

Inspiring Communities

Communications Guide for Grant Recipients



Breckland
COUNCIL

Communications Guide

Congratulations on your community grant!

We are delighted to support your initiative and look forward to seeing the positive impact it will have across our district. This package is designed to help you publicise your project and highlight the support you've received through the Inspiring Communities programme, celebrating both your work and the outcomes it enables for the community.

As part of this support, we ask that grant recipients commit to sharing follow-up materials with us once the project is underway. Within 3-6 months of receiving the grant, we expect you to provide a selection of photos and quotes that demonstrate how the funding has been used and the difference it's making. These materials will help us communicate the successes of your project and the value of the Inspiring Communities initiative with residents. More information of this can be found later in the pack (section 13).

Thank you for helping us tell the story of your project, and we look forward to working with you!



We've provided tools and resources to help you share your story with your audience, local media, and the wider community. Use these materials to raise awareness of the vital work you do, while highlighting the critical role of local funding in making it possible.

If you have any questions or need further support, our contact details are included at the end of this pack (section 14).

Once again, congratulations – and thank you for helping us build a healthier, happier Breckland.

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1. Assets

All assets listed in this pack can be found at [this link](#).

2. 'Supported by Breckland' graphic

Enclosed in the assets folder is your 'Supported by Breckland' graphic. This should be shared in any social media posts about your grant, including alongside photos from your project that Breckland has helped fund.

3. Breckland logo

Enclosed in the assets folder is the Breckland Council logo. This is available in both black and white and in JPG and PNG formats. The logo has a transparent background, so you can add it to your promotional materials. If your project is a public activity, such as community sessions, or you're holding an event to publicise your project, such as an official opening ceremony, we recommend adding this logo to any posters or other publicity materials you create.

4. Grant acknowledgement

The next few sections of this package contain sample social media posts and press release content. At minimum, we expect our grants recipients to use a one-line acknowledgement of Breckland's funding in publicity materials.



Example text below.

This project is supported by Breckland Council through the [Inspiring Communities Grant Scheme].

Or

This project has received [£x] of funding through Breckland Council's [Inspiring Communities] Grant Scheme.

5. Suggested social media posts

Use these sample social media posts to guide you on what details to include when posting about your project and grant online. These are suggestions, please do share messages in your own style and talk about what's important to you.

a) Announcing your grant

We're thrilled to announce that we've been awarded [£x] in funding from Breckland Council's [Inspiring Communities Grant Scheme!]

This funding will [briefly explain how the money will be used and what impact it will have].

Thank you to [Breckland social media handle] for making this possible and helping us build a stronger Breckland!

#SupportedByBreckland #InspiringCommunities

b) Sharing a project update

Thanks to Breckland Councils [Inspiring Communities] funding, we have recently [explain what our funding is helping you to or has helped you achieve, e.g. introduce an additional weekly session for your community group, implemented improvements to your physical space, bought new, upgraded equipment etc.].

This will make a huge difference in [explain the impact].



We're proud to be working with Breckland to create a stronger, more connected community.

#SupportedByBreckland #InspiringCommunities

c) Promoting an event

Please come and join our [event name] on [date]!

This event is made possible with the help of Breckland Council's [Inspiring Communities] Grant Scheme.

Come along for [brief description of event highlights] – we can't wait to see you there!

The [event name] will take place at [location/venue] from [time].

#SupportedByBreckland #InspiringCommunities

6. Breckland's social media handles

Please always tag Breckland Council somewhere in your posts. Our social media handles are:

- Facebook: **@BreckCouncil**
- Instagram: **@BreckCouncil**
- LinkedIn: **@Breckland Council**
- Threads: **@BreckCouncil**
- Bluesky: **@brecklandcouncil.bsky.social**
- TikTok: **@brecklandcouncil**

7. Sample press release

Press releases let local media know about your work. They may choose to run your press release as a story, which will help bring extra publicity to your project or activity.



Please always include a grant acknowledgement in any press release about the project we're helping to fund. You could use this sample template:

[Organisation name] awarded Breckland Council's [Inspiring Communities] Grant to support [brief project description]

[Organisation name] is proud to announce that we have been awarded [£x] of funding from Breckland Council's [Inspiring Communities] Scheme to support [brief description of organisation's aims].

This funding will enable us to [description of what funding will be used for, e.g. a specific project/activity/initiative].

This will help to [explain what positive impact your project and our funding will have on the community].

[Include quote from a spokesperson for your organisation]

Please send your completed press release to Breckland Council's Communications Team by emailing **communications.team@breckland.gov.uk**.

