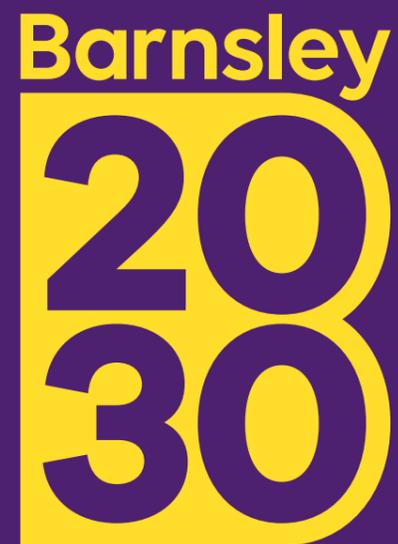


Barnsley 2030 toolkit

A communications guide.



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Branding

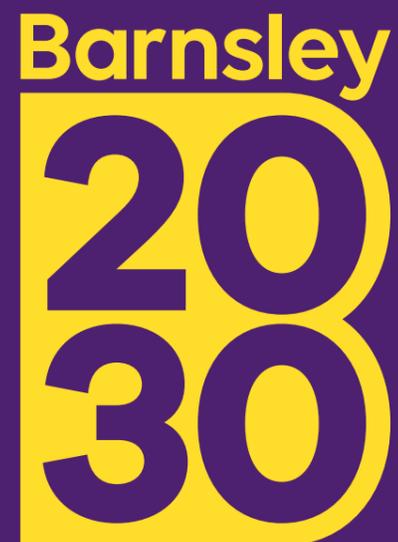
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Contact us

If you love Barnsley as much as we do, you'll know why Barnsley is so special and what makes it the place of possibilities for residents, businesses, visitors, and investors.

In this toolkit, you'll find more information about Barnsley 2030, how you can get involved and resources you can use.



Barnsley – the place of possibilities.

You can find a range of resources available at [Barnsley2030.co.uk](https://www.barnsley2030.co.uk)

- **Brand guidelines:** for appropriate print and digital marketing.
- **Social media images:** branded assets that can be attached to social media posts, including Facebook, Twitter and Instagram.
- **Image gallery:** a suite of images of Barnsley, people and places, are available on request.

Sharing stories

Barnsley 2030 is about people. It's about celebrating and championing our borough and the contribution of our communities. Finding those positive stories that share our vision and show the impact it's had on people's lives to inspire others.

Sharing stories

Example

The story

Barnsley's Youth Council and Remedi Restorative Justice worked with local gardening company 'Twiggs' to tidy a disused space on West Road, Pogmor.

Key details

- An unused piece of land has been transformed into a community green space, with over 450 trees planted.
- The project was inspired by the recent results of the 'Make Your Mark' survey, which identified environmental concerns as a key priority for young people.
- The tree planting project, named 'The Terrific Tree Task' will run from 2020 to 2023.
- Residents of the area are amazed at the work and have continued to watch over the site, litter picking and planting daffodil bulbs.



The Terrific Tree Task

Thanks as well goes to Twiggs for their support in getting 450 trees planted swiftly, and helping the planning of the area, and providing trees covers, and supporting our young people to help plant all of the trees.

#Barnsley2030

Barnsley – the place of possibilities.

barnsley youthcouncil

BARNSELY Metropolitan Borough Council



The Terrific Tree Task

We are so proud of our young people and this project is testament to their dedication and community spirit. They have volunteered their time to create a green space for everyone to enjoy.

#Barnsley2030

Barnsley – the place of possibilities.

