

**Youth Investment Fund Launch Communications Toolkit**

**Content strictly embargoed – please check with your Relationship Manager for when you can announce your grant**

Social Investment Business has created a toolkit to help launch and promote your Youth Investment Fund grant in partnership with the Youth Investment Fund funder and partners: the Department for Culture, Media and Sport, National Youth Agency (NYA), Resonance and Key Fund.

This toolkit provides everything you need to promote your Youth Investment Fund grant.

A couple of important things to flag with you.

* Tell us about your media coverage or media opportunities and any exciting developments with your project. We would love to share your news with our funder, partners and through our website, PR and social media.
* Please remember that you cannot publicise your grant until after you have **checked with your Relationship Manager for when you can announce your grant**
* **The Youth Investment Fund Launch Toolkit includes:**
* Creative ideas for launching your YIF grant and ongoing promotion.
* Template Messaging, including messaging for your website.
* Template Press Release.
* Template Press Photo Call.
* Template social media messages for Twitter, LinkedIn, Instagram and Facebook.
* Template social media image assets. (See YIF Download Link)
* Youth Investment Fund logos (version for light/dark backgrounds). (See YIF Download Link)

If you need any support with your launching your Youth Investment Fund Grant, please contact the Social Investment Business communications team:

Myra Johnson myra.johnson@sibgroup.org.uk

Martin Ives: martin.ives@sibgroup.org.uk

**Section One:**

**Creative ways to promote and celebrate your Youth Investment Fund Grant**

We want to share how the Youth Investment Fund (YIF) is making a lasting difference to young people across England and highlight the amazing work you do. We have put together some ideas to help you tell your story, publicise your grant and give voice to the young people you are here for.

We have included ideas for launching your grant, and for sharing all the exciting milestones as your project develops.

The Youth Investment Fund Team wants to show the impact of the funding and the difference it will make to young people across the country. So, make sure you keep in touch with us by sharing your stories, photos, blogs and milestones and we can share them across our digital platforms and in our on-going promotion. We will share your stories and assets with the Youth Investment Fund partners and funder: The Department for Culture, Media and Sport, National Youth Agency (NYA), Resonance and Key Fund.

* **Ask young people how they would like to celebrate and promote your project**
Young people are at the heart of the Youth Investment Fund and great ambassadors for promoting your youth service. Ask young people to come up with their ideas to help promote and celebrate your newly funded project.
* **Hold a PR launch event/photocall/open day**
The YIF team has provided you with a template press release and template photo call press invite to promote your service. Along with issuing a press release to regional media you could also hold a photocall for the launch event. Invite young people, stakeholders, partners, businesses, funders, your local authority, your MP, local celebrities, and the media to a celebration event/photocall to hear about your project, to meet young people, hear about your new funding and plans and the work you do with young people. Think about something visual that could make a great photo/film for the press.
* **Stories**
Media love stories and they are great for social media. You could ask young people to write or film their stories or quotes about what the new project means to them, and why they love your youth service. Stories could include voices of young people who have been involved with developing your project. It’s a fantastic way to give agency to young people and make sure their voices shine through. You could use the stories across your website, newsletters, press releases and social media. And please share your stories with us so we can also share on our website and social media channels.
* **Roadshows**
The Youth Investment Fund team plans to run some roadshows across England to celebrate the impact of the funding and capture new projects coming to life. If you would like to take part, please get in touch with us.
* **Celebrating milestones**
Start thinking about the different ways you can promote your new project over the coming months, and create a calendar for sharing little milestones via your social media channels, website, newsletters and PR. This could include: first day when work starts on site, laying the first brick, halfway through your build or renovations, countdown to completion etc. Share your photos and stories with the YIF team and we can share them on our website, newsletters, and social media channels.
* **Time-lapse video**
Think about days when there is lots of activity happening at your build/renovation. Set up a time-lapse camera and capture all the magic. It could be a great activity to engage young people in, for example developing the concept/storyboard, setting up the time-lapse phase, editing, adding a soundtrack, and sharing across social media and other digital channels.
* **Photo gallery – take a photo every day**
Create history by making a photo gallery of your project as work starts on site. Take a photo every day and build up a story of your project from start to finish. You could use the photos to make an animation of your dream project coming to life. And it’s something young people might want to organise.
* **Artist’s impression**
Run an activity with young people getting them to create a visual representation of what your completed project will look like and what they will do there. You could use it to create an exhibition for an event or just share the results on social media. You could display the artwork on the walls of your new project.
* **Roving reporter**
Ask young people if they want to be a live reporter of your project’s development. It’s a fantastic way to develop writing and journalism skills and photography/film skills. They could even capture some time-lapse video content on days when there’s lots of activity with your build/renovation, as long as it is safe.
* **Young people’s blogs**
Ask the young people you support, and those involved in the development of your project to write a blog about their hopes for the new funded project and what it will mean for them and others in the community. Or they could record a podcast.
* **Young people’s video diary**
Ask young people to start creating a video diary as your work goes on site, capturing the different phases and their excitement for the project.
* **Community radio take-over**
Think about which media can support your project as work commences, and things start to take shape. Community and local radio are always looking for great content and would love to hear about what you are doing for young people locally and what it means to them. Ask if you can host a session on your community radio station. All community radios are run by volunteers, and they are always looking for content.
* **Social media**
As your project progresses there will be lots of opportunities to capture engaging content. You could develop a social media content plan for the next few months, from project launch to completion.

