



Funded by  
UK Government

**LEVELLING  
— UP —  
IS HERE**

# LEVELLING UP PARTNER TOOLKIT

February 2024 | Version 2



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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 £15 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 Midlands, East of England, North East, North West, Northern Ireland, Scotland, South West, Wales, West Midlands and Yorkshire. These themes were identified by qualitative and quantitative research by Verian as being particularly important for businesses:**

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



# 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 £15 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

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### 4.1.1 Midlands Engine Investment Fund - Nottingham

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### 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://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

### 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



## 4.1.3 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



## 4.1.4 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](https://gov.uk/levelling-up-east-midlands)

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



# 4.2 PARTNERSHIP ASSETS

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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



## 4.2.2 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



## 4.2.3 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



## 4.2.4 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.

# 4.3 PARTNERSHIP ASSETS

## 4.3 North East

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# 4.3

# NORTH EAST

## 4.3.1 Northern Powerhouse Investment Fund II

### 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

# NORTH EAST

## 4.3.1 Northern Powerhouse Investment Fund II

### Social post copy

Levelling Up in the North East means small businesses will be able to apply for government investment to help them grow.  
Visit [gov.uk/levelling-up-north-east](https://www.gov.uk/levelling-up-north-east)

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



# 4.3

# NORTH EAST



## 4.3.2 North East Pilot for the Visitor Economy – Amble Harbour Village

### 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

# NORTH EAST

## North East Pilot for the Visitor Economy – Amble Harbour Village

### Social post copy

Levelling Up in the North East means investment in the tourism economy to connect businesses with new visitors.  
Visit [gov.uk/levelling-up-north-east](https://www.gov.uk/levelling-up-north-east)

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



# 4.3

# NORTH EAST

## 4.3.3 Teesside 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



# 4.3

# NORTH EAST

## 4.3.3 Teesside Freeport

### Social post copy

Levelling Up in the North East means Teesside Freeport is helping businesses discover customers and trading opportunities.  
Visit [gov.uk/levelling-up-north-east](https://gov.uk/levelling-up-north-east)

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



# 4.3

# NORTH EAST



## 4.3.4 North East Institute of Technology – Durham

### 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

# NORTH EAST

## 4.3.4 North East Institute of Technology – Durham

### Social post copy

Levelling Up means local businesses working with the North East Institute of Technology to access talent and training.  
Visit [gov.uk/levelling-up-north-east](https://www.gov.uk/levelling-up-north-east)

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



# 4.4 PARTNERSHIP ASSETS

## 4.4 North West

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# 4.4

# NORTH WEST



## 4.4.1 Liverpool & Manchester Investment Zones

### 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

# NORTH WEST

## 4.4.1 Liverpool & Manchester Investment Zones

### Social post copy

Levelling Up in the North West means businesses can benefit from Investment Zone funding opportunities and space to grow.  
Visit [gov.uk/levelling-up-north-west](https://gov.uk/levelling-up-north-west)

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

# 4.4

# NORTH WEST

## 4.4.2 Liverpool City Region 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

# NORTH WEST

## 4.4.2 Liverpool City Region Freeport

### Social post copy

Levelling Up means Liverpool City Region Freeport is connecting the North West to the world and providing business funding.  
Visit [gov.uk/levelling-up-north-west](https://gov.uk/levelling-up-north-west)

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

# 4.4

# NORTH WEST



## 4.4.3 Energy Coast Resilient Routes, Cumbria

### 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

# NORTH WEST

## 4.4.3 Energy Coast Resilient Routes, Cumbria

### Social post copy

Levelling Up is delivering road upgrades in the North West, connecting local businesses to customers, staff and suppliers.  
Visit [gov.uk/levelling-up-north-west](https://gov.uk/levelling-up-north-west)

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

# 4.4

# NORTH WEST



## 4.4.4 Oldham & Workington Town Deals (Lakes College Workington)

### 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

# NORTH WEST

## 4.4.4 Oldham & Workington Town Deals (Lakes College Workington)

### Social post copy

Levelling Up is delivering skills programmes in the North West that help businesses with a steady stream of talent.  
Visit [gov.uk/levelling-up-north-west](https://gov.uk/levelling-up-north-west)

