



SBCD Portfolio Communications, Marketing, and Engagement: Protocols & Guidelines Document

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Acronyms

The following acronyms will be used throughout the document.

BEM	Business Engagement Manager
CCC	Carmarthenshire County Council
C&MO	Communications and Marketing Officer
CM&E	Communications Marketing and Engagement
HAPS	Homes as Power Stations
HDUHB	Hywel Dda University Health Board
NPTC	Neath Port Talbot Council
PDM	Pembroke Dock Marine
PCC	Pembrokeshire County Council
PoMO	Portfolio Management Office
PL/PM	Project or Programme Lead/Manager
SRO	Senior Responsible Owner
SILCG	Supporting Innovation and Low Carbon Growth
SBCD	Swansea Bay City Deal
SBCR	Swansea Bay City Region
SBUHB	Swansea Bay University Health Board
SCC	Swansea Council
SU	Swansea University
UKG	UK Government
UWTSD	University of Wales Trinity Saint David
WG	Welsh Government

1. Introduction

The Protocols & Guidelines document is a key delivery document which sits within the **SBCD Communications, Marketing and Engagement Implementation Plan** which should be referred to for further information.

The **SBCD Communications, Marketing and Engagement Protocols & Guidelines** document contains the protocols and guidelines to be followed by the Swansea Bay City Deal (SBCD) Portfolio Management Office (PoMO) and the SBCD Project and Programme teams when delivering marketing, communications, and engagement activities for the City Deal.

2. Official Spokespeople

Co-ordinated by the SBCD PoMO, the following post holders have been identified as official spokespeople for the SBCD to undertake spoken interviews, press releases quotes and other media relation activity:

- English language interviews should be conducted by the Joint Committee Chairman
- Welsh language interviews should be conducted by a nominated Welsh speaking member of Joint Committee, currently the CCC Leader
- Business Sector opinions should be conducted by the Chair of the Economic Strategy Board.

The designated spokespersons are detailed in Appendix 1

3. Photography Guidelines

In most cases photography opportunities arise because of Project and Programme activities and are managed by the project team. The SBCD C&MO will work with the project team to ensure that the relevant people are available for the photograph session. Where possible, the following people should appear:

- Chairman of the Joint Committee or designated deputy.
- Relevant senior members of the organisation(s) leading on the project or programme.
- UKG or WG Ministers and/or Officials if attending.
- Chairman of the Economic Strategy Board or designated deputy if attending.

The C&MO will request that Project and Programme level photography is shared and stored in the relevant PoMO folder and may be used on the SBCD website, social media etc.

Consideration must be given to quality and diversity to encapsulate broad representation of the community, considering demographics, gender and ethnic balance during photographic sessions.

Any other opportunities for photography at Portfolio level will be coordinated by the C&MO and will follow the guidelines above.


4. Branding Guidelines

The following SBCD brand guidelines must be adhered too when communicating SBCD related activity. The SBCD branding includes the logo, corporate font, standardised colour schemes and strapline.



Colours

CMYK

	100% cyan
	100% + 60% magenta
	70% cyan + 60% yellow
	30% cyan + 20% black





RGB

	0, 159, 227
	0, 92, 169
	69, 179, 132
	162, 195, 214

Web

	#009fe3
	#005ca9
	#45b384
	#a2c3d6

Pantone

	PMS - 801
	PMS - 300
	PMS - 339
	PMS - 644

Formats

The logo is available in the following formats:
JPEG for desktop publishing (MS Word, PowerPoint, etc.)
EPS or **TIFF** for high quality printing, **JPEG** or **PNG** for web.
Requests for the logo should be made to:
marketing@carmarthenshire.gov.uk



Font - 'Ubuntu'

Available from:

<http://font.ubuntu.com>
<https://fonts.google.com/specimen/Ubuntu>

To be used in web and print projects.

Can be downloaded and used freely. Is covered by an Ubuntu Font Licence.

Background colours



Try to avoid placing the logo on a coloured background where possible. If this is unavoidable then please use as above or use a white version of the logo on a dark background and a black version on a light background. For electronic usage the logo must appear on a white background.



Recommended minimum size



To ensure visibility, legibility and accessibility, the logo, wherever possible, should not be used at a width that is less than 40mm as shown left.

Clear space



Allow for clear space all around the logo equal to the height shown left.

The logo is bilingual. Regardless of the language of the materials it appears on, neither English or Welsh should be removed.

The following layouts must be used when displaying City Deal and partner logos on marketing materials. Images at various resolutions are held by the SBCD PoMO and are available on request.

