



Communities 2026

asset guide



UK Government

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There's no place like home

The government is investing billions of pounds in communities across the UK - repairing roads, restoring high streets, improving sports facilities, and funding the cultural venues and community spaces that make a place worth living in.

More is being invested near your community than many realise, and we want to help residents see, feel and celebrate that change. This campaign is about helping people understand what's being invested in their local area and how they can shape what comes next.

How you can help

As a local partner, you're perfectly placed to share this message with the people who need to hear it most. Whether you're a library, a leisure centre, a local authority or a government department, this guide gives you everything you need to amplify the campaign through your own channels.

As part of this campaign we've created a range of assets to bring the campaign to life in your area. This guide introduces those assets as well as guidance on use. Please visit our website to download assets specific to your area:

<https://communities.campaign.gov.uk/campaign-resources/>

Who this asset guide is for

This guide is intended for:

Community spaces including libraries, leisure centres, GP surgeries, community centres, family hubs, and youth clubs in the target local authority areas

Government departments and arm's length bodies (ALBs) with relevant policy responsibilities who can amplify messaging through their own communications channels and networks

Local authorities, neighbourhood boards Network Rail stations and other public-facing organisations operating in target areas

Getting started

Partners are welcome to post and repost creative assets on your channels. Please avoid putting any paid advertising behind this due to usage rights. Assets should be used as they are provided without editing.

You can find a suite of assets on our campaign resources page here: <https://communities.campaign.gov.uk/campaign-resources/>

These are key messages which will be communicated as part of this Communities campaign. They can be used as a guide, and tailored to your area when you are planning any communication to support the campaign.

There is no place like [insert name of your local area]

Hero

The UK Government is investing millions in your area, building a better future for you and your community. Have your say in how it's spent.

Roads / transport

The UK Government is investing in local roads and infrastructure, fixing potholes and making everyday journeys safer.

Arts and culture

The UK Government is investing in local arts and culture - the creative soul that makes your area unique.

Sports / green spaces

The UK Government is investing in local parks, pitches and sports facilities, creating improved green spaces and facilities for all to get active and thrive.

Community support / family hubs

The UK Government is funding family hubs and community spaces, providing every child and family with the best start in life.

Social media is a great way to show your community what's being invested near them.

We have created bespoke assets for each location following the formats featured here. You can post any of these statics and videos on Facebook, Instagram, TikTok and YouTube. Please ensure you are using the correct format to post on your channel. Be sure to follow us [@ukgovofficial](https://www.instagram.com/ukgovofficial) on Instagram to see our own community focused content as it is shared.

This includes:

1:1

9:16

16:9



Social static 9:16



Social static 4:5



Social Carousel 1:1

We have created posters you can display in your organisation, helping your community see the investment happening in their area.

All print assets are available in web and digital print formats.

A3

A4

A5



A5 leaflet



A3 poster

Also available as A4

Thank you for your support

We really need the help of organisations like yours to bring this campaign to life in your area.

Please share our assets across your channels so that everyone in your network can see the investment happening near them.

Find out more about the campaign and what's being invested in your area at:

<https://communities.campaign.gov.uk/campaign-resources/>