



LLEP Communications Protocol 2021

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This document is publicly available on the LLEP website at:
www.llep.org.uk/governance/communications



Introduction

The LLEP has working protocols to support and govern its communications and marketing activity – including press relations.

The aims of these are to promote clearly, honestly and openly the LLEP and its services, activities and decisions to local people; position the LLEP positively, in the eyes of all our stakeholders; gain recognition for the LLEP for its involvement in projects and services and ensure consistency of messaging and offer a professional service to local and national media.

This document outlines the protocols. It is important that all officers, board members and partners adhere to the working protocols as much as possible.

Scope

Who this applies to

The protocols apply to the following groups or individuals when they are connected with the LLEP's work, schemes or projects or when representing the LLEP in some way:

- Partners, businesses or organisations of projects that have received funding or support through the LLEP
- Joint partners with the LLEP in a project or scheme.
- Board members of all representative LLEP boards, Councillors, Political leaders, business leaders.
- Staff whether permanent or temporary, managers, full-time or part-time, agency or freelance.
- Consultants, contractors, suppliers, third parties that may want to refer to the LLEP in their publicity material.

When this applies

The protocols apply to any LLEP or third-party communication including:

- Press releases, quotes and statements to the media.
- Documents in whatever form, produced by the LLEP, including advertising, leaflets, newsletters, reports, posters, banners, fliers
- Website articles to link to www.llep.org.uk/ and/or www.bizgateway.org.uk
- Any third-party document or publicity with which the LLEP has an involvement, even if there are many other contributors, where the LLEP is not the main author.
- Publications which are produced by consultants contracted to the LLEP
- Social Media, where reasonably possible to tag in @LLEPnews and @BizGateway on Twitter

Communication principles and standards

The LLEP's communication principles support honest, open, two-way communication.

We promote a proactive and planned approach to media handling, advertising, marketing and wider communication that champions the LLEP's vision and policies.

We will seek to provide prominent and effective communication and marketing support and encourage partnership working through developing a joint approach to for collaborative projects.

Content and style

- Our communication must always use the correct corporate identity and style and the LLEP logo should be visible at all times and used in accordance with the brand guidelines.
- Our style when relating to policies and services should endeavour to be factual and objective. Promotional publicity is appropriate in some circumstances, for example, to attract investment.
- On a Political level, we should remain completely impartial and any opinions expressed by anyone in scope of the protocol will be personal and not as a spokesperson of the LLEP.
- When asked to comment on policies of other organisations including central Government, other local authorities and agencies, the LLEP will ensure that the response is objective.

Media relations

Working with the media

The LLEP's policy is to be open, transparent, honest, pro-active and assertive and helpful to the media in facilitating photograph opportunities, interviews and other reasonable requests.

We will endeavour to respond quickly and effectively to media enquiries, respect the confidential nature of information which is retained by the LLEP on individual cases or other matters which are officially specified as confidential and keep local people, stakeholders and partners informed

Procedure

Media relations and media releases are managed by the LLEP's Communications team.

- Every media enquiry must be used as a positive opportunity to get our message across to the public.
- Most media enquiries should be forwarded straight to the Communications team. It is the role of the Communication team to deal with that enquiry and decide what the best method

of response is. Providing one central point of contact for the media to deal with is recognised as best practice. By operating in this way, the information can be logged, and messages can be pre-arranged, centralised and distributed in a clear, concise and corporate way.

- It is imperative that officers and Board members respond swiftly to the Communications team's request to ensure a timely response to any media enquiry.
- The media may contact Officers or Board members directly. If the nature of the enquiry is straightforward, for example if the reporter is asking a question which only requires a factual answer, to ensure a swift response, the Officer or Board member should answer it there and then.
- The Communications team must be kept informed of any enquiries that may be of importance to the business of the LLEP.
- The Communications team will make every effort to ensure that officers, Board members, partners and third parties are informed of media enquiries and responses, before they find out about significant issues through the media.
- A lead spokesperson for the partnership will also be identified. This will be the most appropriate and knowledgeable person who will also be the partnership's spokesperson for the story.
- Media Release Distribution - all releases distributed by the LLEP will be copied to the LLEP Board of Directors, LLEP Investment Board, Business Gateway Board, Skills Advisory Panel, Enterprise Zone Steering Groups, LLEP Team, , MPs, relevant partners, website www.llep.org.uk, www.bizgateway.org.uk Twitter @llepnews, @BizGateway and LinkedIn

