Community Matters
Communications Guide
February 2019 | Version 4

@HoECF
#HoEComMatters

Contents

This guide is supplemental and is not designed to replace guidance issued by The National Lottery Community Fund, European Social Fund or Ecorys / RSM. It is each Delivery Partners responsibility to ensure that they have read and are familiar with official The National Lottery Community Fund & European Social Fund BBO Guidance.
This guidance can be found here:

https://www.tnlcommunityfund.org.uk/funding/programmes/building-better-opportunities/guide-to-delivering-european-funding

For all Communications and PR support please contact the Heart of England Community Foundation's Marketing Team via email marketing@heartofenglandcf.co.uk

Overview

All materials and documents must acknowledge and reference the funding received from The National Lottery Community Fund and the European Social Fund.

♥ To ensure a consistent visual identity for the Building Better Opportunities Community Matters programme, there is a joint logo that acknowledges both The National Lottery Community Fund and European Social Fund, Heart of England Community Foundation and Community Matters Programme.

♥ Posters - Partners must display at least one poster at each location where the project is being delivered to participants. Posters must be visible, placed in the entrance area and large enough so that they can be seen by members of the public. These will be looked at when the project is visited. Heart of England Community Foundation will be providing these posters to all delivery partners.

♥ Print and publications - The logo must be used on all printed documents and publications. This includes but is not restricted to:

- Display banners and posters.
- Newsletters.
- General or job advertisements and notices.
- Job descriptions.
- Promotional materials like leaflets, brochures, flyers and invitations.
- Business cards, stationery, letterheads and compliment slips.
- Project documentation, including all timesheets, induction materials, reports and papers.
- Procurement materials.
- Invitations, tickets, exhibitions stands and presentation slides.

♥ Websites - All organisations involved in the project *must* have a short description of the project on their website summarising its aims and results with an acknowledgement that the funding has come from The National Lottery Community Fund and the European Social Fund. A general paragraph will be provided for you to use (see page 7 of this document).

- Where a website has been developed **specifically** for the funded project, the full colour version of the logo *must* be placed on the homepage. Where you are placing details of the project on a website which is not exclusively for the project, the full colour version of the logo *must* be placed on the main page for the project. In both cases, the logo must be immediately visible when the website or main project page loads.

♥ Electronic materials - The correct logo must be used on all electronic materials. This includes but is not restricted to:

- Email footers and signatures.
- e-newsletters.
- Presentation slides.
- Press notices.
- Audio visual materials, such as films, video, DVDs or CD Roms.
- Social media tools like Facebook and Twitter.

The Logos

All logos are the official, approved programme logos and no other logos should be used in connection to Community Matters. We want your organisation to use No. 1 and No. 2 as much as possible in addition to any other logos and branding you use for your own organisation. This will help to create a coherent and unified approach and ensure that people associate your organisation with the Community Matters Programme managed by Heart of England Community Foundation.

Please note that we now have black & white logo's, when printing forms in black & white these logos should be used. All logos are available on the MIS document centre.

If unable to use No. 1 or No. 2 you must use either No. 3 or No.4.

When using the logos, you will need to ensure that the specific Lottery and EU logo meets the following standards to ensure compliance, as this will be monitored closely.

How to use the logo (BLF / ESF)
The logo:

- Must be used and applied correctly, prominently and consistently on all websites, publicity materials and project documentation related to the project.
- Must stay in proportion and be clear to read.
- Should be placed in a prominent and suitable position.
- At a minimum, the logo should be 40mm in width.
- Must have an appropriate clearance zone around it and the background of the document should be uncluttered and provide enough contrast to ensure clarity.
- If used alongside other logos, the BIG/ESF logo should be at least equal in size to the largest of the other logos and appropriate to the scale of the material and documents being used.

How **not to** use the logo:

- Must not be stretched, squashed or broken up.
- Must not be edited or reproduced in a different colour scheme or typeface.
- Must not have any other wording or illustration added to it.
- Must not be blurred, rotated or distorted.

