

Publicity Guidelines for Successful Applicants



Introduction

Now that your project has been awarded funding from FCC Communities Foundation, we strongly encourage you to publicise your project and tell your community the good news!

This pack includes helpful guidance on how to engage the local media at three key moments in the life of your project:

- 1 – Funding confirmed
- 2 – Work on project begins
- 3 – Project opens

Along with separate guidance on photography.

Template press releases for all 3 are included at the back of this guide,

**Please note – all press releases MUST be emailed to your Grant Manager for approval before being distributed to the media. Your Grant Manager will provide a relevant quote at the same time as signing off your release.*

IMPORTANT POINTS

- ✓ If you tweet – we are [@FCC_Communities](#) and we would be delighted to hear from you on Twitter
- ✓ If you need to provide details about where your funding has come from:

PROJECTS IN ENGLAND:

FCC Communities Foundation is a not-for-profit business that awards grants for community through the Landfill Communities Fund.

PROJECTS IN SCOTLAND:

FCC Communities Foundation is a not-for-profit business that awards grants for community projects through the Scottish Landfill Communities Fund.



Funding confirmed

You should use **template release (1)** to announce that you have secured funding for your project.

Simply add the information specific to your own particular project before emailing it to your Grant Manager for sign off as soon as possible. An appropriate quote will be sent back to you with the signed off release.

Once signed off you should email the release to relevant local newspapers and media including regional and local TV and radio stations. A quick Google search should throw up the key local newspapers or other media covering your area. You should email your story to the news desk, or a named reporter.

**Please note – sending a release to the media is no guarantee that your story will be covered.*

You should check the local papers you approach and follow up with a call if you haven't seen/heard anything after two weeks.

Publicising your funding news through your own marketing channels

You are strongly encouraged to share the good news about receiving FCC Communities Foundation funding via your own contacts and marketing channels, including newsletters, your website, blogs and social media.

Once signed off and sent to local media, please upload your media release onto your website. You can then alert any followers and fans to the good news via Facebook or Twitter, encouraging them to share it with their own networks. Remember to tag [@FCC_Communities](#) if you tweet about your funding success and then repeat the process above when work starts on your project and when it opens.

Work begins

The **template release (2)** can be used to update local media on progress with your project.

Simply add in the details and remember to send it to your Grant Manager for a quote and approval before sending to your target local media.

You may also want to provide the media with pictures of your project taking shape and invite them to take their own – for more details see the section ***Photography Guidance***.

Please remember to send photos of your project's progress to your Grant Manager, it's good to see how your project develops,

Project completes/Opening event

The **template release (3)** can be used to alert local media to the fact that your project is open or about to open.

Simply add in the details and remember to send it to your Grant Manager for a quote and approval before sending to your target local media.

Don't forget if you are holding an opening event or celebration to let your Grant Manager have details as soon as possible.

The template below assumes the opening has been or will be marked by some kind of official event and that you send your adapted release to target media as soon after the event as possible – feel free to adapt if this is not the case.

You may want to provide the media with pictures of the finished project and invite them to any opening event – for more details see the ***Photography Guidance*** section. Don't forget to send copies to your Grant Manager too.

Remember

- ✓ All project press releases and literature regarding your project must be forwarded to your Grant Manager for approval before distribution or publication.
- ✓ Our logo is to be used on all signs, plaques and promotional material relating to your project. And your Grant Manager needs to be sent a proof of these before they are produced. Our logo is available from them.
- ✓ We are happy if you wish to produce your own plaque, as long as you use our logo and send your Grant Manager a proof for approval before it is finalised.
- ✓ If you do hold an opening event, please let your Grant Manager know as someone from FCC Communities Foundation would love to come along and help celebrate, if we are able.

Photography Guidance

Good, eye-catching photographs can improve (but not guarantee) your chances of achieving media coverage.

