



HM Government

# Towns Fund Communications and Branding Guidance

May 2021

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## 1. Introduction

- 1.1. The Government launched the Towns Fund to invest in towns and high streets across England as part of its plan to level up our regions. This brought together Town Deals and the Future High Streets Fund (FHSF). 101 places were selected to work with Government and agree a Town Deal. 72 places were successful in securing Future High Streets funding.
- 1.2. This document sets out the communications and branding requirements of both Town Deals and the Future High Streets Fund, by the Ministry of Housing, Communities and Local Government (MHCLG).
- 1.3. As set out in the Grant Offer letters, Government provides Towns Fund funding via Local Authorities in England. This guidance is aimed at those Local Authorities. Where we say ‘you’, we are referring to the Local Authority. For the purposes of this document, towns and high streets are referred to as “places” throughout.
- 1.4. This guidance provides clarity on how relevant Local Authorities should use Government branding to help promote projects funded via the Towns Fund and collaborate on external communications opportunities. This includes guidance for those Local Authorities that are partnered with the Northern Powerhouse, the Midlands Engine, or the Oxford to Cambridge Arc.
- 1.5. Local Authorities have dedicated Cities and Local Growth Unit (CLGU) contacts for Town Deals (‘Area Leads’) and Future High Streets Fund (‘Delivery Support Managers’) who can also assist you in understanding and interpreting this guidance if needed.

## 2. Communications<sup>1</sup>

2.1 Local Authorities should ensure that:

- MHCLG is given as much advance notice as possible (at least two weeks) of announcements and milestone events to allow quotes to be arranged for any media releases.
- Relevant descriptions at Annex A are used in media releases.
- Ministers and CLGU Area Leads/ Delivery Support Managers (and other relevant policy departments such as DfT) are invited to landmark events.
- The appropriate logos are on display as set out in this guidance. Examples are provided at Annex B.

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<sup>1</sup> For communicating larger transport projects (where business case decisions are retained by the Department for Transport) DfT will lead on the communications and Local Authorities should engage with DfT directly, rather than MHCLG. Local Authorities should continue to use the correct HMG logo, as specified on page 2 for these schemes.

### **3. Ministerial quotes and milestone reporting**

3.1 Local Authorities should inform their dedicated CLGU Area Lead/ Delivery Support Manager of any upcoming project milestones and planned communications activity, to feed into MHCLG's monthly milestone reporting.

3.2 Ministerial quotes will be provided for media releases where appropriate. Local Authorities should follow the agreed process for seeking a quote, sending draft media releases to your Area Lead/ FHSF Delivery Support Manager in the first instance.

### **4. Ministerial attendance at events**

4.1 Ministerial attendance at events cannot be guaranteed, but where this is possible, MHCLG press office or dedicated Area Leads/ FHSF Delivery Support Managers will inform Local Authorities as promptly as possible.

4.2 The department will endeavour to tweet support or retweet Local Authority tweets when Ministerial attendance is not possible.

### **5. Social Media**

5.1 Local Authorities should be proactive in their use of social media, particularly Twitter. When describing or promoting projects funded by the Towns Fund, and at key milestones, you should use the following hashtags (#), as appropriate:

- #TownsFund
- #FutureHighStreets
- #NorthernPowerhouse
- #MidlandsEngine
- #OxCamArc

5.2 Tagging MHCLG in your content is also recommended. Our handle across all platforms is @mhclg: [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

5.3 Content you post will be re-tweetable by the Communities Secretary, Minister for Regional Growth and Local Government and MHCLG, allowing others to follow project development.

5.4 You can also email us at [eCommunications@communities.gov.uk](mailto:eCommunications@communities.gov.uk) in advance of posting to let us know your social media plans.

5.5 For guidance on how best to use social media, Local Authorities may refer to Government Digital Service social media guidance: <https://gdsengagement.blog.gov.uk/playbook/>