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

# 4.5 PARTNERSHIP ASSETS

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# 4.5

# NORTHERN IRELAND



## 4.5.1 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

# 4.5

# NORTHERN IRELAND

## 4.5.1 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.



# 4.5

# NORTHERN IRELAND



## 4.5.2 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

# 4.5

# NORTHERN IRELAND

## 4.5.2 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](https://gov.uk/levelling-up-northern-ireland)

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



# 4.5

# NORTHERN IRELAND



## 4.5.3 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

# 4.5

# NORTHERN IRELAND

## 4.5.3 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.



# 4.5

# NORTHERN IRELAND



## 4.5.4 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

# 4.5

# NORTHERN IRELAND

## 4.5.4 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.



# 4.5

# NORTHERN IRELAND



## 4.5.5 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

# 4.5

# NORTHERN IRELAND

## 4.5.5 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.



# 4.6 PARTNERSHIP ASSETS

## 4.6 Scotland

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# 4.6

# SCOTLAND

## 4.6.1 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





# 4.6

# SCOTLAND

## 4.6.1 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.

# 4.6

# SCOTLAND

## 4.6.2 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



# 4.6

# SCOTLAND

## 4.6.2 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.

# 4.6

# SCOTLAND

## 4.6.3 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



# 4.6

# SCOTLAND

## 4.6.3 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.

# 4.6

# SCOTLAND

## 4.6.4 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



# 4.6

# SCOTLAND

## 4.6.4 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.

# 4.7 PARTNERSHIP ASSETS

## 4.7 South West

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### 4.7.4

#### **Strategic Development Fund – South Devon College**

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# 4.7

# SOUTH WEST



## 4.7.1 Appledore Maritime Innovation Centre

### 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

# 4.7

# SOUTH WEST

## 4.7.1 Appledore Maritime Innovation Centre

### Social post copy

Levelling Up in the South West means the Appledore Maritime Innovation Centre can fund maritime and technology businesses.  
Visit [gov.uk/levelling-up-south-west](https://www.gov.uk/levelling-up-south-west)

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



# 4.7

# SOUTH WEST



## 4.7.2 UK Shared Prosperity Fund – Liskeard

### 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

# 4.7

# SOUTH WEST

## 4.7.2 UK Shared Prosperity Fund – Liskeard

### Social post copy

Levelling Up in the South West means investment to help local businesses access new workspaces and facilities.  
Visit [gov.uk/levelling-up-south-west](https://gov.uk/levelling-up-south-west)

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



# 4.7

# SOUTH WEST



## 4.7.3 Plymouth and South Devon 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

# 4.7

# SOUTH WEST

## 4.7.3 Plymouth and South Devon Freeport

### Social post copy

Levelling Up in the South West means businesses at the Plymouth and South Devon Freeport can access new trade opportunities.  
Visit [gov.uk/levelling-up-south-west](https://gov.uk/levelling-up-south-west)

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



# 4.7

# SOUTH WEST



## 4.7.4 Strategic Development Fund – South Devon College

### 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

# 4.7

# SOUTH WEST

## 4.7.4 Strategic Development Fund – South Devon College

### Social post copy

Levelling Up in the South West means funding for colleges, training staff for businesses to maintain a skilled workforce.  
Visit [gov.uk/levelling-up-south-west](https://gov.uk/levelling-up-south-west)

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



# 4.8 PARTNERSHIP ASSETS

## 4.8 Wales

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### 4.8.1

#### Anglesey & Celtic Freeports

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#### UK Shared Prosperity Funds – Caerphilly

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#### Cardiff Crossrail

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### 4.8.4

#### HiVE – Ebbw Vale

Social	80
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# 4.8

# WALES

## 4.8.1 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





# 4.8

# WALES

## 4.8.1 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](https://gov.uk/levelling-up-wales)

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

# 4.8

# WALES



## 4.8.2 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



# 4.8

# WALES

## 4.8.2 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.

# 4.8

# WALES

## 4.8.3 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



# 4.8

# WALES

## 4.8.3 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.

# 4.8

# WALES

## 4.8.4 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



# 4.8

# WALES

## 4.8.4 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.

# 4.9 PARTNERSHIP ASSETS

## 4.9 West Midlands

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Social post copy	88	

<b>4.9.4</b>		
<b>Digital Bootcamps,</b>		
<b>Telford</b>		
Social	89	
Social post copy	90	



