



Funded by
UK Government

**LEVELLING
— UP —
IS HERE**

LEVELLING UP PARTNER TOOLKIT

Autumn 2023 | Version 1

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1.0

CAMPAIGN SUMMARY

Talent is everywhere, but opportunity is not, which is why Levelling Up aims to create opportunities for everyone across the country.

That's why the UK Government is investing £13 billion in Levelling Up projects for local people and local businesses to help grow the economy, create jobs, improve transport and provide skills training and local business support.

Collectively, Levelling Up policies can be a catalyst for growth and prosperity across the UK. But for that to happen, those who could benefit from them, such as SMEs, must recognise the opportunities available and act to make the most of that potential. Lack of understanding of the policy, and how it relates to people's daily lives, risks leaving opportunities on the table.



1.0

HOW YOU CAN HELP

We are running a regionalised campaign to show businesses around the UK that 'Levelling Up is here', in your towns and in your cities.

The campaign will feature four projects across each area of the UK, from the South all the way up to Scotland, demonstrating how Levelling Up is supporting business through increased connectivity, funding, skills training and space to operate.

We are asking partners to support the campaign by sharing the messages and campaign materials with your audiences, to help SMEs make the most of Levelling Up. You can get involved by downloading the free assets within this toolkit and sharing them far and wide. Assets include posters, social posts (animated and static) and long copy, all designed to help you share the campaign on your channels.



2.0

CAMPAIGN CREATIVE

We have developed a range of assets as part of the 'Levelling Up is Here' campaign for you to use on your channels. We have launched in areas of the UK – East of England, East Midlands, Scotland, Wales and Northern Ireland, and in each area creative executions feature Levelling Up projects in relation to 4 key themes. These themes were identified by qualitative and quantitative research by Verian as being particularly important for businesses:

| Top SME concerns | Key Levelling Up Themes |
|---|---|
| <ul style="list-style-type: none">• The means to invest – capital and cashflow• Spaces to grow and expand their business into• Broadband and telecoms infrastructure• Local skills to fill job vacancies available | <ul style="list-style-type: none">• Funding for business growth• New spaces & places• Connectivity (including transport)• Research, development & skills |

3.0

BOILERPLATE COPY

We've drafted this copy to help you communicate the core points of the campaign. You can use this across newsletters, websites or on your social media channels.

Levelling Up is Happening Here

Talent is everywhere, but opportunity is not. The UK Government is investing £13 billion in Levelling Up projects for local people and local businesses across the country to help grow the economy, create jobs, improve transport and provide skills training and local business support.

Find out more about these opportunities, and others across the region, by searching 'Levelling Up' or visit [gov.uk/levellingup](https://www.gov.uk/levellingup)

4.0 PARTNERSHIP ASSETS

These assets are available for use across your social media and print media platforms, including 4 creative executions per area.



4.1 PARTNERSHIP ASSETS

4.1 East Midlands

4.1.1 Midlands Engine Investment Fund - Nottingham

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4.1.2 East Midlands Freeport

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| Social post copy | 13 |
| Poster | 14 |

4.1.3 Newark Town Deal

| | |
|------------------|----|
| Social | 15 |
| Social post copy | 16 |
| Poster | 17 |

4.1.4 Skegness and Mablethorpe Town Deals

| | |
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4.1

EAST MIDLANDS



4.1.1 Midlands Engine Investment Fund – Nottingham

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.1

EAST MIDLANDS

4.1.1 Midlands Engine Investment Fund – Nottingham

Social post copy

East Midlands' small businesses will be able to apply for funding from the Midlands Engine Investment Fund to help them grow.
Visit [gov.uk/levelling-up-east-midlands](https://www.gov.uk/levelling-up-east-midlands)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.1

EAST MIDLANDS



4.1.1 Midlands Engine Investment Fund – Nottingham

Posters



Available formats:

- A4/A3

4.1

EAST MIDLANDS



4.1.2 East Midlands Freeport

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.1

EAST MIDLANDS

4.1.2 East Midlands Freeport

Social post copy

The East Midlands Freeport is incentivising businesses to grow and trade internationally, creating jobs and opportunities.

