Cotswolds National Landscape

The Caring for the Cotswolds Grant Scheme is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we can offer community grants to support the Cotswolds National Landscape.

Caring for the Cotswolds
Acknowledging funders and promoting your project

ACKNOWLEDGING FUNDERS

Caring for the Cotswolds is supported by The National Lottery Heritage Fund

You must properly acknowledge the Heritage Fund support for your project, in accordance with their requirements. For this reason, our promotional pack includes their acknowledgement stamp and statement, along with our Cotswolds National Landscape logo and some promotional templates/graphics which they have pre-approved for your use.

If you choose to create your own promotional material, please ensure that you follow The Heritage Fund's guidance (https://www.heritagefund.org.uk/funding/acknowledging-your-grant) for correct use of their stamp and statement. Please share your material with the Heritage Fund Marketing & Communications Officer, Lizzie Jane (Lizzie.Jane@heritagefund.org.uk) for her approval. You can expect to hear back within 7 days.

Please include the Cotswolds National Landscape logo, and The National Lottery Heritage Fund acknowledgement stamp and statement, on the following: **social media posts** and **press releases** such as announcements of project funding and significant milestones; **digital material** such as webpages, blogs, educational materials, and newsletters; **printed material** such as posters, flyers, brochures, guides/maps; **physical signage** for buildings, structures or outdoor spaces, and wayfinding signage; and **exhibitions or artefact displays**.

PROMOTING YOUR PROJECT

Send us updates and images for any key milestones in your project

We are always happy to hear from you! We can use your project updates and images for our newsletters, on our website, and on our social media accounts.

We love seeing photos of everyone getting involved! For photos of individually recognisable adults that you might share with us, please ask them to sign our **Image Consent form**

(included in our promotional pack). This gives you permission to share their photo(s) with us, and for us to use and share their photo(s).

To ensure safeguarding, we do not accept photos of children if they are individually recognisable. For any photos that you might take of children as part of your project, please do so without revealing their identities. There are many creative ways to achieve this, e.g. photographing from behind or over the shoulder, making use of silhouettes or shadows, using props like hats or books to block the face, or focusing on small details like hands or feet.

Tell supporters and stakeholders about your project

Below is a summary of the Caring for the Cotswolds grant scheme which you can use for newsletters, press releases or other updates:

> *Caring for the Cotswolds is a grant scheme for the Cotswolds. It is managed by the Cotswolds National Landscape and is made possible with The National Lottery Heritage Fund. Focused on the Cotswolds, the scheme supports non-profit organisations to implement projects that benefit nature, communities and the climate. Through these projects, they conserve and enhance the unique landscape, wildlife and cultural heritage of the Cotswolds, help the public to better understand and appreciate this special place, and ensure that it can be enjoyed by future generations.*

If you link to our website on any promotion, please use **www.cotswolds-nl.org.uk**

Share your good news on social media platforms

Use social media to share the news of your grant and images or videos of your project e.g. on Facebook, Twitter/X, Instagram, TikTok, YouTube, LinkedIn

Example social media post:

> *"We have exciting news! We have been awarded a Caring for the Cotswolds grant – this will go towards funding* [INSERT: project e.g. *our wildflower restoration project*] *which we hope to start in* [INSERT: month e.g. *April*]. *We are thrilled to be* [INSERT: project outcomes e.g. *improving wildflower abundance and diversity of the Cotswolds*].
> *Many thanks to The National Lottery Heritage Fund [Tag: @HeritageFundUK] and The Cotswolds National Landscape [Tag: @CotswoldsNL and @CotswoldsNationalLandscape] for making this possible.*"
> #CaringForTheCotswolds #Cotswolds #CommunityEngagement #NationalLottery #HeritageFund

We have supplied graphics/social media templates for you to post if you wish.
Please tag us and The National Lottery Heritage Fund in your posts using:
#CaringForTheCotswolds #CotswoldsNationalLandscape #NationalLottery #HeritageFund

Follow us to see and share our updates; we are @CotswoldsNL on Facebook, LinkedIn and Instagram. Follow The National Lottery Heritage Fund on LinkedIn and @HeritageFundUK on Instagram, Facebook and Twitter/X