



Better Youth Spaces Fund Communications Toolkit

Social Investment Business has created a toolkit to help launch and promote your Better Youth Spaces (BYS) project in partnership with the Department for Culture, Media and Sport.

This toolkit provides everything you need to promote your Better Youth Spaces grant. Please tell us about any media opportunities, or any exciting developments with your project. We would love to share your news on our channels.

The Better Youth Spaces Fund Toolkit includes:

- Creative ideas for launching your BYS grant and ongoing promotion.
- Template Messaging, including messaging for your website.
- Template Media Release and Press Photocall.
- Template social media messages and assets.
- Better Youth Spaces logo.

You can start promoting your Better Youth Spaces grant once you have signed the final offer agreement. If you need any support with your launching or promoting your Better Youth Spaces grant, please contact Jo and Jack in the Social Investment Business communications team:

Jo Barrell jo.barrell@sibgroup.org.uk

Jack Wakefield: jack.wakefield@sibgroup.org.uk

SECTION 1

Creative ways to promote and celebrate your Better Youth Spaces grant

We want to share how the Better Youth Spaces (BYS) grant is making a 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 support.

Make sure you keep in touch with us by sharing your stories, photos and milestones and we can share them across our digital platforms and in our on-going promotion. Here are some ideas for content you could create:

- **Ask young people how they would like to celebrate and promote your project**
Young people are at the heart of Better Youth Spaces and are 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.
- **Invite media to an open day/launch event**
The BYS team has provided you with a template media release and template photo call to promote your service. Along with issuing a press release to local media you could also hold a photocall for the media and invite young people and special guests. Think about something visual that could make a great photo/film for media.
- **Stories**
Media love stories and they are great for social media too. 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. Or perhaps they could do a vlog or blog. You could share these stories across your website, newsletters, press releases and social media.
- **Photos**
Photography is a great way to share a visual story of your project. You could get young people involved in taking photos and credit them for their contribution. Photos can be shared in lots of ways on social media, on your website and newsletter. Some media outlets sometimes host a gallery of photos that tell a story. If your grant is for a refurbishment, you could share photos that show the journey of your project, from start to finish.
- **Video and film**
You could consider setting up a time-lapse camera if there is a day when there's a lot of activity happening. Or record a video to edit later at double speed. It could be a great activity to engage young people in, for example developing the concept/storyboard, setting up the time-lapse phase or video recording, editing, adding a soundtrack, and sharing across social media and other digital channels.
- **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: unboxing equipment; putting equipment together/young people trying it out for the first time; project halfway point (for refurbishments), countdown to completion etc.

- **Community radio**

Think about which media can support your project. 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. Community radios are run by volunteers, and they are always looking for content – why not ask if you can host a session or provide an interview for your community radio station?

- **Social media**

There will be lots of opportunities to capture and share engaging content on your social media channels. Young people might like to share their excitement on their own social media accounts too – remember to ask them to include relevant tags (see template social media section for SIB and DCMS tags).

SECTION 2

Better Youth Spaces key messages

We have developed these messages to support your Better Youth Spaces communications.

WHAT is the Better Youth Spaces fund?	<p>Better Youth Spaces is an exciting £30.5m Government grant fund to support youthwork in key areas in England.</p> <p>The money is being distributed as grants to youth organisations in priority areas for purchasing new equipment or for small refurbishments.</p> <p>The fund is administered by Social Investment Business (SIB).</p>
WHO will benefit from the fund?	<p>The aim of the fund is to support young people in the areas that need it most, creating lasting impact for young people's wellbeing.</p>
WHY is it important?	<p>Better Youth Spaces aims to create opportunities for young people to participate in a whole range of activities from sports, music, art, drama, and dance to outdoor or adventure activities, debating, enterprise digital or engaging with culture more widely.</p> <p>The fund will also help to expand access, create safer spaces, and make youth services more sustainable.</p>
WHERE are the priority areas?	<p>The Better Youth Spaces fund is available to not-for-profit youth organisations in 42 priority areas of England:</p> <ol style="list-style-type: none">1. Barking and Dagenham2. Barnsley3. Birmingham4. Blackburn with Darwen5. Blackpool6. Bolton

7. Bradford
8. County Durham
9. Doncaster
10. Enfield
11. Hackney
12. Halton
13. Hartlepool
14. Islington
15. Kingston upon Hull, City of
16. Knowsley
17. Lambeth
18. Leicester
19. Lewisham
20. Liverpool
21. Manchester
22. Middlesbrough
23. Newcastle upon Tyne
24. North East Lincolnshire
25. Nottingham
26. Oldham
27. Redcar and Cleveland
28. Rochdale
29. Rotherham
30. Salford

