

SANDFORD AWARD



*THE QUALITY MARK FOR
HERITAGE LEARNING*

Winner's Tool kit

CONGRATULATIONS ON ACHIEVING YOUR SANDFORD AWARD!

To maximise promotion of your Sandford Award winning learning programmes, here are some top tips from our previous winners on how to communicate your Award.



Tag @sandfordaward and share your Sandford Award news on social media. Customise your social media profiles to include information that your learning programmes have been awarded with the prestigious Sandford Award quality mark and what that means for visitors and stakeholders. Don't forget, your award is valid for 5 years- continue to promote your award at every given opportunity!



Issue a press release or news story and include the assessor's citation. Link it to your website and Learning pages and social media channels.



Include the Sandford Award logo on your website and Learning pages and all educational marketing materials. Our logo could be used on presentation slides, pull up banners and posters, brochures and other promotional materials.



Include the Sandford Award winner's logo on your email marketing and communications, including email signatures- and link the logo to our website.



Display your Sandford Award at your museum or heritage site, for example at the Visitor desk and in your education spaces.



Reference your Sandford Award on funding applications.

Please use our notes to editors in any press release

About the Sandford Awards

The Sandford Award is the only nationally recognised quality mark for heritage learning and provides independent assurance for heritage sites and services. The six criteria underpinning the award assessment provide a framework for success whether you are looking to gain the recognition your learning programmes deserve or seeking to develop the quality of your education provision.

The Sandford Award scheme has been running since 1978 and is managed by the Heritage Education Trust in partnership with Bishop Grosseteste University in Lincoln.

www.heritageeducationtrust.org

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