



# Grant recipient communication toolkit

January 2026

**This information pack supports organisations receiving any grant from Babergh and Mid Suffolk District Councils.**

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**If you have any questions or need assets (for example, our corporate logos), contact our Communications team at: [communications@baberghmidsuffolk.gov.uk](mailto:communications@baberghmidsuffolk.gov.uk)**

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## Guidelines for grant recipients

Babergh and Mid Suffolk District Councils provide hundreds of grants every year. This funding is an important and dynamic way for us to support our residents, businesses and communities.

It helps us to build strong relationships with our VCFSE groups and local organisations, which are the bedrock of successful places.

If your organisation has received a grant from us, we encourage you to share news of this through your communications.

Receiving a grant is a good opportunity to tell your story – and news of our funding could attract other financial support for what you do.

## What are our communications and publicity requirements?

Branding and publicity play a key role in ensuring effective promotion and acknowledgement of Babergh and Mid Suffolk's funding agenda and priorities.

The guide provides information you will need when considering any communications relating to the activity or development we have funded.

These requirements relate to all communications materials and public facing documents relating to the funded activity or development – including print and publications, through to digital and electronic materials.

All grant recipients must comply with these requirements, and any questions can be directed to your grants officer or the Babergh and Mid Suffolk Communications team: [communications@baberghmidsuffolk.gov.uk](mailto:communications@baberghmidsuffolk.gov.uk)

# SOCIAL MEDIA

Digital channels provide a quick way to reach audiences and promote activities.

Where details of the funded activity or development are posted on social media, a clear reference to the funding from Babergh or Mid Suffolk District Council is to be included.

We would encourage this to be accompanied by a description of the impact of your work – and, in particular, the funded part of it. People love to hear positive news and success stories.

If it is an ongoing project where you will post on social media multiple times, there is an expectation that our involvement will be further referenced in a proportionate way.

Below are some examples of social media copy, as a guide:

## EXAMPLE FACEBOOK POST

Fantastic news! We're delighted to announce we've received a XXX grant from Babergh District Council to expand our village hall.

This will mean we can open up to even more community activities – everything from yoga classes to keep fit.

Looking forward to sharing more details soon. Stay tuned

@baberghsuffolk

## EXAMPLE FACEBOOK POST

We're excited to announce we can now start work on new sporting facilities for our village!

We're introducing football and hockey pitches, plus a new clubhouse – all set to be great assets to our community and help more people get active

This project is funded thanks to Mid Suffolk District Council.

@midsuffolkcouncil

## TAGGING

You will see in the posts above the relevant funding council has been tagged.

It is important you add our relevant handle for whichever social media channel you are posting on – this will alert us to your post so we can reshare it to a wider audience.

#### **Facebook tag handles**

- Babergh District Council - @BaberghSuffolk
- Mid Suffolk District Council - @MidSuffolkCouncil

#### **Instagram tag handles**

- Babergh District Council - @BaberghSuffolk
- Mid Suffolk District Council - @MidSuffolk

#### **X tag handles**

- Babergh District Council - @BaberghSuffolk
- Mid Suffolk District Council - @MidSuffolk

#### **LinkedIn tag handle (joint account)**

- @babergh-and-mid-suffolk-district-councils

## **IMAGES**

We encourage you to use your own pictures in your social posts.

However, as an alternative, we do have graphics which can be used alongside social media posts announcing funding – email [communications@baberghmidsuffolk.gov.uk](mailto:communications@baberghmidsuffolk.gov.uk) for more information.

# **MEDIA RELEASES**

You may wish to promote the funded project or development through a press release which can be shared on your website, via social media, or directly with local media.

Issuing a press release can be a good way to raise awareness of your project or activities – and, as already stated, news of our funding could attract other financial support for your organisation.

Here are a few simple steps:

- Decide the ‘key messages’ – ie. the most important points - you want to get across in your media release. This need only be three or four main things.
- Draft the media release containing these key messages.
- Include a quote from the relevant person in your organisation.

- **Press releases must include a clear and prominent reference to the funding you have received from us, in the main body of the press release.**
- We may also be able to provide a quote for the press release from our relevant Cabinet member - please contact our Communications team. We would also have to approve the release before it is published if a Cabinet member is quoted.
- Provide a picture with the press release if you can. These are much more likely to be used by the media.
- Provide your contact details in the 'notes to editors' section.

We recommend a maximum of 400 words, but most would not need to be that long. Here is an example of the approach you could take.

## **EXAMPLE MEDIA RELEASE**

### **Brightstart Youth Centre receives £20,000 grant to expand activities**

**For immediate release: 15 January, 2025**

Brightstart Youth Centre has been awarded a £20,000 grant to support the renovation and development of a new community hub for Oxdowndown.

This grant, from Mid Suffolk District Council's Community Development Fund, will play a crucial role in transforming the former Oakwood Community Hall into a modern, dynamic space designed to serve young people.

The newly-renovated centre will offer a wide range of activities to provide local youngsters with opportunities to learn, grow, and engage in positive activities.

The centre will feature spaces for educational workshops, arts, sports, mentoring, and career development initiatives, as well as a safe environment for socialising and building new friendships.

Sarah Smith, manager of Brightstart Youth Centre, said: "This funding will unlock so many opportunities for the area's young people. We are working closely with youth groups and schools to ensure our programs reflect the needs and interests of the community."

Councillor Joe Bloggs, Mid Suffolk's cabinet member for young people, said: "I'm thrilled to see this exciting project come to life. The £20,000 grant will ensure that young people in Oxdowndown have access to a space where they can find support, develop new skills, and have fun.

"We are delighted to support the centre and look forward to seeing the positive impact it will have."

The team at Brightstart Youth Centre is eager to welcome young people from across the district when the centre officially opens in spring 2025. We are also working closely with

youth groups and schools to ensure our programs reflect the needs and interests of the community.

For more information, please contact us at [info@brightstartyouthcentre.org](mailto:info@brightstartyouthcentre.org).

ENDS

**Notes to editors:**

Further information available from Sarah Smith, Brightstart Youth Centre: *contact details*

## **PHOTOCALLS**

If you are arranging a photocall for the media to announce a project we have funded or part-funded, your grants officer or our Communications team should be made aware. We may be able to support this by arranging for the relevant Cabinet member to attend.

## **LOCAL MEDIA CONTACTS**

We recommend emailing your media release to the main local media organisations:

East Anglian Daily Times: [suffolkeditors@newsquest.co.uk](mailto:suffolkeditors@newsquest.co.uk)

Suffolk News/Suffolk Free Press: [suffolk@iliffepublishing.co.uk](mailto:suffolk@iliffepublishing.co.uk)

BBC Suffolk: [bbcnewsonline.east@bbc.co.uk](mailto:bbcnewsonline.east@bbc.co.uk)

## **OTHER PROMOTIONAL MATERIAL**

In some circumstances, you will produce other promotional material, such as posters or pull-up banners, about the funded activity or development.

The logo of the relevant council (and other funders) should be included in this material. Our logos are available by contacting the Communications team at the address below.

## **CONTACTING OUR TEAMS**

Grants team: [bmsdcgrants@aberghmidsuffolk.gov.uk](mailto:bmsdcgrants@aberghmidsuffolk.gov.uk)

Communications team: [communications@aberghmidsuffolk.gov.uk](mailto:communications@aberghmidsuffolk.gov.uk)

We do not require sight of any branding and publicity activities undertaken by project deliverers while delivering funded activities, but evidence of compliance with branding and publicity guidance should be retained for monitoring and audit purposes.