



Publicity Guidelines

UKSPF & Multiply

West Yorkshire Combined Authority / March 2023

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1. Introduction

These guidelines have been produced to help the local authorities and third parties working with the local authorities / partners that have received funding through the UK Shared Prosperity Fund, allocated via the West Yorkshire Combined Authority. These guidelines aim to assist in the accurate and consistent communication of the partnership and collaboration of the West Yorkshire Combined Authority, local authorities and third parties for the realisation of the Fund's aims.

The guidelines set out requirements for all marketing and communications activity, to be followed throughout all stages of project (fund/programme) development and delivery.

It is important that anyone involved in producing or commissioning marketing or communications activity relating to your project – including in-house marketing teams and external agencies – reads, understands, and follows these guidelines throughout. If you have any queries or need any further support, please contact our Communications and Marketing team who will be more than happy to guide you. Contact details are located on the final page of this document.

2. Fundamentals

What is the UK Shared Prosperity Fund?

The UK Shared Prosperity Fund (UKSPF or the Fund) is a central pillar of the UK government's ambitious Levelling Up agenda and a significant component of its support for places across the UK. It provides £2.6 billion of new funding for local investment by March 2025, with all areas of the UK receiving an allocation from the Fund via a funding formula rather than a competition. It will help places right across the country deliver enhanced outcomes and recognises that even the most affluent parts of the UK contain pockets of deprivation and need support.

It seizes the opportunities of leaving the European Union, by investing in domestic priorities and targeting funding where it is needed most: building pride in place, supporting high quality skills training, supporting pay, employment, and productivity growth, and increasing life chances. It will reduce the levels of bureaucracy and funding spent on administration when compared with EU funds. It will enable truly local decision making and better target the priorities of places within the UK. It will lead to visible, tangible improvements to the places where people work and live, alongside investment in human capital, giving communities up and down the UK more reasons to be proud of their area.

Places will be empowered to identify and build on their own strengths and needs at a local level, focused on pride in place and increasing life chances. Local places will be able to use the Fund to complement funding such as the Levelling Up Fund, and mainstream employment and skills provision to maximise impact and simplify delivery.

The Fund's interventions will be planned and delivered by councils and mayoral authorities across England, Scotland, and Wales – 'lead local authorities', working closely with local partners and the Scottish and Welsh governments.

In Scotland and Wales, we want to use existing strategic geographies and local authorities to draw on the insight and expertise of local partners, including businesses, the voluntary sector and Members of Parliament to target interventions where most appropriate.

In Northern Ireland, UK government will have oversight of the Fund. We want to work closely with local partners to design a Northern Ireland investment plan. We will refine the plan in consultation with stakeholders in a way that reflects the needs of Northern Ireland's economy and society. This group could include representatives from Northern Ireland Executive Departments, local authorities, businesses and the community and voluntary sector.

West Yorkshire has been allocated £83,054,057 from the UK Shared Prosperity Fund.

What is the Rural Fund?

Rural areas often face specific challenges including:

- lower productivity rates
- poorer connectivity
- poorer access to key services

The Rural Fund supports the aims of the government's Levelling Up White Paper and Future Farming Programme. It funds capital projects for small businesses and community infrastructure. This will help to improve productivity and strengthen the rural economy and rural communities.

The Rural Fund is integrated into the UKSPF which supports productivity and prosperity in places that need it most. For eligible local authorities, the Rural Fund is a rural top-up to UKSPF allocations. It supports activities that specifically address the particular challenges rural areas face. It is complementary to funding used to support rural areas under the UKSPF.

The Rural Fund sits alongside existing Defra schemes, including:

- The Farming in Protected Landscapes programme
- The Farming Investment Fund
- The Platinum Jubilee Village Hall Improvement Grant Fund

Eligible local authorities qualify for an allocation based on factors developed in line with the scheme objectives. This includes the size of their rural populations. Not all authorities with rural areas are eligible. Read Section 3.1 How the indicative allocations were determined.

Funding is available from April 2023 to March 2025.

Rural England Prosperity Fund £2,567,501.

What is Multiply?

