

Acknowledging Your Grant And Communicating Your Project

Everyone who receives funding from us needs to acknowledge this publicly. It is important that there is public awareness of the projects that have been supported with taxpayer funds and that the public is able to engage with them in a way that is appropriate for the project. This might be through reading about your project in a local leaflet or paper, attending an event held as part of your project or seeing the site where the work is being done.

Different types of project offer different opportunities for communicating with the wider public as well as specific audiences. This guidance sets out how you should acknowledge the funding from us when those opportunities apply to your project. We also offer suggestions to help you communicate your project widely and effectively. In many of the cases we support, including most repair grants and funding to produce monographs, we require a specific form of acknowledgement as a **formal condition** of our support. Please ensure you read your grant contract carefully so you know what is expected of you.

As well as those situations where a certain form of acknowledgement is a formal condition, we hope you will share the news of your project and our funding with the public whenever you can. We encourage you to do this not only during your project but afterwards (both immediately and in the longer term) too to celebrate what you have achieved.

Acknowledgement

On-site signage during site work

Where the project involves on-site work, such as repairs or excavation, acknowledgement will consist of displaying a sign that indicates our support while the work is in progress. We produce a large self-adhesive sign which should be stuck to the signboard that carries the contractors' and/or professional advisers' signs or, where there is no signboard, the site hoarding. We will send you one of these where

displaying it is a condition of grant. If it is not a condition in your contract, but you would like to display a self-adhesive sign, please get in touch as set out below. If for any reason you do not receive a sign or you need a replacement, please get in touch with your Historic England contact.

Where the site signage is being designed from scratch, you can instead include a Historic England Supportive logo in the design. These logos are ready-made designs that include both our logo and a short piece of text as follows:

The logos available to download are:

1. Heritage Action Zones
2. Funded by Historic England
3. In association with Historic England
4. In partnership with Historic England
5. Supported by Historic England
6. Working together with Historic England

Supportive logos for grants, including for Heritage Protection Commissions projects

Use:

1. 'Supported by Historic England': normally used for repair projects
2. 'In association with Historic England', 'Working together with Historic England' or 'In partnership with Historic England'; normally used for capacity building projects
3. 'Funded by Historic England', normally used for HPC projects

Partnership working

Suggest:

4. 'In association with Historic England', 'Working together with Historic England', or 'In partnership with Historic England'

Heritage Action Zones

Use:

'Heritage Action Zones' logo; use when there is a Heritage Action Zone presence on non-Historic England branded collateral. Please use this logo on any piece of co-branded partner collateral

The sign should be displayed while the work is in progress. We have a range of logos, which you can download from the online brand guidelines.

<http://brand.historicenglandservices.org.uk/brand-guidelines#/core/logo/co-branding>

Firstly, please choose if you would like to download the logo in black or white, or in colour. When you click on the logo of your choice, the files will automatically download to your computer. When you click on either a black and white or colour logo, the file formats you will receive are:

- JPEG (high res file, suitable for most situations)
- PDF (vector file)
- PNG (online usage only)

When you open the downloaded folder, you will see that the logos have been split into two further folders; 'Online and broadcast', and 'Print'. This will help you to select the correct logo for your usage. CMYK files are for use on printed materials, and RGB files are for use online or for any screen. if you are unsure about which colour or file format to use, contact: Helen.Millington-Evans@HistoricEngland.org.uk

On-site explanatory material during site work

Work on site can attract considerable interest. This is a good opportunity to display publicity, educational material or an information board about the project. If you do, you should include a Historic England Supportive logo in the design.

Permanent on-site signage

Completed repair projects may warrant permanent signage providing information about the significance and interest of the site and details about the repairs. In some

cases, a physical sign will not be appropriate, in which case a leaflet, guidebook or electronic media document may be an alternative option, especially if there will be public access to the site.

If you're thinking about permanent signage, please contact us first.

You may need to commission specialist input to research and prepare any text. You should include the Historic England Supportive logo in the design (see above for details). You will need to gain our approval for any artwork that you produce.

Publications, educational and promotional material

All published reports should include appropriate acknowledgement of Historic England funding. A Supportive logo (see above for details) should be placed on the back cover of all publications except journal articles. Journal articles should acknowledge our funding in the text as follows, 'This project has been supported by Historic England.' This includes electronically published reports and articles.

A Supportive logo should also be used on any other form of printed or electronic material, including but not limited to leaflets, newsletters, educational materials and guidebooks.

Events and presentations

You should acknowledge Historic England funding at any event funded by us or related to a project supported by us. We would encourage you to use a Supportive logo on invitations and publicity material and to mention our support in any relevant speech or presentation.

You should let us know when all events are taking place well in advance as we may wish to send representatives or suggest guests.

Job advertisements

You should state Historic England's involvement if you are advertising for a post which will be directly supported by our funding.

Publicity and media

You should acknowledge your Historic England funding in all press, television or radio coverage and in any online coverage such as local community websites or blogs. You should also acknowledge us in social media when possible, for example as part of an on-going Twitter or Facebook conversation. We don't of course expect a mention in every individual tweet or post.

If you are planning to Tweet or post on Facebook about the project, you should let us know so that we can retweet and support your efforts on the Historic England social media channels.

If you have received a grant from us, please copy your local Business Officer into correspondence with our Communications Team.

If it is a Heritage Protection Commissions project, please copy your Project Assurance Officer (PAO) into correspondence with our Communications Team.

Communicating your project effectively

You should plan how you are going to communicate your project and your project's results right from the start. This is essential if it is to make any impact.

It is a good idea to draw up a communication plan at the outset. All research projects should include a communication plan in the Project Design and you should consider all your stakeholders and audiences in this. As your project progresses it may be necessary to update this plan.

Think about the messages you want to share. Do you need to promote your project at the start to tell people what is going on, to gain buy-in and attract funding? Do you need to keep people informed during the project to ensure engagement in the process or to sustain a fundraising effort? Do you need to tell the story of your project at the end to tell people about the results, to raise your organisation's profile or to celebrate the successful outcome with your supporters?

As a general rule, you should use clear, enthusiastic language and avoid jargon in your publicity and promotional material. If there are specialist audiences, you will need to think about how best to communicate with them.

If appropriate, think about taking good photographs and video clips as you go along, and capturing colourful, illuminating quotes from the people involved. Think of the best way to present your information; if this is digitally aim to create digital content that people will want to share.

If you're planning to promote the project by issuing a press release, holding a press-call, giving television or radio interviews or using social media, please contact the Historic England Communications Team (Communications@HistoricEngland.org.uk) to get our agreement, in case we have plans to do something ourselves or are able to support your plans. We can also provide you with a template and guidance for producing your own press releases.

Remember to budget for any resource you might need to communicate your project.

Contact us

To obtain an adhesive sign for physical site works, please send your request to your Business Officer, quoting your grant file reference and the name of your project.

If you require an alternative accessible version of this document (for instance in audio, Braille or large print) please contact our Customer Services Department:

Telephone: 0370 333 0607

Fax: 01793 414926

Textphone: 0800 015 0516

E-mail: customers@HistoricEngland.org.uk