Think about how young people can share their excitement by sharing content on their social media platforms. If you have a TikTok channel – young could get young people to do a TikTok takeover or take over all your social channels for a day. If they create a short social media film, it’s easy for them to share across TikTok, Instagram reels and YouTube.

You could also create a highlight on your Instagram, to save everything you share on Instagram about your build and get young people to act as agents or via their Instagram stories about your project and tag you in.

Ask young people to use the #YouthInvestmentFund on everything they post to create some noise on a national level.

Whenever you are posting about your YIF funded project, remember to tag us in so we can engage with and share your content:

Insta: @thesocialinvest
Twitter @thesocialinvest
LinkedIn: Social Investment Business
#YouthInvestmentFund

Whatever you are capturing, please let us know and send your stories and images with us, as long as you have consent.

**Contact:**

If you need any support or want to share your stories and assets, please contact:

Martin Ives: martin.ives@sibgroup.org.uk

Myra Johnson: myra.johnson@sibgroup.org.uk

**Section Two**

**Youth Investment Fund (YIF) Key Messages**

We have developed some approved messages to support your Youth Investment Fund communications. These messages have been approved by the Youth Investment Fund funder, the Department for Culture, Media and Sport.

The message grid includes:

* General messages about the Youth Investment Fund.
* Specific Messages about Youth Investment Fund grants awarded in this round of funding.
* Template message for your website.

**Please remember that any information about your YIF grant and the launching the new YIF funded projects is strictly embargoed until 00.01 hours Friday 4 August 2023-**