Around 17 million adults in England – half of the working-age population – have the numeracy skills of primary school children. Poor numeracy skills can hold people back from having the confidence to get on in life and into work.

Those who improve their numeracy skills are more likely to be in employment, have higher wages, and better wellbeing.

Multiply offers adults who do not already have a GCSE grade C/4 or higher in Maths or equivalent, and need to improve their numeracy, free flexible courses that fit around their lives. Courses are available in person or online, at work or at home, and either on a part time or intensive basis. These courses will equip adults across the UK with the numeracy skills they need to fulfil their potential.

Employers who could benefit from boosting their workforce's skills will be able to work with their Local Authority and training providers to deliver Maths GCSEs or work-ready Functional Skills Qualifications as well as design and deliver bespoke programmes for their workforce – at no cost to them.

There is already help available for adults to improve maths and numeracy skills including fully funded maths courses up to GCSE to enable people to get the maths skills they need.

Multiply will build on this by offering a range of free training options helping people to build their confidence with maths in their everyday and working lives.

Businesses that develop their employees' numeracy skills can also boost productivity, increase profits, and improve employee retention. Research shows that sectors with a high proportion of workers with basic or advanced numeracy skills have experienced the most rapid growth in employment over the last decade.

The funding is part of a £2.6 billion investment through the UK Shared Prosperity Fund which is designed to help spread opportunity and level up the country. Up to £559 million in total will be invested across the UK to support the delivery of the government's Multiply programme.

Multiply funding of £12,483,679.

3. Communications Activity

Communications activity led by us

We ask that the local authorities and third parties working with the local authorities / partners that have received funding through the UK Shared Prosperity Fund, allocated via the West Yorkshire Combined Authority amplify our communications and marketing activity by:

- Supplying in good time quotes, imagery and text for press releases, statements, and interviews to promote projects locally and nationally.
- Providing written and video case studies about projects alongside necessary consents.
- Sharing scheduled and impromptu social media activity about the project originating from the Combined Authority.
- Supporting the organisation of events and site visits, including those of potential ministers and/or other high-level partners.
- Supplying in good time imagery, quotes and/or text for marketing materials such as reports, brochures, and other collateral.
- Providing good-quality promotional photography, including imagery of the project and people, with necessary consents. Photography of people must be fully compliant with new data protection legislation (GDPR).
- Supporting photoshoots involving representatives from the project and/or beneficiaries of the project

Communications activity led by you

The local authorities and third parties working with the local authorities / partners that have received funding through the UK Shared Prosperity Fund, allocated via the West Yorkshire Combined Authority must:

- Acknowledge the UKSPF, Levelling Up and West Yorkshire Combined Authority support in all marketing or communications activity relating to the project, including in the main body of all press releases and blogs.
- Include relevant logos on all printed and digital collateral relating to the project including, but not limited to:
 - site hoardings and billboards (see later pages for specific requirements)
 - marketing brochures and other printed collateral
 - e-newsletters, press releases and project websites.
- Invite our officers and elected members to key events associated with the project. We require at least 10 working days' notice to invite other funding partners.
- Tag @WestYorkshireCA on social media when discussing our support or when producing communications in partnership with us.

In return, we will support you to communicate positive messages about your project to audiences, including local, regional, and national media, businesses and civic leaders, Government ministers, MPs and civil servants. Communications support we can offer you includes:

- Quotes and statements for press releases, websites, and marketing materials. We require 15 working days' notice to proof copy and liaise with Government.
- Participation by officers, elected members and partners in events, launches and site visits.
- Help in securing a ministerial visit to your project.
- Positive messages and updates about your projects through our communications channels, including newsletters, social media channels, websites, and blog.

If you require support, please speak to the Combined Authority Communications and Marketing team.

The importance of 'impact' communications

We will work with local authorities and third parties working with the local authorities / partners that have received funding through the UK Shared Prosperity Fund, allocated via the West Yorkshire Combined Authority to ensure all communications and marketing activity is impact-focused and highlights the benefits being delivered locally and regionally as a result of our partnership.

