



The Queen's Award for Voluntary Service

The MBE for volunteer groups

Media Pack for Lord-Lieutenants 2021

Dear Lord-Lieutenants and colleagues

The annual announcement of QAVS awardees on Wednesday 2nd June presents a great opportunity to celebrate the achievements of QAVS awardee(s) in your area and encourage nominations for 2022. The QAVS Team will be working hard to maximise publicity via press releases and posts on social media. We have also shared a media pack with the QAVS awarded groups so they can share the news of their award. We'd love you to do this in your local area too so that we can celebrate your work and make a big noise about the impact of volunteering throughout the UK.

This pack includes

1. Overview of our plans
2. Social media information
3. QAVS theme and logo guidance
4. Local press information + sample press release

Although the award is embargoed until Wednesday 2nd June 2021, you can share a press release with local press organisations from Monday 17th May 2021. If you do send a press release you must be very clear that the information is **embargoed and under no circumstances can be published** before **Wednesday 2nd June 2021**. We advise that you put "embargoed until 2 June" as a header on any emails or information you send to local media.

So that we can coordinate and make the biggest impact we ask that you wait to start posting or sharing the news of QAVS in your local area until **9.00am on Wednesday 2nd of June**.

If you need further assistance please contact the QAVS team at queensaward@dcms.gov.uk or call on 077 8538 2588 / 020 7271 6206. Please be aware we are a very small team and this year we have 241 groups - so we will try our best to respond as soon as we can.

Warm wishes,

Marguerite and Fiona

QAVS Team Plan

- **2nd June at 9.00am:** A list of QAVS Awardees will be published in [The Gazette](#) and on the [Department for Digital, Culture, Media and Sport \(DCMS\) homepage](#).
- Shortly after we will post a link to the announcement from the QAVS Twitter account [@QueensAwardVS](#) and the [QAVS Facebook page](#).
- We will also promote on DCMS's social media accounts [Twitter](#), [Facebook](#) and [Instagram](#).

Examples from last year:



The Queen's Award
@QueensAwardVS

Find a full list of Queen's Award for Voluntary Service 2020 awardees here: thegazette.co.uk/London/issue/6...

Congratulations to all the awarded groups! #QAVS2020



The Gazette UK @TheGazetteUK · Jun 2

The winners of The Queen's Award for Voluntary Service 2020 have been announced in The Gazette.

A total of 230 organisations from across the UK received the prestigious award. View the full list of winners here.

#QAVS @QueensAwardVS #VolunteersWeek

thegazette.co.uk/London/issue/6...

8:58 AM · Jun 2, 2020 · Twitter Web App

View Tweet activity

80 Retweets 112 Likes



The Royal Family
@RoyalFamily

Congratulations to this year's @QueensAwardVS winners 🌟

The award is given to local volunteer groups across the UK to recognise outstanding community work.

Many of this year's winners have adapted their work in response to COVID-19. #VolunteersWeek



The Queen's Award @QueensAwardVS · Jun 2

Find a full list of Queen's Award for Voluntary Service 2020 awardees here: thegazette.co.uk/London/issue/6...

Congratulations to all the awarded groups! #QAVS2020

1:08 PM · Jun 2, 2020 · Twitter for iPhone

150 Retweets 916 Likes

- Throughout the day we'll be sharing lots of content from these accounts, including a map and graphics that celebrate as many QAVS groups as we can. We hope you will join in, as suggested below.
- Engaging with you: We will be looking out for posts from you too, so that we can share/re-tweet them and get even more coverage.
- We will also be encouraging national articles via our press release and hope you can do the same locally.

Pictures

If you have any pictures of award presentations for QAVS groups from 2020 please feel free to share with us. We will be making posts for before and after the announcement too.



Social Media

Join with us on social media by following us on Twitter, liking our Facebook page, tagging us and sharing/ re-tweeting our posts. This will help us to reach a huge spread of people. Here's how to find us:

Twitter: [@queensawardvs](https://twitter.com/queensawardvs)

Facebook: <https://www.facebook.com/Queens-Award-for-Voluntary-Service>

Most groups will have Twitter and Facebook pages, so please do look out for posts about QAVS and share them on 2nd of June.

Last year #QAVS2020 trended at #7 in the UK - this year we will try to do better with the hashtag **#QAVS2021**.

Remember to tag us in your posts so that we can share them too.