# 4.9

# WEST MIDLANDS

## 4.9.1 Midlands Engine Investment Fund II

### 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



# 4.9

# WEST MIDLANDS

## 4.9.1 Midlands Engine Investment Fund II

### Social post copy

Levelling Up in the West Midlands means small businesses will be able to apply for government investment to help them grow.  
Visit [gov.uk/levelling-up-west-midlands](https://gov.uk/levelling-up-west-midlands)

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



# 4.9

# WEST MIDLANDS

## 4.9.2 West Bromwich 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



# 4.9

# WEST MIDLANDS

## 4.9.2 West Bromwich Town Deal

### Social post copy

Levelling Up in the West Midlands means creating space for businesses to grow and attract new customers.  
Visit [gov.uk/levelling-up-west-midlands](https://www.gov.uk/levelling-up-west-midlands)

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



# 4.9

# WEST MIDLANDS



## 4.9.3 Mid-Staffordshire Road Improvements, Burton-upon-Trent

### 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

# 4.9

# WEST MIDLANDS

## 4.9.3 Mid-Staffordshire Road Improvements, Burton-upon-Trent

### Social post copy

Levelling Up in the West Midlands means local road improvements and junction upgrades, connecting businesses with customers.  
Visit [gov.uk/levelling-up-west-midlands](https://www.gov.uk/levelling-up-west-midlands)

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



# 4.9

# WEST MIDLANDS



## 4.9.4 Digital Bootcamps, Telford

### 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

# 4.9

# WEST MIDLANDS

## 4.9.4 Digital Bootcamps, Telford

### Social post copy

Levelling Up in the West Midlands means fully-funded Skills Bootcamps to connect businesses with more local talent.  
Visit [gov.uk/levelling-up-west-midlands](https://gov.uk/levelling-up-west-midlands)

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



# 4.10 PARTNERSHIP ASSETS

## 4.10 Yorkshire

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### 4.10.1

#### Humber Freeport

Social 92

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#### Morley Town Deal

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### 4.10.4

#### UK Shared Prosperity Fund – Hull University

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Social post copy 99

# 4.10

# YORKSHIRE

## 4.10.1 Humber 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



# 4.10

# YORKSHIRE

## 4.10.1 Humber Freeport

### Social post copy

Levelling Up in Yorkshire means businesses at Humber Freeport can access benefits like tax incentives.

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

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

# 4.10

# YORKSHIRE



## 4.10.2 West & South Yorkshire Investment Zones – Sheffield

### 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



# 4.10

# YORKSHIRE

## 4.10.2 West & South Yorkshire Investment Zones – Sheffield

### Social post copy

Levelling Up means the West and South Yorkshire Investment Zones can help businesses with funding and spaces to grow.  
Visit [gov.uk/levelling-up-yorkshire](https://gov.uk/levelling-up-yorkshire)

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

# 4.10

# YORKSHIRE

## 4.10.3 Morley 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



# 4.10

# YORKSHIRE

## 4.10.3 Morley Town Deal

### Social post copy

Levelling Up in Yorkshire means investment to improve transport links, connecting businesses with their customers.  
Visit [gov.uk/levelling-up-yorkshire](https://www.gov.uk/levelling-up-yorkshire)

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

# 4.10

# YORKSHIRE



## 4.10.4 UK Shared Prosperity Fund – Hull University

### 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



# 4.10

# YORKSHIRE

## 4.10.4 UK Shared Prosperity Fund – Hull University

### Social post copy

Levelling Up means funding to support universities in Yorkshire upskill businesses to maintain a skilled workforce.  
Visit [gov.uk/levelling-up-yorkshire](https://gov.uk/levelling-up-yorkshire)

