

The background of the entire page is a solid orange color with a grid of lighter orange dots. The dots are arranged in a regular pattern, with some dots appearing slightly more prominent than others.

SUPPORTING

YOU WITH THE

COST OF LIVING

COMMUNICATIONS TOOLKIT

WELCOME

The cost of living is rising steeply. We're all being affected by rises in energy bills, food and petrol, and many of us are struggling to keep up and to make ends meet.

We've created this toolkit and hope that you can use it to help us to spread some key messages, to ensure that Derby residents are getting all the help that they are entitled to.

We've included a brand device and a suite of icons to accompany it, with social media posts, a leaflet and a series of posters - including an A3 poster translated into 10 languages - all for you to download and use. There's also some ready-made text for you to use in your newsletters, in staff briefings or other appropriate channels and an email footer. All of these assests can be downloaded from Google Drive **here**.

We'd also appreciate it if you could like, share or retweet posts from our social media accounts where possible too.

For more information, or to request additional printed materials, please contact communicationsandmarketing@derby.gov.uk

BRAND DEVICE

We have created a recognisable device to signpost Derby residents towards support with the Cost of Living rises.

Please use the colour version where possible, the black and white version is available if colour is not an option. You can download them directly [here](#).



SIGNPOSTING ICONS

We have created a suite of icons to help identify the key areas of support generated by the Cost of Living rises, and easily signpost Derby residents to support.

Please use the colour versions where possible, and the black and white versions if colour is not an option. You can download them directly [here](#).

HOUSING + RENTAL



INCREASE YOUR INCOME



HEALTH + WELLBEING



PAYING THE BILLS



DEBT SUPPORT



FOOD, CLOTHING, TOILETRIES + FURNITURE



FAMILY SUPPORT



LEAFLET + POSTERS

We have put together a selection of materials including a leaflet and a series of posters covering the key messages surrounding the Cost of Living for Derby residents. We will be emailing shareable versions of these out to partner organisations for use. You can also download them directly **here**.

We can supply a small amount of printed materials per organisation if required. If you would like to receive some then please email which materials you require and a brief outline of where you plan to use the materials to communicationsandmarketing@derby.gov.uk

A5 LEAFLET



The leaflet has an orange background with a white dotted pattern. The title is in three stacked yellow boxes with black text. The main text is in black on a white background. The contact information is in a yellow box with black text. The footer contains three logos: Derby City Council, Community Action, and derby homes.

SUPPORTING YOU WITH THE COST OF LIVING

The cost of living is rising steeply. We're all being affected by rises in energy bills, food and petrol, and many of us are struggling to keep up and to make ends meet. If you're worried about the cost of living rise, then take a look at the support on offer locally.

**FOR SUPPORT CALL 01332 346266,
TEXT 07490 341584 OR VISIT**

derby.gov.uk/costofliving



The leaflet has an orange background with a white dotted pattern. The title is in three stacked yellow boxes with black text. The main text is in black on a white background. The support services are listed in a grid of yellow circles with black icons and text. The footer contains contact information and a textphone number.

SUPPORTING YOU WITH THE COST OF LIVING

Derby City Council has partnered with Community Action Derby, and Derby Homes to create an online hub with advice and support about dealing with the cost of living, to help with rising costs including:

 HOUSING + RENTAL	 INCREASE YOUR INCOME	 HEALTH + WELLBEING	 PAYING THE BILLS
 DEBT SUPPORT	 FOOD, CLOTHING, TOILETRIES + FURNITURE	 FAMILY SUPPORT	

If you can't find what you are looking for on the website, please telephone 01332 346266 between 9.30am and 4.30pm, Monday to Friday or email support@communityactionderby.org.uk.

