



Department for Levelling Up,
Housing & Communities

Towns Fund

Communications and Branding Guidance

August 2023

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Introduction

- 1.1 The Towns Fund has two major components: the Town Deals programme and the Future High Streets Fund competition (FHSF). In May 2021, business case assessment was completed and DLUHC allocated over £830m to 72 places via the FHSF competition. As of July 2021, DLUHC have offered Town Deals to all 101 places that submitted proposals, committing over £2.35bn of investment across c.700 projects nationwide.
- 1.2 This document sets out the communications and branding requirements for both the Town Deals programme and the FHSF competition, by the Department for Levelling Up, Housing and Communities (DLUHC). Our branding guidance has been refreshed to be in line with the Cabinet Office 'Funded by UK Government' branding manual issued in December 2022.
- 1.3 The Department for Levelling Up, Housing and Communities (DLUHC) delivers the Towns Fund via local authorities in England. This guidance is aimed at those local authorities. Where we say 'you' we are referring to the local authorities who are recipients of Town Deals and FHSF investment. When we say 'the Department'/'we' we are referring to DLUHC. For the purposes of this document, both Town Deal and FHSF recipients are referred to as 'places' and both programmes are jointly referred to as 'the Towns Fund' throughout
- 1.4 Each local authority has a dedicated Area Lead contact for both Town Deals and the FHSF competition who can assist you with this guidance in the first instance. Where it is unclear who your Area Lead contact is then please contact towns.fund@levellingup.gov.uk.

Delivery Milestones

- 2.1 Places report delivery every six months on: project outputs and outcomes to date, project risks, spend and delivery. After each reporting period, milestones data (including project start and completion dates) will be aggregated and used as a communications 'forward look' to identify strategic comms opportunities.
- 2.2 Area Leads will look to follow up on this data, however in addition to this, local authorities should ensure that their dedicated Area Lead contacts are given at least 4-6 weeks' notice for any confirmed milestone announcements, events and communications activity that would benefit from collaboration with DLUHC.
- 2.3 Local authorities should be proactively organising and promoting the successful delivery of Towns Fund interventions in collaboration with the Department. This could include:
 - Using the appropriate branding
 - Publishing press releases
 - Seeking out Ministerial Quotes
 - Joint social media announcements
 - Organising events to publicise landmark milestones
 - Inviting Ministers and relevant policy officials to attend these events

Branding Guidance

3.1 All places in receipt of the Towns Fund (Town Deals or FHSF competition), should use the [‘Levelling Up Recipient Guidelines’](#) for marketing and promotional materials. High-level branding guidelines are stated below. Please read the full document for further advice, illustrations of logo placement, partner branding stipulations, and the full range of appropriate print and digital use cases.

3.2 All branding should comply with the guidelines, however most usage does not require any further clearance from the Department. The one exception is that **all Billboards and Hoardings** must seek approval from marketing@levellingup.gov.uk prior to being erected.

3.3 All printed documents and electronic materials produced to publicise Towns Fund projects should use the following branding to acknowledge and reference the funding received:

- **Funded by UK Government Logos** should be used across the board.
- **Powered by Levelling Up Logos** should only be used for non-permanent promotional materials (including hoardings but not plaques/permanent signage).

3.4 The appropriate use of logos includes (but is not restricted to) advertisements, press releases, websites, hoarding, signs and plaques. External partner branding is not appropriate unless a delivery partner has funded >25% of the project. Logo placement is dependent on the monetary contribution that has been made by the Towns Fund.

- If the Towns Fund’s monetary contribution exceeds 50% of the total costs, logos must be placed in a dominant location. **‘Dominant Branding’**
- If the Towns Fund’s monetary contribution matches 50% of the total costs, logos should be placed in a partner location. **‘Partner Branding’**
- If the Towns Fund’s monetary contribution is 10%- 49% of the total costs of the project, then the branding and logos must be used. **‘Secondary Branding’**

3.5 Wherever possible, places should use the **primary version** of the ‘Funded by UK Government’ logo, a secondary **stacked version** is available for instances where there is limited space. There are three versions of the ‘Powered by Levelling Up’ logo: **Union Blue** should be the main colour used, **White** should only be used if the logo is on a dark background and **Black** should only be used if the output is greyscale. High resolution PNGs of all branding is available for download on the [Towns Fund website](#).

3.6 The typeface is Helvetica Neue. Type alignment should be ranged left. Accompanying colours should be limited to **Red** (R175,G41,B46) and **Blue** (R32,G62,B122). If Levelling Up Funds are funding ≥ 50% of the project, all branding must use the Levelling Up colour palette: **Union Blue** (R39, G49, B103), **Black** and **White**.

3.7 We encourage delivery partners to familiarise themselves with the full [Cabinet Office ‘Funded by UK Government’ branding manual](#) linked. There are additional ‘Funded by UK Government’ resources on the [GCS website](#) which can be accessed by signing up for an account on the Government Brand portal.