You have three options when it comes to images

- 1 - Take your own
- 2 - Hire a freelance photographer to take them for you
- 3 - Invite the media to take pictures themselves

We strongly advise that you follow options 1 or 2, even if you also decide to follow option 3. An invite to the media in no way guarantees attendance and if they do attend you will not be able to use pictures they publish for your own purposes.

****Please note that permission should always be sought from the photographer and those featured in the photo before publishing pictures you take or have taken for you by somebody else.***

It is wise to get a signed permission form from any members of the public who appear in your photos, giving their express permission for their photo to be taken, sent to the local media and to be used for future marketing purposes. If any under 18s take part in your photo shoot, you should ensure you get signed permission from a parent or guardian (such as a teacher).

Once you have your pictures you should email these to target local media with your signed off release. Remember to provide the names and job titles of those appearing left to right as well as a short caption explaining what is going on in the picture.

Take your own

Here are some tips for taking pictures that journalists and picture desks may be interested in using with your story:

- Focus on your project
 - Make sure your picture depicts your project, or the site where it's going to be developed
- Focus on the end users
 - Happy, smiling school children / residents enjoying your project are far more appealing than a line-up of men in suits shaking hands or receiving a large cheque
- Get dignitaries, MPs or officials involved
 - A photo of an MP, mayor or dignitary doing something unusual or fun at your project will capture the local media's attention. Perhaps you could get them sitting on a BMX bike, enjoying a swing or laying the first brick of a new community building
- Don't try to cram in too many people
 - 3 or 4 people in the foreground is plenty. If you need to take a large group shot, then take it from above with everyone looking up at the camera so you get lots of smiley faces
- Use props to tell the story if your project isn't visual or doesn't exist yet
 - For example – get skaters or skateboarders to pose for pictures at the site of skate park which hasn't been built yet
- Make sure the pictures are of good quality
 - Images should be in jpeg format and should be at least 1MB in size so that they can be reproduced in print and on websites

Hire a freelance photographer to take them for you

A photography brief will ensure your photographer captures exactly what you want in your pictures.

A template brief can be found below. You should adapt this to suit your own purposes and then send it to your photographer with as much notice as possible.

Template release (1) – funding approved

[INSERT DATE]

PRESS RELEASE

Funding approved for [NEW or IMPROVED FACILITY] in [LOCATION]

(Examples = Funding approved for new skate park in Norwich, or Funding approved for parish hall repairs in Wandsworth)

[WHO] (i.e. children / youngsters / skateboarders / people, etc) in [LOCATION] (i.e. district/village and city/town – i.e Wandsworth, London) are set to get a [NEW or IMPROVED FACILITY] (i.e. sports park / scout hut / parish hall, etc) thanks to a £[HOW MUCH] grant from FCC Communities Foundation.

The money, will be used to [INSERT DETAILS] (i.e. buy play equipment / improve the kitchen area) at the [NAME OF FACILITY] (i.e. Meadow Park Skate Park) in [name of road or area].

[SPOKESPERSON, JOB TITLE] of [ORGANISATION] (i.e. John/Joan Smith, Manager at the Meadow Park Skate Park project) believes the facility will make a huge difference to the lives of people living in the area.

[He / She] says: “This project will provide a real boost to the people of [LOCATION]. It’s fantastic that FCC Communities Foundation has awarded us this money and we’re really looking forward to our [TYPE OF FACILITY] taking shape over the next [HOW LONG.]”

FCC Communities Foundation is a not-for-profit business that awards grants for community projects through the [Landfill Communities Fund] [Scottish Landfill Communities Fund] [DELETE AS APPROPRIATE].

[FCC COMMUNITIES FOUNDATION SPOKESPERSON] says: “[QUOTE TO BE PROVIDED BY YOUR GRANT MANAGER”]

[PROJECT SPOKESPERSON] (i.e. the previously mentioned John/Joan Smith) hopes the [FACILITY] will be ready to use by [INSERT DATE].

INSERT MORE DETAILS ABOUT YOUR PROJECT AS APPROPRIATE.]

