

PENDLE HILL LANDSCAPE PARTNERSHIP



TOGETHER FOR OUR LANDMARK





PENDLE HILL
LANDSCAPE
PARTNERSHIP

THE BRAND

Aims of the brand

- Capture the geography and the changeable character of a landscape and its people
- Connect the ‘two sides of the hill’
- Promote the projects and aims of the partnership
- Engaging, connecting, gathering, contemporary and relevant

The Pendle Hill Landscape Partnership brand starts with geography. An abstracted version of the hill at the centre of a network created between the Pendle villages and beyond. This gives us a shape based on community and physical reality, rather than any imagined borders. It is the spaces inbetween that are the landscape. The lines between are connections and they broadcast like a beacon from the hill to the surrounding communities, landscape, heritage and beyond.

The resulting shape, the Pendle Jewel, is composed of 15 smaller shapes (including the hill at the centre), one for each of the partnership’s projects. They also represent the myriad facets of the landscape, the hill and its people.

COLOURS

The colours speak of grass and heather. They are also the colours of the suffragette movement - a hint of the Pendle radicals that the project seeks to celebrate.

CMYK	RGB	CMYK	RGB	CMYK	RGB	CMYK	RGB
81	84	66	86	64	105	87	0
83	64	16	164	0	180	0	160
0	146	49	146	100	46	100	59
0		0		0		0	

PANTONE:

Violet

3258

368

347



The gradient, composed of our first three colours.



THE JEWEL

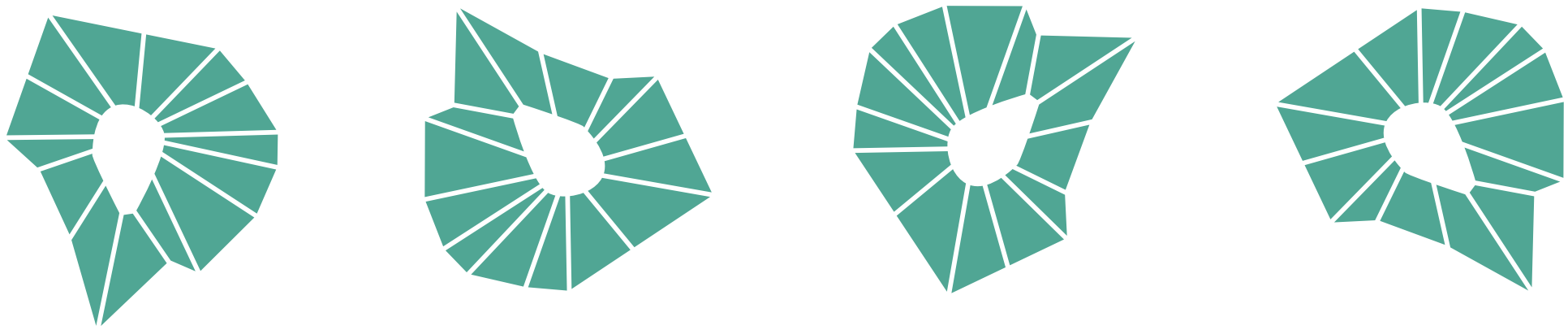
The Pendle Jewel is a shape composed of a central abstraction of the hill from above, radiating out to the Pendleside villages and beyond, including (but not limited to): Rimmington, Barley, Roughlee, Newchurch, Wheatley Lane, Fence, Higham, Sabden, Wiswell and Chatburn.

The hill is both a divider and a gatherer of its surroundings.

The resulting 'jewel' is multifaceted and changeable.



The jewel can be used in many ways. In colour, in mono, outlined, with or without its type. The abstracted shape provides pattern, sometimes soft, sometimes spiky. It can be overlaid on imagery to highlight or contain, or have imagery within it. The interior shapes can be used to illustrate projects or as decorative elements within a design. Like dry stone walling, the non-uniform shapes can come together in many different ways to form something new.



The shape can be rotated, split apart, enlarged and transformed to imply the variety of the landscape. It can be used with the type as a logo or in different proportions with the type.

There is no correct way round, no “right side of the hill”.



All these shapes can be used to create dynamic and interesting layouts.

LOGO



The jewel is paired with a contemporary typeface. This has the feel of a sports or outdoor activity brand. We want to inspire people into the landscape.

Available in two flavours: landscape (of course) and portrait.



