

South East Midlands Local Enterprise Partnership Communications protocol

Introduction

Local Enterprise Partnerships were set up by Government in 2011 to identify and support local strategic growth priorities, encourage business investment and promote economic development. This is so everyone has access to opportunities that growth brings and everyone is able to fulfil their potential.

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.

Our Strategic Economic Plan (SEP) sets ambitious targets for our area, identified by government as a growth area. The priorities set out in the SEP and our emerging Local Industrial Strategy provides the framework for all SEMLEP activities and investments made.

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 in collaboration with SEMLEP
- Recipients of funding administered by SEMLEP
- 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
- 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.

Our communications principle is 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.

We aim to deliver planned and measured communications to achieve SEMLEP's communications objectives.

For projects where SEMLEP administers funding or support

Local Growth 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.

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

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.

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	



Branding

All hoardings or display boards, online or print publicity materials must acknowledge Local Growth Fund monies and contain a SEMLEP logo **and** HMG logo in accordance to Identity Guidelines. SEMLEP and Local Growth Fund Brand Guidelines. [See key documents section below.](#)

Please provide draft proofs of materials to SEMLEP prior to going to print.

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 the Local Growth Fund and SEMLEP.

SEMLEP should be offered the opportunity to comment and / or provide a quote for all project milestone media statements. SEMLEP is responsible for liaising with MHCLG, BEIS or other relevant departments with regards to all Local Growth Fund project publicity.

The Minister responsible for Local Growth is informed of all project milestones and will often provide a quote. The Minister's office requires two weeks' notice to allow for quotes and sign-off on media releases.

Local Growth Fund projects should adhere to this timeframe, and provide sufficient information to the Project Assurance 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. SEMLEP's boilerplate and a link to the SEMLEP website, twitter feed and media contact details should be included in the 'Notes to Editors' as well as the information about the Local Growth Fund. [See section below.](#)

Milestone events

SEMLEP should be sufficiently notified in advance of, and invited to contribute to, any events or openings for all projects assisted by SEMLEP- funds.

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

LGF project social media

When describing or promoting projects funded by the Local Growth Fund, and at key 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.

For notes to editors

Please include the following:

SEMLEP's Boilerplate

SEMLEP is a public-private partnership set up in 2011 to drive economic growth across the South East Midlands.

Steered by a business-led Board, 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 grow businesses, grow people and grow places.

SEMLEP is responsible for Local Growth Fund and other public monies to support growth projects. We support a portfolio of 35 Local Growth Fund projects, investing £265m, into projects that unlock growth potential of the area by increasing jobs, learner numbers, employment floorspace or homes.

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

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](#)