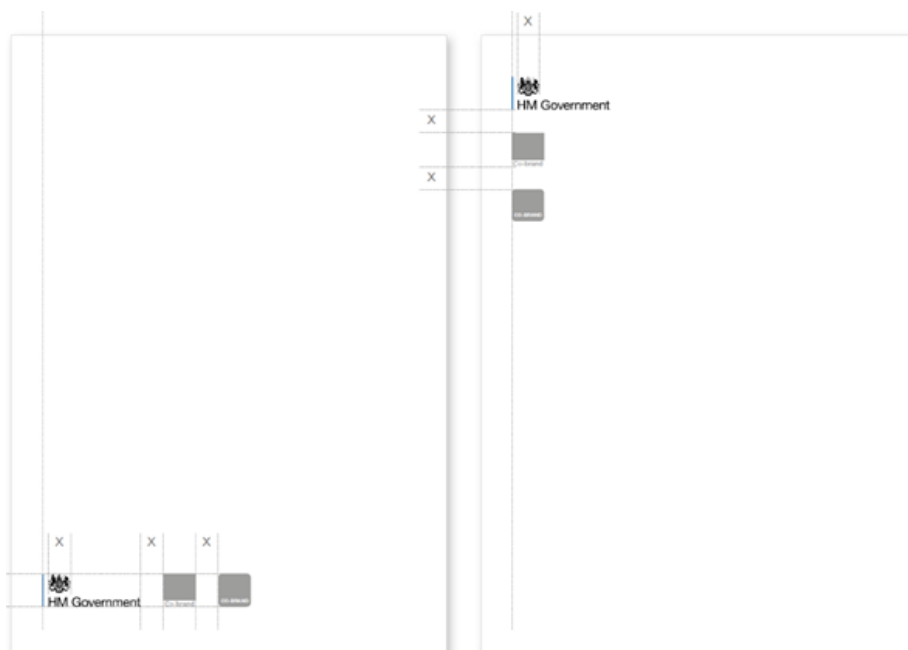
## 6. Logos

6.1 For places in receipt of Towns Fund funding, including Future High Streets Fund and Town Deals, the following logos should be used in all marketing and promotional materials:

- Local Authorities partnered with the Northern Powerhouse should use both the HM Government and Northern Powerhouse logos.
- Local Authorities partnered with the Midlands Engine should use both the HM Government and Midlands Engine logos.
- Local Authorities partnered with the Oxford to Cambridge Arc should use both the HM Government and Oxford to Cambridge Arc logos.
- All other Local Authorities should use the HM Government logo.

6.2 Where a Local Authority requires its brand to be shown on a project funded via the Towns Fund, the appropriate HM Government branding should also be used in accordance with the HM Government identity guidelines: <https://gcs.civilservice.gov.uk/publications/hmg-identity-guidelines/>

6.3 Specifically, the HM Government logo should have prominence where possible and sit preferably in the bottom left corner or top left as shown below. Local Authorities should keep logos on a product or sign for as long as possible.



6.4 Projects should follow all of the guidance provided in the branding guidelines when undertaking publicity.

6.5 For further guidance, please contact your dedicated Area Lead/ FHSF Delivery Support Manager who will provide support and can supply the logo and instructions on how it should be used.

## **7. Websites**

7.1 Each Local Authority website should include a description of the Towns Fund and Town Deals/ Future High Streets Fund. The appropriate Government branding should be used in conjunction with this.

## **8. Banners**

8.1 Local Authorities partnered with Northern Powerhouse should use the banners issued by CLGU for use at milestone events.

## **9. Language**

9.1 Press releases should include the descriptions detailed in Annex A - Notes to Editors.

## **10. Monitoring**

10.1 In addition to regular check-ins with your Area Lead/ Future High Streets Fund Delivery Support Manager, Annual Conversations will be formally used to assess how these guidelines have been implemented in individual Local Authorities and will be monitored as part of the ongoing assurance process.

## **12. Contact Information**

12.1 To provide MHCLG press office with advance notice of announcements and press releases, please email: [NewsDesk@communities.gov.uk](mailto:NewsDesk@communities.gov.uk), copying in your Area Lead/ FHSF Delivery Support Manager. For expedience, Local Authorities should ensure they are providing fully drafted press releases.

12.2 If you have further questions or logo requests for HMG, Northern Powerhouse, Midlands Engine or Oxford to Cambridge Arc branding, please email: [marketing@communities.gov.uk](mailto:marketing@communities.gov.uk)

12.3 If you have questions specific to the Towns Fund, please email: [towns.fund@communities.gov.uk](mailto:towns.fund@communities.gov.uk) (for Town Deals) or [futurehighstreets@communities.gov.uk](mailto:futurehighstreets@communities.gov.uk) (for FHSF) as appropriate, copying your Area Lead/ FHSF Delivery Support Manager.