**Key Messages**

|  |
| --- |
|  **General Messages about the Youth Investment Fund**  |
| **Message**  | **Delivery**   |
| **What is the Youth Investment Fund?**  | The Youth Investment Fund forms part of the Government’s [‘National Youth Guarantee’](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fnews%2Fgovernment-outlines-ambitious-plans-to-level-up-activities-for-young-people&data=05%7C01%7CGSale%40no10.gov.uk%7Ca39870a8f4064e1c4fb008da722a3024%7C29c8cbb9d9af4c7eb28b470f15275e47%7C1%7C0%7C637947822763216986%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=oKvKBqfXWWgdGqAq1DLa%2B5qaxslslpvSGdrE%2B3%2FXJQI%3D&reserved=0) to ensure every young person right across England will have access to regular out of school activities, adventures away from home and opportunities to volunteer backed by an investment of over £500 million investment. These opportunities will help them develop the skills they need for life and work, improving their wellbeing and employability.  As part of the National Youth Guarantee, The Department for Culture, Media and Sport has developed the Youth Investment Fund, delivered by Social Investment Business, investing over £300 million to transform and level up the out-of-school youth sector across England in priority areas. The Youth Investment Fund will enable up to 300 youth facilities to be built or renovated over the next three years and will benefit young people aged 11 to 18 (up to 25 for young people with Special Educational Needs and Disabilities).  With 45 local authorities and around 600 district wards in some of the less advantaged areas of England eligible to apply, the Youth Investment Fund aims to increase the number of regular positive activities undertaken by young people in the targeted areas by 45,000 per year, by 2026/27. It will give young people new opportunities to socialise and participate in a wide range of activities, supporting their wellbeing and development into employment. It is a welcome opportunity to prioritise the needs of young people, and the communities where they live, and for youth services to develop and deliver the life-changing services they need and to create a more equal society for future generations.  The YIF aims to:  * Improve the health and wellbeing of young people.
* Equip young people with skills for work and life.
* Empower young people to be active members of their community and society.
* Level up provision in selected eligible areas of England.
 |
| **Who are the Youth Investment Fund Delivery Partners?**  | Social Investment Business has been selected by the Department for Culture, Media and Sport to deliver the Youth Investment Fund (YIF) along with our delivery partners: Key Fund, National Youth Agency and Resonance, to create, expand and improve youth facilities and services in England to drive positive outcomes for young people.  Fusion21 has been appointed as the YIF procurement partner.    |
| **Why is the Youth Investment Fund needed and what are its ambitions?**  | All young people deserve to access high quality and local youth services to thrive in life, but youth services across England are currently unequal and not every young person can access local youth services.  At its heart, the Youth Investment Fund aims to ensure that all young people can access quality youth work.The fund will provide much needed investment for youth centres and dedicated spaces for young people to go in their communities. The Youth Investment Fund will be a catalyst to improve and support the provision of sustainable youth services within communities, recognising the unique needs and priorities of each community.   The fund’s ambition is to enable youth services to deliver life-changing services for young people and to create a more equal society for future generations.   |
| **What has the Youth Investment Fund delivered so far?**  | In March 2023 the Department of Culture, Media and Sport and Social Investment Business announced the first youth projects funded through Phase 2 of the Youth Investment Fund. Over £90 million of grants were announced to support 43 youth services, and once complete these youth services will reach an additional 16,500 young people.Some of projects benefiting from the first round of the Youth Investment Fund are now close to completion and will open their doors to more young people.On August 4, 2023, £70 million in grants will be announced to another 44 youth projects and will benefit over 12,000 additional young people.This means that in total the Youth Investment Fund has already committed over £160 million to youth services across England and means an additional 28,500 young people will be able to access local youth services. More Youth Investment Fund grants will be announced later this year. |
| **What are the Youth Investment Fund Refurbishment Grants?** | Alongside funding large capital projects ranging from £350,000 to £8 million, the Youth Investment Fund has also delivered smaller grants for youth projects that only required a modest investment to renovate their project and reach more young people.The Youth Investment Fund team wants to ensure every eligible youth service can apply for funding to renovate their service and recognises that some services only require a modest investment to improve their offer to young people. In response to need the Youth Investment Fund team developed a Refurbishment Grant application stream for organisations seeking funding of £150,000 and under. This grant programme was designed to appeal to smaller youth services, who may not have the capacity to deliver large capital projects.The Youth Investment Fund Refurbishment Grant Programme has the same eligibility criteria as the larger capital grants, including being an open access youth project and projects that are designed to either extend their reach to young people or to help preserve their youth service.Grants rounds for Refurbishment Grants were open between March and June 2023 and successful projects will be announced soon.  |
|  **Youth Investment Fund – Key messages for launching the next two rounds of YIF grants**  **(Confidential until 00.01 hours on Friday 4 August 2023)**   |
| **£70 million of Youth Investment Fund grants announced by DCMS**  |  The Department for Culture, Media and Sport (DCMS), Social Investment Business and YIF partners will announce that another 44 youth projects across England have been awarded £70 million to transform and level up opportunities for young people in the latest round of a Youth Investment Fund of over £300 million. The funding will enable youth services to transform health, wellbeing, skills, and opportunities for young people.Over £90 million of grants were also announced to 43 youth services in March 2023.  This means that so far at total of over £160 million has been invested in youth services across England and will benefit another 28,500 young people. More grants will be announced later this year.  |
| **How many projects have been funded and how many young people will benefit.**  | Social Investment Business has given the go ahead for Youth Investment Fund grants to 44 youth projects worth over £70 million. The majority are grants that will fund funding new builds and major renovation projects. Youth Investment Fund grants have been awarded to services that offer positive value for money, are environmentally sustainable and provide positive activities for young people aged 11 to 18 (up to 25 for young people with Special Educational Needs and Disabilities).   |
| **How many young people will benefit from the YIF grants?**  | The youth projects awarded grants announced in August 2023 will enable youth services to reach another 12,000 young people per week on completion.    |
| **What will the newly funded projects offer to young people and what difference will the funding make?**  | Alongside funding new build services, the fund will support the renovation of existing and disused spaces. The projects awarded Youth Investment Fund grants offer young people a wide range of new opportunities, supporting their health, wellbeing and equipping them with life skills. The funded projects include activities for young people such as dance, theatre, sport, music, art, digital and gaming projects, outdoor adventures, BMX skills, catering, horticulture and craft, as well as new opportunities to gain training and skills for life and to support their future employment and development. There’s even funding for developing new recording studios, performance spaces, skate parks and a new facility to enable young people to build and fly model aircraft! Alongside funding large multi-million projects, grants announced in this round include funding for many smaller projects and uniformed groups, like the Scouts, Girl Guides and Air Scouts. Young people have been involved in the design and development of these innovative projects. Many projects include developing more accessible features and services to support disabled young people, and those with complex health conditions. The funded projects will enable youth services to relocate to more sustainable premises, using more sustainable building materials, installing solar panels, heat pumps and reducing reliance on fossil fuels. It also means running costs will be lower, and the building will be more sustainable in the future. Some projects are using an innovative build approach, using Modern Methods of Construction. It means most of the build can happen off-site, speeding up the build time, minimising resources and disruption to the youth service. And those geographical areas awarded funding via the Youth Investment Fund will also benefit from new employment and volunteering opportunities in communities, boosting the social economy.     |
| **Where are the YIF funded projects?** | The Youth Investment Fund has prioritised funding for the most underserved areas of England. Funds awarded today will benefit young people right across England: from Blackpool to Bridlington, Plymouth to Norfolk, and from Birmingham to Lincoln. |
| **When will the funded YIF projects be delivered?**  | Delivery of completed services depends on many factors, including the scale of construction and renovation, but all funded projects must be completed, and funds spent by 31st March 2025.   |
| **Can other youth service projects still apply?**  | The Youth Investment Fund is now closed to new applications. The fund opened on Monday 1st August 2022 and closed to new applications on 1 June 2023.   |
|  **Template Message for your website story**   |
| **We have been awarded a YIF Grant**  | Wonderful news for young people in [add location] today [insert date]. supported by [your organisation] [name of organisation] has been awarded a life-changing Youth Investment Fund grant to [renovate/build/extend] our youth service offer to young people across [region].  The Department for Culture, Media and Sport and Social Investment Business have announced that our service is one of 44 youth projects across England that have been awarded a Youth Investment Fund grant to transform and level up opportunities for young people in England. The funding will enable youth services to transform health, wellbeing, skills, and opportunities for young people. It is a ground-breaking opportunity to prioritise the needs of young people and for youth services to develop and deliver the life-changing services they need and to create a more equal society for future generations.   Our Youth Investment Fund grant of [add your grant total if you wish to share it – capital and revenue] will transform our service and means that we will be able to reach another [insert number] young people when we open our doors.  Our new service will [add details of what your new service will be, activities on offer, accessibility, sustainable features etc] **Nick Temple, CEO for Social Investment Business, that leads the delivery partnership said:** “The Youth Investment Fund is all about prioritising the needs of young people in England and creating a more equal society for future generations. It is wonderful to see how the fund is already transforming young people’s opportunities to experience the joy of local youth services designed for, and by, young people. Today’s announcement means another 12,000 young people can access quality, sustainable and accessible youth clubs.”Welcoming the Youth Investment Fund grant, [add spokesperson name] said [add your quote]  [insert quote from a young person – this could be one of the young people involved in developing your bid/or someone who benefits from your service] The Youth Investment Fund forms part of the Government’s [‘National Youth Guarantee’](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fnews%2Fgovernment-outlines-ambitious-plans-to-level-up-activities-for-young-people&data=05%7C01%7CGSale%40no10.gov.uk%7Ca39870a8f4064e1c4fb008da722a3024%7C29c8cbb9d9af4c7eb28b470f15275e47%7C1%7C0%7C637947822763216986%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=oKvKBqfXWWgdGqAq1DLa%2B5qaxslslpvSGdrE%2B3%2FXJQI%3D&reserved=0) to ensure every young person across England will have access to regular out of school activities, adventures away from home and opportunities to volunteer. The Youth Investment Fund, of over £300 million, is funded by the Department for Culture, Media and Sport and delivered by Social Investment Business in partnership with National Youth Agency, Resonance, and the Key Fund.  The Youth Investment Fund has been developed to create, expand, and improve local youth facilities and their services in the out of school youth sector, to drive positive outcomes for young people, including improved mental and physical wellbeing, and skills for life and work. Over the next three years the Youth Investment Fund will fund the building or renovation of 300 youth services and will increase the number of regular positive activities undertaken by young people in the targeted areas by 45,000 per year, by 2026/27. Visit www.youthinvestmentfund.org.uk     |