	<ol style="list-style-type: none"> 31. Sandwell 32. Sheffield 33. South Tyneside 34. Southwark 35. St. Helens 36. Stoke-on-Trent 37. Sunderland 38. Tameside 39. Torbay 40. Tower Hamlets 41. Walsall 42. Wolverhampton <p>These areas have been selected by the government based on the Income Deprivation Affecting Children Index (IDACI) at the upper tier local authority level. You can read the full DCMS methodology here</p>
<p>WHEN are the deadlines and key dates?</p>	<p>The fast-paced fund will provide grants for youth services projects that can be delivered within financial year 2025/26.</p> <p>Better Youth Spaces opened for applications on 6th August 2025, and applications closed on 21st September. A second 'equipment only' round was launched on 6th October 2025 and closed on 6th November 2025.</p>

Template story for your website

Creating Better Youth Spaces for the young people

We have been awarded a Better Youth Spaces grant! This is great news for young people, supported by [your organisation]. The grant will pay for [insert brief description of project] to benefit young people in [add region/area]. This new [equipment/refurbishment] will [add details on the benefits/what it means for young people].

Better Youth Spaces is a £30.5m Government grant fund to support youthwork in key areas in England, administered by Social Investment Business (SIB).

Nick Temple, CEO for Social Investment Business, that manages the Better Youth Spaces fund, said: “We are excited to be partnering with the Department for Culture, Media and Sport to support youth services in priority areas in England and create ‘better youth spaces’ for young people. Through a combination of funding refurbishment projects and providing new equipment, it will bring opportunities for young people to participate in a whole range of enrichment activities – across sports, music and cultural activities. The fund will also help to expand access, create safer spaces, and make youth services more sustainable. This is a real boost for youth services in some of the communities which need it most, creating lasting impact for young people’s wellbeing.”

Welcoming the Better Youth Spaces grant, [add spokesperson name] from [your organisation] said: [add your quote].

[You could also insert a quote from a young person who benefits from your service].

Visit www.sibgroup.org.uk/funds/better-youth-spaces for more information.

SECTION 3

Template media release

MEDIA RELEASE

Date of issue

[Your service] awarded Better Youth Spaces grant to benefit young people in [add location]

[name of organisation] has been awarded a Better Youth Spaces grant to [provide equipment/renovate X] and improve wellbeing for young people in [area/region]. The generous funding is welcome news for young people locally, and means that [your org name] will be able to [add additional line about your new funded project].

Better Youth Spaces, a £30.5m capital grants programme funded by the UK Government and administered by Social Investment Business, aims to bring fast-paced benefits to young people. It is funding small scale-capital projects of £5k-£100k, including capital equipment, small refurbishments and other capital projects to help youth organisations to better support the young people they work with.

[name of organisation]'s Better Youth Spaces grant of [add total amount of funding if you wish to share it] will [add details of what the grant will fund and what it will mean to your service/young people].

Nick Temple, CEO for Social Investment Business, that leads the Better Youth Spaces fund, said: “We are excited to be partnering with the Department for Culture, Media and Sport to support youth services in priority areas in England and create ‘better youth spaces’ for young people. Through a combination of funding refurbishment projects and providing new equipment, it will bring opportunities for young people to participate in a whole range of enrichment activities – across sports, music and cultural activities. The fund will also help to expand access, create safer spaces, and make youth services more sustainable. This is a real boost for youth services in some of the communities which need it most, creating lasting impact for young people’s wellbeing.

Welcoming the Better Youth Spaces grant, [add spokesperson name] from [your organisation name] said: [add your quote].

[Optional - insert quote from a young person who benefits from your service].

Visit www.sibgroup.org.uk/funds/better-youth-spaces for more information.

ENDS

[Add your contact details for the media to get in touch]

Notes to Editors

About [your organisation]

[Insert overview paragraph]

About the Better Youth Spaces fund

Better Youth Spaces is £30.5m of capital grants funded by the Government Department for Culture, Media and Sport (DCMS) and administered by [Social Investment Business](#) to support youthwork in key areas across England. It aims to bring fast-paced benefits to youth organisations, creating lasting impact for young people's wellbeing. By funding small scale-capital projects including capital equipment, small refurbishments and other capital projects, it will provide a real boost for youth services in some of the communities which need it most.

