

RHAGLEN ARFOR –

Guidelines for Promoting Enterprising Communities in Gwynedd

As you have been successful in receiving support through the Enterprising Communities Fund as part of the ARFOR Programme there is a requirement for you to give acknowledgement in any publicity work

- If there is an opportunity for significant publicity e.g. New product launch; opening a New building etc. there is a requirement for us to work with Welsh Government Officers to identify opportunities for any Ministerial visits; quotes from Ministers etc. This can take up to 20 days to obtain approval please bear this is mind.
- You agree that we are entitled, up to 5 years from the date of the last payment of any funding to include details of your organization and business, and the Funding and Purposes in promotional materials for Local Authorities and the Welsh Government, and the you further agree to cooperate with reasonable requests from us for the purpose of preparing such materials.

Recognition of funding – publicity (logos; wording for written Statements etc)

The Project Deliverer must ensure the appropriate ARFOR Logo and Welsh Government logos is used prominently in all communications materials and public facing documents relating to the project activity – including print and publications, through to digital and electronic materials.

The following logo strip must be used:

Mae'r prosiect hwn yn cael ei ariannu gan Rhaglen ARFOR a ariennir gan Lywodraeth Cymru



This project is funded by the ARFOR Programme funded by Welsh Government



Which can be found at [Rhaglen ARFOR \(llyw.cymru\)](http://Rhaglen ARFOR (llyw.cymru)), along with black and white alternatives

Alongside use of the appropriate ARFOR Logo and Welsh Government Logo, the Project Deliverer must also ensure that websites and printed materials include a clear and prominent reference to the funding. This should include the following text:

'This project is [funded/part-funded] by the ARFOR Programme funded by Welsh Government'

Where practical, the Project Deliverer should also include a link to the ARFOR Programme webpage www.rhaglenarfor.cymru, and the following text (which must also be used for notes to editors):

The aim of Enterprising Communities which is a part of the ARFOR Programme is to develop Welsh Language Spaces that offer a natural environment for people to work and socialise through the medium of Welsh. For more information, visit www.rhaglenarfor.cymru

Media and PR activities should be considered for the launch of any projects, and subsequently to announce key milestones and achievements. You should also ensure that you discuss any possible launches with your Local Authority to identify any opportunities for partnership work. Press releases must include a clear and prominent reference to the ARFOR Programme and Welsh Government, in the main body of the press release.

Notes to editors must also be used, as set out above

'[This project/Name of project] has received £[INSERT AMOUNT] from the ARFOR Programme funded by Welsh Government.'

Social Media

When describing or promoting the Fund or projects supported, the following hashtag must be used –

#RhaglenARFOR #EnterprisingCommunities #WelshGovernment



#CynnigCymraeg #BwrlwmARFOR #Gwaithlaith #CyngorGwynedd
#economy #language #BusinessWales #ARFOR Gwynedd

When to Promote ARFOR?

Each project will have to display an ARFOR sticker and a Busnes@Gwynedd sticker in a prominent place for the public to see. These will be shared by your Local Authority.

Depending on the nature of your project it would be excellent to give recognition at the beginning of any works, at key milestones and at the end of the project.

If the project is on a smaller scale, then at the beginning and end would be recommended.

Photos

Using great pictures will give your posts the best chance of gaining attention. Use anything that shows the value of the amazing work you do.



Bwrlwm ARFOR

You will be expected to be part of any marketing campaigns related to the Bwrlwm ARFOR work stream i.e. a campaign that gives attention to businesses that use the Welsh language; raise awareness of the Welsh language; increasing the visibility of the Welsh language etc.

