

**Towns  
Fund**   
Delivery Partner

# HOW TO ENGAGE WITH BRANDING DURING DELIVERY



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# INTRODUCTION

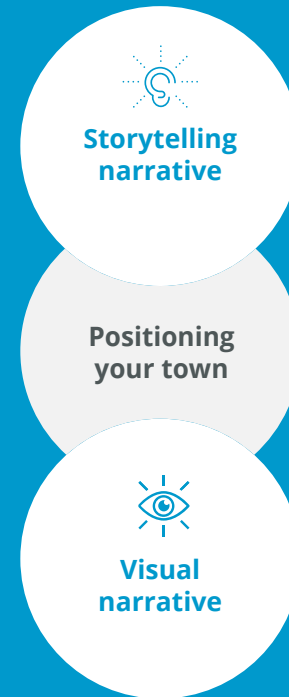
**A cohesive place brand is about reflecting what makes your area and projects unique.**

As you move into project delivery, engagement is key and branding should act as a centrepiece. It is important that stakeholders and communities understand the vision for and value of your proposals and crucially, what it means for them.

In other words, your project needs a positive brand identity that your audiences can understand and hopefully support.

A brand is much more than a logo, it represents the perceived emotional image of what your project is setting out to achieve. A successful brand builds meaningful connections with audiences and takes them along on their journeys.

Whether you have an active brand or not, this guidance considers how Towns can create and maintain a brand identity through delivery to promote buy in from local communities and stakeholders. Engagement is key at this stage of the programme, and branding should act as a centrepiece.



# YOUR BRAND: THE INGREDIENTS

## BRAND PERCEPTION

The perceived emotional image of your project.

## VISUAL IDENTITY

The visual aspects that form part of the overall brand.

## COMMUNICATIONS

How you inform, engage and interact with your stakeholders and service providers.

### LOGO

A logo identifies a project in its simplest form via the use of a mark or icon.

