



**TRANSPORT
SCOTLAND**
CÒMHDHAIL ALBA

transport.gov.scot

Low Carbon Travel & Transport Challenge Fund

6. Communications and publicity guidance



European Union



gov.scot

EUROPE & SCOTLAND

European Regional Development Fund

Investing in a Smart, Sustainable and Inclusive Future

Disclaimer

Applicants should be aware that as the Low Carbon Travel and Transport Challenge Fund (LCTT Challenge Fund) is a new programme, the guidance will be reviewed as the programme evolves and therefore may be subject to change. The European Union and Scottish Ministers reserve the right to amend the National Rules, and Transport Scotland reserves the right to amend the published guidance during the period of the programme.

Version Control				
Date	Issue	Status	Author	Authorised by
24/04/2017	V2	FINAL	Energy Saving Trust	Transport Scotland

Background

Transport Scotland has been awarded up to £8 million by the European Regional Development Fund (ERDF) 2014-2020 programme to deliver the active travel and low carbon transport operations of the Low Carbon Travel and Transport (LCTT) programme.

As part of the ERDF programme, Transport Scotland as Lead Partner has committed to running a LCTT Challenge Fund and has appointed Energy Saving Trust to deliver this.

About this document

This document provides an overview of the communications and publicity requirements to be adhered to by Grantees of the LCTT Challenge Fund.

This document is one of four documents that form a suite of guidance available to Grantees. The full suite can be downloaded from [the Energy Saving Trust website](#).

- Audit and compliance guidance
- Communications and publicity guidance
- Claims process and reporting requirements
- Evaluation guidance

For any questions please contact the Energy Saving Trust LCTT Challenge Fund project team: LCTT@est.org.uk / 0131 555 8691. Energy Saving Trust has been appointed by Transport Scotland to administer the LCTT Challenge Fund on their behalf.

CONTENTS

1	Purpose	4
2	LCTT Programme and Challenge Fund	4
2.1	Summary of LCTT Programme and Challenge Fund	4
3	Publicity requirements	5
3.1	European Structural Fund requirements	5
3.2	Transport Scotland requirements	6
4	Communications Planning	7
4.1	Introduction	7
4.2	Communications Plan Template	8
5	Working with the Media	10
5.1	Media Protocol	10

1 Purpose

This document aims to help Grantees inform and engage with stakeholders about the Low Carbon Travel and Transport (LCTT) Challenge Fund as well as the organisations specific project. The guidance within this document will support the project owner to ensure communications about the LCTT Challenge Fund that are relevant, clear and consistent.

Grantees will find the tools needed to plan and deliver communications effectively. This includes guidance on applying the ERDF brand and logos to external communications materials, a communications plan template, and a media protocol.

We are keen to hear your feedback on this document and welcome any suggestions to improve it. Please email any feedback to the LCTT Challenge Fund project team at Energy Saving Trust: LCTT@est.org.uk

2 LCTT Programme and Challenge Fund

This section provides a short summary of the LCTT Challenge Fund which can be incorporated into project communications.

2.1 Summary of LCTT Programme and Challenge Fund

Transport Scotland has been awarded funding under the European Regional Development Fund 2014-2020 programme to help reduce greenhouse gas emissions from transport and improve air quality.

£8M of this funding will be used to deliver the Low Carbon Travel and Transport Challenge Fund (LCTT Challenge Fund). Energy Saving Trust has been appointed by Transport Scotland to administer the fund.

This will support the strategic aims of the LCTT programme, which are to:

- Increase the number of journeys made by public transport, active travel and low carbon vehicles;
- Support Active Travel Hubs (facilities and routes to support cycling, walking and public transport use as an alternative to the car);
- Provide low carbon transport hubs and reliable low carbon refuelling services at strategic sites.

The LCTT Challenge Fund will provide capital funding to support projects across Scotland with total project costs of £500,000 and up to £2 million where ERDF funding is up to 40/50% of eligible costs.