PENDLE HILL
LANDSCAPE
PARTNERSHIP

The logo is available in mono and white versions for use against coloured/patterned backgrounds or where full colour printing is not available, or suitable.



An exclusion zone around the logo exists, equivalent to the 'A' in landscape.

No other logos or graphic elements to break into the exclusion zone. It represents the minimum distance any other element should be from the logo.



To ensure legibility and consistency with the brand the logo must never be used smaller than 15mm in height...



...or 15mm in width for the portrait version



LOGO MISUSE



The logo must NOT be stretched or squished out of proportion.



The colour logo should not be used against complex or coloured backgrounds.



TYPOGRAPHY

Primary face. The typeface used in the logo and to be used as a headline font in documents is **Lazy Ride Sans**.

The font can be licensed here:
<https://crmrkt.com/4kEbAl>

Body face. The body font, as used here is **Prenton RP Pro**. This font is available as part of Adobe's creative suite/typekit.

<https://typekit.com/fonts/prenton>

If that is not available to you, an alternative font to use would be **Raleway** available for free download here:

<https://fonts.google.com/specimen/Raleway>

HEADLINE

Heading 1

Officatem velesto tem ipis dolupta dolest, officia epelestia qui dessi voluptatur? Aspelenis aut es doluptates ut perio. Uptatiissit re cupiend ipsanda volecea nobit rae voluptias atate voluptat eariae sequi dus.

Heading 2

Obis ne sendae consed et explant. Posam re, quiate ipsus es ent quiatibus ut aborent fuga. Imoluptatior autas sint la preperat

Heading 3

Enditem dolenim que intus aceped quam sit autat erum qui nost eos doluptatium iumendae. Rovidel entium quatur sa quundae ctorem vollenitin et quatem ut aut prepta etur a dolupta porese id etur? Quibus.

Quotes

|| All of it! I love the stark contrast of 'urban' and 'rural' between the two sides of the hill. I also love how Sabden and Roughlee are nestled at either end and are almost forgotten about. ||

JACK SPEES

STRAPLINE & SUPPORT LOGOS

The Pendle Hill Landscape Partnership is part of the Forest of Bowland AONB and is supported by the Heritage Lottery Fund. The partnership has a strapline, “TOGETHER FOR OUR LANDMARK” which emphasises the aim of the project.

Publications need to acknowledge the parent organisation and the project funder. A combined footer device has been developed to incorporate the three elements.



TOGETHER FOR OUR LANDMARK



Example usage of footer.



DESIGN GUIDANCE

DESIGN GUIDANCE

A4 document, cover and spreads.



The jewel provides a focus for elements within a photo.

