

Communications protocol

Introduction

Local Enterprise Partnerships were set up by Government to identify and support local strategic growth priorities, encourage business investment and promote economic development.

SEMLEP is responsible for facilitating economic growth in the South East Midlands area. Our partnership is made of representatives from businesses, local authorities, education providers and the voluntary sector to provide the strategic leadership to achieve this.

This **communications protocol** governs SEMLEP's communications and marketing activities and aims to:

1. Provide transparent and accessible information about SEMLEP's accountability and decision-making in line with our [Assurance Framework](#)
2. Clearly and openly promote SEMLEP's programmes and projects so that local people, businesses and organisations benefit from SEMLEP's activities
3. Gain positive recognition of our role, activities and investments from our delivery partners, businesses and local people and the media.

Scope of the Communications Protocol

This protocol will apply to:

- SEMLEP Board members, staff (including temporary or freelance) and representatives of SEMLEP
- Partners, businesses or other organisations delivering a project or programme funded by SEMLEP. [Go to section](#)
- Recipients of Local Growth Fund or Getting Building Fund monies administered by SEMLEP. [Go to section](#)
- Contractors, consultants and suppliers carrying out SEMLEP business or want to refer to SEMLEP in information or publicity materials

This protocol will apply to:

- Press releases and statements made to the media
- Third-party documents, including project reports
- Publicity such as blogs, newsletters, leaflets and advertising for projects which SEMLEP has administered funding or support or projects funded through SEMLEP
- Publications which are produced by consultants contracted to SEMLEP
- Social Media, where practicable, about projects funded or supported by SEMLEP

Principles and standards

We have a duty to provide transparent, open and accessible information about SEMLEP, our decision-making, investments and activities.

We aim to encourage effective dialogue and joint working between us, our partners and other individuals involved in delivering SEMLEP programmes and projects in line with our [Stakeholder Engagement Strategy](#) and [Equality and Diversity Policy](#).

For projects where SEMLEP administers funding

Local Growth Fund and Getting Building Fund

SEMLEP will publish the amount of funding provided with the project name of the recipient and a brief description of the project. This will be available on SEMLEP's website.

Publicity

A publicity schedule should be agreed in advance with SEMLEP and updated in line with project monitoring. This schedule should contain communications plans for all project milestones.

Project leads should provide regular written and photographic or video materials, including case studies, where appropriate to ensure that project information remains current and project progress is recorded.

Milestones are considered as:

Milestones	Not considered as milestones
Funding agreements	Tender awards, project procurement
Planning permission granted	Contract awards
Breaking ground	Planning application submitted
Topping out ceremony or completion of works	Grant agreement letters
Official opening	
First students or customers through the door	
Six months or one-year-on	

Milestone events

SEMLEP should be sufficiently notified in advance of, and invited to contribute to, any events or openings for all projects supported by SEMLEP administered funding.

Where appropriate, Ministers and/or Government officials should be invited to attend milestone events. Sufficient notice is required.

Branding

All hoardings or display boards, online or print publicity materials must acknowledge Local Growth Fund or Getting Building Fund monies and contain a SEMLEP logo **and** HMG logo in accordance with Identity Guidelines. [See key documents section below](#) for SEMLEP and HM Government identity guidelines.

All draft proofs of materials should be provided to SEMLEP for review prior to going to print or publication.

All relevant logos in Vector, JPEG and PNG forms can be requested from the [SEMLEP Communications Team](#).

Press notices

Projects should consult with SEMLEP prior to issuing any press statement or engaging with the media in relation to project milestones. All publicity and announcements regarding the project should fully acknowledge assistance of SEMLEP's Local Growth Fund or Getting Building Fund.

SEMLEP should be provided the opportunity to comment and / or provide a quote for all project milestone media statements.

The Minister responsible for Local Growth is informed monthly of all project milestones and will often provide a supportive quote for project publicity. The Minister's office requires two weeks' notice to allow for quotes and sign-off on media releases. SEMLEP is responsible for liaising with MHCLG, BEIS or other relevant departments with regards to all Local Growth Fund and Getting Building Fund project publicity.

