



Funded by  
UK Government

# TOWN DEAL FUND

## Branding and Publicity

**V7.0**

September 2023

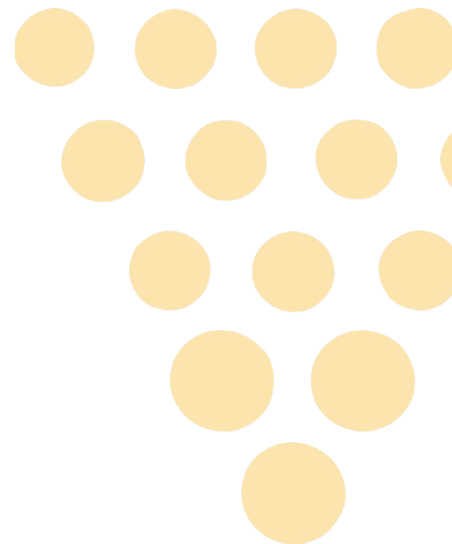
**Camborne**  
TOWN DEAL

**Penzance**  
..... TOWN FUND

**St. Ives**  
Town Deal

**TRURO**  
A CITY CONNECTED

POWERED BY  
**LEVELLING  
UP**



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## Background

On 6 September 2019 the Government invited 101 places across the country to develop proposals for a Town Deal, forming part of the £3.6 billion Towns Fund, which was announced by the Prime Minister in July 2019. [See the transcript from the Prime Minister's announcement of the Towns Fund in July 2019.](#)

The Towns Fund has two major components: the Town Deals programme and the Future High Streets Fund competition (FHSF). In May 2021, the Department for Levelling Up, Housing and Communities (DLUHC) allocated over £830m to 72 places via the FHSF competition and as of July 2021, offered Town Deals to 101 places committing over £2.35bn of investment across c.700 projects nationwide.

Cornwall is the only area which has been invited to submit bids of up to £25 million from the Town Deal programme for four of its towns. In spring 2021, following Government's approval of the Town Investment Plans submitted by each of the towns, it was announced that:

- Camborne will receive up to £23.7million from the Town Deal
- Penzance will receive up to £21.5 million from the Town Deal
- Truro will receive up to £23.6 million from the Town Deal
- St Ives will receive up to £19.9 million from the Town Deal

Part of the Government's strategy for Levelling Up the UK economy, the Town Deal programme is set to encourage economic regeneration and deliver long-term economic and productivity growth. This is through investments in:

- Urban regeneration
- Skills and enterprise infrastructure
- Digital and physical connectivity
- Heritage

As projects start being delivered, it is important that all Recipients acknowledge the support provided by the funders.

The regulations detailed in this document should be followed by anyone developing and delivering projects or activities funded by the Town Deal Fund.

Compliance with these regulations will form part of the terms of the Grant Funding Agreements (GFA) which will be issued to Recipients prior to the release of funding. These terms are contractual provisions placed on organisations, delivery partners and all sub-contractors that are involved in any operations which is part funded by the Town Deal programme. These will be referred below as Recipients.

Cornwall Council has been chosen by Government as the Lead Authority for Cornwall. Cornwall Council is responsible for the correct administration of the Town Deal portfolio and reporting to Government.

Consequently, both Cornwall Council's and Government's branding and publicity requirements have been compiled within this document. The aim is to inform Town Deal Recipients of the guidelines to follow in the matter of communications.

**It is the responsibility of the Town Deal Recipients to ensure that they understand and meet the publicity requirements stated below.**

It is important to keep in mind that these guidelines might change should any of the funders and partners' own branding requirements are altered during the course of the Towns Fund programme. If this is the case, updated branding guidelines will be issued.

## Working with Partners

Each Town Deal Board will receive support from an externally commissioned Consultant to deliver PR and communications activities at the town and city level, in alignment with the priorities identified by the Town Deal Board.

Whenever possible Recipients, the Town Communications Consultant and Programme Management Office (PMO) Communications and Engagement Lead (Cornwall Council) should seek to combine communications resources in order to maximise the use of the funding and help disseminate consistent and integrated messages across the Town Deal Programme.

## Town Deal Board

The Town Communications Consultant will liaise with the Recipients of Town Deal funding.

The Town Communications Consultant is responsible for leading and seeking agreement of the Board on the communications at their town level and keep the PMO Communications and Engagement Lead informed of the communications activities planned within their town. This will include but is not limited to producing press releases, coordinating the production of marketing collateral and updating the City/Town's Town Deal website and associated social media platforms.

When the Town Deal Board is looking to communicate about a specific project, the Town Communications Consultant will be responsible to ensure the message and content is reviewed and approved by the relevant Recipient before publication. (see APPENDIX A - Media Release Protocols).

## Funding Recipients

All Recipients of Town Deal are expected to keep the Town Deal Board via the Town Communications Consultant and PMO Team informed of key project timelines, community engagement activities and their project communications plans to ensure coherent and consistent messaging is delivered across the town.

