



North Pennines
National Landscape



Guidelines for contractors and delivery partners working with the North Pennines National Landscape team

As a condition of much of the North Pennines National Landscape funding, we have to acknowledge the source of our support in all public facing activity and publicity. This also applies to project partner organisations and work carried out on our behalf by external contractors appointed by us or by project partners. These guidelines set out how we can best work with contractors and delivery partners to share stories and information about the work we do, and meet the conditions of our funding.

Any media and communications activity should be carried out in partnership with the North Pennines National Landscape team. We would usually issue or initiate any communications in the first instance. We would then work together with contractors and delivery partners to make the most of further opportunities for publicity and communications.

Please contact the communications team on 01388 528801 or communications@northpennines.org.uk

Communications activity includes:

<ul style="list-style-type: none"> • Press, including trade press 	<ul style="list-style-type: none"> • Websites and blog content
<ul style="list-style-type: none"> • TV or radio 	<ul style="list-style-type: none"> • Exhibitions
<ul style="list-style-type: none"> • Social media 	<ul style="list-style-type: none"> • Print, signage and interpretation
<ul style="list-style-type: none"> • E-newsletters 	<ul style="list-style-type: none"> • Video or audio

- Before you carry out any of your own communications activity please contact us in advance. This helps us to make sure make sure that this does not pre-empt or conflict with any activity planned by the team and helps us to work together.
- Please send press releases or articles to us for approval and input before they are issued, either to the project officer or to communications@northpennines.org.uk
- If you are including information about your activity on your website, please let us see the copy and images in advance.
- Always mention any relevant funder support and tag funders in your communications, including social media (we can share guidelines for acknowledging support from individual funders) As well as acknowledging the funders, we also ask that the North Pennines National Landscape team is acknowledged in your communications.
- Always mention and tag the North Pennines National Landscape channels in your communications or social media activity (a quick email to the communications team also helps as we don't see every notification)



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- Please refer to the location as the North Pennines National Landscape and UNESCO Global Geopark wherever possible.
- Any print material or graphics must be agreed by the North Pennines National Landscape and must feature the organisation's logos and funder logos as appropriate
- Please make sure that even after the project is complete, that the North Pennines National Landscape team continues to be credited where appropriate
- Contact us if there are follow up stories beyond the close of the project – we may be able to support you with this or feature on our channels
- Please contact the communications if you would like any support with communications activity

Twitter @NorthPenninesNL

Facebook @NorthPenninesNL

Instagram @northpenninesnl