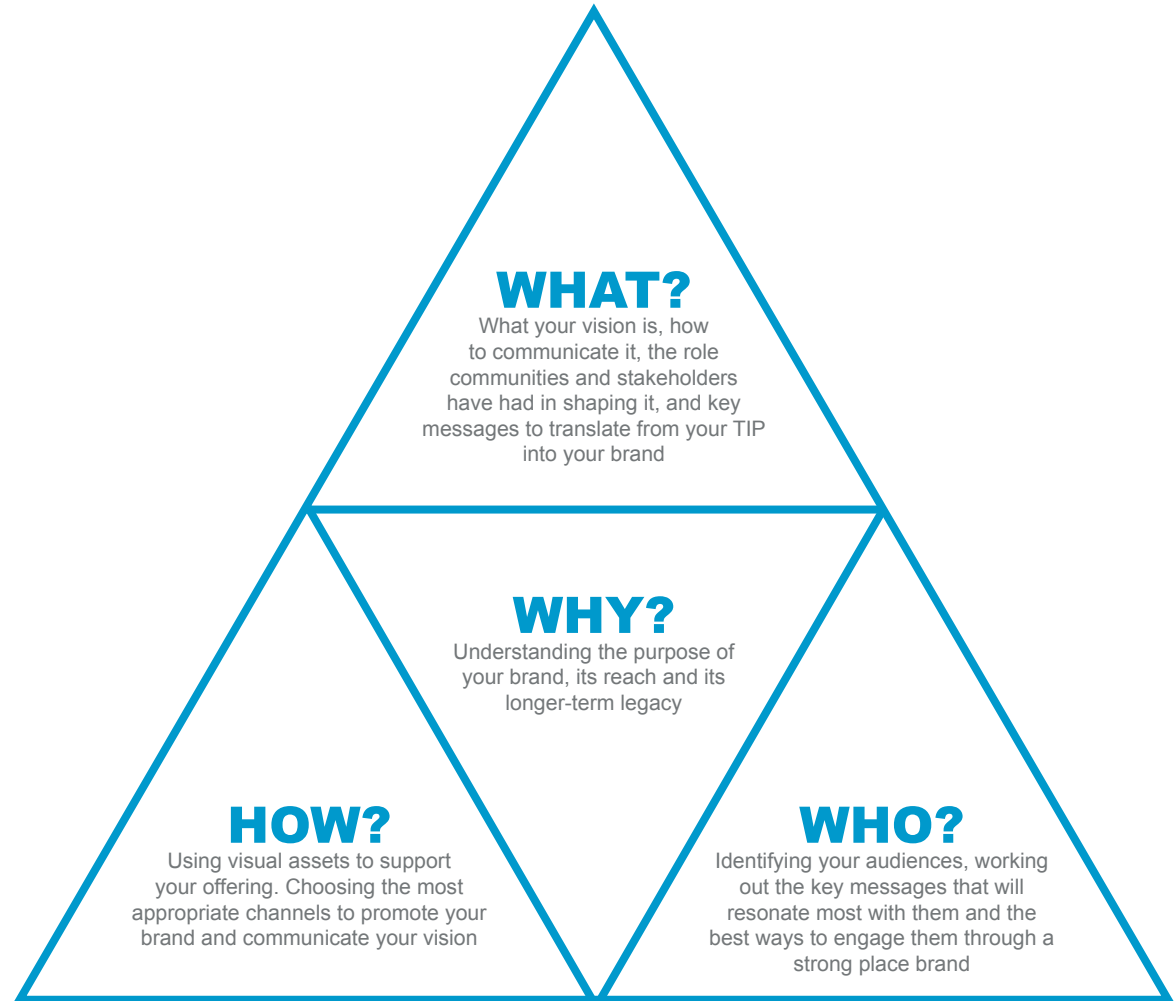


# WHAT'S IN YOUR BRAND?

A cohesive project or programme brand is about reflecting what makes it unique.

It should reflect what your project or programme means for your community and the benefits it brings to communities and stakeholders.

We've broken down the different parts of your brand, exploring how you can leverage it to appeal to audiences, and make it memorable and authentic.





# WHAT?

## COMMUNICATING YOUR VISION



You have already identified what your Town vision is, so this stage is about how your project will deliver the vision and strategy set out in the TIP – and what this means for the people it is designed to serve.

To utilise branding during delivery, you should ask yourself the following:

- What is your project vision?
- What are your project's objectives?
- What are the Unique Selling Points (USPs)?
- How will your project improve longer-term quality of life for the people in your community?
- What does the future of your Town look like - and how does this project serve to realise that future?



### KEY MESSAGES

Building on this, your key messages provide critical information that you want your communities to hear, understand and remember. We have outlined some starting points below.

- Benefits of your project for communities
- Timescales, locations and other important information
- Why you're delivering this project – outlining your Town's future
- Value for money for stakeholders

**Asking yourself these questions will help you craft a vibrant and compelling narrative – so it's important to weave it into all text and images.**



## WHAT?

# CONTENT

Once you have agreed answers to the questions on the previous page and you have a dynamic, compelling narrative you are happy with, you need to start thinking about what content would work best for your Town and your projects.

### TOP TIPS

- Audit your existing content: this will include project websites or pages, logos, posters, social media collateral, etc. Refine this to make sure it reflects your brand narrative and key messages.
- Select thoughtful content that reflects your project's value, clearly sets out your vision for improvement, and demonstrates how you're supporting your local community.
- Select imagery that captures the vision of your project that you want to portray (for example, if your project is maximising your Town's coastal heritage, draw on sea-related pictures and illustrations to show that this is a key part of your project's delivery). Ideally, this imagery will be chosen either from your own library or from images of your Town you have rights to use. If you cannot access images like this, you can try a free online library like [UnSplash](#) or [Pixabay](#) to find generic images relating to your brand.
- Use animations, infographics and repurposed existing information that demonstrate the benefits of the projects and how they will drive your Town's success.



## WHY?

**We now turn to focus on why a brand can help you to deepen and strengthen your engagement with the local community and stakeholders.**

The purpose of a brand is to help your projects stand out and convey their benefits in a clear and impactful way. Branding allows you to build relationships and strengthen Towns vision, and truly represent the values of your Town. It has the power to drive, influence and communicate information - it helps give the local communities and stakeholders an association they can connect with.

The purpose of your brand is to help your Town stand out and to raise your profile. Your branding should reflect how your projects are going to help your local communities, invest in your Town's future and economic development and support local people's well-being.



## WHY?

### IDENTITY

A strong and unique brand identity will help you develop relationships with your stakeholders and the community. It can help facilitate conversations, create a sense of ownership and pride in the project.

### REACH

Conducting interviews or focus groups with your stakeholders will help you to understand their desires and aspirations for your Town. This is not only an opportunity to engage with them, but it helps them to shape the visual identity.