Spokespeople

- Board Members will be asked to speak to the media or act as spokespeople for the LLEP.
- Board Members must, however, make it clear to the media whether they are speaking:
 - Officially on behalf of the LLEP - in this case the Communications Manager should be kept informed; or
 - Officially on behalf of their own company, organisation or political group (stating the name of that political group);
- Senior Officers of the LLEP will be required to speak to the media on projects and initiatives they have a direct involvement in, or a leading Board Member is not available. This will be largely to answer questions of fact and provide technical information about their areas of expertise.
- During elections, all publicity referring to a political party or anyone standing for election will be suspended between the publication of a notice of election and polling day. Councillors who also are members of the LLEP Board or Sub Boards will not be quoted in media releases during this period.

Negative publicity

Our policy is for any mistakes to be acknowledged and apologised for 'on behalf of the LLEP' where appropriate and where we are able to do so.

Issues which have negative implications for the reputation of the LLEP, the Communications Manager shall with the LLEP Chief Executive devise a strategy for dealing with the issue and agree a consistent response which can be used for external and internal audiences.

When preparing a response the following strategy will be followed:-

- i) where the LLEP has made a substantial mistake it will explain what went wrong and what it is doing to put it right. It will not be defensive but take the attitude that it can learn from its mistakes
- ii) where the media has made a substantial mistake in reporting the activities of the LLEP, it will quickly and assertively explain the mistake to the media and seek a right of reply.

Communications protocol for partnership working and LLEP-funded projects (including Enterprise Zones)

These protocols also apply to partners, businesses or organisations that have been jointly working with the LLEP or have received funding or support through the LLEP.

For partnership working to be successful, there needs to be clear communication between all stakeholders. The LLEP will always work with partners to ensure sound planning, co-ordination and best value is achieved in promoting partnership policies and services.

All parties must agree.

The contact within the LLEP for work with the other party should ensure that this protocol is discussed, approved and adopted as a working method.

Where the LLEP is the lead organisation in a joint project

In joint projects where it is agreed that the LLEP is the communications lead, we will endeavour to comply with the following:

- Press / media - invite all partners to submit a quotation, statement or comment in press releases (wherever possible this should be kept to a maximum of three quotes), where appropriate; and the release to be issued by the LLEP and all partners copied in. Invite all partners to participate in any photo and media opportunities; partners' details or a web link to be included in 'Notes to Editors'
- Printed publicity material - all partners to be issued with a draft of the publicity or promotional material with comments invited by a deadline. If comments are not received by the deadline the co-ordinating body to assume that it is OK to go ahead. Invite partners to supply quotations and photos where appropriate.
- Partners' branding to be included in publicity and marketing / project materials, in addition to the LLEP's where possible and where appropriate and in accordance with the LLEP's brand guidelines.

Where possible, all partners' comments and branding will be incorporated. The LLEP's decision is final.

Where the LLEP is a partner in a joint project

Where the LLEP has fully or partly funded a project or scheme, or is a partner in a joint project, we ask that the third party:

Media/PR

- Consults with the LLEP **before** issuing any press release or undertaking or engaging in any media activity in relation to the project and have due regard to the LLEP's views.
- Not issue any media until the wording has been approved by the LLEP, acting reasonably and without delay.
- Acknowledges the LLEP's contribution; includes the project/programme name and refers to the LLEP's contributed amount in the press release.
- Invites the LLEP to comment or include a statement / quotation in any press releases (wherever possible this should be kept to a maximum of three quotes) or include LLEP quotations supplied in advance.
- Where the LLEP is a joint partner or has contributed over 50% of the funding, include the LLEP's branding on any press release, unless it agreed with the LLEP that is not possible, or inappropriate to do so.
- Include a section at the end entitled 'Note to Editors' which includes the LLEP's boilerplate* and a link to the LLEP's website. *In relation to Local Growth Fund and Getting Building Fund projects see Annex 1 and 2 for Note to Editors requirements.*

Marketing, advertising and promotional/project materials

- Where the LLEP is a joint partner or has contributed funding of any amount, include the LLEP's logo (in accordance with the brand guidelines) on all marketing, advertising, promotional or project materials including banners, posters, site boards etc. unless it agreed with the LLEP that is not possible, or inappropriate to do so.
- Ensure that any marketing material, initiative or communicated achievement in respect of the project includes an acknowledgement of the LLEP and where appropriate, its role in providing financial assistance unless agreed with the LLEP that is not possible, or inappropriate to do so.
- Not issue any marketing/promotional/ public-facing material until the wording of the acknowledgement or visual, has been approved by the LLEP, acting reasonably and without delay.

