



Department for Levelling Up,  
Housing & Communities

# The Levelling Up Fund

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Northern Ireland Toolkit  
March 2022



Department for Levelling Up,  
Housing & Communities

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## The Northern Ireland Toolkit

The UK Government has announced the second round of the Levelling Up Fund.

This toolkit provides detailed information on the announcement and how it relates to Northern Ireland.

We encourage you to share this news and relevant content with your networks. We really appreciate your support in helping Northern Ireland organisations take advantage of the Levelling Up opportunity.

**Slides 2-5** provide information on the announcement and Fund, **slides 6-8** provide suggested ways you can help spread the word.



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## Levelling Up Fund: The Announcement

As part of the Spring Statement 2022, the UK Government has announced the **second round of the Levelling Up Fund** and has published a refreshed Prospectus, **inviting bids to come forward from all eligible organisations from Northern Ireland** and across the rest of the UK.

This Fund provides **£4.8 billion for local infrastructure projects across the UK**, with £1.7 billion already allocated to 105 successful projects from the first round.

Through this next round of the Levelling Up Fund, the UK government will continue to invest directly in communities across all parts of the UK.



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## The Levelling Up Fund Q&A

### What is the Levelling Up Fund?

The Levelling Up Fund was announced at the 2020 Spending Review, focusing on capital investment in local infrastructure. **Local residents across the UK will benefit from a fresh set of infrastructure projects** as we open the second round of the £4.8 billion Levelling Up Fund.

Now in its second round, the Fund continues to invest in infrastructure that improves everyday life for local residents across the UK, focusing on regenerating town centres and high streets, upgrading local transport, and investing in cultural and heritage assets. Over the first and second rounds of the Fund **at least 3% of total UK allocations will be set aside for Northern Ireland.**

### Who can apply to the Levelling Up Fund in Northern Ireland?

In Northern Ireland **the UK government will accept bids at the most local level**, from a range of local applicants, including but not limited to: businesses, voluntary and community sector organisations, district councils, the Northern Ireland Executive and other public sector bodies.



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## The Levelling Up Fund Q&A (continued)

### When can organisations apply to the Levelling Up Fund?

The **application window will open from the 31<sup>st</sup> May 2022** and eligible applications must submit their full bids, with all supporting documentation via the online portal, **by 12 noon on 6<sup>th</sup> July 2022**. In the meantime, the Levelling Up Fund prospectus and technical note can be viewed [here](#), and supporting application guidance can be viewed [here](#).

We are encouraging Northern Ireland organisations to start today in considering what their application will look like.

### Can you tell us about previous winners of the Levelling Up Fund?

Access our **Northern Ireland Levelling Up map** ([here](#)) to discover successful bid winners from the previous round of Levelling Up funding.



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### Help spread the word

We encourage you to **share information about the Levelling Up Fund** on your social channels and with your networks across Northern Ireland.

We suggest the following actions:

- **Post on your social media channels and websites** using the assets and suggested words provided in the following slides
- **Communicate via established channels** including newsletter, internal or stakeholder communications and digital channels.
- **Support and share social media posts** from the [Department for Levelling Up, Housing and Communities](#) and the [Northern Ireland Office](#) and engage with content that affects your sector, region and local community.

# Levelling Up Fund: Promotional Assets And Copy

This includes:

- Suggested messaging for general posts about the Levelling Up Fund (for Twitter, Facebook, LinkedIn and Newsletters )
- A link and copy for an interactive Google Map of Levelling Up projects Northern Ireland
- A video and suggested copy for a winner of the first round of the Fund, Omagh Health Centre

All assets can be downloaded here:  
<https://we.tl/t-3MufKi8thx>

## LEVELLING UP FUND

### EXAMPLE COPY FOR TWITTER, FACEBOOK,

The second round of the Levelling Up Fund has been launched by the UK Government. Businesses, voluntary and community sector organisations and councils can benefit. Find out more here: <https://bit.ly/36bNMjY>

## LEVELLING UP MAP EXAMPLE COPY FOR INSTAGRAM

Thinking of applying for the next round of the UK Government Levelling Up Fund? To find out more visit  <https://bit.ly/36bNMjY>

## LEVELLING UP FUND PREVIOUS WINNER - EXAMPLE COPY

Over £4 million of UK Government funding is supporting @OmaghEnterprise as they turn the vacant Omagh Health Centre into a fantastic new Enterprise and Innovation Hub. To find out more about the next round of #levellingUp funding, visit <https://bit.ly/36bNMjY>

@luhc

## LINKEDIN/NEWSLETTER EXAMPLE COPY

The second round of the Levelling Up Fund has been launched by the UK Government. Focusing on capital investment in local infrastructure, bids will be accepted at the most local level in Northern Ireland, from local applicants, including but not limited to: businesses, voluntary and community sector organisations, district councils, the Northern Ireland Executive and other public sector bodies. To find out more visit: <https://bit.ly/36bNMjY>



# UTM Links

We are using UTM links to improve and optimise our activity.

