

PURPOSE OF AGREEMENT

This agreement documents the roles and responsibilities agreed between 'People Can' and all partners across the Bradford District involved in raising awareness of the People Can brand and the values of the programme which are to support, celebrate and increase;

- Volunteering
- Community / social action
- Neighbourliness
- Fundraising / finding resources

THE AGREEMENT

Your role is to safeguard this brand and the values it represents. Identity and branding are not just about logos. They are about our attitude to the people we serve, our approach to the communities we support and the way all stakeholders perceive this. In all communications we must reflect our principles and behaviours ensuring use of visual branding is consistent with our identity. We must demonstrate that we can all 'make a difference'.

All partners agree to actively identify opportunities and where relevant use the People Can branding to promote activities that reflect our aims and values.

This includes;

- Use of the People Can logo (found [here](#)) on promotional materials
- Use of People Can branded merchandising (gazebo, clothing etc.) When supporting volunteer led / social activity
- Ensuring voluntary & community sector partners are also aware of the brand identity and use as relevant to demonstrate connectedness between all volunteer activity in the district
- Use People Can social media channels to highlight and promote volunteer activity / social action and where relevant signpost third parties to the People Can programme coordinator for further support / advice

Basic health & safety advice and risk assessment forms can be found [here](#) for volunteer led activity in communities and should be issued on request, to volunteers, by council officers.

Signed

Signed

People Can Programme Coordinator

Officer