

AGENDA ITEM NO. 5.

NUNEATON TOWN DEAL BOARD

Date: 1st October 2021

From: Director – Regeneration & Housing

Subject: Town Investment Plan Delivery Update

1. Purpose of Report

- 1.1 To provide the Board with an update in relation to the progress delivering the business cases, following the successful Town Deal application for funding.

2. Recommendations

- 2.1 That the Board note the report.

3. Background Information

- 3.1 Following the announcement of the successful application for the Nuneaton Town Deal on 26th December 2020, the formal Heads of Terms, confirming the eligible projects, were signed on 24th March 2021. The Heads of Terms confirmed that funding totalling £23.2m had been awarded, in addition to the £1m Advance Funding.

4. Current Progress

- 4.1 Following the announcement in December 2020, a number of actions were set in motion, in order to comply with the requirements of the funding offer and importantly, the requirement to complete all business cases and submit project specific summary documents by 24th March 2022.
- 4.2 To date, the following actions have been undertaken:

Date	Action
March 21	Project Profiles completed and submitted
March 21	Heads of Terms signed
April 21	Project Leads confirmed
April 21	Project Management arrangements established and ongoing
April 21	Programme Management arrangements established and ongoing
April 21	Business Case development commenced for all projects
May 21	Monitoring & Evaluation criteria review
May 21	Financial Profile 1 st review
June 21	Monitoring & Evaluation criteria review submission
June 21	Financial Profile 1st review submission
July 21	Town Deal Assurance Panel training completed

July 21	Funding identified by NBBC for additional programme resource. Programme Manager role confirmed to establishment
August 21	Programme Manager recruitment undertaken
September 21	Financial Profile 2 nd Review & submission
September 21	5% CDEL allocation received - £1.6m
September 21	Financial Profile 3 rd Review & submission

- 4.3 The actions listed above identify the ‘key’ actions undertaken. All project teams are undertaking actions relevant to their projects in order to finalise business cases and deliver their projects. These include but are not limited to;
- Architectural support / other consultant procurement and appointment
 - Relevant surveys, including, topographical, environmental and bat surveys
 - Finalisation of designs
 - Financial profiling/appraisals
 - Consultation with relevant statutory stakeholders (e.g. pre planning advice)
 - Establishing communications approaches for wider engagement
- 4.4 It is important to note that, as the Accountable Body, Nuneaton and Bedworth Borough Council recognise the need to support the programme with sufficient capacity to ensure the delivery of actions within the timeframes set out by the Department for Levelling Up, Housing and Communities (formerly the Ministry of Housing, Communities and Local Government), and ultimately facilitate the successful delivery of all projects. The Council has therefore identified funding from within its own budgets to establish a post of Programme Manager. Recruitment was undertaken in August 2021 and the successful candidate will take up their position at the beginning of December 2021.
- 4.5 The Monitoring and Evaluation criteria has been amended by the Department for Levelling Up, Housing and Communities (DLUHC). Rather than the significant multiples that were required for the Stage 1 process, these have been significantly reduced to between 2 and 3 per project. The new criteria were assessed against each project and formerly submitted in June. It should however be noted that some local criteria are expected to be identified. Work is ongoing to identify the most suitable criteria, having regard to ensuring there is no duplication against the submitted criteria and these ease by which measurement can be undertaken.
- 4.6 The individual Project and overall Programme approach requires further development. It has been established that the MYTOWN Nuneaton brand remains a requirement, and is in line with the Communications and Branding protocol attached to the funding, see Appendix 1. External support for communications would continue to be of benefit, especially when communicating across the private sector. However, the Council has limited capacity funding remaining by which to pay for this external support.
- 4.7 Agreement has been reached with Coventry and Warwickshire Local Enterprise Partnership, that will allow the use of external consultants via their procurement. This means that a further procurement exercise would not be necessary to secure external support. Discussions are ongoing with Advent Communications to understand what level of support can be provided and at what cost. A report will be brought to a future Board meeting to consider the final proposals.