-ends-



Communities Foundation

Media information:

For further press information please contact [**INSERT THE NAME AND CONTACT DETAILS (phone and email) OF THE PERSON YOU WANT TO FIELD ANY MEDIA ENQUIRIES**] (please note - this should be a project/applicant contact NOT an FCC Communities Foundation contact)

Notes to editors:

- [**INSERT NAME OF YOUR ORGANISATION and brief details of what it does**] (see the ones for FCC Communities Foundation, FCC Environment and the LCF/SLCF below all of which must be included with your release)
- **FCC Communities Foundation** is a not-for-profit business that awards grants for community, conservation and heritage projects from funds donated by FCC Environment through the Landfill Communities Fund and Scottish Landfill Communities Fund. Since 1998, FCC Communities Foundation has granted over £200m to more than 7,000 projects which benefit people living within 10 miles of a FCC Environment landfill site. For more information please visit www.fcccommunitiesfoundation.org.uk
- **FCC Environment** is the leading UK waste and resource management company and is part of a global group with a strong heritage in providing services for communities and business. Its vision is to be the environmental company of choice, delivering change for a sustainable future. It employs 2,400 people and operates more than 200 facilities across England, Scotland and Wales. FCC Environment donates the landfill tax credits that are generated by its operations to FCC Communities Foundation, in order to add value to the environmental and social infrastructure of the communities around landfill sites. www.fccenvironment.co.uk
- **The Landfill Communities Fund and Scottish Landfill Communities Fund** - any waste that is discarded which cannot be reused, reprocessed or recycled may ultimately be disposed of in a landfill site. To encourage the re-use, recycle and recovery of more value from waste and use more environmentally friendly methods of waste disposal, Landfill Tax is charged on each tonne of waste sent to landfill. Landfill Operators (LOs) are able to redirect a small proportion of landfill tax liability to support a wide range of community and environmental projects in the vicinity of landfill sites through the Landfill Communities Fund (LCF) and Scottish Landfill Communities Fund (SLCF). The LCF is regulated by ENTRUST on behalf of HM Revenue & Customs, and the projects are delivered by enrolled Environmental bodies (EBs). The SLCF is regulated by SEPA on behalf of Revenue Scotland and projects are delivered by Approved Bodies (ABs).

Template release (2) – work begins

[INSERT DATE]

PRESS RELEASE

Work begins on [NEW or IMPROVED FACILITY] in [LOCATION]

(Examples = Work begins on new skate park in Norwich, or Work starts on parish hall repairs in Wandsworth)

Building work is under way to create a [NEW or IMPROVED sports park / scout hut / parish hall, etc] for [children / youngsters / residents / people] in [district/village and city/town – i.e Wandsworth, London.]

The [NAME OF FACILITY] i.e. Meadow Park Skate Park project is a step closer now that the first [INSERT DETAILS OF WORK] foundations / bricks / turf / items of play equipment, etc are in place at the site in [VILLAGE/NAME OF ROAD].

The project, which is being funded by a [£HOW MUCH] grant from FCC Communities Foundation, will provide [WHAT] – i.e. ramps and curbs for skateboarders, once it is open [WHEN] (be vague if no firm date exists) – i.e. next year.

[SPOKESPERSON, JOB TITLE] of [ORGANISATION] (i.e. John/Joan Smith, Manager of the Meadow Park Skate Park project) is excited that the project is starting to take shape.

[He / She] says: “It’s great to see our vision for this vital community facility moving closer to reality. We are extremely grateful for the funding FCC Communities Foundation has given us and we’re looking forward to opening to the public.”

FCC Communities Foundation is a not-for-profit business that awards grants for community projects through the [Landfill Communities Fund] [Scottish Landfill Communities Fund] [DELETE AS APPROPRIATE].