There's also textphone for those who are hard of hearing: 07490 341 584

A3 POSTERS



**SUPPORTING
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HOUSING + RENTAL



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INCREASE YOUR INCOME



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HEALTH + WELLBEING



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PAYING THE BILLS

A4+A3 POSTERS



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DEBT SUPPORT



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FOOD, CLOTHING,
TOILETRIES + FURNITURE



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FAMILY SUPPORT

A3 POSTERS - TRANSLATED



**دن عمك لا
فلكت
بمعىشة**

 راجى الو اقمق اى الو
 لك لخد فداوى
 قم ال سل و حصل
 اوفل دادس تىر

 دادس لدوى
 تاودا و سب ال مل و اذغل
 الدعم ى رسال

للوصول عا ى لللدعم، اتصل عل ى 01332 346 266

قراى زب مق و derby.gov.uk/costofliving

 **Community Action** 

ARABIC



**PODPORA PŘI
ŘEŠENÍ KRIZE
ŽIVOTNÍCH NÁKLADŮ**

			
BYDLENÍ A PRONÁJEM	ZVÝŠENÍ VAŠICH PŘÍJMŮ	ZDRAVÍ A ŽIVOTNÍ POHODA	PLACENÍ ÚČTŮ
			
POTRAVINY, OBLEČENÍ, TOALETNÍ POTŘEBY A NÁBYTEK	POTRAVINY, OBLEČENÍ, TOALETNÍ POTŘEBY A NÁBYTEK		POTRAVINY, OBLEČENÍ, TOALETNÍ POTŘEBY A NÁBYTEK

**PODPORU ZÍSKÁTE NA TELEFONNÍM
ČÍSLE 01332 346266 NEBO NA WEBU
[derby.gov.uk/costofliving](https://www.derby.gov.uk/costofliving)**







CZECH



**JI BO LÊÇÛNÊN
JIYANÊ**

PIŞTIGIRIYÊ DIDIN WE

 XANÎ & KIRÊ	 ZÊDEKIRINA DAHATA WE	 SAXLEMÎ & TENDURISTÎ	 RAZANDINA FATÛREYAN
 PIŞTIGIRIYA DEYNAV	 XWARIN, CIL Û BERG, MALZEMEYÊN SERŞOKÊ & MOBÎLYA	 PIŞTIGIRIYA MALBATÊ	

**JI BO PIŞTIGIRIYÊ LI 01332 346266
BIGERIN AN JÎ SERDANA**

derby.gov.uk/costofliving BIKIN





KURDISH-KURMANJI



ۆت ۆب نایژ
ی جرەخ
ی یتەمرايە



و ووناخ
ووناخێرک



دای ز تەتاهە
هەکب



و ی تەس و رەندەت
ی ن ا ر و ز و گەش ۆخ



پەساکە هەل وون
پەهراپ ی ن ادە ی



زەرق
لەپ پەشت ی ی



لەپ پەشت و ناخ و کە ی بۆم و ی ی ل ات
رەب و ی ل و ن د ر ا و خ گ، و ل هەکب



از ی ئ خ ن
لەپ پەشت ی ی

لەپ ۆب پەشت ی پە و هەندە ی بک هە 01332 346 266
ی ن اد رە س ن ا

derby.gov.uk/costofliving هەکب



Derby City Council



Community Action



derby homes

KURDISH-SORANI

A3 POSTERS - TRANSLATED



**ATBALSTS DZĪVES
DĀRDZĪBAS
KRĪZES SITUĀCIJĀ**

-  MĀJOKĻIS UN ĪRE
-  IENĀKUMU PALIELINĀŠANA
-  VESLĪBA UN LABKLĀJĪBA
-  RĒKINU APMAKSA
-  ATBALSTS PARĀDU GADĪJUMĀ
-  ĒDIENS, APĢĒRBS, TUALETES PIEDERUMI UN MĒBELES
-  ATBALSTS ĢIMENĒM