- 4.8 Business Case completion for individual projects is on-going. Due to the dependencies attached to 4 of the schemes, the business case development is being undertaken in tandem. This applies to the Parks Revival and Re-Imagining Nuneaton Museum & Art Gallery and to the Digital Skills & Innovation Centre and the E-Mobility Hub. Business Case finalisation is expected as per the following timetable;

Project	Timeframe
Digital Evolution	December 21*
George Eliot Visitor Centre	October 21
Digital Skills & Innovation Centre	January 21
Parks Revival	January 21
The Saints	October 21
Weddington Road Cycle Link	January 21
Visiting Nuneaton: Changing Perspectives	November 21
Wheat Street Junction	November 21
Re-Imagining Nuneaton Museum & Art Gallery	January 21
Corporation Street/Queens Road Junction	November 21
E-Mobility Hub	January 21

* A verbal explanation will be provided at the Board meeting

5 Conclusion

- 5.1 Significant progress has been achieved, and it is identified that the co-operation across delivery partners has been excellent and is the key factor that has ensured that the overall Programme remains on track to deliver against deadlines.



HM Government

Towns Fund Communications and Branding Guidance

May 2021

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1. Introduction

- 1.1. The Government launched the Towns Fund to invest in towns and high streets across England as part of its plan to level up our regions. This brought together Town Deals and the Future High Streets Fund (FHSF). 101 places were selected to work with Government and agree a Town Deal. 72 places were successful in securing Future High Streets funding.
- 1.2. This document sets out the communications and branding requirements of both Town Deals and the Future High Streets Fund, by the Ministry of Housing, Communities and Local Government (MHCLG).
- 1.3. As set out in the Grant Offer letters, Government provides Towns Fund funding via Local Authorities in England. This guidance is aimed at those Local Authorities. Where we say 'you', we are referring to the Local Authority. For the purposes of this document, towns and high streets are referred to as "places" throughout.
- 1.4. This guidance provides clarity on how relevant Local Authorities should use Government branding to help promote projects funded via the Towns Fund and collaborate on external communications opportunities. This includes guidance for those Local Authorities that are partnered with the Northern Powerhouse, the Midlands Engine, or the Oxford to Cambridge Arc.
- 1.5. Local Authorities have dedicated Cities and Local Growth Unit (CLGU) contacts for Town Deals ('Area Leads') and Future High Streets Fund ('Delivery Support Managers') who can also assist you in understanding and interpreting this guidance if needed.

2. Communications¹

2.1 Local Authorities should 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 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 this guidance. Examples are provided 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. Ministerial quotes and milestone reporting

3.1 Local Authorities should 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.

3.2 Ministerial quotes will be provided for media releases where appropriate. Local Authorities should follow the agreed process for seeking a quote, sending draft media releases to your Area Lead/ FHSF Delivery Support Manager in the first instance.

4. Ministerial attendance at events

4.1 Ministerial attendance at events cannot be guaranteed, but where this is possible, MHCLG press office or dedicated Area Leads/ FHSF Delivery Support Managers will inform Local Authorities as promptly as possible.

4.2 The department will endeavour to tweet support or retweet Local Authority tweets when Ministerial attendance is not possible.

5. Social Media

5.1 Local Authorities should be proactive in their use of social media, particularly Twitter. When describing or promoting projects funded by the Towns Fund, and at key milestones, you should use the following hashtags (#), as appropriate:

- #TownsFund
- #FutureHighStreets
- #NorthernPowerhouse
- #MidlandsEngine
- #OxCamArc

5.2 Tagging MHCLG in your content is also recommended. Our handle across all platforms is @mhclg: [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

5.3 Content you post will be re-tweetable by the Communities Secretary, Minister for Regional Growth and Local Government and MHCLG, allowing others to follow project development.

5.4 You can also email us at eCommunications@communities.gov.uk in advance of posting to let us know your social media plans.

