

Coventry Partnership

Media and Branding Protocol

Introduction

The aim of the Coventry Partnership is to improve the quality of life of people in Coventry, to raise aspirations and to narrow the gap between priority neighbourhoods and the rest of the city according to the Sustainable Community Strategy and the vision which is represents for the next twenty years.

To achieve this, we need support from member organisations to spread key messages about partnership working across the city.

This guidance seeks to encourage good communications between partners and particularly between partners and the public and to make the most effective use of existing communication channels.

It contains information about the writing of press releases, how to deal with media enquiries, examples of best practice, particularly in cross-referencing between websites and the production of literature, with particular reference to use of logos and quality assurance.

We would like all partnership organisations to support us to achieve our aim, by using the good practice principles and guidelines in the following areas. In return the document contains a few pledges from us.

Press releases

- Where a partner organisation is promoting a project/initiative that is supported by the Partnership (i.e. it is part of the Sustainable Community Strategy or an activity developed through a Theme Group), the press release should state clearly how the Partnership is involved, and include a quote from a relevant Partnership representative.
- When the Partnership issues a press release about a project/initiative being undertaken by individual partner organisations, it should promote the work of the lead organisation that is responsible for delivering the activity
- All press releases issued by the Partnership will be sent to relevant communications contacts within partner organisations and posted onto the Coventry Partnership website (www.coventrypartnership.com) at the time of issue.
- Where partner organisations' press releases include reference to the Partnership, ideally our notes for editors and media contact details should be included; these are set out in **Appendix 1** attached to this document
- Individual partner organisations will be provided with an opportunity to comment on the Partnership's own draft press releases if they are

mentioned and provide their own brief 'notes for editors' and contact details for inclusion on the final release

Media enquiries

- All media enquiries received by individual partner organisations that relate to the wider Partnership should be referred promptly to the Coventry Partnership Secretariat communications officer for a response to be made (Currently Tim Coleman on 02476 831743)
- All media enquiries received by the Partnership relating to individual partner organisations should be referred promptly to the communications contact.
- The Coventry Partnership Secretariat communications officer will inform individual partner organisations of media enquiries relating to the Partnership and responses made if they are affected by the issue(s) being publicised or are likely to receive subsequent media enquiries. Where appropriate, they will be invited to provide comment to the media
- Partner organisations should inform the Coventry Partnership Secretariat communications officer of any media enquiries received relating to partnership working issues and responses made in case of subsequent media and/or public enquiries
- The Partnership and partner organisations are free to make whatever comment they wish to the media on partnership issues; however, if they wish to criticise another partner, this should only be done if the issue has been previously raised within the Partnership framework and an opportunity has been taken to discuss the issues

Websites

- All partner websites are encouraged provide a link to the Partnership website (www.coventrypartnership.com)
- The Partnership website should provide links to all partner websites
- Partner organisations are encouraged to include a separate section within their website dedicated to partnership working, with links to relevant partners including the Coventry Partnership
- Any out of date information on the website/changes in information within an organisation should be sent through to admin@coventrypartnership.com for revision

Internal publicity

- Partner organisations should communicate relevant partnership issues to their employees/members. Where internal publicity has been given for issues relating to the Partnership, a hard copy and/or email version should be sent to the Partnership Manager for information (Currently Dawn Ford)
- Partner organisations are encouraged to contribute items to the Partnership's 'e-briefing' which is distributed to communications contacts and through our mailing list by email quarterly.

Examples of good practice

- Partner organisations are encouraged to provide case studies and examples of good practice.
- Partner organisations are encouraged to notify the Coventry Partnership Secretariat of potential newsworthy events and initiatives that may attract media coverage to assist with co-ordinated planning of publicity
- Partner organisations are encouraged to use the Partnership's forward planner and contribute information about forthcoming events and initiatives. Within the Partnership please provide information to the Leaders and Advisors of the Theme Groups to be tabled in the Leaders and Advisors meetings

Logo and publications

- Partner organisations are encouraged to use the Coventry Partnership logo to brand press releases and other material/publications as appropriate, subject to the agreement of the Partnership
- The logo must be not be distorted or stretched, and the correct colours should always be used. Detailed guidance on the use of the Partnership logo can be sought from the Partnership Communications Officer but general rules are as follows:
 - It is important that the correct logo "strap-line" is used and that the logo is large enough to read this.
 - Logo's are usually placed in the bottom right or left of brochures/publications
 - For publications, please clear these for approval before printing with the Partnership Communications officer, Tim Coleman or in

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- his absence, Darren O'Shaughnessy in the Communications Team, Room 27, 1st Floor, Council House on 02476 831075
- Please ensure that you leave enough time before any event you are looking to publicise and before you go to print with your draft artwork, to ensure sufficient time is given for anything with the Partnership logo on to be approved

The Partnership Communications Officer should be seen as support for your marketing/publications work rather than quality assurance police or a bottleneck for your schedule.

APPENDIX 1

Notes to Editors

- **Version 1 (to be used as minimum)**

Note to Editors:

The Coventry Partnership brings together organisations from across the city. Its key aim is to improve the lives of residents and narrow the gap between those living in the most deprived areas and the rest of Coventry.

**For further information please contact Tim Coleman or
tim.coleman@coventry.gov.uk, Phone 02476 83 1743**

**For further information about the Coventry Partnership, visit
www.coventrypartnership.com**

- **Version 2 (to be used in full where space permits)**

Note to Editors:

The Coventry Partnership brings together organisations from across the city. Its key aim is to improve the lives of residents and narrow the gap between those living in the most deprived areas and the rest of Coventry.

More than 30 partner organisations work together to find new ways to improve the lives of people who live or work in Coventry, with particular emphasis on helping those neighbourhoods and communities with priority needs.

Many groups and partners are working on the issues that Coventry people have said matter most to them:

- Community safety
- Environment
- Equalities and communities
- Health
- Housing
- Jobs and economy
- Learning and training
- Transport

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