



Scottish Borders LEADER

Developing Enterprising Communities

LEADER PUBLICITY PRINCIPLES

The LEADER Programme takes publicity very seriously; setting minimum standards that organisations awarded funding must meet.

Publicity Requirements

Project sponsors should note that failure to comply with the publicity regulation could result in the freezing of grant payments and/or the repayment of monies already paid. Listed below are the main methods of publicising a project:

- prominent site signage during works
- permanent plaque on premises
- acknowledgement in all press and media releases
- acknowledgement in all project documentation
- website.

LEADER Acknowledgement

When acknowledging the assistance of the LEADER money, promoters should use the European stars emblem and standard wording plus the LEADER and Scottish Government logos and LAG name. There is also a distinction to be made between ongoing projects and/or those under construction and completed projects as follows:

For ongoing projects and/or those under construction, e.g. temporary site signs, recruitment advertising, scheme guidelines, posters etc.

“THIS PROJECT IS BEING PART-FINANCED BY THE SCOTTISH GOVERNMENT AND THE EUROPEAN COMMUNITY SCOTTISH BORDERS LAG LEADER 2014-2020 PROGRAMME.”

For completed projects e.g. permanent plaques, annual reports, long term publicity materials and brochures etc.

“THIS PROJECT WAS PART-FINANCED BY THE SCOTTISH GOVERNMENT AND THE EUROPEAN COMMUNITY SCOTTISH BORDERS LAG LEADER 2014-2020 PROGRAMME.”

When to acknowledge LEADER funds

LEADER funding should be acknowledged both during the implementation of a project and as a permanent record. The following are the most common forms of acknowledging LEADER involvement.

Site signs erected during the construction of a project should indicate LEADER assistance. The

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section of the sign reserved for LEADER acknowledgement should meet the following criteria:

- It must take up at least 25% of the total area of billboard.
- It must include the European emblem, the LEADER logo, Scottish Government logo and LAG name with appropriate text.
- The lettering used to show LEADER participation must be at least the same size as the lettering used to indicate the participation of any other project partners.
- In cases where a general site sign is not being erected, a separate sign acknowledging LEADER assistance should be provided.
- Site signs should be removed no later than 6 months after the completion of the project and replaced, wherever practicable, by a permanent plaque incorporating the European, Scottish Government and LEADER emblems and appropriate text. Permanent plaques should be situated in a location accessible to the general public.
- Annual reports, brochures, posters, application forms and other forms of printed publicity material about individual projects or programmes should include a clear acknowledgement of the assistance of LEADER in a prominent position. When other agencies' logos are used, the European, Scottish Government and LEADER emblems should be at least the same size and proportion.
- Press releases and/or editorial features should make explicit the involvement of LEADER. These should be forwarded to LEADER Coordinators for comment before going to press to ensure accuracy of information and appropriate acknowledgement.
- Media advertising including recruitment and property availability should include the Scottish Government, European and LEADER emblems and appropriate wording.

The organisers of any openings or other events to publicise projects which have received assistance from LEADER should ensure that all the required acknowledgements are made and that appropriate representatives of the European Commission and the relevant Local Action Group are invited to attend. Please contact the Scottish Government for advice on the most appropriate persons for individual events.

On approval of a project, Scottish Borders LEADER team staff can send out copies of the logos required to comply with publicity regulations.

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