Confidentiality

- Refrains (except to the extent required by law or regulatory requirements in force) from divulging or communicating to any person any of the terms of the project without prior consent of the LLEP.

* Boilerplate copy for press releases

About the LLEP

The LLEP is an incorporated strategic body established to drive forward regeneration and growth of the local economy. The LLEP works with partners and government to set out key investment priorities for Leicester & Leicestershire. It also invests funding and aligns partner resources. Through its investments and influences the LLEP drives activities that ensure positive outcomes for the local economy.

To find out more, visit www.llep.org.uk

ANNEX 1: UK Government funded Local Growth Fund guidelines

As set out in the Annual Grant Offer letters, Government provides Growth Deal funding via Local Enterprise Partnerships and Mayoral Combined Authorities in England - using appropriate Government branding recognises this partnership, while increasing the profile of local projects.

These guidelines provide clarity on how LEPs in the Midlands Engine, should use Government branding to help promote projects funded via the Local Growth Fund, and other UK Government funded projects, and collaborate on external communications opportunities.

Communications

LEPs will ensure that:

- MHCLG is given as much advance notice as possible of announcements and milestone events (at least 2 weeks) to allow quotes to be arranged for any media releases.
- Relevant description at Annex A is used in media releases.
- Ministers and Area Leads (MHCLG, BEIS, and other relevant policy departments such as DfT) are invited to landmark events.
- The appropriate logos are on display as set out in this guidance

Ministerial quotes and attendance

Ministerial attendance and quotes cannot be guaranteed, but where this is possible, MHCLG press office or Area Leads will inform LEPs as promptly as possible. The department will endeavour to tweet support or retweet LEP tweets when this is not possible.

Social Media

LEPs should be proactive in their use of Social Media, particularly Twitter. When describing or promoting projects funded by Local Growth Fund allocations, and at key milestones, LEPs should use the following hashtags (#), as appropriate:

#MidlandsEngine

#GrowthDeals

#LocalGrowthFund

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 guidance on how best to use social media, LEPs may refer to Government Digital Service social media guidance: <https://gdsengagement.blog.gov.uk/playbook/>

Logos

The following logos should be used in all marketing and promotional materials:

- LEPs partnered with the Midlands Engine: Midlands Engine logo.

Where a LEP requires its brand to be shown on a project funded via Growth Deal Funding, the appropriate UK Government branding should also be used. LEPs should keep logos on a product or sign for as long as possible.

LEPs should update publicity materials for existing projects with the new logo. If doing so would not be feasible due to excessive cost to the LEP, old branding can continue to be used but should be updated at the first possible opportunity. Where branding changes involves updating costs that are not excessive to the LEP, new branding should be used.

New projects should follow all of the guidance provided in the branding guidelines when undertaking publicity. The same applies to projects in mayoral combined authorities.

For further guidance, please contact your Area Lead who will provide support and supply the logo and instructions on how it should be used.

Websites

Each LEP website should include a description of the Local Growth Fund, the appropriate Midlands Engine HMG logo should be used in conjunction with this.

Language

Press releases will include the descriptions detailed in Note to Editors.

If you have further questions or logo requests for MHCLG or Midlands Engine branding, please email: admin@llep.org.uk

NOTE TO EDITORS



Local Growth Fund

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 LEPs to use their local knowledge to get all areas of the country firing on all cylinders. Analysis has shown that every £1 of Local Growth Fund invested could generate £4.81 in benefits.

Further information

If you would like some further facts about the Fund, or the wider regeneration work going on across the country, please contact MHCLG (Ministry of Housing Communities and Local Government) press office by emailing NewsDesk@communities.gsi.gov.uk in the first instance to request any additional information you might need.

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 wide range of projects informed by detailed analysis of the most pressing economic needs in each of their areas, including transport, skills, business support, broadband, innovation and flood defences.

Midlands Engine

Some Midlands Engine key facts:

- The Midlands Engine is home to over 10.3m people and has a £238bn economy, generating over 12% of the UK's Gross Value Added. The Midlands Engine Partnership aims to close the productivity gap to match or exceed the national average by 2030.
- The Midlands is home to 835,000 businesses, and in 2019, the Midlands accounted for a 22% share of all of England's goods exports.

