



Meeting: **CENTRAL CEF PARTNERSHIP BOARD**  
Date: **WEDNESDAY, 8 JANUARY 2020**  
Time: **6.30 PM**  
Venue: **COMMITTEE ROOM - CIVIC CENTRE, DONCASTER ROAD,  
SELBY, YO8 9FT**  
To: **Central CEF Partnership Board**

## Supplementary Agenda

### 1. **Marketing and Publicity (Pages 1 - 2)**

Draft Central CEF Funding Success Communications Pack for  
comment/discussion.

*Janet Waggott*

**Janet Waggott, Chief Executive**

Enquiries relating to this agenda, please contact Victoria Foreman on 01757 292046  
or [vforeman@selby.gov.uk](mailto:vforeman@selby.gov.uk).

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## Central CEF Funding Success Comms Pack

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Congratulations! You've received some funding from the Central Area Community Engagement Forum (CEF). You may wish to make a public announcement about the funding award and how it will be used to support your project. This short guide is designed to help you publicise your project and gives details of what information you need to include about the Central Area CEF in your publicity material.

### Using the CEF logo

[Download a copy of the CEF logo here](#)

The logo should be used on publicity material about the project which is linked to the funding award. This could include a media release, poster or leaflet, for example. Please do not attempt to re-shape the logo. It should be presented in colour if possible.

### Media releases and website copy

Alongside the logo, please include the following information about the CEF in any media release about your project.

*This scheme has been supported by a grant from the Central Area Community Engagement Forum (CEF). The Forum brings together a range of public services and is supported by Selby District Council. The aim of the Forum is to support projects that help to deliver on the issues that people have said are most important for their local area. More information about Community Engagement Forums can be found on Selby District Council's website: [www.selby.gov.uk/cefs](http://www.selby.gov.uk/cefs)*

### Media contacts

Here are some contact details for key local media:

- Minster FM - [news@minsterfm.com](mailto:news@minsterfm.com)
- Radio York - [northyorkshire.news@bbc.co.uk](mailto:northyorkshire.news@bbc.co.uk)
- Selby Times - [editorial@selbytimes.info](mailto:editorial@selbytimes.info)
- York Press - [newsdesk@thepress.co.uk](mailto:newsdesk@thepress.co.uk)
- Wetherby News (covering Tadcaster area) - [news@wetherbynews.co.uk](mailto:news@wetherbynews.co.uk)

### Social media

Sharing material about your project on social media is a really good way of letting lots of people know about it. You can do this via an account linked to your organisation, or individual people involved may wish to talk about it online. The Central Area CEF does not have separate Twitter or Facebook accounts, but please tag @Selbydc in Twitter or Instagram posts, or mention Selby District Council in Facebook posts. This means the District Council will see the information you're posting. It will enable the Council to support your local publicity, if appropriate.

### Photography

Promotional material benefits from good quality images, especially for social media and online content. Please speak to Selby District Council's communications team if you need contact details for photography. Please note: any photography commission will have to be paid for separately. Email contact: [communications@selby.gov.uk](mailto:communications@selby.gov.uk)

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