Visit [gov.uk/levelling-up-east-midlands](https://www.gov.uk/levelling-up-east-midlands)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.1

EAST MIDLANDS



4.1.2 East Midlands Freeport

Posters



Available formats:

- A4/A3

4.1

EAST MIDLANDS



4.1.3 Newark Town Deal

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.1

EAST MIDLANDS

4.1.3 Newark Town Deal

Social post copy

Town Deals are improving transport across the East Midlands, helping businesses make better connections.
Visit [gov.uk/levelling-up-east-midlands](https://www.gov.uk/levelling-up-east-midlands)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.1

EAST MIDLANDS



4.1.3 Newark Town Deal

Posters



Available formats:

- A4/A3

4.1

EAST MIDLANDS



4.1.4 Skegness & Mablethorpe Town Deals

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.1

EAST MIDLANDS

4.1.4 Skegness & Mablethorpe Town Deals

Social post copy

The East Midlands will welcome state-of-the-art learning hubs, helping today's learners become tomorrow's skilled workers.
Visit gov.uk/levelling-up-east-midlands

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.1

EAST MIDLANDS



4.1.4 Skegness & Mablethorpe Town Deals

Posters



Available formats:

- A4/A3

4.2 PARTNERSHIP ASSETS

4.2 East of England

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|------------------|----|
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4.2

EAST OF ENGLAND



4.2.1 Thames Freeport & Freeport East

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.2

EAST OF ENGLAND

4.2.1 Thames Freeport & Freeport East

Social post copy

Freeport East and Thames Freeport are incentivising businesses to grow and trade internationally, helping to create jobs.
Visit [gov.uk/levelling-up-east-of-england](https://www.gov.uk/levelling-up-east-of-england)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.2

EAST OF ENGLAND



4.2.1 Thames Freeport & Freeport East

Posters



Available formats:

- A4/A3

4.2

EAST OF ENGLAND



4.2.2 Town Deals from Stevenage to Colchester

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.2

EAST OF ENGLAND

4.2.2 Town Deals from Stevenage to Colchester

Social post copy

Town Deals are transforming the East of England, creating more jobs and more dedicated spaces to help businesses grow.
Visit [gov.uk/levelling-up-east-of-england](https://www.gov.uk/levelling-up-east-of-england)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.2

EAST OF ENGLAND



4.2.2 Town Deals from Stevenage to Colchester

Posters



Available formats:

- A4/A3

4.2

EAST OF ENGLAND



4.2.3 Peterborough Station Improvements

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.2

EAST OF ENGLAND

4.2.3 Peterborough Station Improvements

Social post copy

Station improvements will help the East of England be more welcoming to visitors and support the local economy.
Visit [gov.uk/levelling-up-east-of-england](https://www.gov.uk/levelling-up-east-of-england)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.2

EAST OF ENGLAND



4.2.3 Peterborough Station Improvements

Posters



Available formats:

- A4/A3

4.2

EAST OF ENGLAND



4.2.4 Norwich Town Deal

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.2

EAST OF ENGLAND

4.2.4 Norwich Town Deal

Social post copy

The new Digi-Tech Factory in the East of England is developing skills in the region, helping businesses access top talent.
Visit [gov.uk/levelling-up-east-of-england](https://www.gov.uk/levelling-up-east-of-england)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.2

EAST OF ENGLAND



4.2.4 Norwich Town Deal

Posters



Available formats:

- A4/A3

4.3 PARTNERSHIP ASSETS

4.3 Northern Ireland

4.3.1 Decarbonisation of Maritime Transportation – Belfast

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| Social post copy | 36 |
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4.3.2 Omagh Innovation Hub

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4.3.4 Smart Nano NI – Belfast

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4.3.5 Smart Nano NI – Londonderry

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4.3

NORTHERN IRELAND



4.3.1 Decarbonisation of Maritime Transportation – Belfast

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.3

NORTHERN IRELAND

4.3.1 Decarbonisation of Maritime Transportation – Belfast

Social post copy

Businesses in Northern Ireland can make use of new investment to help create 100% electric, zero-emission vessels.
Visit [gov.uk/levelling-up-northern-ireland](https://www.gov.uk/levelling-up-northern-ireland)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.3