Through the Challenge Fund Transport Scotland has committed to:

- Deliver 6 Low Carbon Travel and Transport Hubs;
- Construct, upgrade or bring back into use up to 53km of associated path networks; and
- Increase the number of low carbon vehicle registrations in Scotland by 50.

3 Publicity requirements

3.1 European Structural Fund requirements

The LCTT Challenge Fund is funded through the ERDF 2014-2020 programme, which is an European Structural Fund. All projects funded by European Structural Funds are required to adhere to the publicity requirements set out in the [European Structural Funds \(ESF\) 2014-2020 Publicity Requirements](#) document. Grantees are defined as 'Delivery Agents' in the context of the ESF guidance.

The project will therefore be required to adhere to these guidelines. This guidance is a working document on the Scottish Government's website. It is essential that Grantees familiarise themselves with any changes and ensure they are implemented.

The information below highlights the key requirements from this guidance, but we would encourage all applicants to read the publicity requirements in full to ensure compliance.

3.1.1 Billboards

LCTT Challenge Fund Grantees must during the implementation or construction phase of their project put up a temporary billboard that meets the following criteria:

- It must state the name of the operation and a brief description of the activity
- The logo must cover at least 25% of the overall billboard size
- The relevant fund logo must be used; and
- The EU logo should be no smaller than any other logo shown on the billboard.
- TS logo as per Transport Scotland brand guidance

3.1.2 Plaques

LCTT Challenge Fund Grantees must no later than three months after completion of their hub, put up a permanent plaque or billboard at a location readily visible and legible to the public. The permanent plaque showing European funding support must meet the following criteria:

- It must state the name of the operation and a brief description of the activity
- The logo must cover at least 25% of the overall plaque size
- The relevant fund logo must be used; and
- The EU logo should be no smaller than any other logo shown on the billboard

3.1.3 Documentation and marketing collateral

All publications and promotional material for events relating to the LCTT Challenge Fund project must include the ERDF logo. The logo should be clearly shown on all publications and positioned in the top right-hand corner where possible.

Figure 1: European Regional Development Fund logo



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future

3.2 Transport Scotland requirements

Grantees must always refer to the [Transport Scotland brand guide](#) when using the Transport Scotland logo.

Grantees will be required to comply with the branding requirements in the [European Structural Funds \(ESF\) 2014-2020 Publicity Requirements](#), as well as the branding requirements in Transport Scotland's brand guide. This will therefore require joint branding for the cover page — an exception to the Transport Scotland house style. Please refer to the joint branding used by EST for the Low Carbon Travel and Transport Programme. The interior of any document should also follow the style agreed with EST for the [Low Carbon Travel and Challenge Programme documentation](#). For further information, please contact EST or Transport Scotland.

These styles should not be changed by Grantees in any way without the prior consent of Transport Scotland and the Energy Saving Trust. Please contact Transport Scotland or the Energy Saving Trust for any further information.

Figure 2: Transport Scotland logo



4 Communications Planning

4.1 Introduction

Successful communications with the local community and key stakeholders will be critical to the success of projects. All Grantees are required to provide a communications plan which clearly sets out how they intend to communicate to audiences about their LCTT Challenge Fund project, and maps out how to deliver these messages. This communications plan should cover the implementation and construction phase of the project, as well as the launch of the hub and on-going communications and engagement activities beyond December 2018.

Communications planning is a straightforward, step-by-step process that will help Grantees to clearly summarise what they want to say to their audience about their LCTT Challenge Fund project and map out how to deliver these messages.

Communications planning is also an on-going activity. The purpose, audience, messages, and channels may change, but the need to maintain relationships with the media and with key people in the local community remain. It is important to continue to use and revise the communications plan, based on experience, throughout the existence of the project.

One way to look at planning for communication is as an eight-step process. The steps are:

- Identify the purpose of the communications;
- Identify the audience(s);
- Plan and design the key message(s);
- Consider available resources;
- Plan contingencies to deal with problems;
- Plan how to connect with the media and other influencers who can help spread the message(s);
- Create an action plan (tactics);
- Decide how to evaluate the plan and adjust it based on the evaluation results.

