



North York Moors, Coast and Hills LEADER Programme Publicity Guidance

Introduction

LEADER funding has been made available as part of the Rural Development Programme for England (RDPE) 2007-2013. The RDPE is jointly financed by Defra and the European Union and they have specific publicity requirements that anyone receiving a grant must adhere to.

These requirements are included in the grant offer letter from North Yorkshire County Council and form part of the terms and conditions for all approved projects. It is essential that you acknowledge the support of LEADER funding as part of your project – if you don't you will be breaking the terms and conditions of your offer letter.

Failure to comply may result in the freezing of grant payments or a request for your project to repay monies already paid to you.

In your application form (Section 3) you will have indicated the ways in which you intend to promote your project and the contribution provided by the LEADER programme. Please ensure you undertake these, keep the evidence to show that you have, and make sure you submit evidence of this with your claim forms to North Yorkshire County Council.

Whilst the provision of photographs from your project is not a requirement they are a valuable source of evidence and useful for monitoring. We always appreciate receiving photographs from projects showing how work is progressing and they are a useful way for you to evidence that you have acknowledged the input of the LEADER programme. They are also a great way of telling your story (as a project) to the people who come in contact with it.

You should always obtain consent for the photographs you take and if faces are clearly visible, especially those of children, it is advisable to ask the subject to complete a Photograph Permission form. A sample form can be downloaded from <http://www.moorscoastandhills.org.uk/publicity-and-promotion/> and then adapted for your own use.

How to acknowledge LEADER funds

There are two ways in which to acknowledge LEADER's contribution to your project. The first is through including logos within your material; and the second is to make reference to the programme in any written information about the project.

Each piece of press, promotion and publicity *must* include one of the above.

Acknowledgement of LEADER's contribution should be made within all publications and printed materials associated with the project including booklets, leaflets, posters, websites, databases, job

advertises, application forms, newsletters, press releases etc, and where improvements to buildings have taken place.

Please note that the above list is *not* exhaustive and if you are in any doubt please contact a member of the LEADER Programme team who will be happy to advise you further.

Use of logos

When using logos best practice encourages the use of the following three logos placed in the following order from left to right:

- 1) European Flag with wording
(Where space is not limited, the text should be to the right of the European flag. Where space is limited the text can be used below the flag).
- 2) Green and white LEADER logo
- 3) Defra logo

Example:



*The European Agricultural Fund for
Rural Development:
Europe investing in rural areas*



You can obtain these logos from www.northyorks.gov.uk/economicdevelopment_publicity

If any part of the material is produced in colour, full colour versions of the logos must be used and the logos should be reproduced on a white background. When it is not possible to use a white background, a white border around the logo must be used.

On rare occasions when the material is totally reproduced in black and white then you must use the monochrome logos which can be supplied by the LEADER team upon request.

Written information

For written information such literature, including press releases, the following paragraph should be used as the basis for acknowledging the role of Defra and the EU:

'The funding for this project is being made available through the Rural Development Programme for England which is jointly funded by Defra and the European Union.'

Examples

Printed material (including leaflets, posters, booklets, letterheads and newsletters)

The easiest way to acknowledge support is by including the three logos as above. Other funders or organisational logos can also be included should you wish.

Below is an example of how logos should be used on printed materials such as leaflets or posters where space is limited. (Note: text is below EU logo).

of the rural heritage

The main aim of the programme is to improve the quality of rural life. It is a source of local money for local initiatives.

Supported in partnership by:



available for projects within the North York Moors, Howardian Hills, Cleveland Hills and the Vale of Pickering.

Websites

The most convenient way is to include the standard three logos as set out below on the home page of the website. However, it is essential that the logos are in a prominent position and the EU flag and wording must link directly to the EU Commission's rural development page –

http://ec.europa.eu/agriculture/rurdev/index_en.htm

Executive Group [here.](#)

Contact Us



Lead Partner North York Moors National Park Authority, The Old Vicarage, Bondgate, Helmsley, North Yorkshire YO62 5BP

The North York Moors, Coast and Hills LEADER Programme is supported by Yorkshire Forward as part of the Regional Development Programme for England, DEFRA and the European Union with the North York Moors National Park Authority as the lead partner.

Funding Partners:



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Interpretation boards

This follows the same principle as with all printed material – the three logos must be displayed on the board. Again, other logos can be included but must follow on.

Example of how and where logos can be displayed on interpretation boards where space is not limited (Note: text to right of EU logo).



Capital investment in buildings

This should be acknowledged by displaying a plaque / poster or sign and situated in a location accessible by the general public. This should be personalised to the project and must include the three logos.

An example of how this can be done is below. If projects are unable to purchase their own plaque, a sample can be downloaded from our website at <http://www.moorscoastandhills.org.uk/publicity-and-promotion/> and personalised by projects for their own usage. A simple and cost effective way of doing this can be to laminate it or display it in a clip frame.



Press releases (including radio scripts and job adverts)

Whilst press releases can include logos for the benefit of editors, these are unlikely to be translated into print. Therefore the contribution of the programme needs to be acknowledged in the narrative by including the following paragraph:

'The funding for this project is being made available through the Rural Development Programme for England which is jointly funded by Defra and the European Union.'

A sample press release and LEADER guidance sheet 8 – a guide to writing press releases can be downloaded from our website - <http://www.moorscoastandhills.org.uk/publicity-and-promotion/>

If you are involved in a radio interview please make sure you mention the LEADER programme and how it has helped your project. You may find LEADER guidance sheet 5 - a guide to media interviews helpful in preparing for this. A copy can be downloaded from <http://www.moorscoastandhills.org.uk/publicity-and-promotion/>

Small capital items (including laptops, equipment etc)

The programme will provide small stickers (of the EU logo and wording, the LEADER logo and the Defra logo) for you to label all items purchased through your LEADER grant. Please ensure these are used where possible. Should you require any stickers, please contact us on 01439 770657, by emailing leader@northyorkmoors-npa.gov.uk, or through the contact us page of the website.



Finally...

It is important that you retain all evidence of your publicity material and send copies to North Yorkshire County Council with your financial claims. Any monitoring visit from NYCC or an auditor will request to see this evidence when they visit!

**It is advisable that any publicity is forwarded to the LEADER team
for double checking before being finalised.**

LEADER Team contact details

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