Our tags are:

Twitter: [@queensawardvs](https://twitter.com/queensawardvs)

Facebook: [@queensawardforvoluntaryservice](https://www.facebook.com/queensawardforvoluntaryservice)

#QAVS2021

Below are some examples of posts made by awarded groups last year



Videos

Videos really help bring the announcement to life and awarded groups have been encouraged to make them if they can. You might want to film a clip to congratulate groups in your area. Here are some examples from last year.

- [Action Foundation](#)
- [Sollus School of Highland Dance](#)
- [The REACT Foundation](#)
- [Vintage Worx Community Development Trust](#)
- [Enniskillen Royal Boat Club](#)
- [Stratford-Upon-Avon Mayor Tony Jackson Congratulates Warwickshire Vision Support](#)

If you would be happy for us to share your video on our social media or on our new website please do send them to queensaward@dcms.gov.uk

QAVS Theme and Logo

Give your posts a QAVS theme using our images and logo. We have attached images and a powerpoint to this email that should help you create QAVS-themed content. Also please feel free to use content we have previously shared with you.

The powerpoint includes a social media banner and images that can be used in your social media coverage. Some of the images can be customised with your own message. For example:

Please ensure that you adhere to the logo guidelines at all times and do not circulate this material to anyone outside the Lieutenancy or awarded groups. To access both the logos and guidelines please click on the link

https://qavs.culture.gov.uk/content_only/logo_guidelines *

A Welsh language version of the logo has been attached to this email.

*Please note we are planning to update the logo guidelines this summer so they are clearer and have examples of what is and isn't permitted. For now please follow the above guidelines.

We recommend that you use the EPS version for any official publications as this has the highest resolution.

Local press and media

From **Monday 17th May 2021** you can issue a press release to your local TV, radio and newspapers so that they can prepare some content in advance. Make sure you include a header emphasising the strict **embargo**.

Last year QAVS awarded groups were covered in over **90 local media outlets just on announcement day**.

We are also working on National Press releases for England, Northern Ireland, Scotland and Wales - we will share these with national press offices 48 hours before the announcement.

A template press release is included below (although do feel free to create your own).

- This can be customised and then pasted into an e-mail to your local newspaper/newsdesk.
 - You can usually find their email details on their websites or social media accounts.
 - This website can help you find your local newspaper:
<http://www.localmediauk.org/A-Z-Newsbrands>

Sample press Release – Embargoed until 2 June 2021.

The Queen's Award for Voluntary Service

[Number of Groups in your area, plus area] have been honoured with The Queen's Award for Voluntary Service, the highest award a voluntary group can receive in the UK.

[include a few lines about successful groups in your area]

[Group name] is one of 241 charities, social enterprises and voluntary groups to receive the prestigious award this year. The number of nominations remains high year on year, showing that the voluntary sector is thriving and full of innovative ideas to make life better for those around them.

The Queen's Award for Voluntary Service aims to recognise outstanding work by volunteer groups to benefit their local communities. It was created in 2002 to celebrate The Queen's Golden Jubilee. Recipients are announced each year on 2nd June, the anniversary of The Queen's Coronation. Award winners this year are wonderfully diverse. They include volunteer groups from across the UK, including an inclusive

tennis club in Lincolnshire; a children's bereavement charity in London; a support group for those living with dementia and their carers in North Yorkshire; a volunteer minibus service in Cumbria; a group supporting young people in Belfast; a community radio station in Inverness and a mountain rescue team in Powys.

Representatives of [group name] will receive the award crystal and certificate from [your LL name - *you can look it up online if you're not sure*], Lord-Lieutenant of [COUNTY] later this summer. Furthermore two volunteers from [group] will attend a garden party at Buckingham Palace in May 2022 (depending on restrictions at the time), along with other recipients of this year's Award. *[Amend if based in Scotland - Scottish volunteers will be invited to a garden party at Holyroodhouse in July 2022]*

[LORD LIEUTENANT] commented: "[delighted that this group's work has been recognised in this way; during our assessment visit we were impressed by their commitment to.....Very much hope that we will see more excellent groups nominated for the Award in the future etc]."

Notes to editors

1. Lord-Lieutenants represent the monarch in each of the UK's ceremonial counties.
2. This year there were 241 recipients of The Queen's Award Voluntary Service from across the UK and Channel Islands.
3. More information on the recipients and the Award can be found at <https://www.gov.uk/queens-award-for-voluntary-service>
4. Full details on how to nominate are available at <https://qavs.culture.gov.uk/>.
5. Nominations for the 2022 awards close on 15 September 2021.