We will provide a quote from a council spokesperson and ensure that your press release complies with relevant funding guidance. We can distribute your press release on your behalf – let us know if you would like us to do this.

We recommend sharing your press release on your website and linking to it on your social media pages.

8. EDP contact

To send your story to the EDP, email **newsdesknorfolk@newsquest.co.uk**, or go to **www.edp24.co.uk/send-us-your-news/**.



9. Events guidance

If you're planning to hold an event that celebrates your grant, such as an opening ceremony or public launch, please get in touch with our Community Team by emailing [**community@breckland.gov.uk**](mailto:community@breckland.gov.uk).

They can arrange for an Executive Member to attend your event and bring additional publicity to your project or activity.

If your event is open to the wider public, please also fill in a What's On form for our website at [**www.breckland.gov.uk/whatson**](http://www.breckland.gov.uk/whatson).

Then we can include your activity in our event listings coming up in Breckland.

10. Optional signage

We have small plastic signs available that acknowledge funding from the Inspiring Communities programme. These can be displayed indoors or outdoors, temporarily or long-term. If you'd like one, please contact [**community@breckland.gov.uk**](mailto:community@breckland.gov.uk) and we will arrange providing one.

11. Photography tips and tricks

When posting about your project online, share some photos that illustrate all your fantastic work. There are a few easy things that you can do to make these photos look as good.

Content advice

- Tell a story: When taking a photo, try to showcase the purpose and impact of your project. The best images tell a story and make your work clear. E.g. A photo of smiling people enjoying a meal together is better than a photo of a plate of food.



- **Showcase people:** If possible, highlight how your work is helping the community. Do this by keeping people as the focus of your photos, and show them engaging in the project you're highlighting.
- **Keep it natural:** Candid photos are often better than staged ones as they show authentic moments and expressions of people interacting with your work. Posed photos can work if they capture people showing genuine emotions.

Technical tips

- **Lighting and quality:** Try to use a high-quality camera. Smartphone cameras can produce high-quality images too. Use natural light where possible and have your subject face the light source rather than stand in front of it. Avoid flash unless necessary.
- **Framing your subject:** Keep your subject in the centre of your shot. A clean and uncluttered background will help your subject to stand out and make your photo more visually appealing.
- **Experiment:** Take multiple photos to see what does and doesn't work and to give you a variety of shots to choose from. Try switching up the angle and distance of your shot and taking photos of different things.

Keep in mind the social media platforms you intend to post to when taking photographs. Take a range of landscape and portrait photos so you have flexible options for different platforms.

Remember – your photos don't need to be perfect!



Your photos should honestly and effectively tell the story of your project. Imperfect photos that capture meaningful moments are always more important than polish.

Always ask for permission before photographing people and explain how the photos will be used. Provide consent forms where possible, especially if children are involved.

If you do not have a consent form, please use Breckland's template customised with your own branding. This can be found in the assets pack.

12. Example – what looks good?



- Good lighting and picture quality
- Central framing
- Compelling background
- Clearly communicates what the organisation does
- Shows people directly engaging with the service
- Tells a story of one person helping another to access support



13. Helping us promote you

We're proud to support your work and the positive impact you're making. To help raise awareness of your grant, we may feature it in our communications, including social media, press releases, and our residents' magazine.

As a condition of receiving the grant, we kindly ask that you agree to share the following with our Communications and Community Teams via email **within 3 to 6 months** of receiving your grant:

- A short quote or testimonial about the impact of our funding
- At least one photo that meets the guidelines outlined above

Sample quote

A good quote will explain what the funding has been spent on and how this has positively impacted your local community. The below is an example of what this might look like.

"The £5,000 grant from Breckland council has significantly benefitted children in our community. With this support, we now have sufficient funding to deliver an extra after school session per week, enabling more children to benefit from our sports club and lead healthier, more active lives. This provision has been made possible thanks to Breckland, and we look forward to the lasting positive impact it will have on local young people."

We will attach a branded frame to your photo for use on our social media. We will then send this back to for your own use.

Thank you for helping us showcase the difference this funding is making in our community.



14. Our contact details and further information

Communications Team

If you need any further communications guidance on sharing your grant, please contact us at communications.team@breckland.gov.uk.

Community Team

To discuss your project, evaluation, or to share your publicity, please contact us at community@breckland.gov.uk.

Find out more about Breckland's commitment to Inspiring Communities at

www.breckland.gov.uk/corporateplan/inspiring-communities.

