

Kingston WildWays Zoom meeting, 2 – 2.40pm, 25/5/26, NOTES, MM

Present: Marilyn, Damon, Mac + some email comments from Hilary and Chris

Open letter #2- *MM would finish off*, adding an exec summary for those who otherwise wouldn't read it, and then send to councillors, council officers, stakeholders etc, during TCC's Great Big Green Week, early June, and publish on TTK website.

Money & budgeting (see estimates for notice boards/posters/window stickers/clings at <https://www.ttkingston.org/ttk-groups-and-projects/outdoor-volunteering/wilding-kingston/notice-board-prices/>). Prices depend on quantity and how much design etc the printer has to do. We could spend the £1000 TTK has set aside for KWW Phase 2 over the next year or so for kick-starting the long-term KWW project with seed funding for pilot publicity, small runs of not more than 100 – 200, encouraging participation. This would ease future funding applications, as we would get some idea what worked best, and help with Phase 3 collaborations or possible handing on.

Design and messaging

Branding - generally design and messaging should be consistent (font, colours, etc) short and simple, without much white space for graffiti – for headers, posters, banners, website etc, not huge but visible! *Can anyone in this group turn the header into a picture format* (jpeg and EPS), with rules/guidelines re font, sans serif typeface, currently Aptos(body), light and dark green colours... that can be used everywhere?

- **A4 posters** for RBK community notice boards, libraries, supermarkets, cafes etc

- The group leaned towards **small flexible banners** for recognising Kingston GreenWays and encouraging others to join in, using consistent branding (KWW header, square when needed, e.g. for green clings for participants' windows, viewing on phones, with QR code to find out more + some text (*MM to draft, for All to comment*) keeping it simple and readable! Contents: header + ttk website www.ttkingston.org and logo + QR code + invitation to join in/ be a link in the network...?

- **Similar branding but different shapes** for KWW round window clings and tree labels re watering trees and KWW, etc.

- **Downloadable posters:** residents etc could work through a q'nnaire - How wildlife-friendly is your garden? and then print off their own posters, at no cost to TTK. Something like [Take your pledge to Give Back to Nature](#), or our own q'nnaire. as an entry point for notice boards, stickers, badges...

Keeping records - how can we keep count of/estimate responses, activity, signage downloaded or taken? Would we get feedback (experience suggested not!)? Just had a look at e-Voice and visits are recorded anonymously and automatically at <https://www.ttkingston.org/admin/gc-stats>, visible to logged-in website admins, so we can use this to count responses/clicks

Distribution of notices/banners: invite applications via website + offer to model wild-life friendly places: Tolworth Court Farm, community gardens, Hogsmill path, to incentivise others via signage. Distribution methods, storage etc still t b decided.

Adopting planters, tree pits, rain gardens, grass verges, trees... "How to" is on TTK website, can be expanded, publicised...

Next Zoom meeting Monday 29 June, 2.00pm,

<https://us04web.zoom.us/j/72724394895?pwd=vQ3HnazaEqCLP80X6W31SK8L2YQsd7.1>

but **please keep in touch and comment** on work in progress via email in the interim.