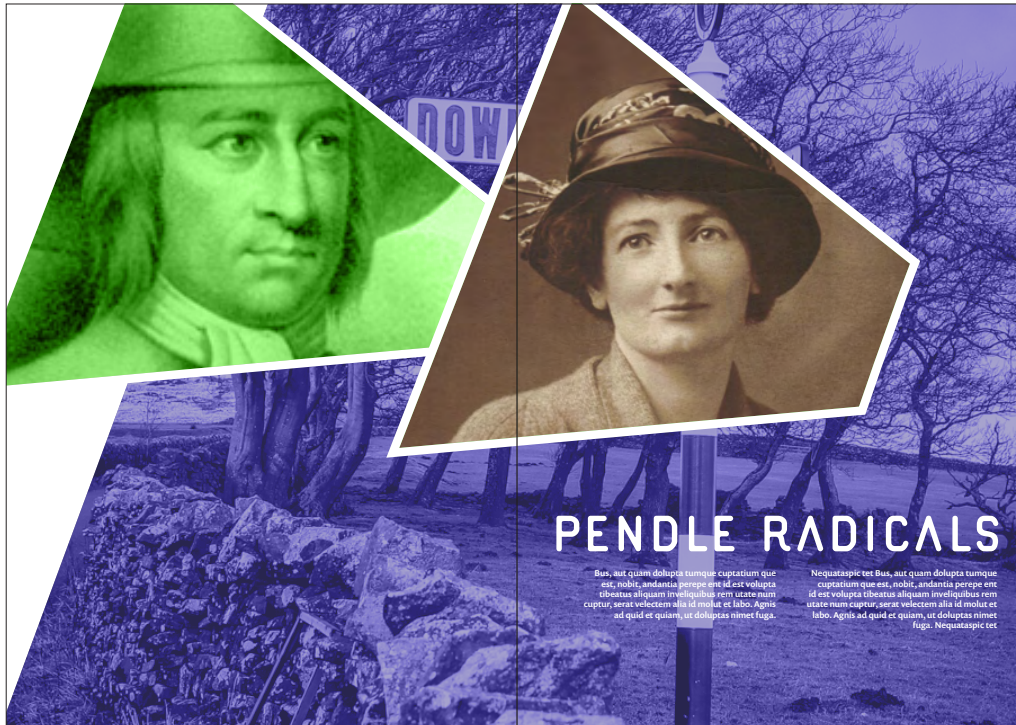


Or can be cropped or used as a dynamic abstract shape.



Individual shapes from the jewel used to create dynamic layouts, separating or joining ideas together.

DESIGN GUIDANCE





PEN: PEOPLE ENJOYING NATURE



OUT & ABOUT

Bus, aut quam dolupta tumque cuprtatum que est, nobit, andantia perepe ent id est volupta tibeatus aliquam inveliquibus rem utate num cuprtur, serat velectem alia id molut et labo. Agnis ad quid et quiam, ut doluptas nimet fuga.



PENDLE RADICALS



PAST & PRESENT

Bus, aut quam dolupta tumque cuprtatum que est, nobit, andantia perepe ent id est volupta tibeatus aliquam inveliquibus rem utate num cuprtur, serat velectem alia id molut et labo. Agnis ad quid et quiam, ut doluptas nimet fuga.



TOGETHER FOR OUR LANDMARK



www.pendlehillproject.com



TOGETHER FOR OUR LANDMARK



www.pendlehillproject.com

Example pop up banners.



PENDLE HILL PARTNERSHIP LOCATOR LOGOS



Locator Logos are a subset of the brand to be used by project's partners and local businesses that are supporting or get support from the project and its aims.

Contact: hetty.byrne@lancashire.gov.uk
to apply to use a locator logo

PENDLE HILL FUND



COMMUNITY ARCHEOLOGY



VOLUNTEERING & LEARNING



RADICALS



PEN



People Enjoying Nature

GATHERINGS



TRADITIONAL BOUNDARIES



TRAINEES



SUMMIT



WILD



ACCESS



WINNS

Woodland & Invasive Non-Native Species



DISCOVER



HILL WORTH



Projects can utilise their individual shards in a variety of interpretation such as posters, reports and presentations. The shards will also be used as a visual element on the website.

PHOTOGRAPHY & VIDEO



People & Place

The aim of photography for this brand is to put people in the landscape. To clearly demonstrate the relationship of a diverse community that works and plays in the shade of Pendle Hill and the surrounding area. Shots should provide a surprising, new perspective.







TONE OF VOICE

How we talk about the place

Pendle Hill Landscape Project will tell the stories and memories of those that engage with it. To achieve this it is important that we adopt the vernacular - where appropriate to adopt a Northern flavour. The use of quotes and interviews as well as first person narratives is vital in order to achieve this.

Our choice for photography is to see people in the environment; with our written communication we want to hear them in the landscape.

Jargon free plain English should be used to appeal to the widest possible audience and keep our messages clear.

www.pendlefolk.com provides a great start, collecting stories and interviewing the people that live in the Pendle landscape.

“ We are really lucky to live in a place like this – with the hill and the green scenes. It’s home for me, and I love it.

NICK ALDERSON



COMMUNICATIONS GUIDELINES

How we describe the scheme

Please use the text in Sections 1 to 3 as a source of content for interpretation.

1.0 Introduction & Partnership Values

The Pendle Hill LP has been developed over a period of time, with a year spent preparing the stage one application, and a further 18 months in a funded development phase preparing the stage two application, including the Landscape Conservation Action Plan, which was submitted in September 2017. In this time the staff and partnership has been embedded in the area and generated a high level of awareness, consultation and support amongst the resident and neighbouring communities.

The programme has very similar values to that of its lead body the Forest of Bowland AONB, in that it has a focus on conserving and enhancing the natural and historic landscape, whilst delivering projects of a holistic nature. It also operates in a very consultative manner, ensuring that stakeholders are engaged and listened to throughout the process. Sustainable development is also prominent: the AONB has a strong track record in supporting local businesses, community facilities, producers and contractors. We also procure suppliers of recycled and locally sourced materials in an effort to reduce our carbon footprint and food miles.

