

## PR and marketing toolkit

Sharing the impact of the Shared Prosperity Fund in North Wales



# North Wales UKSPF Branding & Publicity Compliance Evidence

Wedi ei ariannu gan  
Llywodraeth y DU  
 Funded by  
UK Government

 CONWY  
CYNGOR  
CONWY  
COUNTY BOROUGH COUNCIL

 CYNGOR  
sir ddinbych  
denbighshire  
County Council

 CYNGOR  
sir y Fflint  
Flintshire  
COUNTY COUNCIL

 CYNGOR  
GWYNEDD  
COUNTY COUNCIL

 CYNGOR SIR  
YNYS MÔN  
ISLE OF ANGLESEY  
COUNTY COUNCIL

 WREXHAM  
COUNTY  
BOROUGH  
COUNCIL

## Useful Links

Use the link below to access the Shared Prosperity Fund North Wales website where you will find links to;

UK Shared Prosperity Fund: branding and publicity guidance

Specific Shared Prosperity Fund North Wales guidelines

PR and Marketing toolkit

[Shared Prosperity Fund North Wales](#)

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

These 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.

Compliance with branding and publicity requirements is a condition of the Shared Prosperity Fund: North Wales Grant Funding Agreement.

# Logo Placement on Project Materials



## Importance of Logo Placement

Proper logo placement ensures branding compliance and visibility on all project materials, enhancing recognition of funding sources.

## Branding Guidelines Compliance

The logo of each North Wales local authority funding the project via UKSPF should be used in all communication materials and public-facing documents relating to the funded activity.

The logos should appear in the 'funding partner' position, as shown in the Funded by UK government Branding Manual.

## Evidence and Documentation

Photographs, scanned copies, and screenshots provide proof of correct logo placement for compliance verification.



# Websites and Social Media

## [Employer Green Skills Initiative | Grŵp Llandrillo Menai](#)

The Employer Green Skills Initiative Project has received £429,287 from the UK government through the UK Shared Prosperity Fund.

The UK Shared Prosperity Fund is a central pillar of the UK government's 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>



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Sgiliau Gwydd i Gyflogwyr  
Employer Green Skills

## Webiste Mandatory Acknowledgment

Where details of Fund activities are published on a 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 (which must also be used for notes to editors):

**The UK Shared Prosperity Fund (UKSPF) proactively supports delivery of the UK-government's five national missions: pushing power our to communities everywhere, with a specific focus to help kickstart economic growth and promoting opportunities in all parts of the UK.**

## Evidence of Compliance

**Submitting dated copies, screenshots, or links to media coverage demonstrates compliance with funding acknowledgment requirements.**

# Social Media

## Social Media

When describing or promoting Fund activities on social media such as Twitter, the following hashtag (#) should be used **#UKSPF**.

## Evidence of Compliance

Submitting dated copies, screenshots, or links to media coverage demonstrates compliance with funding acknowledgment requirements.

Ty'n Lian · Follow  
22 November at 13:19

Bydd y bwyty yn agor / restaurant will open - Wednesday 26/11/25 (12pm - 9pm)

Mor falch gallu rhoi gwybod i chi y bydd modd archebu bwrdd yn y bwyty o nos Fercher yma (26/11/25), efo'r agoriad swyddogol ar y nos Wener (28/11/25)

Y lle werth ei weld ac Adam a'r crw yn barod amdanoch yn y gegin!🎉🎉

We are delighted to say that the restaurant will be taking bookings from this Wednesday (26/11/25), with the official opening on Friday evening (28/11/25)

The place looks amazing and Adam and the team are ready for you in the kitchen!🎉🎉

I archebu / For booking: 01286 875827

Mae copi o'r fwydlen ar gael yma / A copy of the menu can be found here:

<https://tynllan.cymru/.../Bwyd-a-diod-Tachwedd-25-lliw.pdf>

Diolch i / Thanks to: [Cronfa Treftadaeth y Loteri Gen / National Lottery Heritage Fund - Cymru](#) ;

[The National Lottery](#) ; #UKSPF



# Press Releases

## Press Release Example:

New Community Hub Opens in Conwy Thanks to UKSPF

Funding Date: 25/12/2025

Main Body: A brand-new community hub has officially opened in Conwy, providing local residents with a space for learning, wellbeing, and social activities. The project has received £150,000 from Conwy County Borough Council through the UK Government's Shared Prosperity Fund. The hub will offer a range of services, including digital skills workshops, health and wellbeing sessions, and support for local businesses. This investment aims to strengthen community ties and create new opportunities for residents across the region. Local leaders have welcomed the development, highlighting its role in improving access to essential services and boosting economic growth.

Notes to Editors: The UK Shared Prosperity Fund (UKSPF) proactively supports delivery of the UK Government's five national missions: pushing power out to communities everywhere, with a specific focus to help kickstart economic growth and promoting opportunities in all parts of the UK.

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 also a requirement to use the following notes to editors in all media activities.

**"The UK Shared Prosperity Fund (UKSPF) proactively supports delivery of the UK-government's five national missions: pushing power our to communities everywhere, with a specific focus to help kickstart economic growth and promoting opportunities in all parts of the UK."**