noting if the venue is wheelchair accessible or if the terrain is uneven.
- Always include a brief sentence explaining that your activity is proudly part of **Penrith's Great Big Green Week 2026**.

4. Social Media

The Golden Rules of Posting

- **Use the Hashtags:** Please use **#PenrithGBGW**, **#GreatBigGreenWeek** and **#TogetherForGood** on every post. This allows us to find your content and share it, and helps residents see everything happening in one place.
- **Use the Hashtags:** Promote that you are part of the Penrith Great Big Green Week to keep things linked up
- **Tag Us:** Tag Penrith Action for Community Transition in your posts so we get a notification. We are on Facebook & Insgram at **@PenrithPACT**.
- **Tag Climate Coalition:** @theclimatcoalition on Instagram / Facebook to link with the national event.

Social Media Templates

Download social media canva templates here: <https://canva.link/07amai1yqr1j8w9>

Social Media Copy Templates

For hosts promoting a public event

We are pleased to announce that we are taking part in Penrith's Great Big Green Week!

As part of the town wide celebration, we are hosting a [Insert Event Name]

This year's theme is **'Together for Good'**, and we would love for you to join us in taking everyday action for climate and the local environment.

Date: [Insert Date] Time: [Insert Time] Location: [Insert Location] Details: [Insert booking link or 'Just turn up on the day!']

Penrith's Great Big Green Week runs from the 6th to the 14th of June and is proudly coordinated by Penrith Action for Community Transition (PACT). Check out their website via the link below to see the full programme.

<https://www.penrithact.org.uk/events/great-big-green-week-2026/>

#PenrithGBGW #GreatBigGreenWeek #TogetherForGood #Penrith

For hosts sharing a private activity or Green Heart display - sharing internal actions

This June, we are proud to be coming **'Together for Good'** for Penrith's Great Big Green Week!

To celebrate our local environment and show our support for community climate action, our team will be [Insert activity]

Penrith's Great Big Green Week runs from the 6th to the 14th of June, coordinated locally by Penrith Action for Community Transition (PACT). There are so many brilliant public events happening across the town, so be sure to check out the official programme and see how you can join the celebration via the link below

<https://www.penrithact.org.uk/events/great-big-green-week-2026/>

#PenrithGBGW #GreatBigGreenWeek #TogetherForGood #Penrith

5. The Green Heart Campaign

Alongside the brilliant public events and private activities happening across town, we are encouraging absolutely everyone in Penrith to get involved by crafting and displaying Green Hearts to show solidarity and coming 'Together for Good'.

What You Need to Do

- **Get crafting:** Use the process as a team building exercise, an art project for your class, or a relaxing afternoon activity for your community group.
- **Keep it sustainable:** Use recycled, reclaimed, or natural materials. Think scrap cardboard, offcuts of fabric, painted newspaper etc
- **Put it on display:** Place your finished hearts in your shopfront, office window, or reception area where passers by can clearly see them.

When to Display Your Hearts

We encourage everyone to put their hearts on display from the **1st of June** to help build excitement in the run-up to the main events.

6: Logistics & Support

To ensure everything runs smoothly during the week, here is a quick guide to the necessary administration and where you can find extra support.

Health, Safety, and Insurance

Please remember that as an independent host, you are responsible for the safe running of your own event.

- **Risk Assessments:** Whether you are hosting a walk or a repair café in a local hall, please take the time to complete a basic risk assessment.
- **Public Liability Insurance:** Please ensure your venue, organisation, or community group has the appropriate public liability insurance in place to cover your specific activity.
- **Safeguarding:** If your event is aimed at children or vulnerable adults, please ensure you have the necessary safeguarding policies and correct ratios of responsible adults in place.

GBGW Resources

You do not need to start from scratch! The national Great Big Green Week team has put together a fantastic library of free resources to help hosts plan their events safely and effectively.

- **The A-Z of Event Ideas:** If you are still finalising your plans, browse their comprehensive guide for creative, low-cost inspiration. [<https://www.greatbiggreenweek.com/resources>]
- **PenrithGBGW Hosts resources:** https://drive.google.com/drive/folders/183YMO-FurGBFaLS_sN1X8IiyFtmCF9Vw?usp=drive_link
- **Organiser Guides:** The national website offers detailed, step-by-step guides https://www.greatbiggreenweek.com/organisers_hub
- **Assets:** You can find additional Great Big Green Week assets on the official website [<https://www.greatbiggreenweek.com/resources>]
- **Penrith GBGW Poster templates:** <https://canva.link/ej77c5i2d54chr>
- **Penrith GBGW Social Media templates:** <https://canva.link/07amai1yqr1j8w9>

We Are Here to Help

Let us know if you would like any support with getting involved in Penrith'sGBGW

Email us at: [info@penrithact.org.uk] **Visit our website:** [<https://www.penrithact.org.uk/>]

Deadline for printed programme submissions: 7th May 2026

Thank you once again for choosing to come 'Together for Good'. We cannot wait to see what Penrith achieves this year!



Penrith's Great Big Green Week 2026: Official Event Registration Form

Please complete this form and return it to info@penrithact.org.uk by the **7th of May 2026** to ensure your activity is included in the official printed programme.

Section 1: Host Information

(This information is for PACT use only and will not be published)

Main Contact Name: [Type here]

Organisation or Community Group: [Type here]

Contact Email Address: [Type here]

Contact Phone Number: [Type here]

Section 2: Event Details

(Information to be included in the main programme and relevant promotional content)

Event Title: [Type here]

Date(s) *(Between 6th – 14th June 2026):* [Type here]

Start Time: [Type here]

End Time: [Type here]

Venue Name and Full Address *(Including postcode):* [Type here]

Event Description *(Maximum 50 words - please keep it short and punchy for the printed guide):* [Type here]

Target Audience *(e.g., Family-friendly, adults only, suitable for all):* [Type here]

Booking Information: Is it free or ticketed? [] Free

[] Ticketed / Suggested Donation

Do people need to book in advance? [] Yes, booking required

[] No, just turn up

Booking Link or Website *(if applicable):* [Type here]

Accessibility: Are there any access details attendees should know about? (e.g., wheelchair accessible, accessible toilets, uneven ground for walks). [Type here]

Section 3: The Important Admin

[] **Insurance & Safety:** Please type an 'X' here to confirm that your organisation or group has completed the necessary risk assessments and holds the relevant public liability insurance for this activity. (*Please note: PACT cannot provide insurance for third-party events*).

[] **Photography Consent:** Please type an 'X' here to confirm you are happy for PACT to share photos of your event on our social media channels, website, and in future press releases.

[] **Listing on the Great Big Green Week website:** Please type an 'X' if you would like PACT to list your event on the Great Big Green Week national website and Zero Carbon Cumbria Website on your behalf. Alternatively, follow the below links:

https://www.greatbiggreenweek.com/organisers_hub

<https://zerocarboncumbria.co.uk/events/>

[] **PACT volunteer support:** Depending on capacity we may be able to offer some support with event delivery on the day. Please let us know if you would like this so we can look at availability

We look forward to hearing about your event!

Thank you

