

Marketing and Communications Toolkit

CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS



East Midlands
Combined County
Authority



Introduction

The East Midlands Combined County Authority (EMCCA) brings together the local authority areas of Derbyshire, Nottinghamshire, Derby and Nottingham. Its priorities include transport, housing, the visitor economy, economic growth, skills and adult education, and achieving net zero.

EMCCA is led by Mayor Claire Ward, who was elected in May 2024 to represent the 2.2 million people who live across these four areas.

As chair of the East Midlands Combined County Authority, the Mayor works in partnership with councils, business leaders, and communities to bring about positive change.



The Mayor also acts as a champion for the region, influencing Government at a national level to boost growth and innovation, shape policy and access further funding.

Working closely with regional partners, EMCCA aims to grow local economies, create jobs, and improve infrastructure.



Purpose of this toolkit

This communications toolkit is designed to help our partners promote the Adult Skills programmes across the East Midlands.

We want to raise awareness of funded learning opportunities and support partners in promoting their provision while building strong relationships with local referral networks and learners.

Our collective goal is to boost participation in adult education across the region. We believe this is best achieved through collaboration, consistent messaging, and a clear focus on the needs of our learners.

EMCCA will provide official testimonials, share insights and useful data, and help you develop impactful case studies that bring the learner journey to life. We can also support you with writing, video production, and graphics where needed.

We can work with you to create promotional materials to expand the visibility of the Adult Skills programmes across various platforms.

Above all, we want to amplify real learner experiences and show the value of adult education through genuine stories and visuals that resonate with communities.



Partner obligations

To make the most of our shared efforts, we ask that you keep the East Midlands Combined County Authority informed and involved in relevant communications and events.

Please notify us in advance of any media activity or announcements so we can provide official quotes, contribute to joint messaging, or help amplify your reach through EMCCA channels. You can send media enquiries to **communications@eastmidsdevo.org.uk**.

Lead time for media activities depends on the request.

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

*this includes filming and post-production

If you're planning a milestone or key event, we strongly encourage you to invite EMCCA representatives. This helps us showcase the impact of the Adult Skills Programmes, support your work publicly, and demonstrate the value of investment in adult education across the region.

All public-facing materials should use approved EMCCA descriptions and include our logo where relevant. The EMCCA in Partnership logo must be clearly displayed on your homepage, all relevant programme pages, and in printed materials related to funded adult learning provision.

Our logo should be clearly visible, correctly positioned, and in its approved format.

We also ask that you share case studies and images when requested, ensuring the appropriate consent is in place. Any use of the EMCCA branding should be submitted for approval to ensure consistency and correct usage.

By working together, we ensure that the region speaks with one voice and delivers a more unified message about the impact of adult education.

Telling the learner's story

Our messaging should centre on the learner's experience, illustrating how adult education can make a meaningful difference in our communities.

We want to highlight personal stories of growth and achievement and show how real people have benefited from taking a new step in their career or how education has improved their lives.

By showcasing these journeys, we can make learning feel more relatable and inspire others to take advantage of these opportunities.

We want to engage adults with programs tailored to their needs - whether they are retraining for work, upskilling in their current role, advancing through traineeships or apprenticeships, or pursuing further education.

Use stories that:

- Show progression
- Reflect local needs and opportunities
- Inspire others to engage
- Focus on upskilling, employment, and personal growth



Case study guidance

We can provide a simple case study guidance template to ensure that you include the right information when crafting a case study.

This template includes simple questions that can be followed and will be available to download.

Project Lead:		Date:	
Impact Story title			
Background	<i>In no more than three sentences please provide a brief summary of your impact story, including the challenge identified, the actions taken and the outcomes.</i>		
Why did this happen?	<i>What challenge did you face and how was this identified?</i>		
Impact of Adult Skills Fund	<i>What actions did you take to address this challenge?</i>		
Impact on young person	<i>What were the outcomes of the actions you took?</i>		
What are your next steps?	<i>For example, how do you intend to maintain the momentum of the action you have taken so far, how will you monitor the success of your actions, how can you build on your success?</i>		

Press release guidance

When writing a press release, please write out the EMCCA name in full along with the Mayor's full title, as per below:

Headline - Example: Adult Skills Fund launches xxxx

Opening paragraph – mention link with EMCCA

Secondary paragraph – include quote here. Quote from Mayor Claire to be written as:

Mayor of the East Midlands, Claire Ward says: <insert quote for approval>

Final paragraph – details of the project, the impact and upcoming plans.