Local Growth Fund and Getting Building Fund projects should provide sufficient information to the Contract Manager and Communications Manager in SEMLEP in a timely manner to coordinate government departmental involvement.

The HMG and SEMLEP logo must be included on the press notice. Information about SEMLEP and the Fund should be included in the 'Notes to Editors' [See section below for the approved content](#).

LGF and GBF project milestone social media

For project milestones, SEMLEP and project partners should use the following hashtags:

- #GrowthDeals – for funding announcements
- #LocalGrowthFund – for individual project milestones

These will be re-tweetable by the Minister for Local Growth, MHCLG and Cities and Local Growth Unit, allowing others to follow project development.

Projects and programmes funded through SEMLEP, delivered by partners and sub-contractors

All programmes and projects funded through SEMLEP should adhere to this Communications Protocol.

Publicity

A communications plan should be agreed in advance with SEMLEP.

Branding

All programme branding must adhere to SEMLEP's Brand Guidelines. This often includes requirements to follow Government or European identity and publicity guidelines. SEMLEP's Contract Manager, responsible for overseeing your contract will provide these details at the start of any contract. Further guidance will be provided by SEMLEP's Communications Team.

Programme publicity materials

All draft proofs of materials prepared by sub-contractors should be provided to SEMLEP for review prior to publication.

Where appropriate, SEMLEP's Communications Team will provide approved templates and branded toolkits to support programme publicity.

Engagement with the media

Partners and sub-contractors should liaise with SEMLEP prior to engaging with the media about a SEMLEP-funded project or programme.

Press statements or sponsored editorial to be published relating the project or programme must be approved by SEMLEP. SEMLEP should be given the opportunity to include a quote and should include approved information about SEMLEP and the programme in the notes to editors.

Notes to editors

SEMLEP is a public-private partnership set up in 2010 to drive economic growth across the South East Midlands. We work to build a stronger economy by tackling barriers to sustainable growth and supporting job creation for the future prosperity of communities across the South East Midlands.

We bring together the private sector, education providers and the public sector to steer investment and deliver projects to support businesses productivity and efficiencies, develop workforce skills and enhance local infrastructure.

SEMLEP is responsible for Local Growth Fund, Getting Building Fund and other public monies. We support a portfolio of capital projects, investing £305million into the South East Midlands LEP area.

For more information, contact Karen Clarke, Communications Manager at SEMLEP on 01234 436100, 07849 476579 or karen.clarke@semlep.com

Notes to editors - Local Growth Fund Specific

Local Enterprise Partnerships are playing a vital role in driving forward economic growth across the country, helping to build a country that works for everyone.

That's why by 2021 Government will have invested over £12bn through the Local Growth Fund, allowing the LEPs to use their local knowledge to get all areas of the country firing on all cylinders.

Some additional key facts:

- There are 38 LEPs covering the whole of England
- The government has awarded £9.1bn in three rounds of Growth Deals to local areas to drive economic growth.
- LEPs are investing in a wider range of projects including transport, skills, business support, broadband, innovation and flood defences.

Delivering our communications

Our communication will always use the appropriate and correct corporate identity and style as detailed in SEMLEP's Brand Guidelines.

We will remain completely impartial and any opinions expressed by anyone in scope of the protocol will be personal and not as a spokesperson for SEMLEP.

Our responses, and approach to policies and services, will be factual and objective.

Comments on policies of other organisations including central government, other local authorities and agencies, will be objective.

Requests from the media will be coordinated by the Communications Manager. Official responses will be given by SEMLEP's Chair or Chief Executive or, if agreed beforehand, by a SEMLEP Director or Board Member.

The Communications Manager should be notified about all requests from the media.

Key documents

- [SEMLEP's Assurance Framework](#)
- [SEMLEP's Brand Guidelines](#)
- [HMG Brand Guidelines](#)