In order to do this, we ask you to use the UTM links to the right of the table when posting on your owned channels.

Each UTM links to a web page, displayed on the right of the table. Simply copy and paste the relevant UTM into your post as you would the normal URL.

The UTM will take viewers to the linked page as normal, and we will then be able to monitor traffic and engagement on that page.

We have included both a long and short UTM link for each page, please use whichever you feel is most appropriate.

Destination	Long UTM	Short UTM
Levelling Up Fund round two prospectus	<a href="https://www.gov.uk/government/publications/levelling-up-fund-round-2-prospectus?utm_source=NI&amp;utm_medium=Social&amp;utm_campaign=LURound2">https://www.gov.uk/government/publications/levelling-up-fund-round-2-prospectus?utm_source=NI&amp;utm_medium=Social&amp;utm_campaign=LURound2</a>	<a href="https://bit.ly/3IZr2kN">https://bit.ly/3IZr2kN</a>
Levelling Up Fund round two application guidance	<a href="https://www.gov.uk/government/publications/levelling-up-fund-round-2-application-guidance?utm_source=NI&amp;utm_medium=Social&amp;utm_campaign=LURound2">https://www.gov.uk/government/publications/levelling-up-fund-round-2-application-guidance?utm_source=NI&amp;utm_medium=Social&amp;utm_campaign=LURound2</a>	<a href="https://bit.ly/3jJONTn">https://bit.ly/3jJONTn</a>
Levelling Up Fund round two technical note	<a href="https://www.gov.uk/government/publications/levelling-up-fund-round-2-technical-note?utm_source=NI&amp;utm_medium=Social&amp;utm_campaign=LURound2">https://www.gov.uk/government/publications/levelling-up-fund-round-2-technical-note?utm_source=NI&amp;utm_medium=Social&amp;utm_campaign=LURound2</a>	<a href="https://bit.ly/36bNMjY">https://bit.ly/36bNMjY</a>
Levelling Up Main GOV.UK Page	<a href="https://levellingup.campaign.gov.uk/?utm_source=Google&amp;utm_medium=Search&amp;utm_campaign=Levelling+Up">https://levellingup.campaign.gov.uk/?utm_source=Google&amp;utm_medium=Search&amp;utm_campaign=Levelling+Up</a>	<a href="https://bit.ly/3ixc7U2">https://bit.ly/3ixc7U2</a>
Levelling Up Northern Ireland Map	<a href="https://www.google.com/maps/d/viewer?mid=1_Pd3OePEF3VwmSkWQYNLbWVSzXJUPnSa&amp;hl=en&amp;usp=sharing&amp;utm_source=NI&amp;utm_medium=Social&amp;utm_campaign=LUPMapNI">https://www.google.com/maps/d/viewer?mid=1_Pd3OePEF3VwmSkWQYNLbWVSzXJUPnSa&amp;hl=en&amp;usp=sharing&amp;utm_source=NI&amp;utm_medium=Social&amp;utm_campaign=LUPMapNI</a>	<a href="https://bit.ly/359RIGS">https://bit.ly/359RIGS</a>



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## Informational webinar

If you or others in your network want to find out more about the Levelling Up Fund, the Department is hosting an informational webinar on 26<sup>th</sup> April 2022 at 3pm, see link [here](#). Please circulate this link to your networks.

Any questions you may have ahead of the webinar should be submitted to: [lufteam@levellingup.gov.uk](mailto:lufteam@levellingup.gov.uk).



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## Enquiries

If you have any queries or wish to let us know that you've shared the news with your network, please do get in touch. We really appreciate your support.

To contact the Northern Ireland Area Team in the Department for Levelling Up, Housing and Communities please e-mail:

[northernirelandareateam@levellingup.gov.uk](mailto:northernirelandareateam@levellingup.gov.uk)

For any LUF specific queries, please email:

[lufteam@levellingup.gov.uk](mailto:lufteam@levellingup.gov.uk)