**Section three**

**Template Press Release for Grantees**

**Press release**

**Strictly embargoed - please check with your Relationship Manager for when you can announce your grant**
*Two alternative headlines for grantees to use*

**Young people [across region/town] celebrate a transformational Youth Investment Fund grant awarded to [your service]**

**[your service] awarded a life-changing Youth Investment Fund grant to transform its services for young people in [add location]**

[name of organisation] has been awarded a transformational Youth Investment Fund grant to [renovate/build/extend] its youth service offer to young people across [region]. It is very welcome news for young people supported by [your name] who will benefit from the generous funding and means that [your service name] will be able to support another [add additional number of young people you will reach] when the project is complete. [add additional line about your new funded project]

[your service name] is one of 44 youth projects in England to benefit from a Youth Investment Fund grant, announced by the funder, the Department for Culture, Media and Sport and the charity Social Investment Business, who is delivering the grant programme in partnership with Key Fund, National Youth Agency and Resonance. The Youth Investment Fund is part of the Government’s National Youth Guarantee to transform and level up opportunities for young people in England. The Youth Investment Fund, of over £300 million, aims to build, renovate, or extend youth service facilities, providing a minimum of 45,000 additional positive activities for young people between 11 and 18 - in the parts of the country where new spaces and new opportunities are most needed.

The Youth Investment Fund grants announced today are worth £70 million.

Over £90 million of grants were also announced to 43 youth services in March 2023.  This means that so far at total of over £160 million has been invested in youth services across England and will benefit another 28,500 young people. More grants will be announced later this year.

The Youth Investment Grant will enable youth services like [your name] to transform health, wellbeing, skills, and opportunities for young people. It is a ground-breaking opportunity to prioritise the needs of young people and deliver the life-changing services they need, creating a more equal society for future generations.

The Youth Investment Fund grant of [add total amount of funding if you wish to share it] will transform [add your project/service name] services for young people. It means work can start on site [add date] and the service should open its doors to young people by [add date]

The new service will [add details of what your new service will be, activities on offer, accessibility, sustainable features, young people’s engagement with the project and what your service will mean to your service/young people] Young people supported by [your service] played a key role in developing this exciting new project. [add details about their engagement].

If appropriate add detail of any partnerships:
[project name] will be delivered in partnership by [add details] and is also generously funded by [add details]

**Nick Temple, CEO for Social Investment Business, that leads the delivery partnership said:**

“The Youth Investment Fund is all about prioritising the needs of young people in England and creating a more equal society for future generations. It is wonderful to see how the fund is already transforming young people’s opportunities to experience the joy of local youth services designed for, and by, young people. Today’s announcement means another 12,000 young people can access quality, sustainable and accessible youth clubs.”

“It is so exciting to see the first Youth Investment Fund projects open their doors to young people, giving them every opportunity to make friends, have fun, discover their passions, and thrive. And it is just the start: thousands more young people will benefit from new or expanded local youth services, supporting their wellbeing and helping them gain vital skills for life and work.”