[FCC COMMUNITIES FOUNDATION SPOKESPERSON] says: “[QUOTE TO BE PROVIDED BY YOUR GRANT MANAGER”]

[INSERT MORE DETAILS ABOUT YOUR PROJECT AS APPROPRIATE].

-ends-

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Template release (3) – project opens

[INSERT DATE]

PRESS RELEASE

New [LOCATION FACILITY] now open following official launch

(Example = New Norwich skate park now open following official launch, OR Refurbished Wandsworth church hall now open following official launch)

[LOCATION] and [WHO] (i.e. Norwich skateboarders OR Wandsworth community groups) are celebrating / will benefit following the opening of a new [INSERT TYPE OF FACILITY] (i.e. skate park / community hall / play area, etc).

The [NAME OF FACILITY] (i.e. Meadow Park Skate Park) is officially up and running following a launch party attended by [INSERT NAMES AND JOB TITLES OF NOTABLE ATTENDEES] (i.e. Mayor so and so and Councillor so and so) at the facility in [NAME OF ROAD, WHEN] – (i.e. Meadow Road on Thursday).

[INSERT DETAILS OF WHAT THE FACILITY OFFERS] (i.e. New skateboarding ramps OR New play equipment including swings, slides and roundabouts OR Newly refurbished meeting rooms) are included at the new facility which was funded by a [£HOW MUCH] grant from FCC Communities Foundation.

[SPOKESPERSON, JOB TITLE] of [ORGANISATION] (i.e. John/Joan Smith, Manager of the Meadow Park play area project) is delighted that the project is now in use.

[He / She] says: “This vital facility is going to make a real difference to those who use it, as well as the wider [LOCATION] community. We are extremely grateful to FCC Communities Foundation for providing funding as we would not have been able to go ahead without its support.”

FCC Communities Foundation is a not-for-profit business that awards grants for community projects through the [Landfill Communities Fund] [Scottish Landfill Communities Fund] [DELETE AS APPROPRIATE].

[FCC COMMUNITIES FOUNDATION SPOKESPERSON] says: “[QUOTE TO BE PROVIDED BY YOUR GRANT MANAGER”]

[INSERT MORE DETAILS ABOUT YOUR PROJECT AS APPROPRIATE].

-ends-

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PHOTOGRAPHY BRIEF

Organisation: [NAME of organisation]

Contact: [NAME of organiser], [NUMBER / MOBILE], [EMAIL ADDRESS]
[NAME of additional contacts], [NUMBER], [EMAIL ADDRESS]

Where: [ADDRESS WHERE SHOOT WILL TAKE PLACE inc. post code]
[ADDITIONAL INFORMATION including access to site, meeting point]

When: [DATE and TIME]

What: [NAME of dignitary/representative] will be officially opening OR witnessing work starting on SPECIFIC PROJECT at LOCATION.

Give a brief description of the project and the funding so that your photographer understands the story you are trying to tell. It may be a good idea to send them the signed off press release you are planning to send with the images, so that they have all the relevant background information.

Why: *Explain here why the photos are being taken and how they will be used – i.e.*

Photos will be used for distribution to (INSERT NAME(S) OF TARGET MEDIA) to raise awareness of the project's completion and the funding which made it possible. Photos may also be used across our own marketing channels, including our website, social media channels and e-newsletter.

The images we require are:

List the images you want the photographer to take on the day, e.g.

- Organisation and FCC Communities Foundation representative(s) and local people at the project
- Organisation representative(s) and FCC Communities Foundation with local children who will benefit, or with wildlife which will benefit
- Organisation representative(s) trying out facilities
- Local mayor/MP/dignitary trying out facilities
- Local people visiting the site for the first time

Captions:

Please ensure you get all the names and job titles of those featured in the pictures for captioning purposes.

Format and deadline:

Please email hi-res jpeg images to (INSERT YOUR EMAIL ADDRESS) by (DEADLINE).

The photographer may send you a link to a site where you can download the images you want to use

Invoice: (INSERT INVOICING DIRECTIONS)