



## Community Funding Publicity Guidance

Congratulations on your grant awarded by Hebden Royd Town Council. Every project, initiative and development which is financially assisted by Hebden Royd Town Council through grant support is required to recognise this financial contribution using the Council brand on all your related information, marketing and publicity materials.

Sue Fenton, Chair of the Community Funding Committee, said: "The grants given by Hebden Royd Town Council to support local projects are drawn from the precept paid by the people of Hebden Royd. We would therefore welcome your assistance in making people aware of how that money has been spent and of the benefits to the community."

On all marketing materials it must clearly acknowledge our financial contribution as following:

### 1. Printed Materials

All printed material, such as leaflets, posters, banners, feather flags, brochures etc., developed in connection with a project or initiative which receives grant assistance from HRTC must carry the Council's brand logo (downloadable via the link below).

They should also include the phrase "This project has been funded/ part funded by Hebden Royd Town Council" proportionate to the support we have offered your project.

*We can loan HRTC promotional materials (A-boards, banners and feather flags) to community funding applicants to promote community events and HRTC. Please request from [info@hebdenroydtowncouncil.gov.uk](mailto:info@hebdenroydtowncouncil.gov.uk) for more information.*

### 2. Press Releases

The support of HRTC must be acknowledged in all press and media material issued in connection with a project or initiative which receives grant assistance.

All press releases should include the phrase "This project has been funded/ part funded by Hebden Royd Town Council" proportionate to the support we have offered your project.

As a condition of the grant, we request that we formally agree in advance of release all press releases that mention us by name. We can, where appropriate, provide quotes for press releases. Please send to [lisa.murdoch@hebdenroydtowncouncil.gov.uk](mailto:lisa.murdoch@hebdenroydtowncouncil.gov.uk) prior to publication.

The standard text about us for inclusion in the 'notes to editors' on press releases is:

*Hebden Royd Town Council is an elected authority which works closely with the area's principle authority, Calderdale MBC to support the residents of the area by funding local projects and organisations. It provides services such as allotments and owns and runs Hebden Bridge Picture House. It acts as a catalyst for discussion working with other organisations to lobby and campaign for local improvements. The Council area has a*

*population of 9,728 and includes the settlements of Cragg Vale, Hebden Bridge and Mytholmroyd. The full council meets every three weeks and there are seven committees.*

*Hebden Royd Town Council's strategic aims are to: • Protect, enhance and improve the local environment • Promote Cragg Vale, Hebden Bridge and Mytholmroyd • Support and develop our young people • Improve the resilience of the area and strengthen our community • Improve our own efficiency and effectiveness, leading to good governance.*

[www.hebdenroydtowncouncil.gov.uk/](http://www.hebdenroydtowncouncil.gov.uk/)

### **3. Interviews**

The support of HRTC must be acknowledged in all radio/television interviews in connection with a project or initiative which receives grant assistance.

### **4. Websites**

We ask that acknowledgement of our support on websites should include our logo, the phrase "This project has been funded/ part funded by Hebden Royd Town Council" proportionate to the support we have offered your project, and a link to our website address

[www.hebdenroydtowncouncil.gov.uk/](http://www.hebdenroydtowncouncil.gov.uk/)

### **5. Social Media**

Tag HRTC in any social media posts regarding the project using our HRTC social media profiles (assets listed below).

## **Additional support from HRTC**

Please supply to the Town Council at [info@hebdenroydtowncouncil.gov.uk](mailto:info@hebdenroydtowncouncil.gov.uk) at your earliest convenience on receiving the grant:

1. A photograph/s that represents your project (hi-res JPEG format)
2. A paragraph/quote explaining about your application and how the grant will benefit your project
3. Links to your social media channels and website (if applicable)

This information will be used to create a website post on [www.hebdenroydtowncouncil.gov.uk](http://www.hebdenroydtowncouncil.gov.uk) and social media content on Facebook and Twitter.

### **HRTC Assets**

Facebook: @HebdenRoydTownCouncil

Twitter: @HebdenRoydTC

Website: [www.hebdenroydtowncouncil.gov.uk](http://www.hebdenroydtowncouncil.gov.uk)

### **HRTC Logo**

Our logo can be downloaded via Google Drive:

[https://drive.google.com/open?id=1wNKM3cV2zb\\_kcJ8moDBL\\_LkxUcfc0M\\_L](https://drive.google.com/open?id=1wNKM3cV2zb_kcJ8moDBL_LkxUcfc0M_L)

**If you have any queries or need any advice on marketing your project please email:**

[info@hebdenroydtowncouncil.gov.uk](mailto:info@hebdenroydtowncouncil.gov.uk)



## How Your Organisation Can Reduce Its Carbon Impact

Having declared a Climate Emergency in March 2019, Hebden Royd Town Council recognises the serious threat posed by climate change and the need to initiate and support projects which protect the environment and reduce our carbon footprint. Please consider the following 10 tips your organisation (where applicable) can reduce its carbon impact.

1. **Carbon Audit** - Online footprint calculators can help with this, as can the UK's PAS 2060 that outlines the key steps involved in carrying out a carbon audit for your business. Visit [www.carbonfootprint.com/](http://www.carbonfootprint.com/) for further information.
2. **Energy** - Consider your premises energy usage and switch to sustainable and clean energy. If you're holding an event choose energy efficient venues with strong sustainability policies.
3. **Food** - Use seasonal and local suppliers. It supports your local economy, has less food miles and tastes at its best.
4. **Transport** - Encourage the use of public transport, walking, cycling or carpooling to an event. Promote this on your website, marketing materials and social media channels.
5. **Marketing Materials** – are paper brochures necessary? If so, consider using sustainable paper and litho print, produced using vegetable-based inks. Ask your local printer for eco-friendly options or consider digital brochures that can be easily shared online. Also consider using online ticketing platforms to sell event tickets instead of selling paper tickets.
6. **Workplace** - Where possible, encourage virtual meetings via Skype to reduce on travel costs prior to events or projects being completed.
7. **Single-use plastic** – Reduce or ban single-use plastics at your organisation and event, including bottles, cups, cutlery, straws and bags.
8. **Source Locally** - Look to use local suppliers for materials and remember to try reuse and recycle.
9. **Waste** - Reducing the amount of waste your event produces is important, so start by making it easy for attendees to place their rubbish in the correct recycling bins. Also, check your suppliers/venues use compostable or recyclable packaging where possible.
10. **Communicate your green efforts!** Talk about what you are doing to lower your carbon impact on your website and social media channels – it will raise awareness, educate visitors, and show that your organisation cares about the environment.