Press Releases (including Ministerial Quotes)

- 4.1 As stated above, local authorities should ensure that their dedicated Area Lead contacts are given at least 4-6 weeks' notice for any confirmed milestone announcements, events and communications activity that would benefit from collaboration with DLUHC. This includes press releases.
- 4.2 There is no requirement for the Department to formally clear press releases prior to publication, however sighting your dedicated Area Lead on any press releases in advance will help us to plan further joined up communications activity.
- 4.3 Ministerial quotes will be provided for press releases where appropriate. Local authorities should request a quote from their dedicated Area Lead 4-6 weeks in advance of need, setting out:
- Any specific requirements for the content of the quote.
 - Applicable local context that could strengthen the endorsement.
 - Timescales for publication.
- 4.4 Press releases should use the following language in their descriptions where applicable:
- **The Towns Fund** is a priority for this government and central to the levelling up agenda. Through working directly with places and putting power in the hands of local businesses and communities, it is unleashing the economic potential of towns and high streets across England. The government wants to see vibrant towns that are more attractive places to live, work and visit; and to level up opportunity across the country so that everyone (wherever they live) can contribute to and benefit from economic growth. [See the transcript from the Prime Minister's announcement of the Towns Fund in July 2019.](#)
 - **The Town Deals programme** aims to regenerate towns and deliver long-term economic and productivity growth. This is through investments in urban regeneration, digital and physical connectivity, skills, heritage and enterprise infrastructure. As of July 2021, DLUHC have offered Town Deals to all **101 places** that submitted proposals, committing **over £2.35bn** of investment across c.700 projects nationwide. [See the press releases associated with Town Deals on gov.uk.](#)
 - **The Future High Streets Fund (FHSF) competition** aims to renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability. In May 2021, business case assessment was completed in accordance with HMT's green book appraisal criteria and DLUHC allocated over **£830m** to **72 places** via the FHSF competition. [See press releases associated with the FHSF competition on gov.uk.](#)

Social Media Announcements

- 5.1 As stated above, local authorities should ensure that their dedicated Area Lead contacts are given at least 4-6 weeks' notice for any confirmed milestone announcements, events and communications activity that would benefit from collaboration with DLUHC. This includes major social media announcements.
- 5.2 There is no requirement for the Department to formally clear any social media activity prior going live, however informing your dedicated Area Lead of your intentions to promote Towns Fund projects will help us to plan further joined up communications activity.
- 5.3 Local authorities should be proactive in their use of social media. When describing or promoting key milestones for projects funded by the Towns Fund, you should use the following hashtags (#), as appropriate:
- #TownsFund
 - #TownDeals
 - #FutureHighStreets
 - #LevellingUp
- 5.4 Tagging DLUHC in your social media posts is recommended. Our handle across all platforms is either @LUHC or @luhcgovuk. See our [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [Flickr](#) accounts linked. Any content that you post may be interacted with by the following social media accounts (at their discretion) to boost engagement:
- Official DLUHC social media channels
 - The Parliamentary Under-Secretary of State for Levelling Up.
 - The Secretary of State for Levelling Up, Housing and Communities.
- 5.5 Ministerial and/or Departmental engagement with your social media posts can be formally requested where appropriate. Local authorities should request this from their dedicated Area Lead 4-6 weeks in advance of need.
- 5.6 Further guidance for the effective and appropriate use of social media by local authorities can be found in the [GDS 'Social Media Playbook'](#).

Events (including Ministerial attendance)

- 6.1 Where capacity and resourcing allow, places should look to organise events that highlight landmark delivery milestones for Towns Fund projects. Local authorities should ensure that their dedicated Area Lead contacts are given at least 4-6 weeks' notice for any confirmed milestone announcements, events and communications activity that would benefit from collaboration with DLUHC.
- 6.2 To request Ministerial attendance at events, please inform your dedicated Area Lead of your intention to extend the invite as far in advance as possible (giving more than 6 weeks' notice). Ministerial attendance at events is not always appropriate and cannot be

guaranteed due to diary constraints; however, we will inform places of the outcome of their request as soon as diary plans have been confirmed.

6.3 We encourage places to invite policy officials to landmark milestone events. This could include your dedicated Area Leads and representatives from other government departments that have supported or co-funded delivery. Attendance of the Towns Fund Senior Responsible Officer (SRO) and other members of the Senior Civil Service is at their own discretion and pending diary constraints.

6.4 Civil Servants are able to attend landmark milestone events; however, it is not appropriate for Civil Servants to be the central focus of press activities designed to publicise the event. This could include:

- Being the sole focus of a photo-op.
- Taking interviews from journalists.
- Making speeches and taking questions on fund delivery.

Contact Details

7.1 Each local authority has a dedicated Area Lead contact for both Town Deals and the FHSF competition who can assist you in the first instance. Where it is unclear who your Area Lead contact is, please contact towns.fund@levellingup.gov.uk.

7.2 General enquiries about Towns Fund delivery (Town Deals and the Future Highstreets Fund competition) should be addressed to towns.fund@levellingup.gov.uk. However please only contact this inbox if you are unable to get an answer from your dedicated Area Lead.

7.3 Where there are urgent, time-sensitive or highly political press enquires which require a co-ordinated response at the Departmental or Ministerial level, these can be addressed to newsdesk@levellingup.gov.uk copying in your dedicated Area Lead and the towns.fund@levellingup.gov.uk inbox.