

Lincoln Towns Fund Programme Communications and Branding Plan 21/22

SEPTEMBER 2021

1. Introduction

- 1.1. Lincoln's Town Investment Plan was submitted to Government in October 2020. On the 22nd March 2021 the Heads of Terms Offer from Government was accepted and a final project selection submitted on the 24th of May. All final selected projects are being developed to full Business case stage for approval by 22nd March 2022. The Programme consists of thirteen projects, eleven of which are to be delivered by partner organisations, overseen by the City of Lincoln Council.
- 1.2. This document sets out a draft communications policy and branding requirements for stage 2 of Lincoln's Town Deals project programme in compliance with Government Guidance:

[Towns+Fund+Communications+and+Branding+Guidance+v0.1.pdf \(squarespace.com\)](#)

It aims to provide clarity on how the City of Lincoln Council (as Accountable Body) and Delivery Partners should use branding to help promote projects funded via the Towns Fund and collaborate on external communications opportunities, and provide a coordinated and cohesive approach to publicising the programme.

2. Communication Programme 21/22

- 2.1 A quarterly Communication Plan Update will be reported to the Town Deal Board as per the template in Appendix A, to enable ongoing review and coordination during the programme.

3. Communication with MHCLG¹

- 3.1 The Accountable Body will 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 in the government guidance 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 government guidance at Annex B.

¹ 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.

- 3.2 The Accountable Body will 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.
- 3.3 Ministerial quotes will be provided for media releases where appropriate. The Accountable Body will follow the agreed process for seeking a quote, sending draft media releases to the Area Lead/ FHSF Delivery Support Manager in the first instance.
- 3.4 The Accountable Body will give notice of programmed communication events to allow the opportunity for any Ministerial attendance if required. Ministerial departments will endeavour to tweet support or retweet Local Authority tweets when Ministerial attendance is not possible.

4. Use of Social Media

- 4.1 The Accountable Body will use social media, including Twitter. When describing or promoting projects funded by the Towns Fund, and at key milestones, the following hashtags (#), will be used as appropriate:
- #TownsFund
 - #MidlandsEngine
- 4.2 Tagging MHCLG in your content will also be undertaken using the handle across all platforms is @mhclg: [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#). Posted content will be re-tweetable by the Communities Secretary, Minister for Regional Growth and Local Government and MHCLG, allowing others to follow project development.

5. Website

- 5.1 A Town Deal Page has been set up on the City of Lincoln Council Website [Towns Fund Projects – City of Lincoln Council](#). Information that can be accessed from this site includes:
- Downloadable copy of Town Investment Plan
 - Description of the Town Board's Role
 - Summaries of Town Board meetings
 - Description of the City Council's role as Accountable body
 - Progress summaries and updates of all Town Deal Projects

6. Press Releases

- 6.1 Press releases should include the descriptions detailed in Annex A of the guidance - Notes to Editors. MHCLG press office will be provided with advance notice of announcements and press releases, please email: 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.

7. Monitoring

- 7.1 The Accountable Body will report annually on the implementation of the communication plan as part of the ongoing assurance process.

Appendix A Communication Plan Template

Quarterly Town Board Communications Plan Update		
Project; General Project Programme		
Comms Lead; City of Lincoln Council Sarah Barker Gill Wilson		
Key milestone or event	Date	Planned Communications
Project; Cornhill/Central Market phase 1 (accelerated fund)		
Comms lead; City of Lincoln Council Sarah Barker Gill Wilson		
Key milestone or event	Date	Planned Communications
Project; LCFC		
Comms lead ; LCFC Damien Froggatt		
Key milestone or event	Date	Planned Communications
Project; Drill hall		
Comms lead; Lincoln College Mark Taylor		
Key milestone or event	Date	Planned Communications
Project; Central Market		
Comms lead; City of Lincoln Council Sarah Barker Gill Wilson		
Key milestone or event	Date	Planned Communications
Project; Lincoln Made Smarter		
Comms lead; Lincoln University Vicky Addison		
Key milestone or event	Date	Planned Communications
Project; Barbican		
Comms lead; Lincoln University Sukhy Johal		
Key milestone or event	Date	Planned Communications
Project; Store of Stories		
Comms lead; Acts Trust Nigel Curry		
Key milestone or event	Date	Planned Communications

Project; Greyfriars		
Comms lead; Heritage Lincolnshire Greg Pickup		
Key milestone or event	Date	Planned Communications
Project; HEAT		
Comms lead; Lincoln College Mark Taylor		
Key milestone or event	Date	Planned Communications
Project; Hive		
Comms lead; Stem Architects/Investors in Lincoln Nigel Stevenson		
Key milestone or event	Date	Planned Communications
Project; Lincoln Connected		
Comms lead; Visit Lincoln/Lincoln Big Charlotte Goy		
Key milestone or event	Date	Planned Communications
Project; Wigford Way		
Comms Lead; Lincolnshire County Council Karl Gibson		
Key milestone or event	Date	Planned Communications
Project; Sincil Bank		
Comms Lead; Lincolnshire County Council Karl Gibson		
Key milestone or event	Date	Planned Communications
Project; Tentercroft St		
Comms Lead; City of Lincoln Council Sarah Barker Gill Wilson		
Key milestone or event	Date	Planned Communications

MHCLG Guidance and Contact Details

Guidance

[Towns+Fund+Communications+and+Branding+Guidance+v0.1.pdf \(squarespace.com\)](#)

Contact Information

To provide MHCLG press office with advance notice of announcements and press releases, please email: 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.

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

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

City of Lincoln MHCLG Towns Area Lead

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MHCLG Towns Area Lead

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