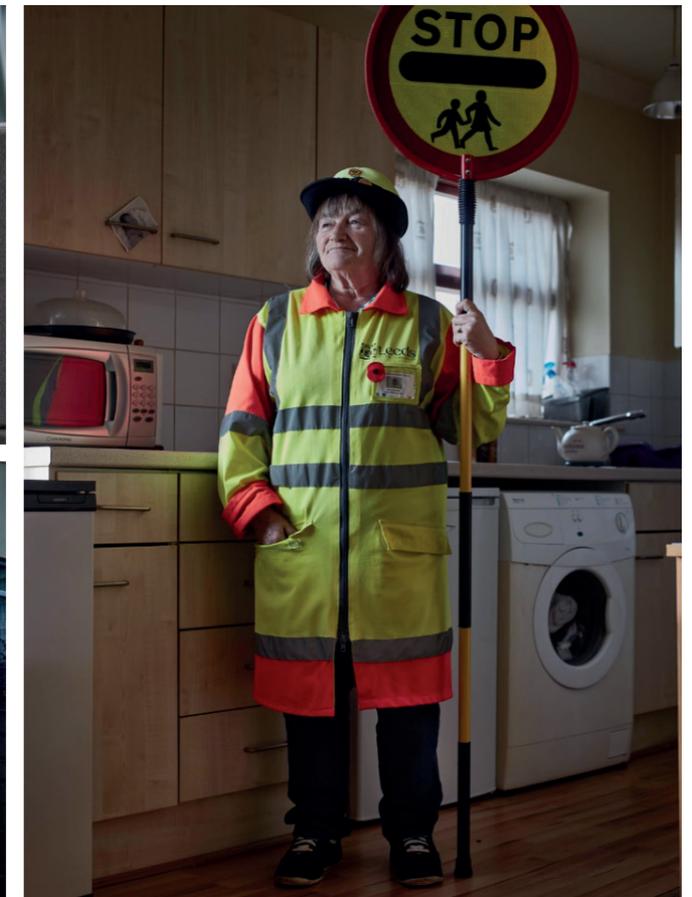
barnsley youthcouncil

BARNSELY Metropolitan Borough Council

Photography style

Campaign style

This photography style for the Barnsley 2030 brand should be centred around portraits of individuals or small groups/families. They should be looking towards the camera and ideally in the setting that their 'story' refers to. We recommend that certain considerations are made when capturing these shots such as wide angles in order for multiple use across different formats.



Avoid

- 'cheesy' library images.
- Posed models.
- 'Moody' / 'Unhappy' faces.
- Poor phone photography.

Photography style

Story style

This photography style should only be used online for things like social media, email newsletters or website related content. The source of this photography will be focused around 'home-made' images sent in or tagged by the people of Barnsley.



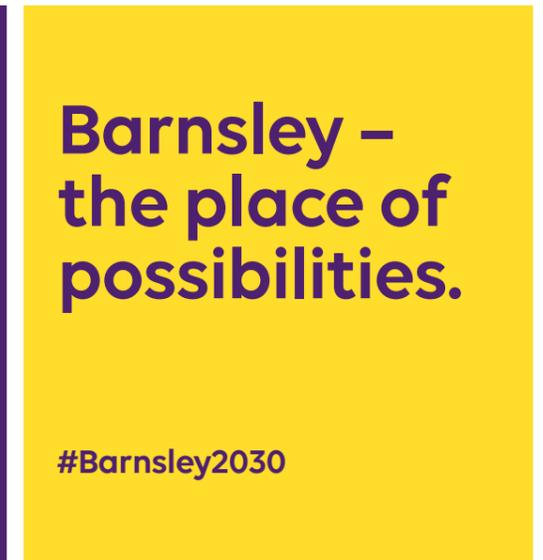
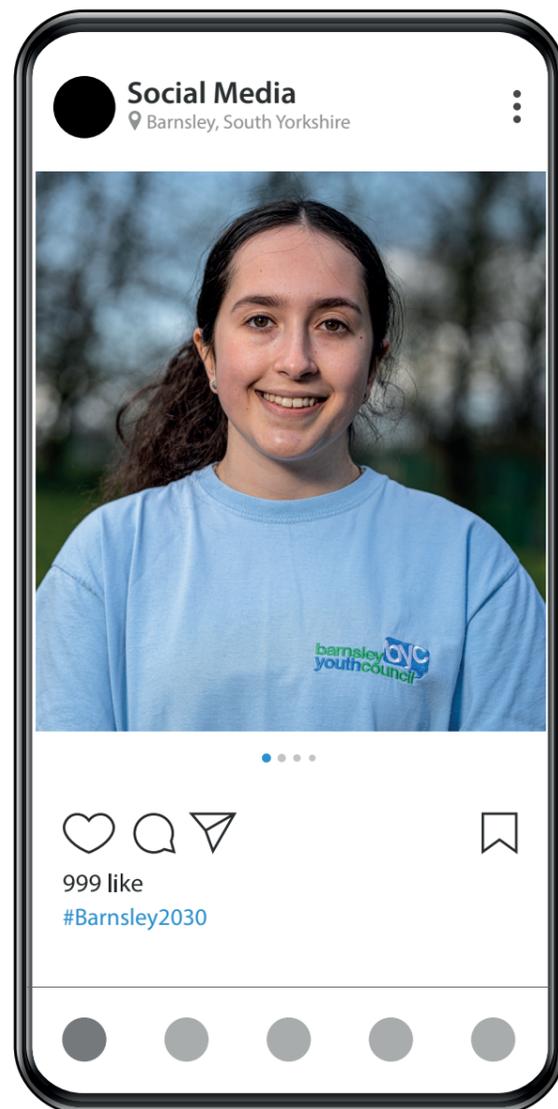
Images should be warm, friendly, relatable, appropriate and inspiring. All relating to someone's individual story.

Images shouldn't be too dark, too blurry, out of focus, badly cropped, portray unhappiness, offensive or disrespectful.

Social media

When communicating through social media it is important to be consistent in how the logo and vision is presented. We recommend that any multi-image post or animated video should always be signed off with the end slides shown here.

Every social post, that supports the 2030 vision, must use **#Barnsley2030** within the copy/description. This should always have a capitalised 'B' for Barnsley and should be written as shown here.



Using our hashtag

✓ **#Barnsley2030**

Writing style

Always ensure to use positive words and welcoming messages when communicating the 2030 narrative to different audiences. See some examples below.

