

Acknowledgement Toolkit

How to acknowledge and celebrate your People and Place grant funding

SEStran

South East of Scotland
Transport Partnership



TRANSPORT
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Welcome

Congratulations on being awarded a People and Place grant. This is an exciting time as we all work together to help people in the south-east of Scotland understand the opportunities and benefits of active travel.

Acknowledging your People and Place grant is an important part of your project. Every recipient of a grant needs to publicly acknowledge both the support of SEStran and the support of Transport Scotland.

All funding acknowledgements should be prominent, with the level of prominence proportionate to the size of grant. Thinking about acknowledging our funding early in the process will help you to do so in ways that will both meet our requirements and are suitable for your project.

We hope you'll find everything you need to plan your acknowledgement included in this toolkit. If you have any questions, please get in touch and we'll be happy to help.

Sarah Junik – Communications and Marketing Officer
Sarah.Junik@sestran.gov.uk

Acknowledging the funding

People and Place funding is a key part of the regional delivery of active travel behaviour change in the south-east of Scotland. The funding is designed to deliver behaviour change interventions to support people in the region to choose active travel and sustainable over private vehicles.

Our grant funding is made possible thanks to support from Transport Scotland, and so it is important that you acknowledge both SEStran and Transport Scotland.

The tables on the next page will show you where you should be acknowledging our funding. Bear in mind that every project is different and not everything on the list will be relevant to every project.

If you have any questions about what acknowledgment to include, please email sarah.junik@sestran.gov.uk.



Activity	Acknowledgement statement	SEStran and Transport Scotland logos	SEStran quote	Transport Scotland quote	About us statement / notes to editors (see section below for wording)
PR activity: for example, grant announcements, launch or milestone press releases, interviews, speeches.					
Digital: for example, websites, intranets, videos and blogs, presentations, educational materials, newsletters.					
Social media channels: acknowledgment of funding in posts on social media channels for example Facebook, Instagram, X, YouTube, LinkedIn, etc.					
Launch, opening or milestone events: material including invitations, tickets, speeches, badges, posters, signage, press releases, interviews with the media, uniforms, branded clothing, presentations, videos etc.					
Advertising: newspaper, out of home, TV or radio advertising.					
Printed materials: for example, posters, flyers, brochures, tickets, invitations and banners, maps, postcards.					
Corporate materials: annual reports, impact reports.					
Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners.					
Funding of staff or placements: job descriptions or job adverts, staff uniforms.					

How to talk about your grant

Funder names

- Please note the name SEStran (not SESTran, SEStrans, or Sestrans). The name can also be written in full: South East of Scotland Transport Partnership.
- Always refer to Transport Scotland in full and not as TS.

Acknowledgement statement

[Name of project] has been made possible thanks to a People and Place grant. People and Place grants are funded by the Scottish Government and are administered and supported by SEStran.

Further explanation statement

SEStran (South East of Scotland Transport Partnership) is the statutory Regional Transport Partnership for the south-east of Scotland. SEStran encompasses eight local authorities: City of Edinburgh, Clackmannanshire, East Lothian, Falkirk, Fife, Midlothian, Scottish Borders and West Lothian.

People and Place grants are funded by the Scottish Government and administered and supported by SEStran. SEStran's People and Place programme contributes towards three of the four objectives in the Regional Transport Strategy, by supporting behaviour change interventions that allow people to choose active or sustainable ways to travel instead of using a car.



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SEStran and Transport Scotland logos

The SEStran and Transport Scotland logos must be used to acknowledge SEStran People and Place funding.

The logos cannot be altered or changed in any way and must be used as outlined in this toolkit.

Please ensure you have downloaded the latest versions of the logos.

[Download SEStran and Transport Scotland logos.](#)

Websites and printed materials

Websites

If your People and Place grant is the main funding for your project, our preferred location for the SEStran and Transport Scotland logos is a standalone position at the top of the home page of the project website.

If your People and Place grant is one of multiple funders, our preference is for funders logos to be shown in order of size of grant given.

A quote can be provided for the page if required. Please contact sarah.junik@sestran.gov.uk

Printed materials

Please ensure that acknowledgement of our funding is highly visible on all printed material relating to the project.

If your People and Place grant provides the majority of the funding for the project, our preferred location for both the SEStran and Transport Scotland logos is a standalone position, away from other funder logos at the top left or top right of any material.

If we are one of many funders our preference is for all funder logos to be shown in order of size of grant given.





Social media

You should initially post on your social media channels acknowledging your SEStran funding, tagging both SEStran and Transport Scotland.

Following this initial post, all subsequent social media posts about the project should include a reference to SEStran and Transport Scotland and both organisations should be tagged. This allows us to see your posts and reshare your great work.

You can also use the hashtag #ActiveTravel

Tagging

The SEStran tags/handles are:

LinkedIn: @SEStran

Facebook: @SEStran

The Transport Scotland tags /handles are:

LinkedIn: @TransportScotland

Facebook: @TransportScotland

Instagram: @transportscotland

Press releases

Please acknowledge our funding in all press releases and send to Sarah Junik at SEStran for sign off.

Where a press release is planned for a launch, milestone or key piece of activity, please contact Sarah Junik at SEStran for a SEStran quote. For this type of activity, it may also be appropriate to include a quote from Transport Scotland. This will take a **minimum of two weeks** to be arranged, and will happen via Sarah Junik, who will contact the communications team at Transport Scotland.

If you are giving media interviews about your project, please ensure that you mention your project receives People and Place funding from Transport Scotland, administered by SEStran.

For quotes and press release sign off, please email:
Sarah.Junik@sestran.gov.uk

Our approved wording for Notes to Editors:

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Find out more at: www.sestran.gov.uk





Signage

Where practical, acknowledgement of the People and Place funding should be highly visible on all main signage related to the project.

If your People and Place grant provides the majority of the funding for the project, our preferred location for both the SEStran and Transport Scotland logos is a standalone position, away from other funder logos. If we are one of many funders our preference is for all funders logos to be shown in order of size of grant given.

Sign off

All promotional materials and branding featuring the SEStran and Transport Scotland logos should be sent to the SEStran Communications and Marketing Officer for sign off: Sarah.Junik@sestran.gov.uk

Sign off must be obtained before production.

Please allow 7 days for approval.

Stories / images

Both SEStran and Transport Scotland want to showcase the great work that projects such as yours are doing across the south-east of Scotland.

To allow us to do this, please send images and case studies / stories to Sarah.Junik@sestran.gov.uk. We will use these on our social media channels and our website.

Please ensure that all photography is high quality – we are looking for well executed photos that have good composition and tell a story. We are particularly looking for photography that is full of life – rich with colour, energy and most importantly people. Please include the relevant image permissions and credits.

To help you capture stories, we have created a case study template. [Download the template.](#)

Please provide **at least one** case study about your project. If you have more than one case study to share, please complete the template as many times as you require. You can also send case studies to us throughout the year of your funding.

We will use the case study to create one or more of the following: social media content, content for our website and newsletters, and content to use in reports for Transport Scotland.



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