Boilerplate:

The East Midlands Combined County Authority (EMCCA) is led by Mayor Claire Ward and covers the four local authority areas of Derbyshire, Nottinghamshire, Derby and Nottingham. Its priorities include transport, housing, the visitor econ-omy, economic growth, skills and adult education and net zero.

Home · News · **£5 million scheme to help young people find work or training**

£5 million scheme to help young people find work or training

A new pot of funding has been agreed to help young people who are not in education, employment, or training (NEET) and match them to opportunities in the East Midlands.

The Youth Guarantee Trailblazer (YGT) Initiative has £5 million in funding to support young people aged 18-21 and will help them overcome barriers for getting jobs or training.

The project was approved by the Mayor of the East Midlands, Claire Ward at the East Midlands Combined County Authority (EMCCA) Board on Monday 10 March 2025.

The YGT builds on the success of the EMCCA Careers Hub, which already helps young people explore their education and career options. The new funding will provide even more support for young people at risk of becoming NEET, offering them tailored programmes that give them the skills and support they need to succeed.

Mayor of the East Midlands, Claire Ward said: "I am proud we are leading the way as a Youth Guarantee Trailblazer, as we directly address the challenges young people face when trying to enter the workforce.

"We want to make sure every young person in the East Midlands has the chance to succeed, no matter their background. This initiative is about giving young people the help they need to move from education to employment.

"We want to make a real difference to the lives of young people so they can succeed in life, and we want to ensure that businesses in our region can offer good opportunities for them. By working together, we can help young people build a better future for themselves and for the whole community."

