

Marketing and Communications Toolkit



Introduction

The Greater Lincolnshire Combined County Authority (GLCCA) works in partnership with 10 councils across Greater Lincolnshire, alongside businesses, education providers and communities, to drive growth, attract investment and create opportunities. Together, they are helping to deliver a stronger economy, better connectivity and a more prosperous future for the region.

As Mayor of Greater Lincolnshire, Dame Andrea Jenkyns works with partners across the public, private and voluntary sectors to champion the region, unlock investment and support local growth. The Mayor is a strong advocate for Greater Lincolnshire, helping to raise its profile nationally and create new opportunities for residents, learners and employers.

Through collaboration and shared ambition, GLCCA and its partners are building on Greater Lincolnshire's strengths in food, energy, defence, manufacturing and innovation to deliver long-term growth and prosperity for communities across the region.



Mayor Dame Andrea Jenkyns

Purpose of this toolkit

This toolkit supports organisations delivering Adult Skills Fund and Skills Bootcamp provision funded by the Greater Lincolnshire Combined County Authority (GLCCA).

We recognise that providers know their learners and communities best. The purpose of this toolkit is not to replace your own marketing activity, but to help ensure a consistent approach to promoting GLCCA-funded opportunities across Greater Lincolnshire.

Our shared goal is to increase participation in adult learning and raise awareness of the opportunities available to residents, and employers. We can support this by providing agreed messaging, branding assets, learner case study support and promotional opportunities where appropriate.

By working together, we can increase awareness of adult learning opportunities and showcase the positive impact they have on individuals, communities and businesses across Greater Lincolnshire.



Partner obligations

Partners are asked to use the approved "In partnership with" GLCCA logo on new promotional materials relating to GLCCA funded provision.

This should be placed at the bottom right of your material where possible. Partners delivering Skills Bootcamp provision should use the Skills for Life Skills Bootcamp logo on relevant material, and that should be placed to the left of the "In partnership with" logo.

Use of logos on websites

Partners should use the 'In partnership with' and Skills Bootcamp logos on relevant web pages advertising GLCCA funded provision.

To make the most of our shared efforts, we ask that you keep the Greater Lincolnshire Combined County Authority (GLCCA) and your contract manager informed and involved in relevant communications and events.

By working together, we can ensure a consistent voice that highlights the impact of adult learning and showcases the benefits it brings to residents, businesses and communities across Greater Lincolnshire.

Lead time for media

- Quote from Dame Andrea Jenkyns - 2 to 3 days
- Social media post - 2 to 3 days
- Press release (drafting / approval) - 3 days
- Filming request* (on-site/piece to camera) - 1 - 2 weeks
- Media interview/opportunity - 1 week

If you're planning a milestone or key event, we would be happy to attend if we are able to do so.

Please notify us in advance of any media activity or announcements so we can provide approved quotes, support coordinated messaging and help amplify your content through GLCCA channels.

Media enquiries can be sent to communications@greaterlincolnshire-cca.gov.uk

Tone of voice

Our tone of voice is clear, accessible and politically neutral.

Partners should continue to communicate in a way that reflects their organisation and speaks to their learners, while ensuring references to GLCCA funded programmes are accurate and consistent.

Authentic learner stories and real employment outcomes should be at the heart of communications wherever possible.

Top tips

Please use the 'in partnership with' logo on all external facing material.

Please don't:

- Modify or re-colour the logo or use unapproved quotes

Assets

GLCCA in partnership logos and Skills Bootcamp logos can be downloaded via the following link:
<https://greaterlincolnshire-cca.gov.uk/downloads/download/52/adults-kills-partner-toolkit>