**JA NEPIECIEŠAMS ATBALSTS, ZVANIET
01332 346266 VAI APMEKLĒJIET
derby.gov.uk/costofliving**

LATVIAN



**ਰਹਿਣ-ਸਹਿਣ ਦੇ
ਖਰਚੇ ਵਿੱਚ
ਤੁਹਾਡੀ ਸਹਾਇਤਾ**

-  ਰਿਹਾਇਸ਼ ਅਤੇ ਕਿਰਾਇਆ
-  ਆਮਦਨ ਵਿੱਚ ਵਾਧਾ
-  ਸਿਹਤ ਅਤੇ ਤੰਦਰੁਸਤੀ
-  ਬਿੱਲਾਂ ਦਾ ਭੁਗਤਾਨ
-  ਕਰਜ਼ ਨੂੰ ਲੈ ਕੇ ਸਹਾਇਤਾ
-  ਭੋਜਨ, ਕੱਪੜੇ, ਟਾਇਲਟਰੀਜ਼ ਅਤੇ ਫਰਨੀਚਰ
-  ਪਰਿਵਾਰਕ ਸਹਾਇਤਾ

**ਸਹਾਇਤਾ ਲਈ 01332 346266 'ਤੇ ਕਾਲ ਕਰੋ ਜਾਂ
derby.gov.uk/costofliving 'ਤੇ ਜਾਓ**

PANJABI



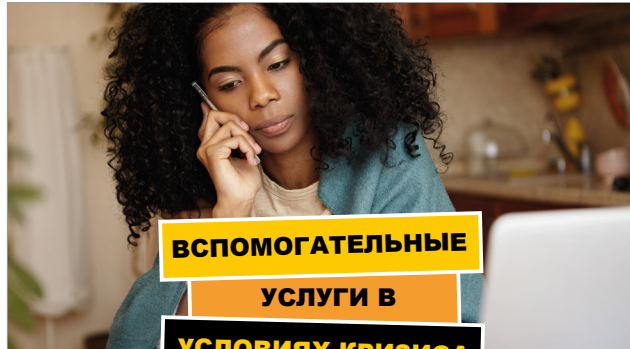
**WSPARCIE W KRYZYSIE
ZWIAZANYM Z
KOSZTAMI ŻYCIA**

-  MIESZKANIA I WYNAJEM
-  ZWIĘKSZ SWÓJ DOCHÓD
-  ZDROWIE I DOBRE SAMOPCZUCIE
-  PŁACENIE RACHUNKÓW
-  WSPARCIE DLA ZADŁUŻONYCH
-  ŻYWNOSĆ, ODZIEŻ, ARTYKUŁY TOALETOWE I MEBLE
-  WSPARCIE DLA RODZINY

**PO WSPARCIE ZADZWOŃ POD NUMER
01332 346266 LUB ODWIEDŹ STRONĘ
derby.gov.uk/costofliving**

POLISH



**ВСПОМОГАТЕЛЬНЫЕ
УСЛУГИ В
УСЛОВИЯХ КРИЗИСА**

-  ЖИЛИЩНЫЕ ВОПРОСЫ
-  ДОСТУПНЫЕ ГОСПОСОБИЯ
-  ДОРОВЬЕ И БЛАГОПОЛУЧИЕ
-  КОММУНАЛЬНЫЕ УСЛУГИ
-  ПОМОЩЬ ПО ЗАДОЛЖЕННОСТЯМ
-  ПОДДЕРЖКА С ПРОДОВОЛЬСТВИЕМ, ОДЕЖДОЙ, БЫТОВОЙ ХИМИЕЙ И МЕБЕЛЬЮ
-  ПОДДЕРЖКА СЕМЬИ

