



GFirst LEP - Gloucestershire Growth Deal

Publicity Requirements

(July 2018)

Introduction to the requirements

GFirst LEP work in partnership with the private, public and voluntary sectors in Gloucestershire to present the best possible case for investment in the county with the Strategic Economic Plan. The work to maintain these positive and successful messages as projects are delivered underpins these publicity requirements.

GFirst LEP encourages collaborative working for the benefit of the county, particularly to help promote and publicise the impact that the funds are having. Working together to promote projects will also ensure consistency in communications and offer added value to the funding.

The publicity requirements in this document have been set by GFirst LEP and HM Government. They must be followed by anyone developing and delivering projects, or managing the programme. Meeting the publicity requirements set by GFirst LEP is part of the formal Funding Agreement.

Print and Publications

All printed documents and publications produced must acknowledge and reference the **Local Growth Fund** funding received by displaying the full GFirst LEP and HM Government logo, and ensuring it is visible in a prominent position.

Please ensure you keep electronic and hard copies of all your materials as evidence.



Electronic Materials

All electronic materials produced by projects supported through the **Local Growth Fund** must acknowledge and reference the **Local Growth Fund** received by displaying the full GFirst LEP and the HM Government logo.

If it is not possible to display the logo on materials or there are space and size restrictions, a text reference indicating the support received should be used.

The logo is to appear on the homepage for all project specific websites. Within the website of the project sponsoring organisation, the logo is to appear on project related pages.

Media and PR Activity

All press releases on projects supported by the **Local Growth Fund** should include a text reference to the GFirst LEP support, and when initially launched should state the amount of funding awarded.

Press releases should be developed for the launch of the project, and additional releases announcing key milestones and achievements.

Please email a draft copy of any press release in advance of circulation to the Marketing Manager at GFirst LEP. Quotes to show support for the project from GFirst LEP should also be included.

Editor's notes

The following wording should be included in the editor's notes for all press releases concerning projects part financed by the **Local Growth Fund**;

"GFirst LEP, Gloucestershire's Local Enterprise Partnership, brings together businesses to make the county successful and create jobs. It is led by the business community in partnership with the education and public sectors to help Gloucestershire realise its economic potential.

GFirst LEP is delivering the Strategic Economic Plan for Gloucestershire supported by the Local Growth Fund distributed to Local Enterprise Partnerships via Growth Deals with Government. GFirst LEP has made three successful applications for Growth Deal funding so far, totalling £106.6million."

For more information contact Jessica Gray, Marketing Manager on 01242 715494, Jessica.Gray@gfirstlep.com or visit www.gfirstlep.com

“Local Growth Fund”

Local Enterprise Partnerships are playing a vital role in driving forward economic growth across the country, helping to build a country that works for everyone.

That is why by 2021 Government will have invested over £12bn through the Local Growth Fund, allowing LEPs to use their local knowledge to get all areas of the country firing on all cylinders.

Analysis has shown that every £1 of **Local Growth Fund** invested could generate £4.81 in benefits.

Annual Reports & Accounts

The Project Promoter should acknowledge the **Local Growth Fund** in its annual report and accounts, including an acknowledgement of HM Government as the source of the funding, GFirst LEP as the strategic lead organisation for the **Local Growth Fund**, and Gloucestershire County Council as the Accountable Body. Acknowledgement should be made using the correct names and logos and strictly in accordance with this guidance document. Contact the GFirst LEP Marketing Manager if you need high resolution logos.

Billboards

Billboards must be erected on the sites of projects where infrastructure or construction projects are being financed by GFirst LEP. A billboard must be erected at the start of the works. Billboards should be sited to maximise the opportunities for it to be seen by the public and include a space reserved for the GFirst LEP and HM Government logo as Statement of acknowledgement. When the project is completed, a permanent plaque should replace the billboard within 6 months.

Billboards must include the following information:

- Name of the project
- Display the GFirst LEP and HM Government logos
- The GFirst LEP logo should take up at least 20% of the total billboard size

A proof of the billboard design must be signed off by the GFirst LEP Marketing Manager.

Communication Plans

It is important that everyone involved in delivering a project, not just the project owner, understands and follows the GFirst LEP **Local Growth Fund** publicity requirements, to maximise communications around the projects.

Project promoters should demonstrate how these will be delivered by the project through a Communications Plan, to be shared with the GFirst LEP Marketing Manager at project inception and through the delivery phase.

The plan should be proportionate to the scale, scope and nature of the project and contain as a minimum:

- Aims of the project and target groups
- Strategy and content of the information and publicity activities to be delivered by the project, aimed at potential beneficiaries, stakeholders and the general public
- An indicative budget for delivering the plan
- People and companies involved in delivering the plan and its activities
- Details on evaluation of the activities

The plans should be reviewed annually with the GFirst LEP Marketing Manager.

Organisations in receipt of funding for projects commit in their funding agreements to working collaboratively with GFirst LEP. To ensure this happens effectively, a named individual should be nominated as the primary contact to work with the GFirst Marketing Manager. This should be an active, enthusiastic and reciprocal relationship.

This person will inform the GFirst Marketing Manager in advance of any significant activity, including press releases, events, conferences and seminars to ensure the effective and consistent management of communications.

Further Help

For help with any queries regarding the publicity requirements please contact the GFirst LEP Marketing Manager;

Jessica Gray, Marketing Manager Jessica.gray@gfristlep.com – 01242 715494 or 07896 121718