

Guidance on communications

Promoting your project

Engaging with the media about your project is a great way of letting people know what you are doing. It also shows how Telford & Wrekin Council's grant funding is being used, which is why it is important to include a reference to the Council and the funding accurately in your communication with the media and in all other communications.

Here is a short guide to help you with the types of communications you may consider using. Our Communications Team is, however, on hand for communications advice and support.

When to announce your grant

As soon as you have your grant you are free to announce the news. Once you have decided on an announcement date, please let us know at grant.applications@telford.gov.uk so we can inform the Council's Communications Team.

A guide to drafting a press release is attached to assist you. In your news releases, you are required to include a line that acknowledges the Council within the body of the release and a 'Notes to Editors' paragraph relating to the grant at the end. Examples of how you can include them are included in the guide. Please send your press release to grant.applications@telford.gov.uk a few days before you plan to send it out so we can approve it.

Contacting the media

Find out what media is available in your area, and don't forget to include community and parish newsletters and community-run websites and social media groups. Speaking directly to a journalist can help. You could approach the local radio and TV stations too. Make sure your news release is ready to be emailed, with the copy pasted into the message. Again, the Council's Communications team can help with advice and contacts.

Giving interviews

Sometimes you will be invited to do a media interview about your project. Agree in advance who the best person is from your organisation to do media interviews, and think about the key points that you want to get across, but remain flexible so that you sound natural and enthusiastic. You can always ask the journalist in advance what sort of questions they may ask. If it is a radio/TV interview, find out if it is live or pre-recorded – if you are not used to giving interviews, ask if it can be pre-recorded so if you make a mistake, you can start again. Remember to credit the Council and the Development grant during the interview. Again, please let us know in advance if you have lined up any interviews, as it may be appropriate to offer someone from the Council to speak too.

Social media

Remember to include social media in your communications planning. The Council is more than happy to retweet and share your celebration news – we currently have over 16,000 followers on Twitter and 13,000 on Facebook. Tag us in @TelfordWrekin so we can like and share.

Photographs and project updates

Photos/videos are a great way of capturing the success of a project. Providing the Council with photos/videos of your project may be an important condition of your grant award, as they will help show the impact the funding is making.

We will use photos/videos on our various digital and social media platforms, including our website, Pride Blog, Your Voice magazine, Facebook, Twitter and Flickr channels. Please make sure that you have the necessary consents for the images you provide us with. A consent form is attached for you to download and complete. If in doubt, please contact us.

Marketing materials

When creating your marketing materials (e.g. posters, flyers), you are required to include the Council logo. We will share this graphic with you, if you have any issues or questions regarding the use of the graphic, please contact us.

Keep us posted

We are interested to know how your project is going. A representative from the Council may also like to attend your project to see how the funding has been used, so please keep us posted.

Guides, forms and attachments

- News release guide
- Photo consent form
- Logo graphics guidance/attachment

For more information and support

We are on hand to provide advice on communications and the media, so please do not hesitate to get in touch. Email corporatecommunications@telford.gov.uk.

News release guide

This guide can be used to help you write a news release for your project. It explains what should be included in each section with examples. **Under the conditions of your grant you are required to reference the Council funding in the body of the release and in the Notes to Editors at the end.**

Title

The title should tell the story in a few words e.g. [name of project] to create new service for 65+ year olds

Opening paragraph

The first paragraph should include all of the key information about the project - what it is, where it is, when it will be and who is involved.

e.g. [Name of project] at [location of project] will be offering [what you'll be offering] to [who will be able to come along] to be held on [date/times]

Main text

The second and third paragraphs should provide a short, but more detailed description of the event, what the attractions/activities will be. Avoid technical information and jargon, but do include a reference to the Council funding. You could also include details about the organising committee and volunteers.

e.g. There will be a host of fun social activities and workshops for 65+ year olds to enjoy. There will be themed music nights such as northern soul and 70s rock, arts classes and exercise classes etc.

The organisers are a group of local volunteers who wanted to increase the opportunities for retired people in the area to encourage opportunities to get out and meet each other. Come along and join in the fun, which is made possible thanks to Telford & Wrekin Council's Development Grant funding.

Quotes

Add a quote from your organisation. Keep it short, positive and in natural speech. You may also want the Council to add a second quote, but this is up to you.

e.g. [Name of event spokesperson] said: "This is going to be a fantastic group which will champion the interests of local older people. There will be lots going on covering a variety of interests, designed to encourage all to take part and enjoy, and we are looking forward to bringing the community together. Our thanks go to all the volunteers who have worked so hard to make it happen, and also to the Council for the funding."

Notes to editors

Is a useful way to include further background information about event and the organisers. Always use the Council paragraph exactly as provided.

e.g. Notes to editors

Capacity Building Fund - Get Started/Capacity Building Fund - Develop Communications Guidance

*About (name of your group)
(Insert information about your organisation)*

About Telford & Wrekin Council's Development Grant

Telford & Wrekin Council is a unitary authority with 170,300 residents. It is a mix of historic market towns, New Town Estates and rural villages. Its Development Grant was set aside in 2017 to support the development of the community and voluntary sector by increasing community capacity through the development of an organisation or the realisation of new initiatives offering community based projects and activities which facilitate community self-help, creating resilient communities and reducing demand on council services.

Further information

Add your contact details so the media can contact you for further information, images and interviews.

Photo Consent Form

Providing the Council with photos and/or videos of your celebration is an important condition of your grant award, as they will help the Council record the many celebrations happening as part of the borough's 50th birthday year.

The Council will use photos on its various digital and social media platforms, including website, Pride Blog, Your Voice magazine, Facebook, Twitter and Flickr channels. **Please confirm that the people you photograph are happy to be in the photos and that you give permission for the Council to share the photos/videos you provide.**

Event Name:

Event Date:

Your details:

Full Name:

Phone:

Email:

Are you 16 years or over (please tick one): YES NO

Declaration

- I confirm that I agree to the Council using the photos/videos provided
- I understand that the photos/videos will be used for publicity on the Council's social/digital communications channels and may be shared with others e.g. local media organisations.
- I understand that I can withdraw this consent at any time by writing to the grants officer.

Signed:

Full Name:

Date:

Contact Number/Email address (if different from above).....

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Logo guidance

Sample:



The above graphic, which is sent as an attachment, is to be included in your event marketing materials (posters/flyers etc.).