

BUILDING A STRONG BRAND FOR YOUR TOWN DEAL

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This document is to be used in conjunction with H M Government Towns Fund Communications and Branding Guidance. If you don't have a copy of the guidance or have questions about it, please email towns.fund@communities.gov.uk, copying your dedicated Cities and Local Growth Unit Area Lead.



INTRODUCTION

A Town Investment Plan (TIP) is more than just a bid document to unlock investment in selected projects.

Good TIPs set out a clear and compelling vision for the Town's future which stakeholders and the public feel they have helped to shape and can buy into going forward.

This guidance considers how Towns can take the contents of their TIP and turn it into a narrative and brand identity under which component projects become more than just the sum of their parts.

So don't let your TIP sit on a shelf gathering dust. Put it to work as you move through Stage 2 and on towards project delivery.

We've created this interactive toolkit to help you build an action plan for your next steps. You can fill this in online or print out and brainstorm with your team.

We encourage you to use the information you have outlined in your TIP proposal for this section.

A brand is more than a logo and visual identity. The core foundation is to effectively communicate your vision and proposition.

A successful brand builds meaningful connections with audiences and takes them along on their journeys.



WHAT'S IN YOUR BRAND

A cohesive place brand is all about reflecting what makes your area and projects unique – as you've outlined in your TIP.

It should reflect the characteristics of your Town, your vision for its future and what your Towns Fund projects will mean for your community.

To make this easier, we've broken down the different parts of your brand and how you can leverage your brand to appeal to stakeholders and by making it memorable and authentic.



KEY TIP COMPONENTS 'ANYTOWN' EXAMPLE

To help you with the upcoming exercises, we have recapped four components from 'Anytown' TIP that can be used as the basis for your Town Deal brand development:

1. Your vision;
2. Your strategic objectives, themes or pillars;
3. Your TIP2 project descriptions;
4. Your stakeholder engagement plan.



1. VISION

Anytown will be a great place to live, learn, visit and invest, building on our proud industrial heritage to forge a prosperous future based on clean and inclusive growth.



2. ANYTOWN'S STRATEGIC OBJECTIVES, THEMES OR PILLARS

Vibrant place: Create a vibrant town centre with a reinvigorated cultural quarter and a thriving independent retail scene.

Inclusive growth: Help local people develop new skills to enable them to take advantage of future jobs and improve connectivity to make employment opportunities more easily accessible.

Innovation: Attract new investment, building on industrial heritage and existing strengths in energy to create a cluster for research, development and manufacturing for renewables technology.



3. ANYTOWN'S TIP 2 PROJECT DESCRIPTIONS

Start up incubator

The start up incubator will provide a focal point for new and growing businesses, enabling them to access support services and share learnings with their peers. Located in the centre of Anytown, the incubator will also attract visitors to the High Street, supporting independent retailers in the area.



4. ANYTOWN'S STAKEHOLDER ENGAGEMENT PLAN

Messages

Vibrant place | Inclusive growth | Innovation

Audiences

Residents | Businesses | Investors | Visitors

Channels

Social media | Media | Community groups | Newsletters | Meetings



1 WHAT?

COMMUNICATING YOUR VISION

YOUR VISION FOR YOUR TOWN IS THE KEY TO WORKING OUT WHAT YOUR BRAND SHOULD CONSIST OF.

Within your TIP, you have already identified what this vision is, how your projects are making this happen and how your vision and proposed projects have support and commitment from the people they are designed to serve.



Your brand should reflect your future-focused community narrative, explaining:



WHAT YOU ARE AIMING TO DO?

- Listing your projects
- Setting out project USPs (unique selling points)
- Highlighting how your projects will improve longer-term quality of life for the people in your community



WHAT THE FUTURE FOR YOUR TOWN LOOKS LIKE

- All text and images should exemplify and support your vibrant and compelling narrative
- Use case studies and repurpose existing information you have to demonstrate how you will use past successes to drive your Town forwards



KEY MESSAGES

- The main points of information you want your audience to hear, understand, and remember.

1 WHAT?

CONTENT

WE'VE PROVIDED SOME CONTENT SUGGESTIONS TO HELP YOU START BRAINSTORMING.

TOP TIPS

- Audit your existing content (project webpages, newsletters, posters, social media collateral) and refine it to make sure it reflects what your Town's future vision is, rather than an older iteration
- Select thoughtful content that reflects your Town's values and sets out clearly your vision for improvement and how you're supporting your local community
- You could include testimonials from local people and setting out how your vision reflects your Town's heritage, characteristics and unique appeal
- Select imagery using free online libraries like [Unsplash](#) and [Pixabay](#) that captures the vision of your Town that you want to portray. For example if your projects are maximising on your Town's coastal heritage, draw on sea-related pictures and illustrations to show that this is a key part of your vision.

KEY MESSAGES

- Benefits of your projects for communities
- Timescales, locations and other important information
- Why these projects are important for the town – outlining your Town's future





EXERCISE

This exercise is designed for you to populate with your vision and aims to support your Town's future and the key messages from your TIP that should be carried over into your place brand.



OUR TOWN'S VISION IS...

Large empty white rectangular area for writing the town's vision.



WE AIM TO SUPPORT...

Large empty white rectangular area for writing the aims to support.