### IMPACT & LEGACY

A successful brand should be future-focused. Longevity is important here – work out the most important thing about your project, that you want local people to remember in thirty years' time. Furthermore, always keep in mind the impact your projects are having on people now and will continue to have over the years.

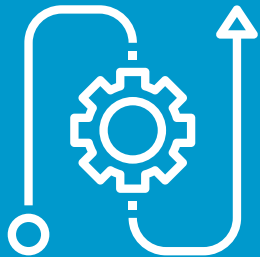


# HOW?

## KEY BRAND COMPONENTS

Building on your Town Deal key components, you can now translate them into a brand which captures your vision and in evokes a sense of pride within local communities.

A strong brand can reduce risk by encouraging broader ownership and minimise stakeholder confusion.



### VISION

What is your project vision?



### PROPOSITION

What will your project offer communities and businesses?



### VOICE OF VOICE

How will you communicate with your audiences?



## HOW?

# KEY BRAND COMPONENTS

### VISUAL ASSETS

Show your audience how your projects are going to support your community. Animations, infographics, vox-pops\* are just a few examples of how you can inform and engage visually with your stakeholders.

### FORMAT

To ensure consistency in the format: create clear brand guidelines, a toolkit of materials such as presentations, word documents and imagery that reflect your vision's key messages and your aims and objectives for your Town.

### CHANNELS

Social media, web pages, newsletters, posters and hoardings, print and broadcast media, in-person engagement. Remember to choose channels based on your audiences' needs and priorities. You might choose TikTok if appealing to younger audiences, LinkedIn if you want to reach businesses, or leaflets if there more digitally excluded people in your target audience. But these examples are only based on assumptions. Use the insight you gathered from earlier engagement to establish which channels will work best for the unique needs of the stakeholder communities you are working for.



### VOICE OF VOICE

You may choose to be friendly, factual, or formal. Remember to speak your stakeholders' language and keep all information accessible, concise and engaging. Your choice should be communicated clearly to whoever is writing your copy.

### CONSISTENCY

No matter what channels you choose, the brand should remain consistent. Try to keep the logo, colour scheme, tone of voice the same throughout all your communications.

\*Vox-pops are mini-videos, usually no longer than around 20 seconds, which are a useful tool for social media. They usually feature people providing a sound-bite on a particular topic that brings out an interesting perspective or key message.



# WHO ARE YOUR AUDIENCES?

**YOUR AUDIENCES ARE THE MOST IMPORTANT PART OF DEFINING YOUR BRAND AND WHAT IT SHOULD STAND FOR – YOUR BRAND IS FOR THEM, AFTER ALL!**

**Your audience:** anyone who has an interest in or is affected by your project or programme.

Brand values are especially important to correspond to your different audiences. Your tone of voice (outlined in section 3) and key messages (outlined in section 1), should be carefully considered to appeal to whoever has an interest in or is affected by your projects.



## THESE CAN INCLUDE:

- Businesses
- Residents
- LEPs and Chambers of Commerce
- Younger audiences
- Community organisations and hard-to-reach groups
- Campaign groups
- Heritage organisations
- Environmental bodies
- Transport bodies



# WHO ARE YOUR AUDIENCES?

## ENGAGING YOUR AUDIENCES

- **Connect** with your audience based on the information you have gained from early engagement, interviews and focus groups to understand what they are looking to see delivered from your projects.
- **Collaborate** with your audiences and involve them in your brand development. This could involve organising a specific brand workshop with different target audience groups.
- **Collate** your information about your projects into one place, to make it easy for your audiences to engage.
- **Conceptualise** your communications plan for each of these different audiences and work out what you want to say and when.





Department for Levelling Up,  
Housing & Communities



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## EXAMPLES ACROSS THE TOWNS FUND

[Brilliant Barrow](#)

[Hastings Town Deal Blog](#)

[Truro Town Fund](#)

[Welcome to Boston Town Deal](#)

## USING DEPARTMENT OF LEVELLING UP, HOUSING AND COMMUNITIES (DLUHC) BRANDING

DLUHC has produced guidance which you must follow if you wish to cite DLUHC's logos in your communications which you can find [here](#)

Examples of DLUHC's approved logos are provided to the left of this page. If you have questions or would like access vector files of these logos, please contact your town coordinator.

If you need any help with the branding for your project email [Charlotte.Jordan@copperconsultancy.com](mailto:Charlotte.Jordan@copperconsultancy.com)