

Sustainable Communities for Learning Programme publicity guidance

Publicity for Sustainable Communities for Learning Programme

This document covers publicity guidelines that are a condition of grant for all funding managed under the Sustainable Communities for Learning Programme. Branding, press notices and key acknowledgement statements guidelines are also included here.

Branding

Branding and logo rules

If your project has been match funded by the Sustainable Communities for Learning Programme or any related capital funding grant schemes such as Welsh medium, Childcare, Community hubs and Infant Class Size grants **must** adhere to guidance. It is your responsibility to ensure all contractors and project sponsors associated with your projects adhere to branding guidelines for this programme **as agreed in your project funding contract**. As such all project contractors and sponsors are required to display both the Programme logo and the Welsh Government logo on all signage and press releases. **This is a condition of grant and can be subject to clawback.**

The Programme logo is:



Here is the Welsh Government logo:



If the Programme logo and the Welsh Government logo are being used on your websites, it will be useful to have links to the Sustainable Communities for Learning and Welsh Government website, i.e. <https://gov.wales/sustainable-communities-for-learning-programme> and www.gov.wales.

Any logos used must not be altered, redrawn, or cropped in any way as this affects the impact and quality of the logo.

Logos are available in the following formats:

JPG for desktop publishing (MS Word, PowerPoint, etc.)

EPS or **TIFF** for high-quality printing

GIF, JPG or **PNG** for web.

All logo requests should be made to sustainablecommunitiesforlearning@gov.wales

Logo size and wording

The Sustainable Communities for Learning logo must be reproduced to a satisfactory quality when enlarged, and fully legible when reduced in size. The minimum size permitted is 63mm x 13mm (x and y axes).



Logo billboards and plaques

Bilingual billboards and plaques acknowledging all funding sources **must be** erected during the construction phase at all infrastructure or construction sites for projects supported by the Sustainable Communities for Learning Programme.

The display of the logos must meet the following criteria.

- Both the Sustainable Communities for Learning Programme logo and the Welsh Government logo should be used.
- Both logos should have equal prominence to any other funding partner logo.

When deciding on the wording of plaques please remember the following:

- A plaque needs to tell the story, think about the message you want to convey (is it to acknowledge funding? Is it to commemorate an opening ceremony? Is it both? Name of the project? Who's involved? What's the date?)
- The message needs to be communicated clearly, concisely and consist only of the facts.
- The Welsh text should be positioned so that it is likely to be read first.

If a Minister is being asked to unveil a plaque, ensure the relevant Minister's Office is aware and has the opportunity to comment.

Dates on plaques should be written 01 January 2022 in English and 01 Ionawr 2022 in Welsh. Do not use 'st', 'nd', 'rd', 'th' in the English. Do not use 'af', 'ail', 'ydd', 'ed', 'eg', 'fed', 'ain' in the Welsh.

On project completion, a permanent bilingual sign or plaque **must be** erected, formally acknowledging the involvement of the Welsh Government and the Sustainable Communities for Learning Programme. A draft version of this must be sent to Welsh Government officials for clearance.

Site signage example

(using new logo on existing signage)



Plaque example

(using new logo on existing signage)



Press coverage

Press releases

Press releases are an important way of engaging with the media and communicating messages to the general public.

All press releases, features and advertorials relating to a project or beneficiary (e.g. announcing a project approval, a launch event, achievement of milestones) **must** acknowledge the funding received from Welsh Government and specifically the Sustainable Communities for Learning Programme. It is the responsibility of the local authority/further education institution to ensure that all press materials, including those generated by project contractors and sponsors, clearly acknowledge Welsh Government support.

It is essential for project sponsors and the Welsh Government to work together to ensure all parties are fully acknowledged. An example press release is given in the Annex. In addition, examples of statements that should be included are given below.

- This project has been match funded by the Welsh Government through its Sustainable Communities for Learning Programme.
- The project, backed with £** million from the Welsh Government's Sustainable Communities for Learning Programme, will help...
- The project is 65/75/85% (delete where appropriate) match funded by the Welsh Government, through its Sustainable Communities for Learning Programme.
- The £2.3 billion funding is part of the second wave of Sustainable Communities for Learning projects, which will be delivered over the coming years.
- The Sustainable Communities for Learning Programme aims to transform the learning experience of learners, ensuring they are taught in classrooms with the technologies and facilities needed to support the delivery of the Curriculum for Wales.