NORTHERN IRELAND



4.3.1 Decarbonisation of Maritime Transportation – Belfast

Posters



Available formats:

- A4/A3

4.3

NORTHERN IRELAND



4.3.2 Omagh Innovation Hub

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.3

NORTHERN IRELAND

4.3.2 Omagh Innovation Hub

Social post copy

Levelling Up Funds will bring a new digital facility to Northern Ireland, creating more space for small businesses.
Visit gov.uk/levelling-up-northern-ireland

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.3

NORTHERN IRELAND



4.3.2 Omagh Innovation Hub

Posters



Available formats:

- A4/A3

4.3

NORTHERN IRELAND



4.3.3 Grow the Glens – Cushendall

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.3

NORTHERN IRELAND

4.3.3 Grow the Glens – Cushendall

Social post copy

A new digital centre is now open in Northern Ireland, providing faster internet access and helping SMEs do business quicker.
Visit [gov.uk/levelling-up-northern-ireland](https://www.gov.uk/levelling-up-northern-ireland)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.3

NORTHERN IRELAND



4.3.3 Grow the Glens – Cushendall

Posters



Available formats:

- A4/A3

4.3

NORTHERN IRELAND



4.3.4 Smart Nano NI – Belfast

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.3

NORTHERN IRELAND

4.3.4 Smart Nano NI – Belfast

Social post copy

Northern Ireland is growing as a centre for tech organisations bringing skills, research and opportunities to businesses.
Visit [gov.uk/levelling-up-northern-ireland](https://www.gov.uk/levelling-up-northern-ireland)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.3

NORTHERN IRELAND



4.3.4 Smart Nano NI – Belfast

Posters



Available formats:

- A4/A3

4.3

NORTHERN IRELAND



4.3.5 Smart Nano NI – Londonderry

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.3

NORTHERN IRELAND

4.3.5 Smart Nano NI – Londonderry

Social post copy

Northern Ireland is growing as a centre for tech organisations bringing skills, research and opportunities to businesses.
Visit [gov.uk/levelling-up-northern-ireland](https://www.gov.uk/levelling-up-northern-ireland)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.3

NORTHERN IRELAND



4.3.5 Smart Nano NI – Londonderry

Posters



Available formats:

- A4/A3

4.4 PARTNERSHIP ASSETS

4.4 Scotland

4.4.1 Digital Dairy Chain – Dumfries

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4.4.2 Cumbernauld Town Vision

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4.4.3 Connecting Dumbarton

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4.4.4 Forth Green Freeport

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|------------------|----|
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| Poster | 62 |

4.4

SCOTLAND



4.4.1 Digital Dairy Chain – Dumfries

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.4

SCOTLAND

4.4.1 Digital Dairy Chain – Dumfries

Social post copy

New investment funds are boosting innovation in Scotland's dairy industry, bringing more opportunities to businesses.
Visit [gov.uk/levelling-up-scotland](https://www.gov.uk/levelling-up-scotland)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.4

SCOTLAND



4.4.1 Digital Dairy Chain – Dumfries

Posters



Available formats:

- A4/A3

4.4

SCOTLAND

4.4.2 Cumbernauld Town Vision

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.4

SCOTLAND

4.4.2 Cumbernauld Town Vision

Social post copy

Town centre redevelopment will create new spaces for small businesses to grow and attract more visitors.
Visit [gov.uk/levelling-up-scotland](https://www.gov.uk/levelling-up-scotland)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.4

SCOTLAND



4.4.2 Cumbernauld Town Vision

Posters



Available formats:

- A4/A3

4.4

SCOTLAND

4.4.3 Connecting Dumbarton

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.4

SCOTLAND

4.4.3 Connecting Dumbarton

Social post copy

Transport in Scotland is improving. New travel connections in Dumbarton will boost visitors and business opportunities.
Visit [gov.uk/levelling-up-scotland](https://www.gov.uk/levelling-up-scotland)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.4

SCOTLAND



4.4.3 Connecting Dumbarton

Posters



Available formats:

- A4/A3

4.4

SCOTLAND

4.4.4 Forth Green Freeport

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.4

SCOTLAND

4.4.4 Forth Green Freeport

Social post copy

Green Freeports are helping Scottish businesses trade with the world, bringing more jobs and more training opportunities.
Visit [gov.uk/levelling-up-scotland](https://www.gov.uk/levelling-up-scotland)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.4

SCOTLAND

4.4.4 Forth Green Freeport

Posters



Available formats:

- A4/A3



4.5 PARTNERSHIP ASSETS

4.5 Wales

4.5.1

Anglesey & Celtic Freeports

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UK Shared Prosperity Funds – Caerphilly

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|------------------|----|
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4.5.3

Cardiff Crossrail

| | |
|------------------|----|
| Social | 70 |
| Social post copy | 71 |
| Poster | 72 |

4.5.4

HiVE – Ebbw Vale

| | |
|------------------|----|
| Social | 73 |
| Social post copy | 74 |
| Poster | 75 |

4.5

WALES

4.5.1 Anglesey & Celtic Freeports

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16



4.5

WALES

4.5.1 Anglesey & Celtic Freeports

Social post copy

The Anglesey and Celtic Freeports will give businesses the chance to grow, and the tools they need to trade with the world.
Visit gov.uk/levelling-up-wales