[More about Better Youth Spaces fund](#)

To learn more about Social Investment Business, visit www.sibgroup.org.uk

X(Twitter): @TheSocialInvest

LinkedIn: @Social Investment Business

Instagram: @thesocialinvest

Section Four

Template photocall

PHOTO OPPORTUNITY

Young People across [add location/region] celebrate a Better Youth Spaces grant to benefit young people who use/who are supported by [your service]

DATE [ADD DATE TBC]

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

LOCATION [ADD LOCATION]

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

ATTENDANCE: Contact [name/number/email] to confirm attendance

Young people across [add region] are celebrating [being awarded £X for X /unboxing or first use of equipment/ refurbishment starting or finishing]. This project has been made possible by a Better Youth Spaces grant for [add your service name], part of a £30.5m Government grants programme, delivered by Social Investment Business. It means that [your service name] will be able to [add benefit to young people] when the project is complete.

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

Better Youth Spaces aims to bring fast-paced benefits to young people. It is funding small scale-capital projects of £5k-£100k, including capital equipment, small refurbishments and other capital projects to help youth organisations to better support the young people they work with.

ENDS

[Add your contact details for the media to get in touch]

NOTES TO EDITORS

About [your organisation]

[Insert overview paragraph]

About the Better Youth Spaces fund

Better Youth Spaces is £30.5m of capital grants funded by the Government Department for Culture, Media and Sport (DCMS) and administered by [Social Investment Business](#) to support youthwork in key areas across England. It aims to bring fast-paced benefits to youth organisations, creating lasting impact for young people's wellbeing. By funding small scale-capital projects including capital equipment, small refurbishments and other capital projects, it will provide a real boost for youth services in some of the communities which need it most.

[More about Better Youth Spaces fund](#)

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Section 6

Social media template messages

Social Investment Business has developed a social media pack to help you prepare for and publicise your Better Youth Spaces grant. This is just guidance, and we 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. 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 with social media, please get in contact with:

Emily Clegg emily.clegg@sibgroup.org.uk

Hashtags to use in social media messages/content

#BetterYouthSpaces #youthwork #youthservice #youth #youthimpact

#youngpeople #youngpeoplematter

#socialenterprise #socialimpact #impact #socialgood

Key social media handles/web links for Better Youth Spaces

Who	Twitter/X	Insta	LinkedIn	Facebook
DCMS	@DCMS	@dcmgovuk	Department for Culture, Media and Sport	@dcmgovuk
Social Investment Business	@TheSocialInvest	@thesocialinvest	Social Investment Business	@socialinvestmentbusiness

Template social media messages

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

Topic	Content	Channel
Announcing your BYS grant	Series of tweets – you could space them out throughout the day/week.	Twitter/X
Announcing your BYS Grant	Exciting news! 🎉 We've been awarded a Better Youth Spaces grant to [project detail]. This funding will help us create a safer, more inspiring space for young people in [location]. ❤️ @SIB @DCMS	Instagram
Announcing your BYS Grant	Great news - [Org Name] has been awarded a Better Youth Spaces grant! 🎉 This support will help us [short project detail] and improve our space for young people. Thank you @SIB and @DCMS 🙌	Facebook
Announcing your BYS Grant	We're thrilled to announce that [your org name] has been awarded a £[X] Better Youth Spaces grant from @SIB! This funding will [specific use] and help us [details of your project]. This grant marks an exciting step forward for our community and the young people we support. Follow us for updates as our project comes to life!	LinkedIn
Young people focused stories	Meet [name], one of the young people shaping our new [project/space]. [Brief personal story of how they came to be involved with your organisation/the value of your org in their life]. Thanks to [tag in SIB/DCMS], young people like [name] can now benefit [include what you've used the funding for].	Instagram

	#tags #YouthVoices #YouthImpact #BetterYouthSpaces	
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Other stages when you could post about the BYS funding:

- Delivery/unboxing of equipment
- First use of new equipment
- Refurbishment starting
- Refurbishment complete/opening/first use

Template social media assets

- [Announcement post](#)
- [Project Update post](#)

You can find our logos in these templates to use for your own posts and space to add your own images to share as your project unfolds. Remember to tag SIB's social media accounts.

Branding and logos

If you would like to use the 'Funded by UK Government' logo please refer to the [Funded by UK Government Branding Manual](#)

[Download](#) BYS logos and Funded by UK Government logos.