To monitor this requirement, all draft press releases must be sent, as early as possible prior to publication, to the Sustainable Communities for Learning Programme Team at **sustainablecommunitiesforlearning@gov.wales**, in accordance with your project grant award letter.

This arrangement will also allow us to consider the inclusion of a Ministerial quote and/or Ministerial attendance at a proposed event, as well as possible involvement during the event planning stage. It will also ensure we can maximise any publicity relating to events, project achievements and milestones/case studies by promoting stories on the Sustainable Communities for Learning website and potentially gaining regional, national or international coverage.

As part of your press release, you should describe the community benefits/benefits realisation aspects of the project, e.g. raising skills, job creation, education service and business support.

Where possible, project funding announcements and achievements should be accompanied by case studies to demonstrate how the project will create benefits for people; businesses; communities; and the environment of Wales. Using human interest stories is a powerful way of communicating the message of the benefits of investment and increases the prospect of media/press coverage.

Ministerial visits, launch events

The Sustainable Communities for Learning Programme Team must be informed as early as possible of any events, visits or key project milestones in relation to capital-funded schools projects, such as the turf cutting/topping out ceremony, official opening, contractor project events, launch plans and arrangements.

In many instances, a Welsh Government Minister may be interested in attending project launch events, and also may visit projects in progress to see how funding is being used. The team will work with local authorities to organise these events and Ministerial attendance.

We would also welcome any photographs or case studies of your project, which you have agreed to supply as part of your project grant award letter. These will be used by our Sustainable Communities for Learning team to share good practice nationally, and may result in them being included in corporate Welsh Government publicity with your consent.

Welsh language

In line with the Welsh Language Standards, all publicity activity relating to your project must be bilingual and it must adhere to the guidance for the use of the Welsh language in Welsh Government communication and marketing work.

Contact **communicationcontractsmailbox@gov.wales** to obtain a copy of this guidance. This guidance applies to all Welsh Government funded programmes.

Annex

Example press release

All new schools and colleges in Wales to be net zero carbon

02/11/2021

Education and Welsh Language Minister, Jeremy Miles has today announced that all new school and college buildings, major refurbishment and extension projects will be required to meet **net zero carbon targets** from **January 1 2022**.

Buildings will be required to be net zero Carbon in operation, which means producing zero or negative carbon emissions as part of their operational energy.

The first generation of schools and colleges under the new rules will also be required to demonstrate a **20%** reduction on the amount of embodied carbon, which is the carbon emitted through construction materials and the construction process, with further reductions required in future, in line with the Welsh Government's broader net zero carbon plans.

New proposed buildings will also include ambitious plans for biodiversity, active travel and electric vehicle charging facilities.

The announcement will help the Welsh Government achieve its commitment to becoming a net zero carbon nation by **2050**.

Jeremy Miles visited the site of the new Llancarfan Primary School in the Vale of Glamorgan. Due for completion in early **2022**, Llancarfan Primary will be the first net zero carbon school in Wales, with its own on-site power generation and battery storage.

Jeremy Miles said:

"We should all be asking ourselves what we can do to help reverse the damage caused by climate change. With Llancarfan, we are already delivering the first net zero carbon school. Making sure our future buildings contribute positively is a significant step we can take."

"At the heart of our new curriculum is our aim to support learners to become ethical, informed citizens, who are committed to the sustainability of the planet. It's essential we set an example to young people if we are to realise this ambition."

Cllr Lis Burnett, Deputy Leader of the Vale of Glamorgan Council and Cabinet Member for Education and Regeneration, said:

"We are incredibly proud to be opening Wales' first net zero school here in the Vale."

"Climate change is a huge challenge globally, and one that we all must take action to address. Having declared a climate emergency in 2019, we have since put in place Project Zero, our plan for the Council to become carbon neutral by 2030. This building represents a significant step towards achieving our vision."

"It has been designed not only to provide a building that reduces our carbon output but one that will provide a first class learning environment in which future generations can learn how to reduce theirs."

The new net zero carbon requirement will become part of the Welsh Government's flagship **Sustainable Communities for Learning Programme**. Working in partnership with local authorities, the Welsh Local Government Association, colleges, Colleges Wales and Diocesan directors, it has supported the delivery of **180** new or improved school and college projects so far.