Process for Creating Marketing & Publicity Materials

Follow this step by step process whenever you create any marketing and publicity materials in relation to the Community Matters programme to ensure that your materials are compliant.

1. Create whatever marketing/publicity materials you need (e.g. flyers, leaflets, documents etc)

2. Submit your materials to marketing@heartofenglandcf.co.uk and await approval. We will aim to come back to you with a response within 72 hours. You may not use the document/publicity material until after it has been approved by Heart of England Community Foundation.

3. Once feedback is received, if changes need to be made in order to comply with publicity guidelines you must adjust the publicity material as stipulated. You will then need to re-submit to Heart of England Community Foundation for approval once changes have been made.

4. Once Heart of England Community Foundation deems the material compliant and acceptable for use, and has confirmed this via email, you may then use the material in whatever capacity you need such as uploading to the website, social media, or printing.

Evidencing marketing and outreach activity

Keep details of the marketing, outreach and engagement activity you undertake. We will ask you to share this with us at monitoring visits. You will report back to us on any marketing and publicity you have done using the **Project Progress Report** on a quarterly basis.

Keep copies of any marketing materials ensuring that they comply with the branding requirements set out in this **Communications Guide**.

Informing Participants

It is important to ensure that all participants on the Community Matters Programme are made aware that the project is being funded by The National Lottery Community Fund and European Social Fund in order to fully comply with the publicity and marketing guidelines.

As well as acknowledging the funding on all publicity materials as explained above, you can also ensure that participants are aware of where the funding has come from by doing the following;

*   Mention ESF/BIG support during induction sessions.
*   Note the support in any learning agreements or paperwork given to participants.
*   State the support in internal newsletters and bulletins.
*   Provide participants with a leaflet explaining ESF/BIG support for their training.

The Community Matters Project Team / Auditors may wish to speak directly to participants engaged on your project to check this.

Media Activity

It is a good idea to develop press releases for the launch of your project and to publicise key milestones and achievements.

All press releases relating to the project must include:

- The correct logo.
- A text reference to The National Lottery Community Fund and the European Social Fund in the main body of the release.
- A text reference to Heart of England Community Foundation and the Community Matters Programme in the main body of the release.
- The 'notes to editors' text below:

Notes to Editors

The project [your organisation] has received up to £[amount] of funding from The National Lottery Community Fund and the European Social Fund as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions is the Managing Authority for the England European Social Fund programme. Established by the European Union, the European Social Fund helps local areas stimulate their economic development by investing in projects which will support skills development, employment and job creation, social inclusion and local community regenerations. For more information visit https://www.gov.uk/european-growth-funding

The Heart of England Community Foundation is the lead partner for Community Matters in the Black Country. Established in 1995 it manages funds for many local companies including, Group PSA, Orbit Heart of England, Coventry Building Society, AXA, Rolls Royce, National Grid and Midland Heart. The charity awards grants to voluntary and community projects across Birmingham and the Black Country, Coventry, Warwickshire and Solihull. It is one of 46 Community Foundations in the UK. Community Foundations are experts in revitalising local communities through effective charitable giving. www.heartofenglandcf.co.uk

---

If an organisation is interviewed by the media with the aim of producing a news story or advertisement to promote the project, explicit reference should be made to the European Social Fund.

If you are approached by the media, before making any comments you should in the first instance, contact **Aaron Greaves on 024 7688 3268** who will liaise with you as appropriate before you respond.

It is important to note that publications may not include all of the information provided and may not mention the funding as specified in the notes to editors section. This is why it is important to retain proof of the original press release submitted to any publication in order to evidence that the guidelines have been adhered to.

NOTE: Please send all press releases to marketing@heartofenglandcf.co.uk for sign off ahead of their release. Please allow a minimum of 48 hours (2 working days) before release is due to be issued to allow for approval and any possible alterations.

Website Statement

Please use this paragraph on your website and adapt where highlighted. You must also ensure that Logo Number 1 is prominently displayed.

