

UK Shared Prosperity Fund and Rural England Prosperity Fund

BRANDING AND PUBLICITY GUIDANCE

1. BRANDING AND PUBLICITY

- 1.1 Branding and publicity play a key role in ensuring effective promotion and acknowledgement of the UK government's wider Levelling Up agenda and as part of that the UK Shared Prosperity Fund (UKSPF) and Rural England Prosperity Fund (REPF).
- 1.2 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 UKSPF and REPF.
- 1.3 As part of the delegated delivery model the UK Government expects the Council and project deliverers to comply with these requirements and adhere to the guidelines.
- 1.4 Full UK Government guidance on branding and publicity for the UKSPF is available at: [UK Shared Prosperity Fund: branding and publicity](#).

2. WESTMORLAND AND FURNESS COUNCIL REQUIREMENTS

- 2.1 The Council requires project deliverers to acknowledge the support of the Council in any materials that refer to the project and in any public communications about the project. Such acknowledgements shall include reference to “the project has been supported by Westmorland and Furness Council” the name and logo of the Council (or any future name or logo adopted by the Council) using the logos as provided by the Council to the project deliverer. Project Deliverers should undertake all possible endeavours to seek a quote from The Council in their initial publicity activities.
- 2.2 In using the Council's name and logo, the project deliverer must comply with any brand guidelines provided by the Council. These can be found at the following link: [Developer | Westmorland and Furness Council](#)
- 2.3 Requests relating to publicity should be directed to Fraser Robertson (fraser.robertson@westmorlandandfurness.gov.uk). The Council will endeavour to respond to publicity requests within 5 working days.
- 2.4 The Council may acknowledge the project deliverers involvement in the project without prior notice. The project deliverer shall assist the Council in



any promotional or fundraising activities the Council shall choose to undertake in relation to the project.

- 2.5 Project deliverers should also keep the Council informed of any future publicity opportunities.

3. LEVELLING UP BRANDING REQUIREMENTS

- 3.1 UK government and Levelling Up publicity and branding requirements must be followed for all UK government funded projects. This includes the UKSPF and REPF. The requirements cover a number of areas including logo use, production of plaques, print and digital materials, and also co-branding. For more information visit:

[UK government Branding Guidelines](#)

[Funded by UK government Branding Manual](#)

- 3.2 For the UKSPF and REPF, co-branding is only permitted with the Council (or any strategic geography branding) or funders.

4. PRESS AND MEDIA INCLUDING PRESS RELEASES AND NOTES TO EDITORS

- 4.1 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.

- 4.2 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'.

- 4.3 It is a requirement to also use set notes to editors in all media activities. The text to use is included within the above branding guidance. .