

Publicity guidelines for projects funded by Improvement East

As a recipient of funds from Improvement East, we encourage all beneficiaries to publicise such support from the Partnership. This is in order to raise the profile of the Partnership with members and staff and to help them access further support. Crediting Improvement East should be applied when reporting on your project or initiative in all internal and external communications.

Print and publications

Print and publications related to the project should carry the Improvement East logo and appropriate wording. This should not just be related to specific project related publications, such as case-studies, but is also included in wider publications such as annual reports.

Websites and e-communications

Use of the Improvement East logo should be included in all web-based and electronic communications in relation to your project. The Improvement East logo and associated brand guidelines are available to download from http://www.improvementeast.gov.uk/about_us/logos.aspx

Media and PR activity

In all media and PR activity around your project, acknowledgement to Improvement East should be made. Standard 'boiler-plate' text for press releases is available below.

Appropriate forms of wording are:

- a) "We received funding of £xxx from Improvement East to support/help with this project/initiative. Improvement East is the Regional Improvement and Efficiency Partnership (RIEP) for the East of England. They support local authorities and Fire and Rescue Services in their drive to improve services and increase efficiency".
- b) "This project was developed by xxxx with funding/support from Improvement East. It may be used to share learning throughout the public sector but not for commercial gain. Improvement East is the Regional Improvement and Efficiency Partnership (RIEP) for the East of England. They support local authorities and Fire and Rescue Services in their drive to improve services and increase efficiency".

Any media and PR activity on your project should be undertaken with the involvement of Improvement East who may be able to provide a quote about your project or initiative.

Case studies

You will be required to provide Improvement East with case-study material at the end of your project/initiative in order that the Partnership can continue to promote your project/initiative as a good news story and share any learning or outcomes. The standard Improvement East case-study template is part of this Project Application pack.

Other forms of publicity

- Reports to Members
- Staff newsletters
- Products or materials
- Presentations at events

Although the above list is not exhaustive, Improvement East should be credited appropriately when undertaking any or all of the above.

Please note, it is important that :

- Improvement East does not appear to be endorsing a particular product, or service provider unless previously agreed between all parties
- The Improvement East logo is depicted according to the brand guidelines
- Improvement East approves any material referring to Improvement East other than adhering to the guidelines above.

For any queries or support with regard to publicising your project, please contact Improvement East's communication manager, helen.gregorios-pippas@improvementeast.gov.uk or T: 01284 758311