The Building Better Opportunities programme is funded by The National Lottery Community Fund and the European Social Fund (ESF) who are co-investing in local projects tackling the root causes of worklessness, promoting social inclusion and driving local jobs and growth.

Community Matters is one of four projects within this programme across the Black Country and will help people across Walsall, Wolverhampton, Dudley and Sandwell move into or closer to employment by developing their skills and confidence.

Community Matters is managed by the Heart of England Community Foundation in partnership with local organisations across the Black Country.

[Name of the organisation / partner] is one of those partners. We will be working alongside the following partners to deliver the project; [remove your organisation from this list] Access to Business, Accord Age Matters, Bilston Resource Centre, Black Country Housing Group, Dudley Caribbean and Friends Association, Ideal For All, Just Straight Talk, Manor Farm Community Association, Refugee and Migrant Centre, SWEDA, TLC College, Walsall College, Walsall Housing Group, WELL Associates, and Zebra Access.

[Name of the organisation / partner] will be delivering the following specific activities….

(List of main activities)

For more information about the Community Matters Programme please contact [Enter details of the projects lead contact].

 For more information about the Community Matters Programme please email communitymatters@heartofenglandcf.co.uk or visit www.heartofenglandcf.co.uk

Email Signatures

When considering your email signatures please ensure:

- All staff working **more than 50%** of their total contracted hours on the Community Matters Programme include Logo No. 2 on all email signatures which they use.

- All staff working **less than 50%** of their total contracted hours on the Community Matters Programme include either Logo No. 1 or Logo No. 2 on all external emails.

The Community Matters Team may ask to see examples of email signature use as part of their regular visits so please ensure that you follow this guide and if you're unsure then contact the team at communitymatters@heartofenglandcf.co.uk

Use of Social Media

We love great content and we want to connect with all the great things your project delivers. Social media is an instant way to let us and other partners quickly know what you're up to.

Use the following 'hashtag' on Twitter to acknowledge the programme: **#HoEComMatters**
You can also follow us **@HoECF** and tag us in photos, videos, gifs and tweets/posts.

Evidencing Publicity

Failure to provide appropriate evidence of publicity is one of the most common audit failings and is subject to a high degree of attention from European Commission auditors. It's therefore paramount delivery partners have robust working practices in place from the very start of the project to ensure the publicity requirements are being met.

If organisations are unable to evidence adherence to the publicity requirements, a financial penalty may be imposed by The National Lottery Community Fund or the European Commission.

- To help ensure the publicity requirements are being implemented in full, it's a good idea to put someone in place that is responsible for managing communications and marketing for the project.
- Before you publish anything, you must send us drafts of your publicity materials.
- This will prevent errors from slipping through that may result in publicity (such as job advertisements) needing to be reissued.
- During the monitoring of your project, we will make regular checks of the publicity and promotional materials organisations are producing. We may ask you send us a sample of these.
- Keep originals of everything. If you reference a communication activity anywhere in your project work then you must have evidence of this to hand. Verification and audit visits will look at publicity as a matter of course and if a particular item is missing or incorrect, this could contribute to a financial penalty being imposed.

Publicity Checklist

If you can answer **'YES'** to all of the questions in the checklist, then your marketing materials are suitable and adhere to the publicity guidelines.

Publicity Checklist	Yes / No?
Posters	
• Do you have at least one poster displayed at each location where the project is being delivered to participants?	
• Is it in a prominent enough position for members of the public to see? E.g. is it positioned in or near the entrance area of your delivery site? Can you see it straight away when you walk into the entrance?	
Print and Publications	
• Is the logo prominent on all display banners and posters relating to the project?	
• Is the logo prominent on any newsletters referencing the project?	
• Do all your job advertisements and notices relating to the project display the logo?	
• Is the logo visible on all job descriptions?	
• Is the logo prominent on all promotional materials such as leaflets, brochures, flyers and invitations?	
• Do the business cards of all members of staff working on the project display the logo?	
• Do all your stationery, including letterheads and compliment slips, display the logo?	
• Is the logo visible on all project documentation including timesheets, induction materials, reports and papers?	
• Is the logo visible on any procurement materials?	