4.1 When only one stakeholder logo is required, they must be displayed as follows:



4.2 When all stakeholder logos are required, they must be displayed as follows:



4.3 When all stakeholder logos and UK Government and Welsh Government logos are required, they must be displayed as follows:



4.4 The portfolio also has its own strapline which should be used where possible:

Creu ein dyfodol gyda'n gilydd | Creating our future together

The Welsh Government require funding acknowledgement plaques to be used where WG funding is used to support a project. Further guidance for the use of plaques is forthcoming and will be shared with all stakeholders and project teams by Q2 2024/25.

5. Protocols for Media Communication

With multiple partners involved in the SBCD Portfolio, the following protocols must be followed to manage press releases, media responses and statements, interview opportunities, social media posts and events.

There are three different levels of communication:

- Portfolio Level Communications
- Regional Project and Programme level Communications
- Location Specific Project and Programme level Communications

5.1 Portfolio Level Communications

The SBCD's Communications and Marketing Officer (C&MO) will lead on all media activity at the Portfolio level. This content requires approval from:

- SBCD SRO.
- Chair of Joint Committee.
- SBCD Portfolio Director.
- Relevant Lead delivery organisation press office.
- Relevant SBCD Project SRO and PM.
- UKG and WG press office if governments are quoted.

Appropriate levels of communication sign off will be determined by the Portfolio Director and based on the scope, significance and complexity of the announcement or statement.

The C&MO will ensure that there is a good coverage of quotes included and depending on the communication this could include:

- The Chairman of Joint Committee
- The relevant senior Joint Committee members of the organisation(s) leading the project (e.g. Council Leaders, University, Health Board etc)
- UKG and WG (if relevant)
- Chair of the ESB (if relevant)

All approved press releases are sent for information to Joint Committee, Programme Board and Economic Strategy Board members, and other relevant key stakeholders.

They will also be uploaded onto the SBCD website and shared on social media.

5.2 Regional Project and Programme Communications

The C&MO will lead on all regional projects and programmes media communications and this content will also require approval from those outlined above.

Working closely with the project or programme PM and SRO, all lead delivery organisations will be informed and engaged throughout the process. Roles and responsibilities will be outlined by the C&MO and communicated to all relevant stakeholders.

The lead delivery organisations will be requested to display the press releases bilingually on their website and share / like social media posts.

5.3 Location Specific Projects and Programme Communications

For projects and programmes that are location specific, the lead deliverer in conjunction with partner organisations will lead on PR activities. The SBCD PoMO must be informed via the SBCD C&MO during the planning of the activity following which PoMO support can be made available.

Reference to the SBDC must be included in the body of the text as a minimum. Further details should also be included in the footnote/editor's notes.

5.4 Notes for Editors

The suggested text to be used for Notes for Editors is:

The Swansea Bay City Deal is an investment of up to £1.3 billion in a portfolio of major projects and programmes across the Swansea Bay City Region, which is being funded by the UK Government, Welsh Government, public sector and the private sector. Over the 15-year lifespan of the portfolio, the City Deal will boost the regional economy by at least £1.8 billion, while generating over 9,000 jobs. The Swansea Bay City Deal is being led by the four regional local authorities - Carmarthenshire Council, Swansea Council, Neath Port Talbot Council and Pembrokeshire Council - together with the Swansea Bay University and Hywel Dda University Health Boards, Swansea University, the University of Wales Trinity Saint David, and private sector partners.

5.5 Negative Publicity

Every effort must be made to proactively deal with negative publicity. Potential issues should be brought to the attention of the SBCD C&MO at an early stage to allow time to prepare a suitable reactive response.

The SBCD Portfolio Director, SBCD SRO and the Joint Committee Chairman will be informed of any potential negative PR and provided with the facts in case they are required to comment. They will be sent links to relevant online stories that are published and provided with hard copies of any that are in print.

- **Portfolio Level:** The SBCD C&MO will lead the response to any negative publicity and be responsible for communicating the information with the relevant SBCD Chairs and partners.
- **Regional Projects and Programmes:** The SBCD C&MO will lead, and work closely with the PM, lead delivery organization press officers and other delivery partners to establish the facts and formulate a response. The PM is responsible for informing the SRO and providing information to the project board members.
- **Location Specific Projects and Programmes:** The lead deliverer will take the lead, working closely with the project partners and project manager, and ensuring that the SBCD C&MO is kept informed. The PM is responsible for informing the Project/Programme SRO and providing information to the project board members.

5.6 Additional Information

Representatives of all City Deal project and programme partners will have equal opportunity to give interviews to the media. Where only one person is required for interview, all partners should be informed prior to the interview. All interviews should, wherever possible, reference other City Deal partners and be communicated in Welsh and English.

