



Land of the Fanns Landscape Partnership Scheme
Acknowledging funding



If your project is funded or part-funded by the Land of the Fanns we would be grateful if you could acknowledge our support and display the Land of the Fanns (LotF) and the Heritage Lottery Funded (HLF) logos in your promotional work. If you need any help or have any questions, please get in touch and we would be happy to help.

Building/Refurbishment/Outdoor Projects

For building, refurbishment and outdoor projects please display visible signs acknowledging the LotF and HLF support in public areas, both during the project's duration and after completion.

Other Projects

For projects that do not have a permanent base, please include the LotF and the HLF logos on all printed project materials and display clear temporary signs while activities are taking place. Include both LotF and HLF logos on any project outcomes such as websites, and learning materials.

Marketing/Public Relations

Publications and printed material

When producing printed publicity material, including leaflets, maps, posters, newsletters, brochures, invitations, books, annual reports etc you must acknowledge the LotF and HLF support.

Websites

If your organisation has a website, and you promote/write about your project, the LOTF logo and the HLF logo must appear very clearly on the website. Please also include a short description about who we are we have provided a brief paragraph below to help:

'The Land of the Fanns Landscape Partnership Scheme is a 5 year programme seeking to restore, discover and celebrate one of the last remaining landscapes of London as it once was.'

Please provide a clickable link to the Land of the Fanns website. Our website address is:
www.landofthefanns.org

Press Releases and PR Activities

When promoting your project to press, such as local newspaper, television, radio and online you should acknowledge the LOTF and HLF throughout the life of the grant. We would appreciate if you could send us your press releases for approval before sending them out. Please could you also let us know if your project is nominated for or wins any awards.

Social Media

Social Media can be a great way for your group or organisation to connect with supporters. If you use social media, please 'like' the LOTF Facebook page: <https://www.facebook.com/LandofTheFanns> and

follow us on Twitter: <https://twitter.com/LandOfTheFanns>. This will help you keep up to date with our news and projects.

Recognition at events and openings

At events you host which relate to the project we have funded you must acknowledge your grant. Please also let us know when your event is taking place and if you invite us to attend we will come along.

Photography

We would love to see any photographs of the projects we have funded, please send them to us. We appreciate it is not always possible to capture professional quality images, but please aim to take photographs that are in focus, have enough light and to take a range of images – including group pictures, action shots, individual profiles etc

Always remember to obtain the necessary written consents from individuals, especially children, within the photographs or their carers, parents and/or guardians. If you host a large public event, then advice would be to put up signs clearly stating that photography is taking place and will be used for publicity and to take children/adults who do not want to be photographed away when photographs are being taken. General views of crowds are acceptable without permission, so long as the photograph does not make the child/adult prominent in the picture.

Your group/organisation should have photography consent forms, which each person being photographed should sign prior to any photographs being taken. Please include a clause within these consent forms which authorises the sharing of these photographs with funders such as ourselves. When sending us photos, we reserve the right to assume that consents have been obtained from all individuals in the photographs– and/or an appropriate legal guardian – for use in public communications by the Land of the Fanns and Heritage Lottery Fund.

Monitoring

Please show evidence of how you have publicised your project with our logo and the HLF logo.

Logo

Logos are available by contacting aisling.woodhead@thameschase.org.uk or deborah.brady@thameschase.org.uk to request one.

Please use the logos exactly as provided, they should not be altered in any way. Please do not redraw, stretch or crop the logo, and do not add or remove any elements. However, resizing the logo to fit your publicity is allowed.