Our programme will run from 2018 to 2022 and intends to provide many opportunities for creative engagement, experimentation and expression via a series of exciting artists' commissions, 'the Gatherings'. These will create new ways of interpreting the landscape, its history and people, and will encourage engagement with new audiences.

The Pendle Hill scheme offers us a major opportunity to develop new audiences for the LP area, and our plan is to engage with many more, and a wider variety of, people: some of whom have not had the opportunity to explore, engage with and enjoy the area despite living within sight of the Hill. We are putting a particular emphasis on supporting people dealing with issues around mental health and social isolation, and exploring the impact that countryside and heritage experiences can have on their health and wellbeing.

We also want to use digital systems to engage with these new audiences, particularly the younger audiences who do not normally visit the landscape partnership area.

Pendle Hill has two very different sides, both physically and in socio-economic terms and it is our intention to gather together the two sides in our activities. We will do this by providing opportunities to share knowledge and experience, to explore the wider area and to celebrate the local distinctiveness of the area together.

The partnership brings together the AONB with four lead delivery partners: In-Situ Arts, Ribble Rivers Trust, the Dry Stone Walling Association and Mid Pennine Arts. In addition we work with the local authorities for Lancashire, Pendle and Ribble Valley; numerous parishes and community groups; colleges, artists, farmers and landowners, and volunteers. We are also supported by specialists in archaeology, health, education and the environment; and we receive funds totalling £2.5m from HLF together with Lancashire Environmental Fund, the Ernest Cook Trust, RDPE LEADER and a number of other trusts and funders.

2.0 Scheme Overview

Led by the Forest of Bowland AONB and supported by the Heritage Lottery Fund, the landscape partnership scheme is a four year programme of activity focussed on the heritage and landscape of what is a nationally protected and well-loved area: Pendle Hill.

The scheme will provide opportunities for training and volunteering; restore important landscape features; support research and develop innovative interpretation to inspire a new generation about heritage – all underpinned with the engagement of more people, and a wider range of communities.

The scheme is delivered through 12 projects, many also involving a ‘Gathering’ that comprise a strong element of creative arts, bringing people together from both sides of the hill, building cohesion and creating shared points of view. In addition three threads of activity – volunteering, outdoor learning, and interpretation – draw together the projects and support high quality engagement.

3.0 Vision, Aims & Objectives

This is the stated vision of the Pendle Hill Landscape Partnership:

A landmark of Pennine Lancashire, this iconic hill will become a focus for bringing town and country people together to understand, restore and celebrate the distinctive landscape and heritage of this much loved and inspiring place.

3.1 Aims:

The scheme has five aims and these also act as our key messages:

1. We will restore, enhance and conserve the heritage and landscape of Pendle Hill
2. We will re-connect people with the landscape
3. We will re-connect people and the past
4. We will bring together the two sides of the hill
5. We will create a sustainable future for the environment, heritage and for visitors’ experience of Pendle Hill

3.2 Objectives:

1. To better manage and increase the species diversity of natural habitats at a landscape scale
2. To reduce the risk of flooding through the use of natural flood management measures
3. To provide opportunities for volunteering and engagement in the environment
4. To increase knowledge, skills and opportunities for employment in the heritage sector
5. To restore and celebrate distinctive heritage features of Pendle Hill
6. To connect a wide range of people and local communities with their heritage and landscape
7. To develop a unique sense of place to help bring the two sides of the Hill together
8. To increase understanding of the value of a high quality landscape and the benefits it can deliver
9. To improve the physical and cultural access to Pendle Hill
10. To implement the programme through a creative, sustainable and inclusive approach

4.0 Audiences

In general terms, the Scheme will be accessible to everyone and its outreach will aim to engage as many people (and as many different people) as possible. That does not, however, mean that communications activity will be spread evenly across all audiences – especially given that resources are limited. Instead, some groups will be prioritised based on a combination of factors, such as their importance to achieving the objectives of the Scheme; the extent to which they can benefit from the Scheme; and groups that require special attention in order to become engaged. Such groups are known as target audiences. Based on the recommendations of the Audience Development Plan and social indicators research, the target audiences for the Scheme are as follows:

Audience	Who are they?	Current level of engagement	Goals
Young people	Teenagers and young adults (living in nearby urban areas) who engage with the landscape infrequently or in a limited capacity, partly due to a perceived lack of opportunities relevant to their needs.	MODERATE	Increase engagement by raising awareness of attractions / opportunities specific to young people – especially activities ‘outside the norm’ with potential to challenge preconceptions.
Ethnic minorities	Members of neighbouring communities who engage with the Pendle Hill landscape infrequently (or not at all) and who lack the sense of place held by other local groups.	LOW	Increase engagement and the sense of ‘ownership’ by celebrating shared values and cultural heritage; and by providing specific, tailor-made experiences.
People with mental health problems	Members of neighbouring communities with mental health problems, including people at risk from social isolation.	LOW	Enable engagement by (1) creating new opportunities to access the landscape and (2) improving matchmaking with existing activities, both physically and intellectually (including through digital delivery).

5.0 Communication Channels

A variety of channels will be utilised across the Scheme for both digital and physical media – please refer for to the Communications Strategy for the Scheme for more details.

To ensure a consistent approach, please also refer to section 2.0 (Key Messages) when producing any communications, and keep in mind our approach and values to the whole Scheme (section 1.0).

The following are a short summary of the key communications channels which are core to the Scheme and will utilise the partnership brand. However, partners’ own channels can also be utilised and leveraged in helping to promote the Scheme.

Channel	Description	Audiences
Digital media		
Scheme website	<p>As a ‘hub’ of communications, the website will be frequently updated to inform audiences of the latest news, developments, success stories, events and activities throughout the duration of the Scheme (and potentially beyond) – including individual project pages. Visit www.pendlehillproject.com</p> <p>Please contact hetty.byrne@lancashire.gov.uk if you have content to add to the website.</p>	All
Social media	<p>Social media will be used to increase outreach and drive online traffic to the Scheme website. Specific channels will comprise Twitter, Facebook, YouTube and Instagram. The Scheme’s own social media will be amplified by linking with that of partner organisations (e.g. re-Tweets). We envisage using social media as the basis of competitions, flash campaigns, citizen science and activities.</p> <p>The social media accounts for the Scheme are: F: @pendlehillproject T: @PendleHillLP I: pendlehilllp</p> <p>** Please see section 5.1 below which provides more detail on partner social media accounts and guidance on key messages</p>	All
Physical media		
Printed literature	<p>The Scheme will seek to minimise use of printed literature, favouring digital wherever possible. There are however some instances in which leaflets, posters, maps and other printed materials will be used, including:</p> <ul style="list-style-type: none"> • ‘Seeding’ messages about the Scheme in partners’ (and others’) own existing printed literature • Providing information that is required in situ, such as route maps and interpretation at locations with poor mobile coverage • Reaching audiences that are unlikely likely to engage with the Scheme’s digital communications (eg. due to economic and language barriers) 	<ul style="list-style-type: none"> • Adult learners (esp. unemployed) • Health and disability groups • Visitors (specific segments) • Minority groups
Interpretive displays	<p>Outdoor displays used to raise awareness of natural/cultural heritage and landscape features at key gateways and locations.</p> <p>Please note: a Scheme pop-up display system is available to use at your individual events, along with outdoor sail banners – please get in touch to book these.</p>	<ul style="list-style-type: none"> • Visitors

Channel	Description	Audiences
Press and publicity		
Local newspapers, newsheets and radio (analogue and digital)	<p>Raising awareness of the Scheme via local newspapers, village newsheets and radio can be a highly effective means of reaching specific communities based on location and/or interests/topics.</p> <p>Please get in touch if you would like to produce press relating to the Scheme and refer to the press writing template.</p>	<ul style="list-style-type: none"> • Volunteer and community groups • Tourism businesses • Artists and craftspeople • Sporting and outdoor groups • Adult learners • Health and disability groups • Minority groups

5.1 Social Media Guidance

Facebook: @pendlehillproject

General aims and uses

- To advertise events
- To publicise pieces of work, volunteer sessions etc. after they have happened
- Share other events/partner posts etc.