The following communications plan template will help Grantees work through and pull these elements together into a 'living' document ready for implementation and monitoring of activities.

Grantees are not required to use this communications plan template, i.e. Grantees are welcome to use their organisation's own standard template, however we would expect that the communications plan would include all of the following elements.

As outlined in the terms of contract, Grantees are required to provide a communications plan to the Energy Saving Trust LCTT project team prior to the release of Grant.

4.2 Communications Plan Template

Grantees may use their organisation's own communications plan template if desired, but please ensure it covers the points below. Submission is required prior to release of Grant.

LCTT reference number/Project name	
Project outcome(s)	<i>Should align with the outcomes outlined in the evaluation plan.</i>
Communications contact	<i>Please provide an email address and phone number of key communications contact.</i>
Period of communications plan	<i>Plan should cover the period from the date of award through to December 2023. We are not expecting at this stage that the plan will include much more than an indication of likely activity post December 2018.</i>
Overview of communications opportunities and challenges	<i>Provide an overview of the key opportunities and challenges associated with communications for this project. How will these change through the life of the project?</i>
Purpose of communications	<i>What are the specific (SMART) objectives this communications plan intends to achieve? Include each objective intended to be achieved, referring to the overall project outcomes as well as the targeted audience and key messages if appropriate.</i>
Audience(s)	<i>Who are the target audience(s) for the communications activity? Please describe the audiences as specifically as possible. If there are several outcomes listed for the project, ensure that the target audience is detailed for each one. Please give each audience a number, corresponding to the outcome to which it relates.</i>
Key Messages	<i>What messages are we trying to communicate? Please give each message a number, corresponding to the outcome to which it relates.</i>

Resources	<p><i>What financial and human resources can be committed to communications? Include details of budget, people, staff time. Include other resources such as information, public support, etc.</i></p> <p><i>Please note that the ERDF award may be used to support outreach activity, marketing and promotion, community engagement and evaluation until 31 December 2018. However, this cannot include staff costs unless that staff member has duties related 100% to the delivery of the LCTT Challenge Fund project.</i></p>
Contingency Planning	<p><i>Crisis planning should be part of any communications plan in order to anticipate problems and deal with them effectively. Cover as many situations as possible and include details of who takes responsibility for what – dealing with the media, correcting errors, etc.</i></p>
Connecting with the media and other influencers	<p><i>Establishing and sustaining good and open relationships with individual media contacts, and with influential individuals and institutions in the community that is trying to be reached, is a vital part of the communications plan.</i></p>
Action Plan (Tactics)	<p><i>This should bring all the above elements together into a plan that can be acted on. Include details of outcomes sought, target audiences, what key messages should contain and look like, what channels to use to reach audiences, what problems might be faced, budget, timing, staff responsibilities.</i></p>
Evaluation and measurement	<p><i>This section should outline how Grantees intend to evaluate and measure the impact of what they are doing. By evaluating the communications plan, Grantees will learn which activities had the most impact, and which parts of the plan didn't work, allowing Grantees to make changes to improve communications. Consider formal measurement techniques for measuring results against outcomes – e.g. focus group sessions – or less formal evaluation methods such as assessing media coverage.</i></p>

5 Working with the Media

The media have a very important role in communicating information about the LCTT Challenge Fund projects to all stakeholder audiences. Every media enquiry must be used as a positive opportunity to get key messages about the project and the LCTT programme across to our audiences.

To ensure we work with the media in a careful and co-ordinated way, the following is a protocol that will be agreed between Transport Scotland and Grantees. It covers:

- media relations;
- the writing and issuing of press releases;
- procedures for releasing information to the media.

Please note that the primary Transport Scotland contact for all media relations for LCTT Challenge Fund is:

Name: Caroline Trainer/Mathew Millar

Tel: 0141 272 7195

Email: media@transport.gov.scot

5.1 Media Protocol

5.1.1 Name of challenge fund

The official name of the fund is the Low Carbon Travel and Transport Challenge Fund.

