



**Cumberland  
Council**

**UK Shared Prosperity Fund and  
Rural England Prosperity Fund**

**Branding and Publicity Guidance**



**Funded by  
UK Government**

## 1. Introduction

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).

UK Government/Levelling Up publicity and branding requirements must be followed for all UK Government funded projects. This includes the UKSPF and REPF.

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.

## 2. 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 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

For the UKSPF and REPF, co-branding is only permitted with lead local authorities or funders. Co-branding with other funds (match funding sources) is subject to prior approval by the Council.

### 2.1 Digital Materials

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 project deliverers should also include a link to the UK Shared Prosperity Fund [webpage](#), and the following text:

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.

## **2.2 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.

## **3. Cumberland Council requirements**

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 Cumberland 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.

In using the council's name and logo, the project deliverer must comply with any brand guidelines provided by the council. A copy of the branding guidelines is available by emailing [communications@cumberland.gov.uk](mailto:communications@cumberland.gov.uk)

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.

Project deliverers should also keep the council informed of any future publicity opportunities.