6. Protocol for Ministerial Visits

Ministerial visits may be called:

- I. By the Government Ministers Office
- II. By the SBCD PoMO

It has been agreed with UK Government and Welsh Government that all portfolio, programme and project level ministerial engagements, whether requested by the PoMO or by the Ministers' Office must be led by the SBCD C&MO and the official protocol below must be followed.

Lead delivery organisations must not bypass the PoMO when requesting Ministerial visits relating to SBCD funded activity.

The SBCD C&MO must:

- Liaise with the Government Officials that support the Minister to determine the purpose of the visit and the requirements e.g. timeframe, duration, mode of meeting, attendees.
- Notify the most senior person from the Lead Authority and Lead Deliverer (e.g. Leader/CEx/Vice Principle etc) about the visit and ask them to attend.
- For regional projects and programmes all four Leaders will be invited to attend. If a Leader is unable to attend an alternative date could be considered or suitable political substitute nominated to represent their Local Authority.
- Ensure that the SRO is invited to take part and that the Project Manager supports the arrangements by being involved throughout the communication loop preparations and attends the visit.
- Raise awareness of the request with the Chairs of the governance boards: Programme Board, Joint Committee and Economic Strategy Board. The Chairs will be invited to attend.
- Raise awareness with the WG/UKG so both are invited to attend.
- Keep all stakeholders updated with developments.
- Post event, follow up with supporting Officers to complete any actions.
- Coordinate PR and seek approval as detailed in Section 5.

All roles and responsibilities surrounding the visit will be agreed between the SBCD C&MO and PM. PMs and partner organisations will be required to assist with arrangements for the visit such as location, guest speakers and schedule for the day.

Dates and times must not be confirmed without prior discussion with the PoMO.

The PoMO provides the UKG and WG with a list of key milestones that are identified by the PLs. These are listed in the **SBCD Events and Activity Planner**.

7. Bilingual Guidance

All external City Deal communications such as media releases, brochures, adverts, social media, exhibition material and the website should be in Welsh and English to comply with the Welsh Language Standards.

The Welsh language should be positioned so that it may be read first and not be treated less favorably than the English language, in terms of:

- Presentation e.g., use of font, size, colour and format.
- Position and prominence.
- When and how the material is published, made available or exhibited.
- Promotion and availability.

The **SBCD Welsh Language Guidance document (September 2021)** outlines bilingual guidance.

CCC provides the City Deal PoMO with an English to Welsh translation service for larger documents and presentations, and the SBCD Communications and Marketing Officer (C&MO) carries out day to day translations.

Live translation and the rental of translation headsets are required during live events where a speaker plans to present in Welsh.

Lead Delivery Organizations are responsible for arranging their own translation requirements and costs.

8. Social Media Guidelines

The SBCD uses Facebook, X (formerly Twitter) and LinkedIn to engage with individuals and businesses on social media. The handles are as follows:

- Facebook: @SBCityDeal
- X: @SBCityDeal
- LinkedIn: - @Swansea Bay City Deal @Bargen Ddinesig Bae Abertawe



The SBCD M&CO is responsible for Facebook and X.

The SBCD BEM is responsible for LinkedIn.

PLs wishing to publish media onto the SBCD social media channels should do so via the M&CO or the BEM.

Orlo is used to centrally manage and schedule content for Facebook and X.

9. Protocol for Website Content

The SBCD C&MO is responsible for managing content on the SBCD Website. All text, images, PR and videos shown on the SBCD website must be approved by PLs and the marketing and communications team of the leading organisation before they are uploaded onto the website.

Any updates required by PLs must be communicated to the SBCD C&MO directly or through their project/programme marketing and communications officers.

Any significant /major changes to the website pages planned by the PoMO will be communicated to various governance groups and to PLs prior to changes taking place.

Partners should include bilingual story content on their websites and should also reference SBCD in social posts.

Appendix 1 Official Spokespersons for SBCD (March 2024)

The following persons have been nominated as spokespersons for SBCD Comms and Marketing purposes:

SBCD Senior Responsible Owner (SRO)	Wendy Walters, Chief Executive of CCC
English language interviews	Joint Committee Chairman Cllr Rob Stewart, Leader of SCC.
Welsh language interviews	Welsh speaking member of Joint Committee, currently Cllr Darren Price, Leader of CCC.
Business Sector opinions	Chair of the Economic Strategy Board, Mr Chris Foxall
SBCD Portfolio Director	Jonathan Burnes