OUR KEY MESSAGES FROM OUR TIP ARE...

Large empty white rectangular area for writing key messages from the TIP.

2 WHY

PURPOSE

NOW YOU'VE WORKED OUT WHAT YOUR BRAND IS AND THE KEY PARTS OF YOUR VISION, WE CAN FOCUS ON WHY YOU NEED A BRAND IN THE FIRST PLACE.

The purpose of your brand is to help your Town stand out and raise your profile.

It 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.



2 WHY

PURPOSE

REACH

It's important to do some research to pull together information from your TIP and projects. This will help you make informed decisions and ensure that your brand aligns with your values and aims, widening your reach and building connections.

LEGACY

A successful place brand should be future-focused. Longevity is important here – work out what the most important thing about your Town and projects you want local people to remember in thirty years' time.



EXERCISE

This exercise encourages you to think about the purpose of your brand, how it can support your community investment and why your narrative and brand identity is important for your Town.



OUR PURPOSE IS...

Empty space for writing the purpose of the brand.



WE WILL HELP...

Empty space for describing how the brand will help.



IT IS IMPORTANT BECAUSE...

Empty space for explaining why the brand is important.

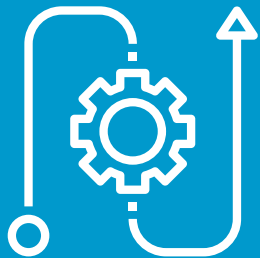


3 HOW

ARE WE DOING THIS?

EVERY TOWN IS UNIQUE, WITH ITS OWN DIVERSE CHARACTERISTICS. YOUR TIP WILL HAVE SET OUT THE CHALLENGES AND OPPORTUNITIES FACING YOUR TOWN.

Building on its key components, you can now translate this into a brand which captures your vision and in which local communities can feel a sense of pride.



VISION

What you are aiming for
(based on your TIP vision)

PROPOSITION

What you can offer communities
and businesses (based on your
strategic objectives and TIP2
descriptions)

TONE OF VOICE

How you communicate with
your audiences (based on your
stakeholder engagement plan)



3 HOW

ARE WE DOING THIS?

CASE STUDIES

Show your target audiences the innovative work you've been doing to support your community and how your Towns Fund projects can replicate this. A great way to collect information is to ask for testimonials and run polls on your social channels.

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, infographics, quote cards, web pages, newsletters, posters and hoardings.

VOICE OF TOWN

Remember to speak in your stakeholders' language – keep all information accessible, concise and engaging.



EXERCISE

Think about the impact you want your projects to have and select your best case studies to support your brand and narrative.

Think about the format that these might take to engage your audiences and the different channels you can use to maximise promotion.



WHAT CASE STUDIES CAN SUPPORT OUR OFFERING?



WHAT FORMAT COULD THESE TAKE? Video/ infographics/ quote cards



WHICH CHANNELS CAN WE USE TO PROMOTE THESE?



4 WHO

ARE YOUR AUDIENCES?

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

Identifying your audiences: appealing to the many

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 a range of audience bases.



THESE CAN INCLUDE:

- Businesses
- LEPs and Chambers of Commerce
- Younger audiences
- Community and hard-to-reach groups
- Heritage organisations
- Environmental bodies
- Visitors to your Town
- Potential investors in your Town



4 WHO

ARE YOUR AUDIENCES?

ENGAGING YOUR AUDIENCES

- Connect with your audience based on the information you gained when preparing your TIP around what they are looking to see as your Town develops.
- Collaborate with your audiences and involve them in your brand development. This could involve organising a specific brand workshop with different target audience groups, as outlined on the previous slide.
- 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.



EXERCISE

This exercise is designed for you to fill in to identify different audience groups within your Town, the key messages that would cut through to them most and the best ways to collaborate with and engage them.



MY AUDIENCES ARE...

Blank area for notes under the heading 'MY AUDIENCES ARE...'



WHAT KEY MESSAGES MY AUDIENCES RESPOND TO...

Blank area for notes under the heading 'WHAT KEY MESSAGES MY AUDIENCES RESPOND TO...'



WHERE CAN I ENGAGE WITH THEM?

Blank area for notes under the heading 'WHERE CAN I ENGAGE WITH THEM?'



5 GOALS

IMAGINE YOUR TOWN IN FIVE TO TEN YEARS FROM NOW.

What would you like people to say about your Towns Fund projects and how they have helped your community?

Have your key messages cut through and has your brand supported the offering of your projects?

To continue this exercise with support from our TFDP team, you can get involved in our storytelling series '[Our Town Stories](#)'.



1 YEAR GOAL



5 YEAR GOAL



10 YEAR GOAL

USEFUL LINKS

[Evidence of Engagement Guide](#)

[Stakeholder Engagement Plan Guidance](#)

[Engaging with Businesses Guidance](#)

[Engaging Younger Audiences Guidance](#)

[Social Value 101](#)

[Guide to Good Community Engagement](#)

[Bold and innovative ideas for your town's vision and strategy](#)

[Visual tips](#)

TOWN BRANDS BRINGING TIPS TO LIFE

[Brilliant Barrow](#)

[Hastings Town Deal Blog](#)

[Truro Town Fund](#)

[Welcome to Boston Town Deal](#)

Visit the [Towns Fund website](#) for more stakeholder engagement resources