This support extends post-project completion to include the creation of impact-orientated features, case studies and news stories that explain to the public and key partners what funding from the UK Shared Prosperity Fund has helped to achieve.

Communications activity for Multiply

Through Multiply, we want to see meaningful participation that boosts people's ability to use maths in their daily life, at home and work. This includes helping people attain a formal qualification to open doors for them (such as into a job, progression in a job, or progression to further study) and building confidence in numbers to support everyday life skills.

We need to increase awareness and relevancy of the Multiply offer, particularly amongst those learners that are hardest to reach, inspiring them to take action and take advantage of Multiply.

This document provides guidance to help you support Multiply and encourage as many adults as possible to improve their numeracy.

We would be very grateful if you could:

- Use consistent messaging and branding to promote Multiply as part of Skills for Life to link local communications.
- If you provide Multiply courses and offers, make sure they are on National Careers Service Find a Course. The Skills for Life campaign will drive people

to a government Multiply page so to take advantage of this activity, you need to ensure your courses and initiatives are findable via this route of traffic.

- Support the announcement and ongoing communications on social media and via your channels using the suggested posts and assets in this document and the **#SkillsForLife** and **#Multiply** hashtags.
- Share and like social media content posted from DfE channels (Twitter, Facebook, Instagram, and LinkedIn).
- Raise awareness of Multiply via your website, newsletters, marketing collateral and stakeholders, and encourage your networks to do the same.
- Help promote a positive culture around learning by talking about the value of continually upskilling throughout life and the opportunities available to adult learners.

Audience insights – prospective learners

Poor rates of numeracy are seen across the UK:

- 57% of the working age adult population in England are estimated to have low numeracy skills and 60% in Northern Ireland.
- Numeracy rates have regional variation though there are pockets of poor numeracy across the country, particularly in the North East, West Midlands and Yorkshire and the Humber, with an estimated average of 64% of adults with low numeracy compared to a national average of 58%.

Three in 10 (31%) say they are not a “numbers person”. Women are more likely to say it and are more than twice as anxious as men about maths and numbers.

A third (36%) say they would like to improve their maths and numeracy skills.

Among these people, the most common reason given is for personal development, mentioned by seven in 10 (68%).

Adults with low numeracy are hard to engage. They often do not see a problem with their numeracy and are unlikely and unwilling to get help. Many lack confidence and have had poor experiences of education.

On a basic level, we need to increase awareness and relevancy of the Multiply offer, communicate the benefits of good numeracy, and inspire adults to take advantage of the offer.

Audience – employers

The majority of employers see the importance of numeracy skills, although there is slightly less importance placed on numeracy skills than literacy or digital.

In the 2019 ESS, up to 57% of employers noted lack of skilled staff preventing them from expanding or taking up new services / working practices.

83% of employers who provide public-funded basic skills training do so as a benefit to staff; less than half said the training was implemented to reduce waste and low productivity; and only 20% said the training was offered specifically as a result of skills deficiencies in the labour market).

Multiply could complement existing employer basic numeracy training or encourage the two thirds who don't provide basic training to do so.

In practice, almost half of businesses (48%) are recruiting for roles that require hard data skills but under half (46%) have struggled to recruit for these roles over the last two years. With maths forming the foundation for many job roles including those with data and analytic components, this insight suggests that maths skills could be the starting point to addressing skills gaps for many businesses.

Multiply could complement existing employer basic numeracy training or encourage the two thirds who don't provide basic training to do so.

4. Detailed design guidelines

Branding and publicity

Branding and publicity play a key role in ensuring effective promotion and acknowledgement of the wider Levelling Up agenda and as part of that the UK Shared Prosperity Fund.

The requirements relate to all communications materials and public facing documents relating to funded activity – including print and publications, through to digital and electronic materials. This includes any preparatory activity linked to the Fund.

We expect places to comply with these requirements and adhere to the guidelines as part of the delegated delivery model.

Levelling Up branding requirements

UK Government and Levelling Up publicity and branding requirements must be followed for all UK Government funded projects. This includes the UKSPF. The requirements cover a number of areas including logo use, production of plaques, print and digital materials, and also co-branding. Also explained are the bilingual requirements for Wales and how this should be implemented.