 Welcoming the Youth Investment Fund grant, [add spokesperson/name] said [add quote]

Young person’s quote [insert quote from young person – this could be a beneficiary, or a young person engaged in developing the project]

Find out more about the [Youth Investment Fund](http://www.youthinvestmentfund.org.uk)

[Add Press contact details]

ENDS

**Notes to Editors**

Your boiler plate [insert your details]

 **About the Youth Investment Fund**
The Youth Investment Fund forms part of the Government’s [‘National Youth Guarantee’](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fnews%2Fgovernment-outlines-ambitious-plans-to-level-up-activities-for-young-people&data=05%7C01%7CGSale%40no10.gov.uk%7Ca39870a8f4064e1c4fb008da722a3024%7C29c8cbb9d9af4c7eb28b470f15275e47%7C1%7C0%7C637947822763216986%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=oKvKBqfXWWgdGqAq1DLa%2B5qaxslslpvSGdrE%2B3%2FXJQI%3D&reserved=0) to ensure every young person across England will have access to regular out of school activities, adventures away from home and opportunities to volunteer. The Youth Investment Fund, of over £300 million, is funded by the Department for Culture, Media and Sport and delivered by Social Investment Business in partnership with National Youth Agency, Resonance, and the Key Fund.

The Youth Investment Fund has been developed to create, expand, and improve local youth facilities and their services in the out of school youth sector, to drive positive outcomes for young people, including improved mental and physical wellbeing, and skills for life and work.

The Youth Investment Fund will fund the building or renovation of 300 youth services and will increase the number of regular positive activities undertaken by young people in the targeted areas by 45,000 per year, by 2026/27.

To learn more, visit www.youthinvestmentfund.org.uk

Twitter: @TheSocialInvest
LinkedIn: @Social Investment Business
Instagram: @thesocialinvest

**Section Four**

 **Template Photo opportunity press notice for Grantees**

 **PHOTO OPPORTUNITY**

**Strictly embargoed until 00.01 hours Friday 4 August 2023**

**HEADLINE:** **Young People across [add location/region] celebrate a Youth Investment Fund grant of [add amount] to transform [your service]**

**DATE** [ADD DATE TBC]

**TIME** [ADD TIME FOR YOUR PHOTO OPPORTUNITY – start/finish]]

**LOCATION** [ADD LOCATION]

**PHOTO OPPORTUNITY** [Add details of what press can see, who will be there including young people and any VIPS/celebrity ambassadors, plus details of interviews]

**ATTENDANCE**:  Contact [name/number/email] to book a press slot

**CONTENT**

Young people across [add region] are celebrating the start of an exciting new youth service project to be delivered by [add your service name]. It will transform health, wellbeing, skills, and opportunities for young people in [location]. The go-ahead to kickstart this new youth service project is due to a generous Youth Investment Fund grant awarded to [your service name] to [renovate/build/extend] its services to young people. It means that [your service name] will be able to support another [add additional number of young people you will reach] when the project is complete.

[add details about your photo opportunity, what’s happening and who will be there]

[your service name] is one of 44 youth projects in England to benefit from a Youth Investment Fund grant, announced today by the funder, the Department for Culture, Media and Sport and the charity Social Investment Business, who is delivering the grant programme in partnership with Key Fund, National Youth Agency and Resonance. The Youth Investment Fund is part of the Government’s National Youth Guarantee to transform and level up opportunities for young people in England. The Youth Investment Fund of over £300 million aims to build, renovate or extend youth service facilities, providing a minimum of 45,000 additional positive activities for young people between 11 and 18 - in the parts of the country where new spaces and new opportunities are most needed.

The Youth Investment Fund grants announced today are worth over £70 million.

Over £90 million of grants were also announced to 43 youth services in March 2023.  This means that so far at total of £160 million has been invested in youth services across England and will benefit another 28,500 young people. It is a ground-breaking opportunity to prioritise the needs of young people and deliver the life-changing services they need, creating a more equal society for future generations.  More grants will be announced later this year.

For more information contact: [press office details]

ENDS

**NOTES TO EDITORS**

**About X Service**

[add your details]

**About the Youth Investment Fund**
The Youth Investment Fund forms part of the Government’s [‘National Youth Guarantee’](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fnews%2Fgovernment-outlines-ambitious-plans-to-level-up-activities-for-young-people&data=05%7C01%7CGSale%40no10.gov.uk%7Ca39870a8f4064e1c4fb008da722a3024%7C29c8cbb9d9af4c7eb28b470f15275e47%7C1%7C0%7C637947822763216986%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=oKvKBqfXWWgdGqAq1DLa%2B5qaxslslpvSGdrE%2B3%2FXJQI%3D&reserved=0) to ensure every young person right across England will have access to regular out of school activities, adventures away from home and opportunities to volunteer backed by an investment of over £500 million. These opportunities will help them develop the skills they need for life and work, improving their wellbeing and employability.

Social Investment Business has been selected by the Government Department for, Culture, Media and Sport to deliver Phase 2 of the Youth Investment Fund (YIF) along with our partners: Key Fund, National Youth Agency, and Resonance, to create, expand and improve youth facilities and services in England to drive positive outcomes for young people.

The Fund of over £300 million aims to deliver grants for up to 300 facilities in selected eligible areas across England by 2025 that represent positive value for money, are environmentally sustainable and enable positive activities for young people aged 11–18 (up to 25 for young people with SEND). The Youth Investment Fund will increase the number of regular positive activities undertaken by young people in the targeted areas by 45,000 per year, by 2026/27.