5.5 For guidance on how best to use social media, Local Authorities may refer to Government Digital Service social media guidance: <https://gdsengagement.blog.gov.uk/playbook/>

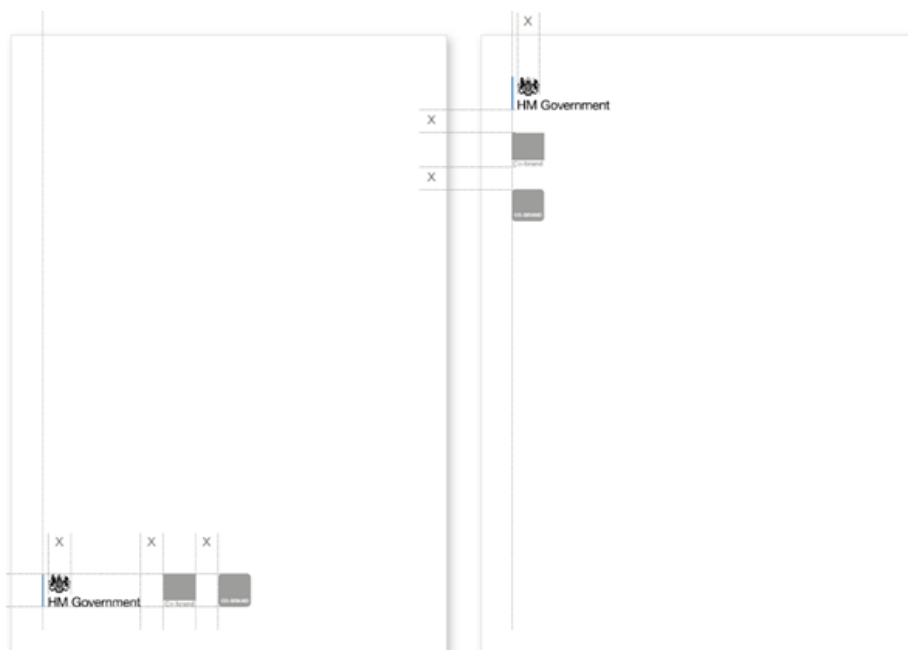
6. Logos

6.1 For places in receipt of Towns Fund funding, including Future High Streets Fund and Town Deals, the following logos should be used in all marketing and promotional materials:

- Local Authorities partnered with the Northern Powerhouse should use both the HM Government and Northern Powerhouse logos.
- Local Authorities partnered with the Midlands Engine should use both the HM Government and Midlands Engine logos.
- Local Authorities partnered with the Oxford to Cambridge Arc should use both the HM Government and Oxford to Cambridge Arc logos.
- All other Local Authorities should use the HM Government logo.

6.2 Where a Local Authority requires its brand to be shown on a project funded via the Towns Fund, the appropriate HM Government branding should also be used in accordance with the HM Government identity guidelines: <https://gcs.civilservice.gov.uk/publications/hmg-identity-guidelines/>

6.3 Specifically, the HM Government logo should have prominence where possible and sit preferably in the bottom left corner or top left as shown below. Local Authorities should keep logos on a product or sign for as long as possible.



6.4 Projects should follow all of the guidance provided in the branding guidelines when undertaking publicity.

6.5 For further guidance, please contact your dedicated Area Lead/ FHSF Delivery Support Manager who will provide support and can supply the logo and instructions on how it should be used.

7. Websites

7.1 Each Local Authority website should include a description of the Towns Fund and Town Deals/ Future High Streets Fund. The appropriate Government branding should be used in conjunction with this.

8. Banners

8.1 Local Authorities partnered with Northern Powerhouse should use the banners issued by CLGU for use at milestone events.

9. Language

9.1 Press releases should include the descriptions detailed in Annex A - Notes to Editors.

10. Monitoring

10.1 In addition to regular check-ins with your Area Lead/ Future High Streets Fund Delivery Support Manager, Annual Conversations will be formally used to assess how these guidelines have been implemented in individual Local Authorities and will be monitored as part of the ongoing assurance process.

12. Contact Information

12.1 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.

12.2 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

12.3 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.

Annex A – Notes to Editors

Towns Fund – Town Deals

On 27 July 2019, the Prime Minister announced that the Towns Fund would support an initial 101 places across England to develop Town Deal proposals, to drive economic regeneration and deliver long-term economic and productivity growth. See further details of the [announcement](#).