Publicity Checklist	Yes / No?

Website(s)	
A page or section on an <u>existing</u> website	
• Does the website contain a specific project page or section?	
• Does the project page give a short description to summarise the aims and results of the project?	
• Does the description acknowledge that the funding has come from the TNL Community Fund and ESF?	
• Is the full colour, high resolution version of the logo visible on the project page?	
• Is the logo visible on all pages relating to the project?	
• Is the logo visible as soon as the page loads, without having to scroll?	
• Is the logo visible when the page loads on a smartphone?	
• Is the logo visible when the page loads on a tablet computer?	
A website developed specifically for the project	
• Does the website have a home page with a description to summarise the project and its aims and results?	
• Does the project description acknowledge that the funding has come from the TNL Community Fund and ESF?	
• Is the full colour, high resolution version of the logo visible on the project page?	
• Is the logo visible immediately without having to scroll?	
• Is the logo visible when the page loads on a smartphone?	
• Is the logo visible when the page loads on a tablet computer?	

Electronic Materials	
• Is the logo prominent on all display banners and posters relating to the project?	
• Do the email signatures of all staff who are working on the project contain the logo?	
• Is the logo visible in the email footer of any generic emails being sent about the project such as email newsletters?	
• Is the logo visible on each slide of any presentations being used in relation to the project?	
• Is the logo included on any press notices?	
• Is the logo used on all audio visual materials such as films/videos?	
• Is the logo visible on your social media tools such as Twitter and Facebook?	

The Logo	
• Is the logo prominent and consistent on all publicity materials relating to the project?	
• Is it placed in a prominent and suitable position?	
• Is the logo a minimum of 40mm in width on all publications?	
• Does the logo have an appropriate clearance zone around it? (a small area around the logo that is left blank so as not to clutter or obscure the logo)	
• Is the background of the document uncluttered and does it provide enough contrast to ensure that the logo is clear and visible?	
• Is the logo at least as big as any other logos on the document	

Marketing your project to participants

How will you and your organisation find participants, and how will you promote Community Matters in a way that makes people want to get involved? Successful marketing is carefully planned and targeted and you should work with your colleagues to prepare a marketing plan. You can work through the following table to help you with your marketing.

	Questions to consider
Who is your target group?	• What characteristics are distinctive about this target group? • What sets them apart from other people?
How will you reach your target group?	• How can we use the particular characteristics of this target group help reach them; where might they be at certain times and what might they be doing? • What channels will be most effective in reaching this group eg. Posters, postcards, events, online advertising, social media advertising, word-of-mouth? • What kinds of media will this target group find most engaging eg. Pictures, video, words?
How will you target this group exclusively?	• How will we craft our messaging and media to target this group and excluding people who don't fit our target criteria? • How will our choice of channels help this?
What message will you communicate?	• What sort of messages do we think this group particularly want to hear, or would be particularly receptive to? • Are these messages reflected effectively in our marketing materials targeted at this group?
What is your "call to action" or your offer?	• What do we want people do to when they see your material? • If you're asking them to get in touch, are you confident that you are offering the most attractive channel to get in touch? • Remember: "features tell, benefits sell" How will you describe what Community Matters can do for people?
How many people do you expect to reach in this way?	• How many people within our target group do we think we will reach with this campaign?
How will you monitor the effectiveness of this activity?	• What measures will we use to understand the success of this campaign? How will we reflect on and learn from the experience of this campaign?

To help you as you develop your marketing and outreach activity you may wish to consult the marketing and communication resources which NCVO have developed at: www.ncvo.org.uk/practical-support/marketing-and-communications. If you want particular help with marketing and outreach ask the Community Matters Project Team; they will be able to connect you with specialists who can advise.