To learn more, visit [www.youthinvestmentfund.org.uk](http://www.youthinvestmentfund.org.uk)

Twitter: @TheSocialInvest
LinkedIn: @Social Investment Business
Instagram: @thesocialinvest

**Section Six**

**Youth Investment Fund Launch**

**Social media template messages for Youth Investment Fund Grant Holders**
**Social media can start going out from 10am on Friday 4 August – please do not schedule anything before this time.**

Social Investment Business has developed a social media pack to help you prepare for and publicise your Youth Investment Fund Grant. This is just guidance and appreciate you may want to use your own house style and tone of voice. We have included template social media messages for your project and indicated where you need to insert specific details about your project (highlighted in green). It’s a good idea to include the template #tags and handles to maximise engagement and reach. We have included some social media image assets to make it easy for you. You can also include images of project/site/young people who access your services and web links to your own news story.

If you need any support, please get in contact with:

Myra.johnson@sibgroup.org.uk

Martin.Ives@sibgroup.org.uk

**Hashtags to use in social media messages/content

#YouthInvestmentFund**

#youthwork #youthvoice #youthservice #youthempowerment #youth #youthimpact

#youngpeople #youngpeoplematter

#socialenterprise #socialimpact #impact #socialgood #socinv #socent

**Key social media handles/web links for Youth Investment Fund funder and partners**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Who** | **Twitter** | **Insta** | **LinkedIn** | **Facebook** |
| DCMS  | [@DCMS](https://twitter.com/DCMS)   | @dcmsgovuk  | Department for Culture, Media and Sport  | @dcmsgovuk  |
| Social Investment Business  | @Thesocialinvest  | @thesocialinvest  | Social Investment Business  | @socialinvestmentbusiness  |
| Resonance  | [@resonanceltd](https://twitter.com/resonanceltd)   | N/A  | Resonance Limited   | @resonance  |
| Key Fund  | [@KeyFund](https://twitter.com/KeyFund)   | @keyfund  | Key Fund Investments  | @keyfund  |
| NYA  | [@natyouthagency](https://twitter.com/natyouthagency)   | @nationalyouthagency  | National Youth Agency  | @nationalyouthagency  |
| Fusion21   | @Fusion21SocEnt  | N/A  | Fusion21  | N/A  |
| **Youth Investment Fund Website** links  | Home Page: <https://youthinvestmentfund.org.uk/> Resources: https://youthinvestmentfund.org.uk/resources/ News: https://youthinvestmentfund.org.uk/news/   |
| **Partners and funder websites** | <https://www.nya.org.uk/>  <https://resonance.ltd.uk/>  https://thekeyfund.co.uk/  https://www.fusion21.co.uk/     |

