

Date

Dear xxxx (name of grantholder)

**Email subject line: - Barrow Cadbury Trust communications guidance for
grantholders**

Further to the grant offer letter which you have received, I am writing to give you some additional information about the way the Trust works, and how its work is part of a broader, ambitious vision for social change. I will also outline what our communications expectations are around publication drafts and dissemination, events, blogs, media coverage, launches and social media. I hope the information will be useful to you.

Finding out more about Barrow Cadbury Trust's way of working

If you haven't already seen it, it would be really helpful if you could take a look at [our animation](#) on Youtube. This will give you a very good idea of the way we work, what we are looking to achieve by supporting you, the sort of grant-maker we are, and how the work you are doing fits into the overall 'jigsaw' of structural change. We recommend you watch it before you start the work we are supporting you with if you can. Although you may already be familiar with the Trust and our work we hope you will still enjoy watching it (and you may find out something new).

Attached to this email you will find all the guidance you need. If you have any questions or wish to discuss the contents of this email, please contact Tim Soule, Operations and Communications Administrator on 0207 632 9064 or email t.soule@barrowcadbury.org.uk.

Communications guidance for grantholders

Disseminating your work

- Whilst your programme manager **XXXXXXXXXXXXXX** will be in touch with you on a regular basis providing support and requesting reports and updates, it would also be useful if you could keep our Communications Manager, Diana Ruthven, in the loop.
- When you send the draft of a report to your Programme Manager, please remember to copy Diana into the email (d.ruthven@barrowcadbury.org.uk). Please provide us with as much notice as possible ahead of your report coming out.
- For any kind of launch (soft or hard) please let Diana have the following:
 - Proposed launch date
 - Any communications/dissemination plans, including a Twitter hashtag if there is one. We can then disseminate your work in our e-newsletter and on other platforms.
 - A copy of your press release
 - It is always useful for us to know about your launch plans anyway, so we can avoid date clashes, attend your launch, cross-post blogs and retweet, as well as put news items on our website and think about other ways to disseminate your work.

Reports

- If you are producing your report electronically, the final version can be sent by email as a PDF document to your Programme Manager and our Communications Manager. There is no need to send us any printed copies of the report.
- If the above isn't possible, as per the grant offer letter we sent you, please send us 12 printed copies of your report.
- Please make sure copies of any report you produce are sent as far in advance of your launch as possible.

Logos

- You need to make sure that, where appropriate, our logo is on any published work or publicity.
- If you email t.soule@barrowcadbury.org.uk we will provide you with the appropriate logo format and the design requirements for the logo. The logo should be printed in full colour unless there is an exceptional reason why it should be printed any other way.
- We can also provide you with a form of words about the Trust to use with the logo if needed.

Blogs

- We may ask you to write a blog (though you are very welcome to approach us first).
- Have a look at the current [Barrow Cadbury blog voices](#) to see if you can add to the 'conversation', debate and knowledge sharing.
- We are always happy to reproduce or adapt blogs which have been written for other audiences.
- Our [guide to blogging](#) will give you some helpful tips on how to write a blog.

Twitter

- When we make our grant offer we try to make sure we follow you on Twitter so we can retweet about the work we are supporting where possible.
- It is not a condition of the grant but we would be very grateful if, in turn, you could follow us.
- If tweeting about the work we are supporting you with, use the @barrowcadbury profile and any hashtag you are using. If you are using a hashtag to disseminate and promote a particular piece of work please let us know what it is.

Communications support

- Although we only have very limited resources we may be able to signpost you to other available support or make suggestions for where you might get communications support, so do get in touch with Diana Ruthven (d.ruthven@barrowcadbury.org.uk)

Barrow Cadbury e-newsletter

- When we award your grant you will automatically be signed up to our e-news which goes out every 2-3 weeks.
- If you have anything you would like us to cover in the e-news, relevant to the work we are supporting, please get in touch with the editor, Tim Soule (t.soule@barrowcadbury.org.uk).

Media coverage

- If you have a launch and receive media coverage, or you know in advance that you will be getting coverage somewhere, please let us have details.

Meeting rooms

- The Barrow Cadbury Trust is pleased to offer the use of its meeting rooms to partners.
- There is no charge for the use of the rooms though users are asked to comply with the Trust's terms of use.
- If you require any further information about our meeting rooms, please email our Operations and Communications Administrator Tim Soule (t.soule@barrowcadbury.org.uk)

Finally, if you are involved with any work which Barrow Cadbury Trust is not funding but you think we might be interested in because it ties in with our programme areas do let us know so we can tweet or cover it in our enews if there is space.

I do hope you find the information above useful and that it will enable us to work together to deliver social change.

Yours sincerely,



Sara Llewellyn
Chief Executive

