

Town Investment Plan Template Guidance

Issued by MHCLG 9 July 2020

Town Investment Plans should be clear, concise and accessible documents. The content is split into two sections. Section 1 outlines the context, strategy and process, and Section 2 provides details of prioritised project proposals.

TIP section 1: Section 1 of the Town Investment Plan should be no longer than a total of 10,000 words and a file size of no more than 20MB, exclusive of any annexes. It should be provided as a pdf document. Annexes may be included if required, as a separate document (with all annexes in one document), however it is advised that any key messages from annexes are distilled and included in the main text to aid assessment.

The document must be structured according to the three main sections (Context analysis, Strategy, Engagement and delivery). These sections should cover the content set out in the guidance (and again below), however, it is not compulsory that this content be set out under the subheadings listed below, so long as it is clearly marked where each aspect is being covered.

Past that, you have flexibility in how to structure, present and format your TIP. You are encouraged to make use of diagrams, maps, and charts, and to include summaries and signposts to help guide the reader. Once heads of terms have been agreed, a public-facing version of the document should be made available online. You may wish to flag which information in your TIP is considered sensitive.

Context analysis

- Map of agreed town boundary and related context
- The main challenges facing the town
- Evidence of need, relevant to proposed projects
- The town's assets and strengths
- Key opportunities for the town

Strategy

- Town vision, and headline outcomes and/or targets for 2030 or beyond
- Short summary of all projects, including the total Towns Fund funding requested
- Strategic plan, including:
 - Underlying evidence
 - Analysis and rationale
 - Objectives, targets, and priority areas for the short, medium and long term
 - Spatial strategy, including the recognition of the distribution of impact across town geography and demographics. If the total bid is for over £25 million, impact at a regional and/or national scale must also be analysed and demonstrated.
- Mapping of all strategies, partnerships, programmes and investments relevant to the vision and strategy, and how they will be aligned (including the accelerated capital funding, Covid-19 recovery and clean growth).

Engagement and delivery

- Clear evidence of buy-in from local businesses and communities, description of how they have been engaged throughout the development of this plan, and how this engagement will continue
- Demonstration of commitments from private-sector players, and ambitions for private-sector investment going forwards (clearly showing the total private-sector funding leveraged to date)
- High-level plan of business case development and appraisal for each project including the identification of the Accountable Body
- High-level delivery plan with justification of deliverability

TIP section 2: Section 2 of the TIP should contain key details of the projects you are proposing to receive Towns Fund funding for. The attached excel sheet sets out the details to include, and all cells in the template should be filled in. You should submit just one excel file with different worksheets within it for each project. To add more projects into the workbook, copy and paste the template into a new worksheet for each additional project.

Since the publication of the further guidance, adjustments have been made to the way projects will be assessed. Benefit-cost ratio and the level of match-funding secured will no longer be included in the criteria for project assessment. The project assessment criteria will be:

- Alignment with intervention framework
- Strategic, evidence-based, place-focused rationale
- Scale of outputs and outcomes, realism of theory of change
- Deliverability, risks and match funding
- Cost comparison

Submission: To submit your completed TIP (both section 1 and 2) you should email the files to towns.fund@communities.gov.uk by the deadline for your agreed cohort.