Social media examples

Pre-event example

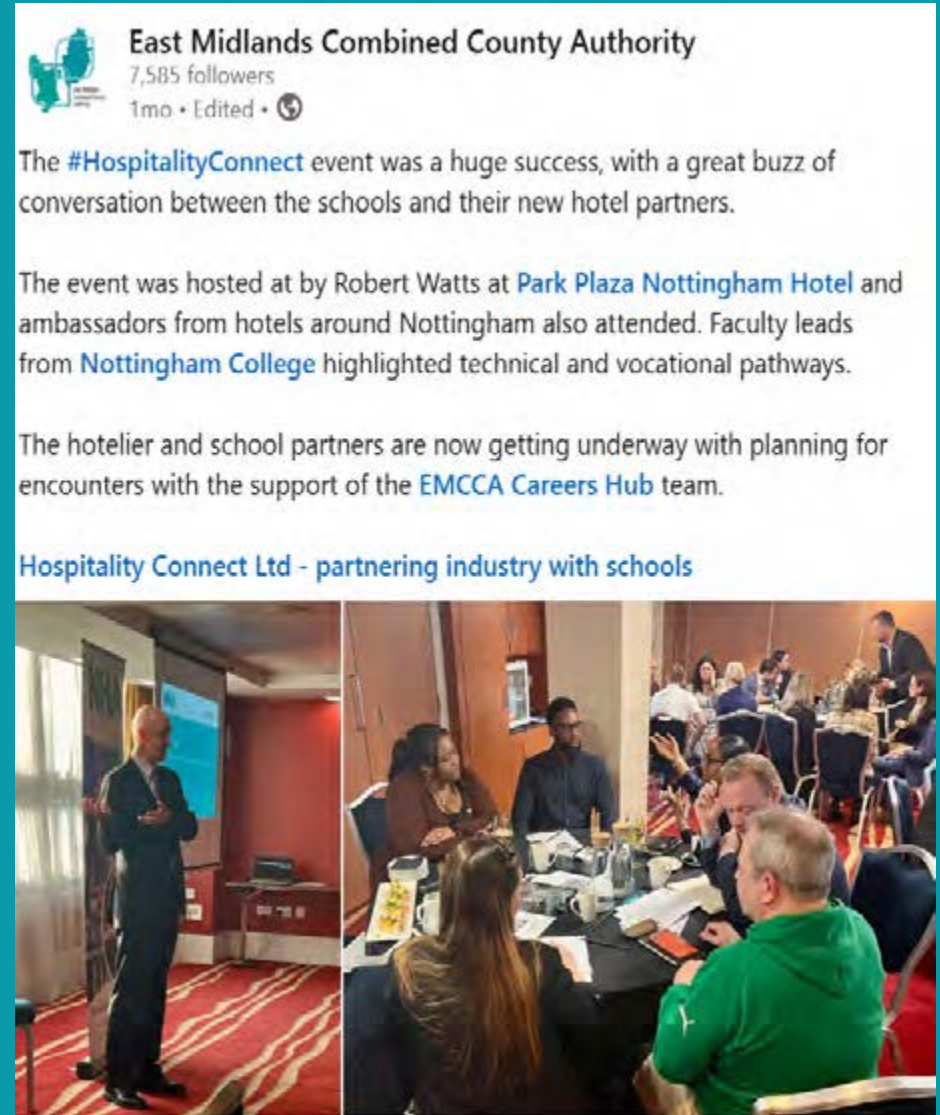


Where to find us

We're active across several platforms and encourage you to follow, tag, and engage with us online:

LinkedIn/ X/ YouTube/ Instagram/ Facebook:
@EastMidsCCA

Post-event example



Colour palette and logos

The joint logo is the standard logo and is used on our website, for press releases and events, and included on digital graphics and printed materials.

When using the East Midlands Combined County Authority logo, breathing space should be left around the logo. The logo should not be stretched or resized beyond the standard proportions. The colours of the logo should not be altered.

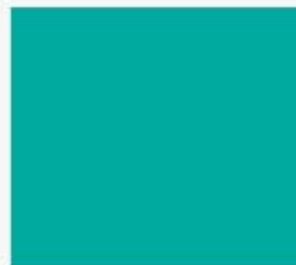
All logos are available in PNG, JPG and EPS formats. There are both black and white versions of the logo and its alternatives for the use on dark and light backgrounds.

Our main brand colours are derived from our logo. These can be used to enhance documents and create graphic elements to sympathetically reinforce the brand. Black and white are also acceptable colours to use on documents.

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Primary



Hex: #00AA9E

RGB: 0, 170, 158

CMYK: 100, 0, 7, 33

Secondary



Hex: #099BAA

RGB: 9, 155, 170

CMYK: 95, 9, 0, 33

Accent



Hex: #66B7CD

RGB: 102, 183, 205

CMYK: 50, 11, 0, 20

Quick do's and don'ts

Use approved logos - always use the official, high resolution logo provided. A version without any text can also be used to identify East Midlands Combined County Authority documents but this should only be used after the full version of the logo has been previously used. There are alternative colours for use on dark and light backgrounds.

Use the full name of the authority in the first instance - Our full name is East Midlands Combined County Authority. Our organisation can be abbreviated to EMCCA after being written out in full.

Follow brand colours - use only the approved colour palette provided. Ensure that the use of colours is accessible. For example, the white logo should be used on a dark back-ground.

Use our website for up to date information - we keep our website updated with the latest news and announcements so it is a good place to find information. You can access this through www.eastmidlands-cca.gov.uk.

- **Do not modify the logo** - avoid altering, distorting, recolouring, or adding effects to our logo.
- **Do not use unapproved colours** - stay within the brand's colour scheme.
- **Do not use unofficial fonts** - always use the approved typefaces.
- **Do not alter taglines or messaging.**
- **Do not use brand assets for unapproved purposes** - any usage beyond the agreed scope must be approved in writing.
- **Do not combine our logo with other brands without approval** - always get permission for co-branded materials.
- **Do not use quotes unless they have been approved.**
- **Do not misrepresent the authority** - avoid misleading representations, exaggerations, or false associations.
- **Avoid sharing unapproved brand-related content, controversial opinions, or misleading information through social media channels.**

Tone of voice

Our brand voice is apolitical, honest and straightforward. We are ambitious, we lift our region and recognise that people make our place unique and appealing. We use an active voice and write in a plain English based short conversational style.

A full written style guide is available here, this sets out how language should be used and some common uses of punctuation.

Assets

Our logos and other assets can be downloaded through DropBox [here](#).



Know your audience

To connect with learners, we need to understand who they are. Think about their access to technology, how they get information, and what interests they have. What motivates them to learn, and what might hold them back? Where do they meet others - online or in person?

Understanding their social circles, cultural background, and communication preferences will help you reach them more effectively. Every campaign should be tailored to real people, their goals, and their everyday lives.