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

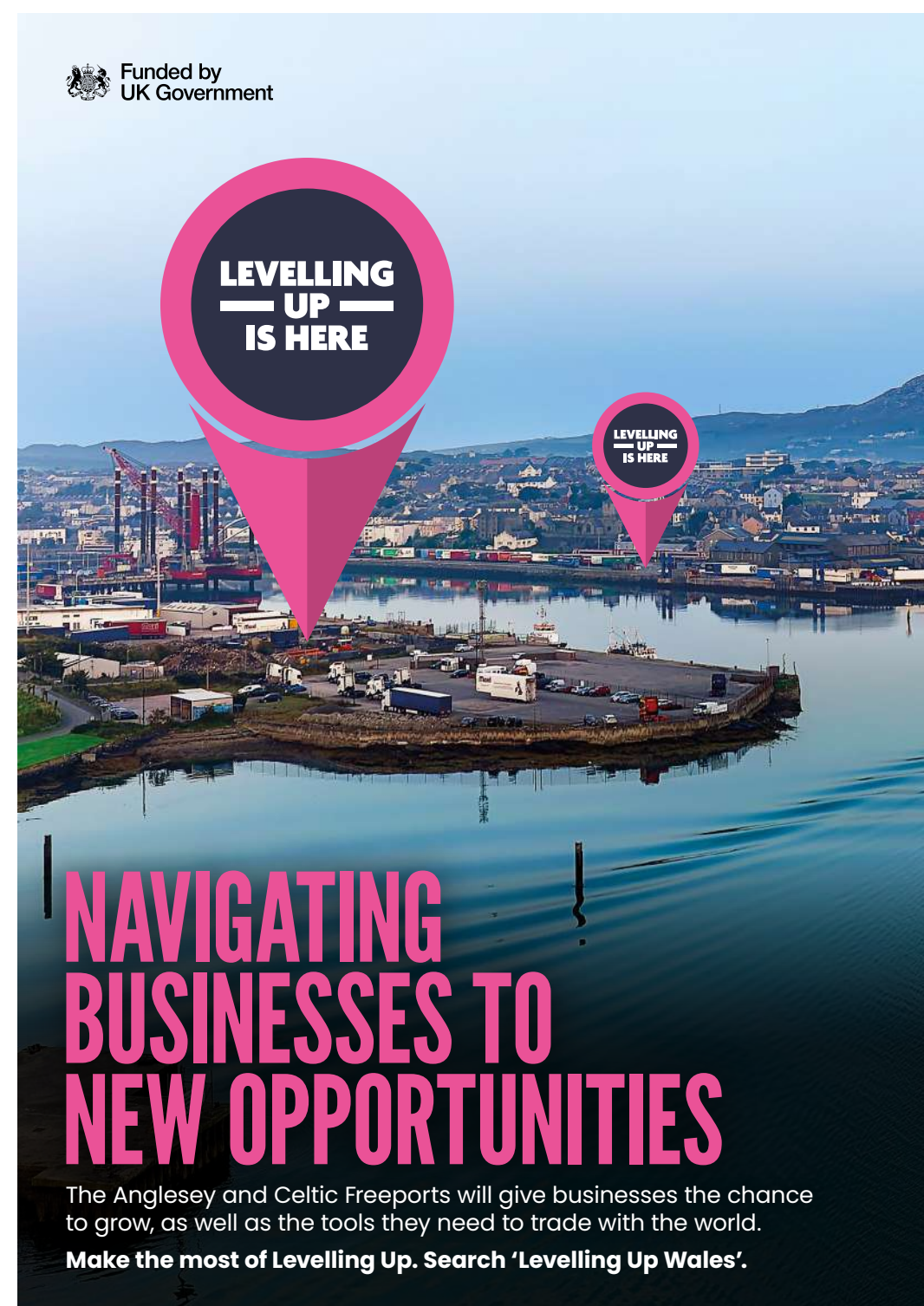
4.5

WALES



4.5.1 Anglesey & Celtic Freeports

Posters



Available formats:

- A4/A3

4.5

WALES



4.5.2 UK Shared Prosperity Funds – Caerphilly

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.5

WALES

4.5.2 UK Shared Prosperity Funds – Caerphilly

Social post copy

From getting extra floorspace to hiring more staff, new funding opportunities are helping businesses to expand.
Visit [gov.uk/levelling-up-wales](https://www.gov.uk/levelling-up-wales)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.5

WALES



4.5.2 UK Shared Prosperity Funds – Caerphilly

Posters



Available formats:

- A4/A3

4.5

WALES

4.5.3 Cardiff Crossrail

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.5

WALES

4.5.3 Cardiff Crossrail

Social post copy

New transport links between Cardiff Bay and Cardiff Central will give businesses easier access to the city centre.
Visit [gov.uk/levelling-up-wales](https://www.gov.uk/levelling-up-wales)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.5

WALES

4.5.3 Cardiff Crossrail

Posters



Available formats:

- A4/A3



4.5

WALES

4.5.4 HiVE – Ebbw Vale

Social



These assets are available for use across your social media and digital platforms.

Available formats:

- Static/Animated social: 1:1
- Static/Animated social: 16:9
- Static/Animated social: 9:16

4.5

WALES

4.5.4 HiVE – Ebbw Vale

Social post copy

The new HiVE engineering campus will train more people in Wales, helping small businesses attract top talent.
Visit [gov.uk/levelling-up-wales](https://www.gov.uk/levelling-up-wales)

Please use this copy alongside the social media statics or animations when sharing across your social media channels.

4.5

WALES

4.5.4 HiVE – Ebbw Vale

Posters



Available formats:

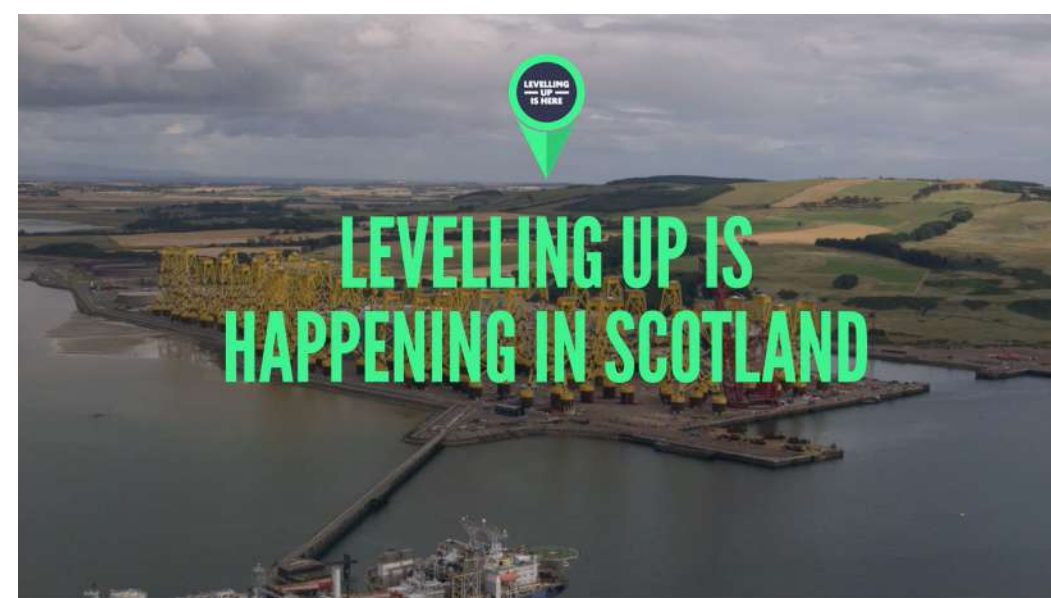
- A4/A3



5.0

MOTION AND FILM ASSETS

A range of animation and film assets have been produced in different formats, to help you promote Levelling Up across your social and digital channels at a regional level.



5.1 MOTION AND FILM ASSETS



5.1 UK



This animation has been produced to show the breadth of Leveiling Up projects across the whole of the UK.

These assets are available for use across your social media and digital platforms.

Available formats:

- 1:1
- 9:16

5.2 MOTION AND FILM ASSETS



5.2 East Midlands



This animation has been produced to demonstrate Levelling Up across the region, with pins symbolising the breadth of funding in each area.

These assets are available for use across your social media and digital platforms.

Available formats:

- 1:1
- 9:16

5.3 MOTION AND FILM ASSETS

5.3 East of England



This animation has been produced to demonstrate Levelling Up across the region, with pins symbolising the breadth of funding in each area.

These assets are available for use across your social media and digital platforms.

Available formats:

- 1:1
- 9:16

5.4 MOTION AND FILM ASSETS



5.4 Northern Ireland



This animation has been produced to demonstrate Levelling Up across the region, with pins symbolising the breadth of funding in each area.

These assets are available for use across your social media and digital platforms.

Available formats:

- 1:1
- 9:16

5.5 MOTION AND FILM ASSETS



5.5 Scotland



This animation has been produced to demonstrate Levelling Up across the region, with pins symbolising the breadth of funding in each area.

These assets are available for use across your social media and digital platforms.

Available formats:

- 1:1
- 9:16

5.6 MOTION AND FILM ASSETS



5.6 Wales



This animation has been produced to demonstrate Levelling Up across the region, with pins symbolising the breadth of funding in each area.

These assets are available for use across your social media and digital platforms.

Available formats:

- 1:1
- 9:16

5.7 MOTION AND FILM ASSETS

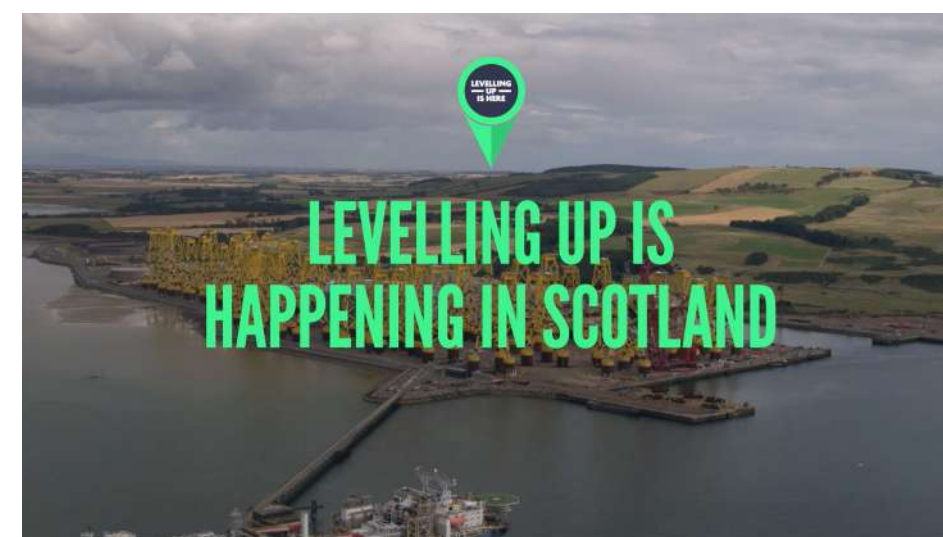
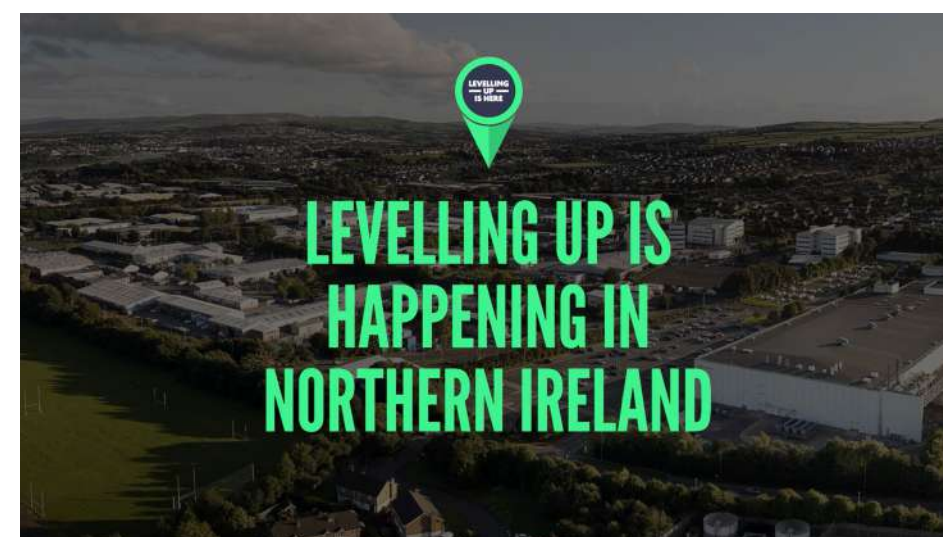
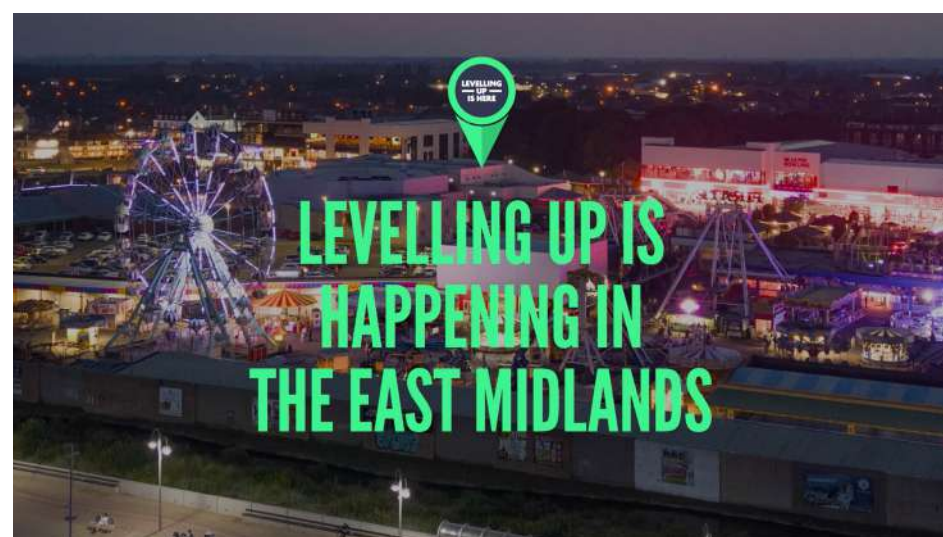
5.7 Regional films

These films have been produced to highlight details of specific Levelling Up projects within the region. These are intended to be used by project teams, Local Authorities and other partners.

These assets are available for use across your social media and digital platforms, however, can also be used in digital newsletters, emails and presentations.

Available in 16x9 format only.

Click the thumbnail of video you would like to download.



06

THANK YOU

Thank you for supporting this campaign. By sharing the campaign messages and using the partner assets you can play a crucial role in ensuring SMEs make the most of Levelling Up.

We'd love to hear how you use these materials and the impact they have. This will ensure we can monitor, review, and evaluate the campaign effectively, with learnings for future campaigns.

If you would like to discuss additional ways in which you can use this toolkit or provide any feedback, please get in touch by emailing marketing@levellingup.gov.uk