

# The People's Projects

## Congratulations on reaching this stage in The People's Projects

You will need to start thinking about building public support for your project. Encouraging local people to get behind your project is very important and, experience shows, can make a real difference to the amount of votes you receive. We recommend that you put together a campaign plan so you can work out what you are going to do and how and when you are going to do it.

We strongly recommend that you attend the media and campaign training in January. It will help you to campaign more effectively and learn how to prepare for your filming with ITV. Below you will find information and resources to help you with the next steps.

### Guidance on publicity and what happens next

The National Lottery Community Fund, ITV, STV and The National Lottery are keen to ensure a level playing field for projects going through to the public vote. In the interest of fairness, projects should take note of the following information and guidance.

This guidance does not deal with all of the queries that organisations may have about promoting their project or generating media interest, but The National Lottery Community Fund's Advice team and media office is on hand to deal with any specific queries.

We expect all organisations involved in The People's Projects to refrain from negative campaigning (i.e. making negative comments about other projects) at all times.

### Media and campaign training

Encouraging local people to get behind your project is very important and can make a real difference to the amount of votes you receive. We strongly recommend that you attend the media and campaign training which will take place in January 2019.

We also recommend creating a campaign plan so you can work towards a timeline of tasks which will help you to campaign more effectively. At the media and campaign training you'll also learn how to prepare for your filming with ITV and groups will receive plenty of useful hints and tips about this.



## Announcement of the final shortlist – Thursday 28 March

The National Lottery Community Fund will issue a joint press release with ITV, STV and The National Lottery to officially announce The People's Projects shortlist on **Thursday 28 March**. We will let the media know that they cannot publish any details until this date. If requested, we will provide details of the main contact for the project to the media. It may be that journalists contact you for comment to prepare their article or broadcast material ready for the launch date. If someone from the media does contact you, please ask the journalist to confirm that they will not be announcing the news until **Thursday 28 March** before discussing your project with them.



You should not speak to anyone else outside of the project until the shortlist has been made public on **Thursday 28 March**.

Once the shortlist is made public on Thursday 28 March, you can begin your campaign to secure support and votes for your project. Please note that voting will not open until 9am on Monday 1 April.

### The People's Projects website

This website is dedicated to promoting each of The People's Projects groups and giving people the opportunity to vote. The ITV films will be available here with a summary of each of the competing projects and links to any social media accounts or websites they have: **[www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk)** – this website will be live from Thursday 28 March.

## Voting for your project

Voting opens at **9am on Monday 1 April and closes at midday on Monday 15 April**. The main voting option for the public is through The People's Projects website: [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk). There will also be an accessible voting option for those unable to vote online. Further details will be shared with you at your media and campaign training session in the New Year.

## Photos to promote your project

You will need to provide two photos for your projects which will be used to promote your project on The People's Projects website.

You will need to return your photos by **Tuesday 8 January** and please ensure you have return them to the email addresses below

- England project – [peoples.projects.england@tnlcommunityfund.org.uk](mailto:peoples.projects.england@tnlcommunityfund.org.uk)
- Wales project – [peoples.projects.wales@tnlcommunityfund.org.uk](mailto:peoples.projects.wales@tnlcommunityfund.org.uk)
- Scotland project – [peoples.projects.scotland@tnlcommunityfund.org.uk](mailto:peoples.projects.scotland@tnlcommunityfund.org.uk)  
(Includes projects in the Border region)

You will also need to return a copyright consent form.

## Filming of projects by ITV

ITV regions have been notified of the final shortlist. An ITV producer will contact you to arrange a time to film your project after you have attended the media and campaign training.

On the day of filming, everyone will be asked to complete a consent form. Anyone who features in any video, photos and interviews taken on the day must give their written consent – one per individual.

Parents or guardians of children or vulnerable adults may sign a form on behalf of each individual under their care.

## Broadcast of projects – week commencing Monday 1 April 2019

The People's Projects broadcasts will run during the week commencing Monday 1 April on ITV's 6pm regional news programme. ITV will feature one project each night during the first week. During the second week of voting, ITV may show a montage of all five competing projects and remind viewers to vote.

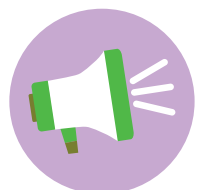
## STV – Scotland

In Scotland, the projects will appear on STV regional news programmes at 6pm. One project will feature every night in each of the STV regions; STV North, STV East and STV West.

## Promotional work and social media

In the promotional work that The National Lottery Community Fund, ITV and STV organise, they will ensure that projects are given impartial, fair and balanced coverage. For example, The National Lottery Community Fund cannot re-tweet or like any tweets from any shortlisted project taking part in The People's Projects.

The National Lottery team will also promote The People's Projects by encouraging people to vote and sharing the stories of the amazing things that are being achieved through previous People's Projects winners. They will be doing this through a wide range of activities in the media, social media, on their website and via their retail network to make this the biggest year yet for The People's Projects!



We expect that you will also support your cause by arranging your own publicity, but please do not use paid-for advertising as this creates an unfair advantage for projects. Please do not organise or promote any competition or incentive relating to The People's Projects and your nomination to encourage people to vote. Don't forget to check that your promotional work is checked for accuracy too.

### **Celebrity endorsement**

To ensure a level playing field, projects must not use endorsements by celebrities (including politicians) to promote their projects in their ITV films.

### **#PeoplesProjects**

We will use social media to promote the campaign. The media and campaign training will show you how best to use social media to gain support for your project.

We will be using the following hashtag **#PeoplesProjects** in all our social media activity.

(For Welsh social media posts **#prosiectaurbobl** hashtag will be used.)

## **Branding and Marketing toolkit**

To help you to publicise your campaign, we will provide you with a marketing toolkit which will include a template press release, template social media assets, posters and The People's Projects lock-up logo with you can use on your own campaign materials. A bilingual toolkit will be provided for projects in Wales. We will share this toolkit with you in the New Year.

### **Guidance for using the lock-up logo**

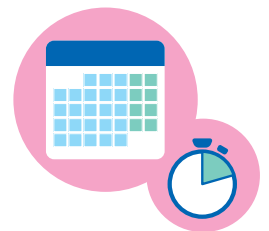
Please do not recolour, redraw, stretch, crop, rotate, or animate our logo artwork in anyway.

Please do not place the logos over photography and leave as much clear space around the logo as you can to enhance the legibility and impact.

## **Results of the vote**

Winning projects will be featured on ITV regional news on Thursday 18 April, during the 6pm evening news programme. ITV will be in touch to film the reveal and we will contact all projects on Wednesday or Thursday to let you know the outcome of the vote. We'll need to have contact details which you can be reached on until 6pm. A member of staff from The National Lottery Community Fund will call you about a week before the broadcast to confirm the best contact number to contact you on.

The National Lottery will also celebrate winning projects in other various other media in the weeks following the public vote. Please be aware that you may be contacted by the media.



### **Runner up awards**

In all regions, we may offer the two runners up a small grant of up to £5,000. The funding should go towards something in the spirit of your detailed proposal. We will arrange a time to discuss once the results have been announced.

## **Finally...**

If you have any queries or need any advice or help with any aspect of your campaign we are very happy to help. You can find help on [thepeoplesprojects.org.uk](http://thepeoplesprojects.org.uk) or you can contact the Advice Team on 034 54 10 20 30

## **Good luck!**