**Grantee social media messages, plus ideas for ongoing promotion**

*Please note that each message indicates where you need to add you handles/name of project/names of spokespeople/young person. See green highlighted words below.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Topic**  | **Transmission date**  | **Content**  | **Channel**  |
| **Engage with national social media from Social Investment Business and DCMS** |
| Launch day  | **From 10am on Friday 4 August 2023** | Please keep an eye on Social Investment Business twitter @thesocialinvest and @DCMS and retweet any launch event images/messages. If you would like to retweet with a message, use this text:📢Fantastic news for #youthservices in England today #YouthInvestmentFundThank you @DCMS @thesocialinvest for helping more young people access new youth service opportunities to improve their health, skills & wellbeing. Our service is one of 44 new grants announced today!  |  Twitter |
| **Launch messages about your project – embargoed until 10.00am on Friday 4 August 2023** |
| Launch – messages for grantees   | **From 10am on Friday 4 August 2023** | **Series of tweets – you could space them out throughout the day/week**1. Great news for young people in #add location. We've been awarded a life-changing #YouthInvestmentFund grant from @DCMS @socialinvest to boost our #youthservice & reach more young people, creating new opportunities to improve skills & wellbeing ➡️https://youthinvestmentfund.org.uk/news/ Image – We have been awarded a Youth Investment Fund grant!
2. Thanks to funding from #YouthInvestmentFund @DCMS @socialinvest we can reach another [add number or just say more young people] #youngpeople. Our new #youthservice project will give #youngpeople lots of opportunities, [add detail eg like dance, sports, arts and a state-of-the art skate park] Link: add link to your news story Add an image of young people who will benefit
3. The #YouthInvestmentFund is a @DCMS fund to improve health, wellbeing & skills for young people in England. It’s delivered by @TheSocialInvest in partnership with @natyouthagency @resonanceltd & @KeyFund & will transform youth services. https://youthinvestmentfund.org.uk/news/
4. Our new #youthservice will create great opportunities for all local young people, as well as generating jobs in our community. Ours is one of 44 youth projects funded by #YouthInvestmentFund, announced today ➡️ https://youthinvestmentfund.org.uk/news/[add your image]
5. Our enhanced/new #youthservice, funded by #YouthInvestmentFund @DCMS @socialinvest will help us reach more young people like [add name] add short quote from young person, eg “It means the world to me, coming to XXX means I can learn new skills, see my friends & have some fun!] [add your image]**Or you could add a message from your CEO/Youth Leader:**Our #YouthInvestmentFund grant means the world to young people in [add location] Thank you @DCMS @thesocialinvest “add short quote from spokesperson & their name”Image of your service and link to your news story
 |  Twitter  |
| Launch – messages for grantees   | **From 10am on Friday 4 August 2023** | Amazing news for young people in #add location. We've been awarded a life-changing #YouthInvestmentFund grant from @dcmsgovuk @thesocialinvest to boost our #youthservice & reach more young people, creating safe spaces and new opportunities to enhance their health, skills & wellbeing.Our grant is one 44 new youth projects funded by #YouthInvestmentFund, announced today! It means we can support another [add number or just say more young people] young people every week! Our new youth service project will give #youngpeople lots of opportunities, [add detail and colour to show the impact eg like dance, sports, arts and a state-of-the art skate park] #youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpactFind out more – see link in bio: [https://youthinvestmentfund.org.uk/news/](https://youthinvestmentfund.org.uk/news/%C2%A0)Image – We have been awarded a Youth Investment Fund grant! | Insta |
| Launch – messages for grantees   | **From 10am on Friday 4 August 2023** | Amazing news for young people in #add location. We've been awarded a life-changing #YouthInvestmentFund grant from @dcmsgovuk @socialinvestmentbusiness to boost our #youthservice & reach more young people, creating safe spaces and new opportunities to enhance their health, skills & wellbeing.Our grant is one of 44 new youth projects funded by #YouthInvestmentFund, announced today! It means we can support another [add number or just say more young people] young people every week! Our new youth service project will give #youngpeople lots of opportunities, [add detail and colour to show the impact eg like dance, sports, arts and a state-of-the art skate park] #youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpactAdd Link: [https://youthinvestmentfund.org.uk/news/](https://youthinvestmentfund.org.uk/news/%C2%A0)Image – We have been awarded a Youth Investment Fund grant! | Facebook |
| Launch – messages for grantees   | **From 10am on Friday 4 August 2023** | Tag in: Department for Culture, Media and Sport Social Investment BusinessResonance LtdKey Fund InvestmentsNational Youth AgencyAmazing news for young people in #add location. We've been awarded a life-changing #YouthInvestmentFund grant to boost our #youthservice & reach more young people, creating safe spaces and new opportunities to enhance their health, skills & wellbeing   Our grant is one of 44 youth projects funded by #YouthInvestmentFund, announced today!It means we can support another [add number or just say more young people] young people every week! Our new youth service project will give #youngpeople lots of opportunities, [add detail and colour to show the impact eg like dance, sports, arts and a state-of-the art skate park] The #YouthInvestmentFund funded by [tag in Department for Culture, Media and Sport will transform youth services across England. It’s delivered by [tag Social Investment Business] in partnership with [tag in national Youth Agency, Resonance Ltd and Key Fund Investments]#youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpactAdd Link: [https://youthinvestmentfund.org.uk/news/](https://youthinvestmentfund.org.uk/news/%C2%A0)Image – We have been awarded a Youth Investment Fund grant! | LinkedIn |
| **Additional launch messages – adding a bit more detail about your project** |
| Additional launch content | **Anytime from 10am on Friday 4 August 2023** | Having a #YouthInvstmentFund grant means the world to young people in our community, like [add name of young person and short quote and image of young person] Add Link: [https://youthinvestmentfund.org.uk/news/](https://youthinvestmentfund.org.uk/news/%C2%A0) | Twitter |
| Additional launch content | **Anytime from 10am on Friday 4 August 2023** | Our #YouthInvestmentFund grant will transform our youth service, it means we can offer more young people a safe, warm, accessible and vibrant new space to have fun, learn new skills and meet other young people in [add location] Thank you @dcmsgovuk @thesocialinvest for helping to transform our services for young people! “add short quote summarising what the funding will mean for your service from a young person/spokesperson/CEO For example: “It means the world to me, coming to XXX means I can learn new skills, see my friends & have some fun!]  [add your image]See link in bioImage of your service/young people and link to your news story#youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpact | Insta |
