



HRTC Funding Publicity Guidance

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

Grants given by HRTC are drawn from the precept paid by the people of Hebden Royd. We therefore welcome your assistance in sharing how that money has been invested, and its benefit 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 received for your project.

Were appropriate, HRTC can loan promotional materials (A-boards, banners and feather flags) to community funding applicants to promote community events and HRTC. To request these please contact: Emma.Green@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 received for 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: info@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 (HRTC) 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. Covering the areas of Cragg Vale, Hebden Bridge and Mytholmroyd, HRTC provides services such as allotments and owns and operates Hebden Bridge Picture House. It acts as a catalyst for discussion working with other organisations to lobby and campaign for local improvements.

Website: 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 received for your project, and a link to our website address www.hebdenroydtowncouncil.gov.uk/

5. Social Media

Tag HRTC in any social media posts regarding the project using our HRTC social media profiles.

Facebook / Instagram: @HebdenRoydTownCouncil

Additional support from HRTC

Should you require additional promotional support from HRTC please supply the Town Council 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 and / or social media content.

HRTC Logo

Our logo variants can be downloaded via Google Drive, please read the branding guidelines first and select the logo best suited for your design:

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