## **Annex A – Notes to Editors**

### **Towns Fund – Town Deals**

On 27 July 2019, the Prime Minister announced that the Towns Fund would support an initial 101 places across England to develop Town Deal proposals, to drive economic regeneration and deliver long-term economic and productivity growth. See further details of the [announcement](#).

A Town Deal is an agreement in principle between government, the Lead Council and the Town Deal Board. It will set out a vision and strategy for the town, and what each party agrees to do to achieve this vision.

See the [101 places being supported to develop Town Deals](#).

Each of the 101 towns selected to work towards a Town Deal also received accelerated funding last year for investment in capital projects that would have an immediate impact and help places “build back better” in the wake of Covid-19. View a list of [accelerated funding by place](#) (PDF, 266 KB, 11 pages).

### **Towns Fund - Future High Streets Fund**

The Future High Streets Fund aims to renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability.

In total, 72 places will share up to £831 million from the Future High Streets Fund to help them recover from the pandemic by improving transport links, building new homes and transforming underused spaces.

### **Northern Powerhouse**

*Some Northern Powerhouse key facts:*

- The Northern Powerhouse is a key aspect of this Government’s approach to addressing the productivity gap in the North and ensuring a stronger, more sustainable economy for all parts of the UK.
- The government has awarded £3.4bn in three rounds of Growth Deals across the Northern Powerhouse.

### **Midlands Engine**

*Some Midlands Engine key facts:*

- The Midlands Engine is home to over 10.3m people and has a £238bn economy, generating over 12% of the UK’s Gross Value Added.[1] The Midland Engine Partnership aims to close the productivity gap to match or exceed the national average by 2030.



- The Midlands is home to 835,000 businesses, and in 2019, the Midlands accounted for a 22% share of all of England's goods exports.

### **Oxford to Cambridge Arc**

*Some Oxford to Cambridge Arc key facts:*

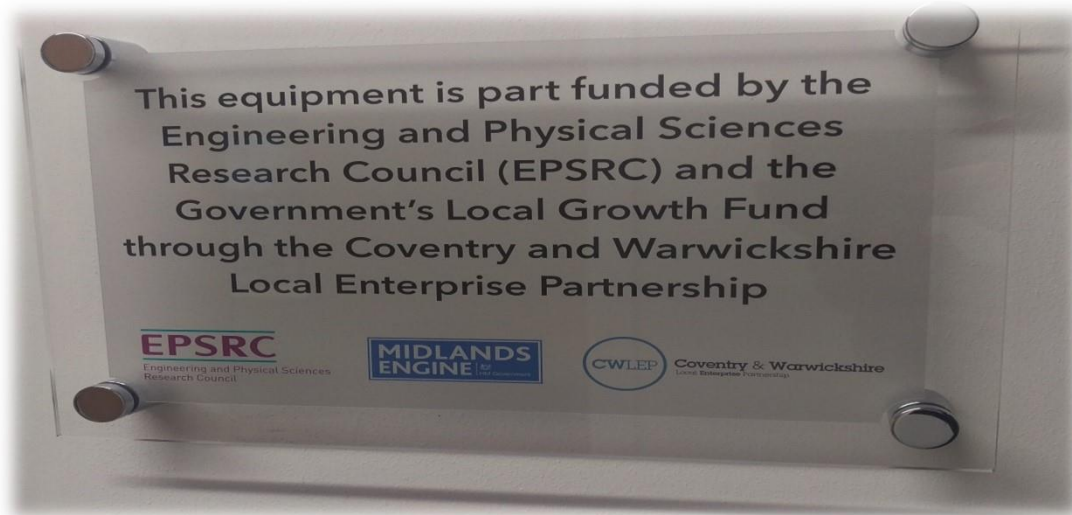
- The Oxford to Cambridge Arc (the Arc) is a globally significant area between Oxford, Milton Keynes and Cambridge.
- It supports over two million jobs, adds over £110 billion to the economy every year and houses some of the country's fastest growing and most innovative places.
- The Prime Minister has designated the Arc as an economic priority, and there is an opportunity, recognised by government and local partners, to build a better economic, social and environmental future for the area, with high-quality, well-connected-communities, transforming the Arc into a world-class place to live and work sustainably.

## Annex B – Logos

### HMG logo (Heart of the South West LEP)



### Midlands Engine logo (Coventry & Warwickshire LEP)



**Northern Powerhouse logo (Lancashire LEP)**



**Oxford to Cambridge Arc logo**