Main Partner accounts

- @insitupendle (In Situ)
- @teamMPA (Mid Pennine Arts)
- @ribbletrust (RRT)
- @drystonewallingassociation (DSWA)
- Other partner/associated organisation/funders accounts:
- @lancashirecare (Community Restart (PEN project))
- @UCLanArchAnth (UCLan Archaeology and Anthropology page)
- @ydmtnews (Yorkshire Dales Millennium Trust – woodlands project)
- @Lancashire Environmental Fund (LEF)
- @lancashirecc – LCC

Other accounts to tag within posts (dependent on content):

- @bowlandaonb (AONB)
- @heritagelotteryfund (HLF)
- @RibbleValleyCouncil (RVBC)
- @pendlecouncil (PBC)
- @burnley.council (BC)

Twitter: @pendlehillp

General aims and uses

- To retweet pieces of relevant information from other organisations e.g. RSPB, Wildlife Trust, Heritage Lottery Fund etc.
- To post small snippets of information with link throughs to the website
- Post striking images with small captions

Main partner organisation accounts:

- @InSitu_1 (In Situ)
- @teamMPA (Mid Pennine Arts)
- @RibbleTrust (Ribble Rivers Trust)
- @DSWA_GB (Dry Stone Walling Association)

Other partner organisations or/ and funders (please include any others):

- @LancashireCare (Community Restart (PEN project))
- @UCLan (archaeology work)
- @ydmtn (Yorkshire Dales Millenium Trust – woodland project)
- @RDPENetwork – Lancashire Leader funding for Pendle Summit project (no Lancashire specific account)
- @LancashireCC – Lancashire County Council
- @LancsEnvFund – Lancashire Environment Fund funding peat restoration work on Pendle Summit

Accounts to include within tweets (dependent on focus)

- @HLFNorthWest (Heritage Lottery Fund North West)
- @heritagelottery (Heritage Lottery Fund)
- @RibbleValleyBC (Ribble Valley Borough Council)
- @PendleBC (Pendle Borough Council)
- @burnleycouncil (Burnley Council)
- @MarketingLacncs (Marketing Lancashire)
- Other handles which belong to parish councils, village halls, other partner/supporting organisations



Instagram: @pendlehillp

General aims and uses

- To post striking images focusing aspects of the scheme e.g. about landscape, boundaries, volunteering opportunities with links to website for more information about specific topics
- To like and comment on other #pendlehill images, generating more of a following and the use of certain # which we promote.
- Follow certain # to get an idea of what other people are posting around an area or topic.

General # to use within posts (Twitter and Instagram)

- #PendleHillLP
- #PendleHill
- #MyPendleHill
- #LoveHeritage
- #HLFSupported
- #Thankstoyou
- #PendleHillVolunteers
- #LandscapePartnership
- #lovewhereyoulive
- #lovewhereyouwork
- #TheNationalLotterySupported

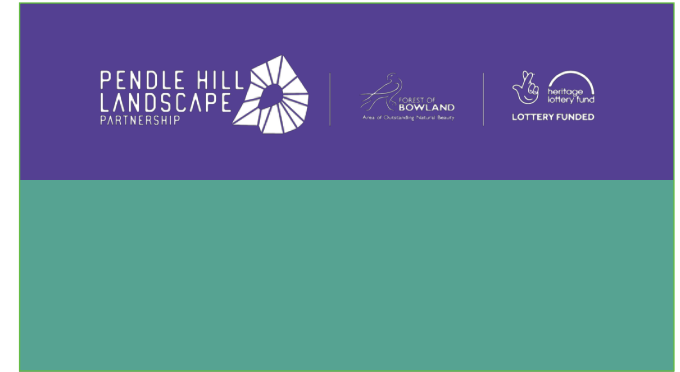
Other # which relate to specific content and/or location (e.g. including Ribble Valley or Pendle). The # can be quite general if you are aiming to get a message across (e.g. including the #nature in a nature based activity or project)

General Guidelines:

- On Facebook try and post the 'main' post of the day at peak time, which is usually between 5pm and 8pm. This will hopefully generate the most engagement/reaction. Lunch time is also a good time, if there were two posts planning to go out on one day.
- Try and use # on Instagram and Twitter where ever possible but keep them relevant to the content of the post rather than using # for the sake of it. Keep track of which # is generating interest, particularly on Instagram.
- Try and avoid sharing/retweet posts from a business or individual trying to sell their work or an item. BUT do support partner/local organisations by sharing a post/retweeting about an activity which they have carried out, especially if it relates to the projects within the PHLP
- Avoid over posting large pieces of different content within the same day. Instead use the schedule and re-schedule posts at a quieter time – information from an event or activity doesn't have to be shared immediately afterwards, and instead it may be more effective to post the information/photos a few days later.
- Use photos in every post across all platforms whenever possible. Photos usually receive the most engagement or the biggest reaction.
- Where possible, ask for photos/comments/ideas on posts to engage with as many followers as possible.
- Where relevant, e.g. at an event or through an activity, use Instagram stories or Facebook live to document and engage with followers in a slightly different way.
- Always seek permission from anyone within a photo to use the photo before uploading it on social media.
- Fill in the social media schedule before an event/activity/post if you know there is something coming up which you will want to post about on social media.

6.0 Templates

We have a number of branded templates for producing presentations, reports, posters and press releases, please get in touch if you would like to produce any of these.



Examples from the presentation template and intro movie.



Press Release Template



PRESS RELEASE TEMPLATE (Delete this and all red instructions!)

Date of release, or embargo date

Title of release (short and snappy)

- ✓ Intro paragraph to entice your audience: Who, What, Where, and When
- ✓ Secondary paragraphs to include any context or background, and to include Why and How
- ✓ Don't forget to include a mention of your Funders and partners and thanks to volunteers!
- ✓ Add a quote if it is required (eg politics or funder) or if it makes the story more interesting and personal
- ✓ Include good quality images, with all consents in place and with caption and/or acknowledgement if required

EDITORS NOTES (to insert at end)

- The Pendle Hill landscape partnership is led by the Forest of Bowland AONB.
- The partnership aims to:
 - I. restore, enhance and conserve the heritage and landscape of Pendle Hill
 - II. reconnect people with their past and their landscape
 - III. bring the two sides of the hill together
 - IV. create a sustainable future for the environment, heritage and for visitors' experience of Pendle Hill
- The scheme was awarded a National Lottery grant of £1.8million by the Heritage Lottery Fund in January 2018. These funds will be delivered from 2018-2022 and will be matched with a further £1m raised locally.
- The scheme is made up of a dozen projects which safeguard the area's wildlife and heritage and improve people's access to this popular countryside area. We will do this by providing opportunities for training and volunteering; by supporting research and devising creative and digital interpretation to inspire a new generation about our heritage; by restoring important landscape features, and by working with communities to re-tell the stories of radical Pendle people. The scheme will increase pride in this special place and raise aspirations amongst communities, and it will bring in new investment to support the environment and the economy.
- The Pendle Hill landscape partnership is supported by National Lottery players through the Heritage Lottery Fund and by the Forest of Bowland AONB. Partners include representatives of parish councils, the landowning and farming community, Pendle and Ribble Valley Borough Councils, Lancashire County Council, statutory bodies, tourism businesses and volunteers.
- Projects will be delivered by the AONB team, plus local delivery partners including In-Situ Arts, the Dry Stone Walling Association, Mid Pennine Arts and Ribble Rivers Trust.


1

- The Pendle Hill LP covers 120 square kilometres, stretching from Gisburn down to Whalley, and from Clitheroe across to Nelson and Padiham.
- The Hill is well known as a beauty spot and is heavily visited by residents of the local towns: it is a perfect place for walking and cycling. The area's heritage is dominated by the story of the Pendle Witches, but there are lots more stories to tell including the founding of the Quaker movement, non-conformists and radicals, Roman and Bronze Age settlers, medieval farming systems and early industrial developments. The network of dry stone walls and hedgerows give the area a distinctive feel, and the landscape is also important for its wild moorland, rare birds and woodlands.
- For further information contact the LP Scheme Manager cathy.hopley@lancashire.gov.uk on 07891 537835 / 01200 420420
- Visit the project website at www.pendlehillproject.com or visit our Facebook page 'Pendle Hill Project' for up to date news and views.

About the Heritage Lottery Fund

Thanks to National Lottery players, we invest money to help people across the UK explore, enjoy and protect the heritage they care about - from the archaeology under our feet to the historic parks and buildings we love, from precious memories and collections to rare wildlife. www.hlf.org.uk Follow us on Twitter, Facebook and Instagram and use #HLFsupported

2



For templates and graphic design resources to produce digital or printed materials, please contact **hetty.byrne@lancashire.gov.uk** or **cathy.hopley@lancashire.gov.uk** who will also proof check branded material before being printed/promoted.



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