



London Repair Week 2022

14th-20th March

Get involved!



[#LocalRepairHeroes](#)

An introduction to Repair Week

Last year, we launched London's first ever Repair Week.

Over the course of the week, organisations ran hands-on sessions, online tutorials and thought-provoking discussions with those at the forefront of the repair movement.

The aim? To give Londoners practical skills and encourage greater use of existing repair services.

Due to its overwhelming success, we're bringing a second edition to London in March 2022. We hope you'll join us!



Our vision for Repair Week 2022

We want to bring together a wide range of businesses, not-for-profits and individuals who have expertise, skills and services to share and shout about.

We will encourage Londoners to attend events to grow their skills; and provide information on where people can get their things repaired.

The week will be a mix of virtual and live events, a digital campaign and press activity.

We are looking for partners and supporters to help us share knowledge, build connections, and raise the profile of re-use and repair in London.

Why you should get involved

As the world emerges from COVID-19, the next urgent challenge is fighting climate change and helping to build more resilient, low-carbon circular cities.

This is an opportunity to showcase the great work your organisation is doing and build brand loyalty with customers by promoting your repair offer, your wider circular services and CSR achievements.

More and more customers are expecting organisations to act on climate change and be sustainable. Get involved in Repair Week and raise your customers' awareness of your sustainable products and services.



Image by Socko

 **London recycles**
Repair
Week

How you can get involved

PROVIDE SPACES

Can you provide a venue for running repair and re-use events for the public? Do you have an existing repair space that could be made available or promoted during the week?

INSIGHTS

Can you provide insights about how to repair and re-use? This could be via practical tips, videos or guides that you have, or via a speaker.

SPECIAL OFFERS

Could you provide customers with an exclusive Repair Week discount on products or services?

EVENTS

Can you host an event (either live or virtually)?

EXPERTISE

Do you have repairers who might be willing to be part of the week, to help provide practical training? Or do you provide repair services which we can help you promote to Londoners?

PROMOTION

Can you help to spread the message through your own networks and channels?

Sign up as a lead sponsor

As a lead sponsor you will get:

- Content and brand promotion through London Recycles and ReLondon social channels including being tagged in all Repair Week posts
- Inclusion in all press releases
- Speaking opportunities at talks throughout the week
- Event management support and ReLondon presence at any in person events sponsors attend/host
- Branding as a sponsor on the London Recycles website and on any printed materials

Sponsors will support Repair Week by:

- Providing a financial donation
- Running an event or providing an event space, repair trainers or speakers
- Sharing suggested posts on social media
- Promoting the week through your networks

Sign up as a partner

As a partner you will get:

- Branding as a partner on the London Recycles website and on any printed materials
- Content and brand promotion in relevant posts through London Recycles and ReLondon social channels

Partners will support Repair Week by:

- Providing a financial donation or in-kind support
- Running an event or providing an event space, repair trainers or speakers
- Sharing suggested posts on social media
- Promoting the week through your networks

Sign up as a supporter

As a supporter you will get:

- Branding as a supporter on the London Recycles website
- Brand promotion through London Recycles and ReLondon social channels

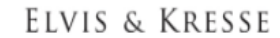
Supporters can get involved by:

- Sharing suggested posts on social media
- Promoting the week through your networks

Our 2020 partners



Our 2020 supporters



2020 highlights - digital ad campaign



We reached **nearly 3.5 million Londoners** with our digital advertising campaign and achieved just over **4,000 link clicks**

2020 highlights - organic campaign

We reached **1.4 million accounts**

We **gained 400 followers**, an increase of 3.4%

Profile visits increased by **70.8%**

We achieved **1,641,910 impressions**



2020 highlights -events

19 events took place which **535 people**

attended. These included:

- Instagram Lives
- Webinars and panel discussions
- A clothes swap where **over 300 items** were exchanged
- Textile repair and darning workshops
- Computer repair workshops
- Bicycle repair workshops

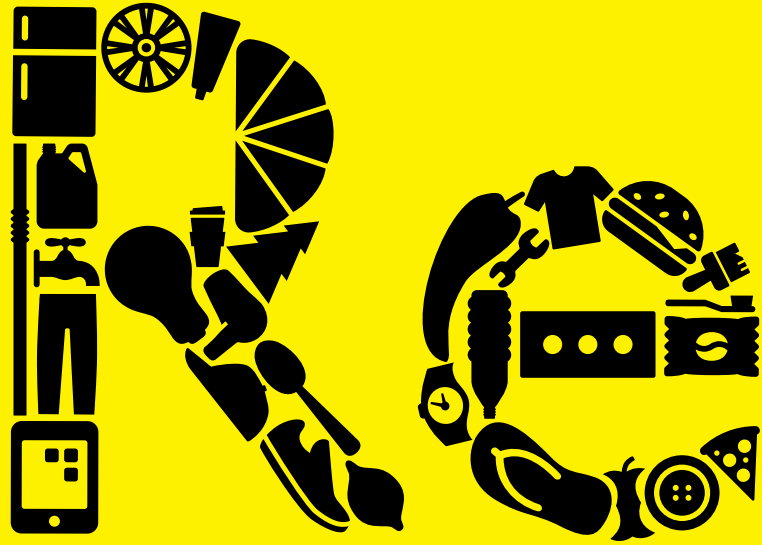


Press

We reached **more than 19 million** via press articles and TV appearances

TITLE	REACH	APPEARED
London Evening Standard Online	18,880,050	06.10.20
Circular	6,970	08.10.20
ITV News London	465,000	12.10.20
BBC News London	TBC	12.10.20
TOTAL	19,352,020	





ReLondon

Get involved!

We'd love to discuss how we could work with you on Repair Week 2022.

Please contact hello@relondon.gov.uk to explore collaboration opportunities

relondon.gov.uk