A Town Deal is an agreement in principle between government, the Lead Council and the Town Deal Board. It will set out a vision and strategy for the town, and what each party agrees to do to achieve this vision.

See the [101 places being supported to develop Town Deals](#).

Each of the 101 towns selected to work towards a Town Deal also received accelerated funding last year for investment in capital projects that would have an immediate impact and help places “build back better” in the wake of Covid-19. View a list of [accelerated funding by place](#) (PDF, 266 KB, 11 pages).

Towns Fund - Future High Streets Fund

The Future High Streets Fund aims to renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability.

In total, 72 places will share up to £831 million from the Future High Streets Fund to help them recover from the pandemic by improving transport links, building new homes and transforming underused spaces.

Northern Powerhouse

Some Northern Powerhouse key facts:

- The Northern Powerhouse is a key aspect of this Government’s approach to addressing the productivity gap in the North and ensuring a stronger, more sustainable economy for all parts of the UK.
- The government has awarded £3.4bn in three rounds of Growth Deals across the Northern Powerhouse.

Midlands Engine

Some Midlands Engine key facts:

- The Midlands Engine is home to over 10.3m people and has a £238bn economy, generating over 12% of the UK’s Gross Value Added.[1] The Midland Engine Partnership aims to close the productivity gap to match or exceed the national average by 2030.

- The Midlands is home to 835,000 businesses, and in 2019, the Midlands accounted for a 22% share of all of England's goods exports.

Oxford to Cambridge Arc

Some Oxford to Cambridge Arc key facts:

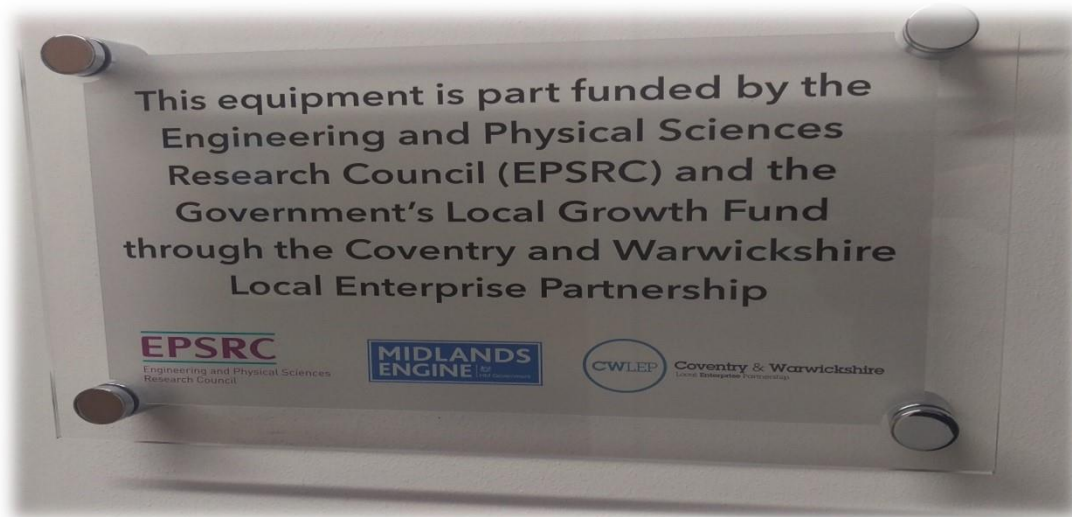
- The Oxford to Cambridge Arc (the Arc) is a globally significant area between Oxford, Milton Keynes and Cambridge.
- It supports over two million jobs, adds over £110 billion to the economy every year and houses some of the country's fastest growing and most innovative places.
- The Prime Minister has designated the Arc as an economic priority, and there is an opportunity, recognised by government and local partners, to build a better economic, social and environmental future for the area, with high-quality, well-connected-communities, transforming the Arc into a world-class place to live and work sustainably.

Annex B – Logos

HMG logo (Heart of the South West LEP)



Midlands Engine logo (Coventry & Warwickshire LEP)



Northern Powerhouse logo (Lancashire LEP)



Oxford to Cambridge Arc logo