**ПО ВОПРОСАМ ПОДДЕРЖКИ
01332 346266 ИЛИ
derby.gov.uk/costofliving**

RUSSIAN

A3 POSTERS - TRANSLATED



**PODPORA PRI
RIEŠENÍ KRÍZY
ŽIVOTNÝCH NÁKLADOV**

 **BÝVANIE A
PRENÁJOM**

 **ZVÝŠENIE
VÁŠHO PRÍJMU**

 **ZDRAVIE A
BLAHOBYT**

 **PLATBA
ÚČTOV**

 **PODPORA V
ZADLŽENOSTI**

 **POTRAVINY, OBLEČENIE,
TOALETNÉ POTREBY A NÁBYTOK**

 **PODPORA
PRE RODINU**

**PODPORU ZÍSKATE NA TELEFÓNNO
ČÍSLE 01332 346266 ALEBO NA STRÁNKE
derby.gov.uk/costofliving**

SLOVAK



**انرک ددم وک پآ
لثم ے ک تمیق
ی کی گدنز**

 **میارک روا شنابر**

 **ی ندمآ ی نپا
مفاضنا یم**

 **روا تحصص
ی تسردنت**

 **ی گینادا ی ک ولہ**

 **تیامدی ک ضرر**

 **یک علاخلا تیبد ، ے ژپک ، اتاہک
رچینرف روا تناعونصم**

 **تیامدی لمیف**

**JA NEPIECIEŠAMS ATBALSTS, ZVANIET
01332 346 266 VAI APMEKLĒJIET
derby.gov.uk/costofliving**

URDU

SOCIAL MEDIA

We have created a social story (1080 x1920px), and a social square graphic (1080x1080px), with ready-made text for you to use in your social posts, or other appropriate digital channels. The following pages show graphics that highlight the key areas. You can download them directly **here**.



**SUPPORTING
YOU WITH THE
COST OF LIVING**

- HOUSING + RENTAL
- INCREASE YOUR INCOME
- HEALTH + WELLBEING
- PAYING THE BILLS
- DEBT SUPPORT
- FOOD, CLOTHING, TOILETRIES + FURNITURE
- FAMILY SUPPORT

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Derby City Council Community Action derby homes



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Derby City Council Community Action derby homes

SOCIAL TEXT

“If you’re worried about the cost of living rise, then take a look at the support on offer locally. Derby City Council has partnered with Community Action Derby, and Derby Homes to create an online hub with advice and support about dealing with the cost of living. Visit www.derby.gov.uk/costofliving”

SOCIAL MEDIA

HOUSING + RENTAL

SOCIAL TEXT

“If you are struggling to pay rent or council tax, you may be entitled to financial help. Advice and support is also available if you are facing eviction or homelessness. To find out more visit our online hub for advice and support”



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INCREASE YOUR INCOME

SOCIAL TEXT

“The cost of bills and other essentials is rising. If you’re struggling with money, there are steps you can take to save on your regular living costs. To find out more visit our online hub for advice and support”



**SUPPORTING
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HEALTH + WELLBEING

SOCIAL TEXT

“Financial hardship can affect your mental health and wellbeing and make you feel alone. If you are struggling, help and support is available. To find out more visit our online hub for advice and support”



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SOCIAL MEDIA



**SUPPORTING
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PAYING THE BILLS

SOCIAL TEXT

“The cost of bills and other essentials is rising. If you’re struggling with money, there are steps you can take to save on your regular living costs. To find out more visit our online hub for advice and support”



**SUPPORTING
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DEBT SUPPORT

SOCIAL TEXT

“If you need advice, help, or legal assistance with debt, free support is available from a range of organisations. To find out more visit our online hub for advice and support”



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FOOD, CLOTHING, TOILETRIES + FURNITURE

SOCIAL TEXT

“If you need support with food, clothing, toiletries or furniture, there are organisations in Derby that can help. To find out more visit our online hub for advice and support”

SOCIAL MEDIA



FAMILY SUPPORT

SOCIAL TEXT

“To find out what benefits and financial support you may be able to get for your family, visit our online hub for advice”

EMAIL TEMPLATE

We have created an email footer (750x82px) You can download it directly [here](#).



NEWSLETTER COPY

Below is some ready-made text for you to use in your newsletters, staff briefings or other appropriate channels. Simply copy and paste from this document.

SOCIAL TEXT

“Costs are rising and it can be hard to know where to turn if you’re struggling to make ends meet. We have put together lots of advice and help that is available locally.

To find out more visit www.derby.gov.uk/costofliving

There’s lots of support available to you from help managing debt to checking you’re getting all the benefits you are entitled to. There’s also information about energy efficiency, cutting down on food waste and details about other services you might not know that the council offers”.

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