Headline examples

Whatever your ambitions, you can achieve them in Barnsley

Your business is always well connected in Barnsley

Welcome to a borough that's serious about business growth

Narrative example

Our **aspirational** schools and colleges provide future-focused learning, training and skills development so that people at every stage of life can realise their **ambitions** and develop their careers.

With its **exceptional** transport links and high-speed digital connectivity, Barnsley is **an inviting location** for entrepreneurs, high-growth start-ups, multinational corporations and **ambitious** local businesses.

Barnsley is **wholeheartedly committed** to sustainable growth, with local initiatives to encourage businesses to reduce pollution, reuse resources, minimise waste and **promote sustainable** energy use.

Healthy Barnsley



Keeping ourselves and our families well is the key to living productive and happy lives.

[Read more about Healthy Barnsley here.](#)

Residents

Physical and mental wellbeing are at the heart of any flourishing community, and our borough is well served with health and care services, so you can access the support and expertise you need, whenever and wherever you need it.

Businesses

Barnsley businesses pride themselves on a healthy workforce, ensuring employees can access the support they need, at the right time and in the right place.

Visitors

Whatever your interests or passions, Barnsley offers inspiration, relaxation and recreation for every visitor.

People relocating

Our borough is well served with health, social care and wellbeing services, ensuring you can always access the care and support you need, whenever and wherever you need it.

Investors

Our communities are united by a shared sense of pride in the borough, where we look after and support each other. People can also access all the care and support they need, at the right time and in the right place.

Learning Barnsley



Developing skills, talent and creativity among people of all ages will open up exciting prospects.
[Read more about Learning Barnsley here.](#)

Residents

Our aspirational schools and colleges provide learning, training and skills development so that people at every stage of life can realise their ambitions and develop their careers.

Businesses

Our borough is focusing on developing the skills, talent and creativity of local people to meet the demands of advanced and emerging business sectors

Visitors

Our borough has a rich cultural and industrial heritage, where you can discover and learn at attractions across the borough.

People relocating

Our aspirational schools and colleges provide young people and adults with the skills, knowledge and training they need to fulfil their ambitions.

Investors

We prepare people of all ages for the challenges of new and emerging areas of employment through our aspirational schools and colleges.

Growing Barnsley



Barnsley is open for business, with our central location, excellent links to major road networks, digital connectivity and attractive local offer.

[Read more about Growing Barnsley here.](#)

Residents

Our regenerated town centre, local high streets, markets and vibrant night-time economy provide plenty of places to explore and engage with our proud communities and local businesses.

Businesses

Barnsley is the place to do business with high-speed connectivity, strong transport networks, diverse supply chains and the skilled local workforce make Barnsley an inviting location for business.

Visitors

Our vibrant highstreets present exciting shopping opportunities with local retailers, national chains and bustling markets, alongside tempting cafes and restaurants catering for every taste.

People relocating

Our regenerated town centre provides a vibrant hub, and our highstreets are thriving with markets, shops, restaurants and diverse night-time economy.

Investors

Businesses in Barnsley enjoy a prime location, with ready access to national and international markets, supportive business networks, diverse supply chains and modern business premises.

Sustainable Barnsley



We all have a part to play in protecting our borough for future generations.

[Read more about Sustainable Barnsley here.](#)

Residents

Barnsley people are proud of where they live. Everyone has the opportunity to play their part in making Barnsley a special place, whether that's looking after your local area, volunteering or supporting local community groups.

Businesses

We're committed to sustainable growth, with local initiatives to encourage businesses to reduce pollution, reuse resources, minimise waste and promote sustainable energy use.

Visitors

If you want to escape to the great outdoors, Barnsley has vast areas of open countryside for you to explore on foot or by bike.

People relocating

Our growing network of cycling and walking routes, as well as our public transport infrastructure connects our residential areas, workplaces, schools, colleges and leisure attractions.

Investors

Barnsley is committed to creating a sustainable future, together. With access to renewable energy sources and a focus on reducing our collective carbon emissions, we can continue to meet the needs of today and the future.

Press release and the media

We'd like everyone to reference Barnsley 2030 as much as possible in press releases, statements and interviews in the following ways:

- Incorporate the vision into your press releases, statements and interviews.
 - Mention the Barnsley 2030 themes within your work and link your achievements to them.
 - Use the digital assets in your communications. These are available from Barnsley2030.co.uk.
- Use the following paragraphs in your press release or notes to editors:

It's time to believe in Barnsley - the place of possibilities. This work is linked to Barnsley 2030, encouraging people to look to the future with excitement and optimism.

To find out more visit Barnsley2030.co.uk.

Contact us

We're always looking for inspirational people in our borough to celebrate examples of the hard work and commitment to making Barnsley the place of possibilities.

If you're involved in doing your bit for our borough – no matter how big or small – we'd love to hear how you made it possible. Submit your stories and pictures at Barnsley2030.co.uk.

If you have any questions about how to mention Barnsley 2030 in your communications, please email Barnsley2030@barnsley.gov.uk.