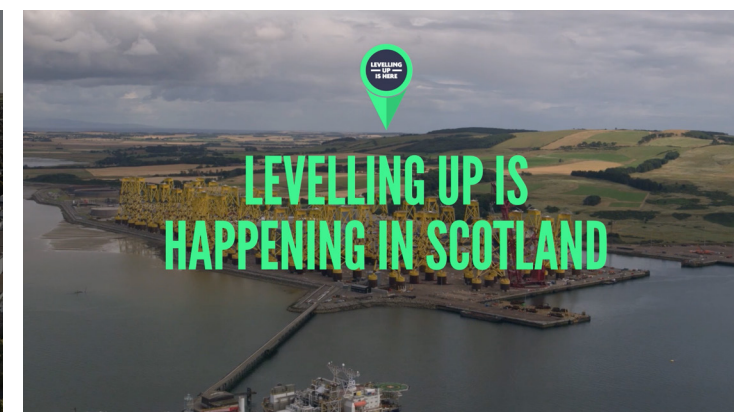
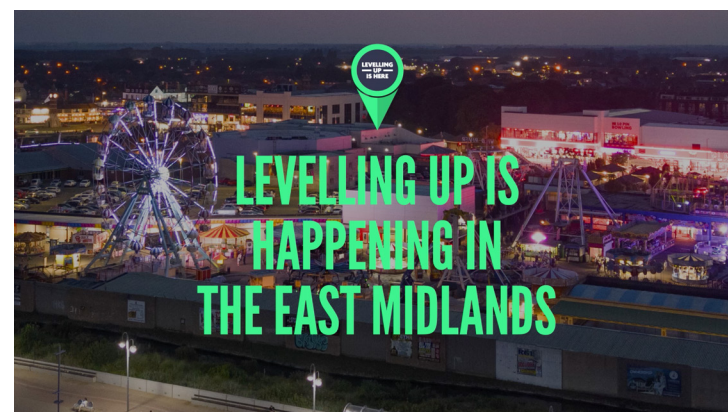
Please use this copy alongside the social media statics or animations when sharing across your social media channels.



# 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 Levelling Up projects across the whole of the UK.

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

### Available formats:

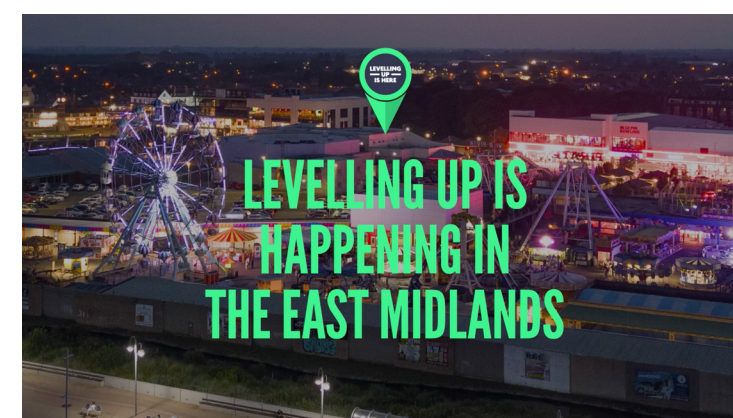
- 1:1
- 9:16

# 5.2 MOTION AND FILM ASSETS

## 5.2 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.



**East Midlands**



**East of England**



**Northern Ireland**



**North East**



**North West**

**Click the thumbnail of video you would like to download.**



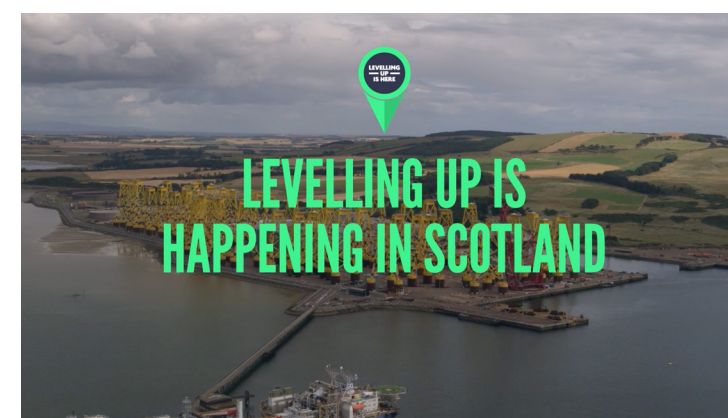
# 5.2 MOTION AND FILM ASSETS

## 5.2 Regional films

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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.



**Scotland**



**South West**



**Wales**



**West Midlands**



**Yorkshire**

**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\*\*](mailto:marketing@levellingup.gov.uk).