For the UKSPF, co-branding is only permitted with lead local authorities (or any strategic geography branding) or funders.

UK Shared Prosperity Fund specific requirements

In addition to following and meeting the Levelling Up requirements stated above, a number of additional requirements need to be followed by lead local authorities and project deliverers of UKSPF projects.

Digital materials including websites and social media

Digital channels can provide a quick way to reach audiences and promote Fund activities. Where details of Fund activities are published on website, a clear and prominent reference to the funding from the UKSPF is to be included as follows:

‘This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund.’

Where practical, lead local authorities and project deliverers should also include a link to the UK Shared Prosperity Fund [webpage](#), and the following text (which must also be used for notes to editors):

The UK Shared Prosperity Fund is a central pillar of the UK government’s Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

When describing or promoting Fund activities on social media such as Twitter, the following hashtag (#) should be used **#UKSPF**. This will be re-tweetable by UK Government allowing others to follow Fund activities.

Press and media including press releases and notes to editors

A cost-effective way to promote Fund activities is through the media. It is good practice to develop press releases at the launch of activities, and subsequently to announce key milestones and achievements.

Press releases must include a clear and prominent reference to the UKSPF, in the main body of the press release as follows:

‘[This project/Name of project] has received £ [INSERT AMOUNT] from the UK Government through the UK Shared Prosperity Fund’.

It is a requirement to also use set notes to editors in all media activities. The text to use has been provided above in the Digital Materials section.

We do not require sight of any branding and publicity activities undertaken by lead local authorities and project deliverers in the course of delivering Fund activities, but evidence of compliance with branding and publicity guidance should be retained for monitoring and audit purposes.

Please also ensure that you keep UK Government informed of any future publicity opportunities, via quarterly reporting to DLUHC.

Hoardings and printed materials: logos

All marketing and communications materials about the UKSPF, Rural England Prosperity Fund and Multiply (including site hoardings/billboards, marketing brochures, press releases, other printed collateral, e-newsletters and project websites) must include the following logos, which we can provide as a single JPEG / EPS file on request:

UKSPF & Rural England Prosperity Fund:



Note that the UK Government logo always comes first whether logos are side by side or stacked. The Levelling Up logo comes second and the Combined Authority and Mayoral logos come third and fourth.

Multiply Numeracy Programme:



Note that the Levelling Up logo always comes first whether logos are side by side or stacked. The Skills for life Multiply logo comes second and the Combined Authority and Mayoral logos come third and fourth.

For Multiply regarding visuals only, e.g., billboards, flyers, posters etc., you may also use the four multiply logos and the separate Multiply logo to ensure focus is placed on the specific programme (please see example below).

We will send you the multiply coloured logos as separate images.

Please ensure the logos are not stretched when used.



For both logos please leave at least a rose or L logo-sized gap in between.



LOGO SAFE SPACE

There should always be a safe space around the Levelling Up logo, using the length of the letter 'L' all around.

No other text or important part of an image should fall within this space.



Please note that the logos are registered trademarks and permission is only given to use them for the purpose of promoting the UKSPF projects. They should not be used for any other purpose, or passed to third parties, without written permission from the Combined Authority's Communications and Marketing Team. Contact details can be found at the end of these guidelines.

Hoardings and printed materials (wording)

In addition to design and logo requirements, hoardings, plaques, and larger printed materials must include the wording below:

‘This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund.’

‘[This project/Name of project] has received £ [INSERT AMOUNT] from the UK Government through the UK Shared Prosperity Fund’.

Contact us

Please get in touch if you have any questions about these guidelines or would like to discuss any communications opportunities with us:

Communications and Marketing team

Email:

christina.mastrogianni@westyorks-ca.gov.uk

UKSPF and Multiply teams

Emails:

ukspfwestyorkshire@westyorks-ca.gov.uk

multiply@westyorks-ca.gov.uk

westyorks-ca.gov.uk

West Yorkshire Combined Authority

Wellington House

40-50 Wellington Street

Leeds

LS1 2DE

All information correct at time of writing.