| Additional launch content |  | Our #YouthInvestmentFund grant will transform our youth service, it means we can offer more young people a safe, warm, accessible and vibrant new space to have fun, learn new skills and meet other young people in [add location] Thank you @dcmsgovuk @socialinvestmentbusiness for helping to transform our services for young people! “add short quote summarising what the funding will mean for your service from a young person/spokesperson/CEO For example: “It means the world to me, coming to XXX means I can learn new skills, see my friends & have some fun!]  [add your image]Image of your service/young people and link to your news story#youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpact | Facebook |
| Additional launch content | **Anytime from 10am on Friday 4 August 2023** | Our #YouthInvestmentFund grant will transform our youth service, it means we can offer more young people a safe, warm, accessible and vibrant new space to have fun, learn new skills and meet other young people in [add location] Thank you [Tag in The Social Investment Business and Department for Culture, Media and Sport] for helping to transform our services for young people! “add short quote summarising what the funding will mean for your service from a young person/spokesperson/CEO For example: “It means the world to me, coming to XXX means I can learn new skills, see my friends & have some fun!]  [add your image]See link in bioImage of your service/young people and link to your news story#youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpact | LinkedIn |
| **Young people focused stories**  |
| Young people focused stories | **Anytime from 10am on Friday 4 August 2023** | **Two ideas to get you going:** Hi, I’m [add young person name] and I love coming to [add your handle/name] I’m really excited about our new #youthservice project @DCMS @thesocialinvest. It means more young people like me will have a safe and fun place to go to in our community. #YouthInvestmentFund[Add photo of young person]OrHi I’m [add young person name]. I can’t wait to see our new #youthservice take shape. It means I’ll be able to [add activities etc or new facilities] Thanks @DCMS @thesocialinvest for investing in our future. [Add photo of young person and link to your news story] | Twitter  |
| Young people focused stories | **Anytime from 10am on Friday 4 August 2023** | Start post with a short story about one of the young people who is excited about your new service/helped develop the idea. [Young person’s name] is so excited about our new project. Our #YouthInvestmentFund grant will transform our youth service, it means we can offer more young people a safe, warm, accessible and vibrant new space to have fun, learn new skills and meet other young people in [add location] “add young person quote, for example: “It means the world to me, coming to XXX means I can learn new skills, see my friends & have some fun!]  [add your image]Thank you @dcmsgovuk @thesocialinvestmentbusiness for helping to transform our services for young people! #youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpactImage of your service/young people and link to your news story | Facebook |
| Young people focused story  | **Anytime from 10am on Friday 4 August 2023** | Start post with a short story about one of the young people who is excited about your new service/helped develop the idea. [Young person’s name] is so excited about our new project. Our #YouthInvestmentFund grant will transform our youth service, it means we can offer more young people a safe, warm, accessible and vibrant new space to have fun, learn new skills and meet other young people in [add location] “add young person quote, for example: “It means the world to me, coming to XXX means I can learn new skills, see my friends & have some fun!]  [add your image]Thank you @dcmsgovuk @thesocialinvest for helping to transform our services for young people! See link in bio#youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpactImage of your service/young person and link to your news story | Insta  |
| Young people focused story | **Anytime from 10am on Friday 4 August 2023** | Start post with a short story about one of the young people who is excited about your new service/helped develop the idea. [Young person’s name] is so excited about our new project. Our #YouthInvestmentFund grant will transform our youth service, it means we can offer more young people a safe, warm, accessible, and vibrant new space to have fun, learn new skills and meet other young people in [add location] “add young person quote, for example: “It means the world to me, coming to XXX means I can learn new skills, see my friends & have some fun!]  [add your image]Thank you [tag in Department for Culture, Media and Sport and The Social Investment Business] for helping to transform our services for young people! #youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #youthimpactImage of your service/young people and link to your news story | LinkedIn  |
| **Ongoing Milestones Content** |
|  Ongoing social messages about the progress of work on your project  |  Post launch When you are ready | Our new ‘#youthservice [build/renovation] starts on site today! We can’t wait to open our doors to more young people in our community. Thank you @DCMS @thesocialinvest for making our dreams a reality #YouthInvestmentFund[add image of work starting/news story] |  Twitter |
| Ongoing social messages about the progress of work on your project | Post launch When you are ready | Our new ‘#youthservice [build/renovation] starts on site today! We can’t wait to open our doors to more young people in our community. Our new project will make a lasting difference to young people across [add your location] Some of the exciting new activities we’ll be offering young people include: [add some colour and details of how you’ll use the space and what’s on offer]Thank you @dcmsgovuk @thesocialinvest for making our dreams a reality #YouthInvestmentFundAdd image of work starting on site/young people and link to find out more: See link in bio: <https://youthinvestmentfund.org.uk/>  | Insta |
| Ongoing social messages about the progress of work on your project | Post launch When you are ready | Our new ‘#youthservice [build/renovation] starts on site today! We can’t wait to open our doors to more young people in our community. Our new project will make a lasting difference to young people across [add your location] Some of the exciting new activities we’ll be offering young people include: [add some colour and details of how you’ll use the space and what’s on offer]Thank you @dcmsgovuk @socialinvestmentbusiness for making our dreams a reality #YouthInvestmentFundAdd image of work starting on site/young people and link to find out more:  | Facebook |
| Ongoing social messages about the progress of work on your project | Post launch When you are ready | Our new ‘#youthservice [build/renovation] starts on site today! We can’t wait to open our doors to more young people in our community. Our new project will make a lasting difference to young people across [add your location] Some of the exciting new activities we’ll be offering young people include: [add some colour and details of how you’ll use the space and what’s on offer]Thank you [tag in Department for Culture, Media and Sport and Social Investment Business] for making our dreams a reality #YouthInvestmentFundAdd image of work starting on site/young people and link to find out more: #youthwork #youthvoice #youthservice #youthempowerment #youth #youngpeople #youngpeoplematter #socialenterprise #socialimpact #impact #socialgood #socinv #socent #youthimpact | LinkedIn |
|  Milestones message | Post launch  When you are ready | Think about key milestones throughout your project and share content on social channels.For example (twitter)We’re halfway through building our new #youthservice dream thanks to @DCMS @thesocialinvest. It means [add number] more young people will soon be coming through our doors. We can’t wait! Thank you #YouthInvestmentFund | Adapt for your channels |