5.1.2 Tone

The tone of external communications will be positive, open, honest and factual, even if faced with criticism.

5.1.3 Media queries/contacts

If Grantees receive media enquiries, they should inform Transport Scotland as soon as possible. Broader Low Carbon Travel and Transport Challenge Fund queries should also be referred to Transport Scotland when appropriate. If time allows, Grantees should send statements to Transport Scotland for review before sending them to the media.

5.1.4 News releases and publicity

As the Lead Partner, Transport Scotland should always be credited, if possible, in any news releases, articles and other publicity items.

All news releases must acknowledge the funding received from the European Regional Development Fund (ERDF) and include the full name of the fund and the amount of funding allocated to the project. Copies of news releases should be retained in project files for audit purposes.

In describing the project, the following paragraphs should be used:

The (add name) project was awarded funding as part of the Low Carbon Travel and Transport Challenge Fund established by Transport Scotland from funds awarded under European Regional Development Fund 2014-2020 programme to help reduce greenhouse gas emissions from transport and improve air quality.

News releases should be circulated to Transport Scotland for review and comment (and for a quote to be included when appropriate). When possible, please allow 72 hours for feedback. Contact Caroline Trainer/Mathew Millar.

Please note that email news releases should be sent without logos as plain text emails (without attachments) to help avoid rejection by the recipient.

5.1.5 News releases: notes to editors section

In news releases, the following information must appear in the “Notes to Editors” section:

- The Scottish Government is the Managing Authority for the European Structural Funds 2014-20 Programme. For further information visit our website or follow @scotgovESIF
- Transport Scotland is lead partner for the ERDF Low Carbon Travel and Transport Programme. <http://www.transport.gov.scot/environment/low-carbon-travel-and-transport>
- As part of the ERDF programme, Transport Scotland has committed to running a LCTT Challenge Fund and has appointed Energy Saving Trust (EST) to administer the Challenge Fund.
- Further information about the LCTT Challenge Fund is available on Energy Saving Trust’s website www.energysavingtrust.org.uk/lcttchallengefund or contact LCTT@est.org.uk / 0131 555 8690.

5.1.6 Broadcast interviews

Please inform Transport Scotland of any requests for radio or TV interviews.

Please make Transport Scotland press office aware of any TV or radio bids. Verbal communications (e.g. media interviews, public talks) must give credit to Transport Scotland as the Lead partner for LCTT programme and acknowledge ERDF funding support as circumstances permit.

5.1.7 Media relations contact details

Please provide contact details for staff who will handle media relations for their project to Caroline Trainer/Mathew Millar.

5.1.8 Pool video and images

Internal video/images captured during the lifetime of the project remain the copyright of the Grantee organisation. These should be made freely available to Transport Scotland on request. If Transport Scotland uses the material, we will credit the Grantee organisation.

5.1.9 Commissioned or in-house newsletter/magazine articles

Commissioned and website articles should acknowledge the project partners with the agreed information about the project and should refer interested parties to: www.energysavingtrust.org.uk/lcttchallengefund

Grantees should seek to publicise the project in their internal communications – e.g. Intranet, in-house publications - whenever possible. Proofs should be sent to Caroline Trainer/Mathew Millar for review before publication, where possible.



**TRANSPORT
SCOTLAND**
CÒMHDHAIL ALBA

For more information about the Low Carbon Travel & Transport Challenge Fund,
please contact the Energy Saving Trust LCTT Challenge Fund project team:

LCTT@est.org.uk
0131 555 8691

© Crown copyright 2017

**Transport Policy
Transport Scotland**

Victoria Quay, Commercial Street, Edinburgh EH6 6QQ
0131 244 7153 | 0131 244 0846
lctt.prog@transport.gov.scot

Follow us:

 transcotland  @transcotland

transport.gov.scot



Scottish Government
Riaghaltas na h-Alba