About the Local Growth Deal

- The Leicester and Leicestershire Local Enterprise Partnership secured £126.17m from the Government's Local Growth Fund to support economic growth in the area.

- The Growth Deal for Leicester and Leicestershire is supporting 20 projects which are set to bring forward at least £180m of additional investment from local partners and the private sector, deliver at least 3,100 jobs and allow 1,300 homes to be built by 2021.
- For more information, visit: www.llep.org.uk

ANNEX 2: UK Government funded Getting Building Fund guidelines

The Government provides Getting Building funding via Local Enterprise Partnerships and Mayoral Combined Authorities in England - using appropriate Government branding recognises this partnership, while increasing the profile of local projects.

These guidelines provide clarity on how LEPs in the Midlands Engine, should use Government branding to help promote projects funded via the Getting Building Fund, and other UK Government funded projects, and collaborate on external communications opportunities.

Communications

LEPs will ensure that:

- MHCLG is given as much advance notice as possible of announcements and milestone events (at least 2 weeks) to allow quotes to be arranged for any media releases.
- Relevant description of the Getting Building Fund is used in media releases.
- Ministers and Area Leads (MHCLG, BEIS, and other relevant policy departments such as DfT) are invited to landmark events.
- The appropriate logos are on display as set out in this guidance

Ministerial quotes and attendance

Ministerial attendance and quotes cannot be guaranteed, but where this is possible, MHCLG press office or Area Leads will inform LEPs as promptly as possible. The department will endeavour to tweet support or retweet LEP tweets when this is not possible.

Social Media

LEPs should be proactive in their use of Social Media, particularly Twitter. When describing or promoting projects funded by Local Growth Fund allocations, and at key milestones, LEPs should use the following hashtags (#), as appropriate:

#MidlandsEngine

#GettingBuildingFund

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 guidance on how best to use social media, LEPs may refer to Government Digital Service social media guidance: <https://gdsengagement.blog.gov.uk/playbook/>

Logos

The following logos should be used in all marketing and promotional materials:

LEPs partnered with the Midlands Engine: Midlands Engine logo.

Where a LEP requires its brand to be shown on a project funded via Getting Building Funding, the appropriate UK Government branding should also be used. LEPs should keep logos on a product or sign for as long as possible.

LEPs should update publicity materials for existing projects with the new logo. If doing so would not be feasible due to excessive cost to the LEP, old branding can continue to be used but should be updated at the first possible opportunity. Where branding changes involves updating costs that are not excessive to the LEP, new branding should be used.

New projects should follow all of the guidance provided in the branding guidelines when undertaking publicity.

Websites

Each LEP website should include a description of the Getting Building Fund, the appropriate Midlands Engine HMG logo should be used in conjunction with this.

Language

Press releases will include the descriptions detailed in Note to Editors.

If you have further questions or logo requests for MHCLG or Midlands Engine branding, please email: admin@llep.org.uk



Getting Building Fund

On 4 August 2020, the government confirmed the list of over 300 successful projects which will receive a share of £900 million from the Getting Building Fund.

The [full list of projects](#) is available on GOV.UK.

The Getting Building Fund is investing in shovel-ready infrastructure projects to create jobs and support economic recovery across the country. Projects funded include:

- regeneration of town and city centres
- green infrastructure and clean energy
- transport and digital connectivity improvements
- unlocking of housing and business sites
- support for SMEs and learners

The successful projects (over 300) are expected to deliver up to 85,000 jobs, over 1,500,000 sqm of commercial floor space, unlocking 45,000 homes, almost 1,000,000 sqm of public realm or green space improved or created, over 50,000 new learners assisted, and 65 million kgs of CO2 emissions saved.

All projects have been selected by Local Enterprise Partnerships and Mayoral Combined Authorities in each area and endorsed by the Housing Secretary.

Midlands Engine

Some Midlands Engine key facts:

- The Midlands Engine is home to over 10.3m people and has a £238bn economy, generating over 12% of the UK's Gross Value Added. The Midland Engine Partnership aims to close the productivity gap to match or exceed the national average by 2030.
- The Midlands is home to 835,000 businesses, and in 2019, the Midlands accounted for a 22% share of all of England's goods exports.