Document 9:
GOVERNANCE DEVELOPMENT PROGRAMMES

Marketing & branding guidelines for prospective bidders

**July 2017**

Contents

[Introduction 3](#_Toc382292704)

[Marketing and Communications Plans 3](#_Toc382292705)

[Branding and Logo 4](#_Toc382292706)

[Media relations 4](#_Toc382292709)

[Website 4](#_Toc382292710)

[Contact details 4](#_Toc382292712)

# Introduction

This document sets out the expectations that the Department for Education (“DfE” or “the Department”) has of bidders and ultimately of successful bidders in terms of marketing and branding for governance leadership and clerking development programmes This document is intended to assist potential bidders but does not override anything set out in the Invitation to Tender.

## Marketing and communications plans:

Your marketing and communications strategy for your programme will be assessed as part of your bid.

When submitting your bid please include, as a minimum, the following categories and information:

* objectives
* target market/s, including insight which is informing your strategy
* strategy/approach
* communications and marketing activity table. The latter should include the following fields:
	+ activity type
	+ description
	+ audience
	+ timings
* costs, if applicable
* evaluation plans

Proposals should focus on low and no-cost activity.

If a contract is awarded, the contractor will need to submit a detailed communications strategy and plan to the Department for approval. No communications activity, whether paid for or no cost, can commence without the specific approval of the DfE Communications Team. Please note that any spend over £100K also requires additional clearance by the Cabinet Office.

All proposals should be based on evidence and audience insight.

## Branding and Logo

## Successful bidders (Contractors) will be given the appropriate templates and guidance for use with the DfE logo. This section explains our approach for the benefit of potential bidders.

Contractors must use the DfE logo on the front cover of all material produced in relation to governance leadership or clerking development programmes. Text should be used alongside to make clear that a particular programme is ‘supported by’ or ‘in partnership with’, and so on.

The logo should never be altered in any way (for example, separated or recreated) and must be clearly visible. An exclusion zone must be applied around the logo, which helps to ensure maximum clarity and prevents other visual elements intruding into this space.

## Media relations

**Proactive media about your programme** – including the issuing of press releases to national, regional or trade press, briefing the media, interviews or other media events in relation to your programme activity will be the responsibility of the Contractor. Media plans should be submitted as part of your marketing and communications plan and will need to be approved by DfE Communications. When it comes to delivery, the Contractor must send all press releases/press materials to the contract manager and the DfE press office for review and approval at least 3 days in advance of issue.

**Reactive media** – any calls or enquiries from journalists unrelated to the planned proactive media work, especially those relating to sensitive issues, should be flagged with the DfE press office and contract manager office to discuss an appropriate response.

## Website

The GOV.UK website hosts a general governance leadership and clerking development page but does not publish programme related content.

If you think you will require a separate website the rationale should be laid out in your communication plan and will require approval by DfE Communications and the Government Digital Service.

## Contact details

If you have any queries regarding the promotion of your programme, please contact your contract manager.