Recipients are responsible for producing, coordinating and delivering their project's communications and marketing activities, using their own operational and financial resources.

Examples of activities to reach a wide range of target audiences could include:

- Developing and maintaining a website or webpage to help publicise the activity, achievements and impact of the Town Deal Funding.
- Developing effective channels for communication and publicity, such as booklets, marketing material, bespoke newsletters, films, media content and social media feeds, to be used to target and engage local stakeholders.
- Promotional events and activities to consult and engage with stakeholders and recognise project's milestones.

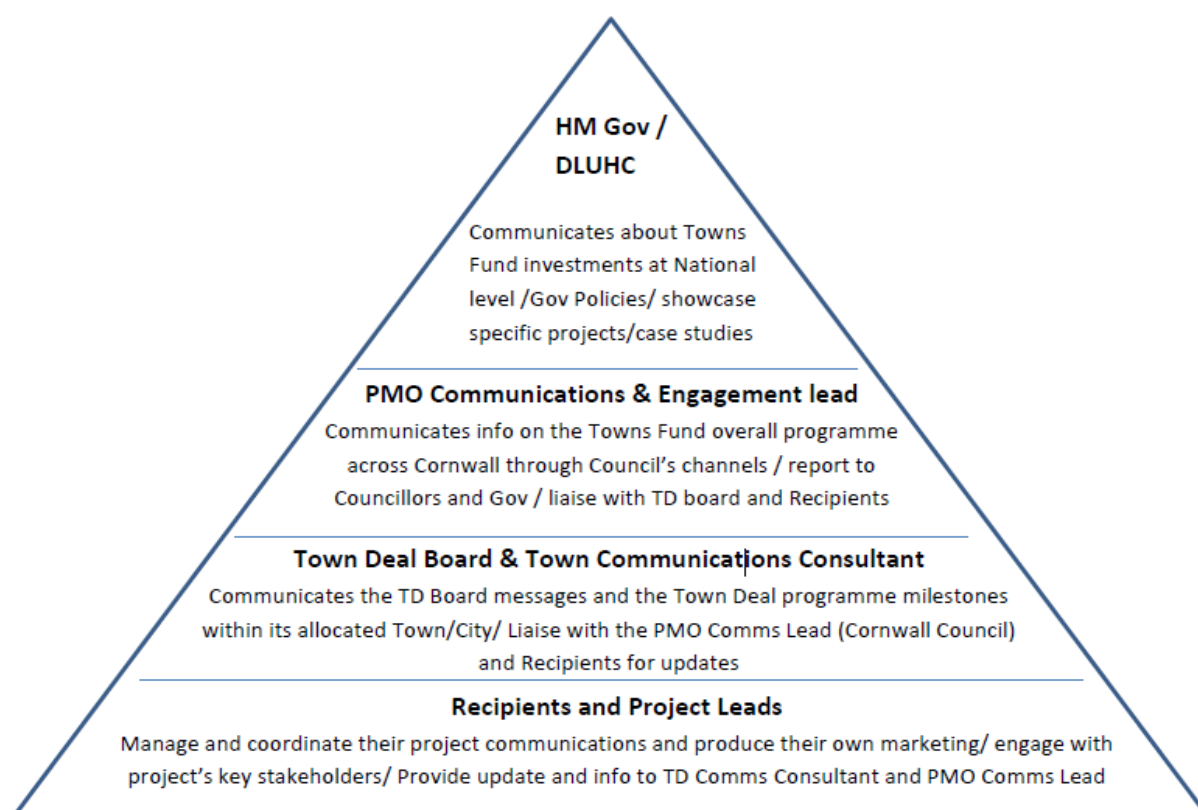
Recipients are responsible for providing quotes, project information, including images and videos in a timely manner when required by the Town Communications Consultant and PMO to support accurate dissemination of information regarding the development of the overall Town Deal Programme.

For specific projects where Cornwall Council is the Recipient, the Cornwall Council team responsible for delivering the project shall keep the Town Communications Consultant and PMO Team informed of each project's key timelines, communications milestones, engagement and communications activities planned. The delivery of the project's communications and engagement activities shall be sourced and financed within the team leading on the project.

## Programme Management Office (PMO)

As Lead Authority for Cornwall, Cornwall Council PMO is responsible for leading on the communications for the Town Deal programme across the whole of Cornwall and promote the progress and impact of the Town Deal Funding at Cornwall, regional and national level, ensuring the liaison with the Department for Levelling Up, Housing & Communities (DLUHC). This will include the provision of public presentations and information on the Programmes including newsletters, press releases, social media and media liaison, using a wide range of resources drawn from local stakeholders and Cornwall Council Services.

The PMO Communications and Engagement Lead will provide advice, support and guidance to Recipients and the Town Communications Consultants to help maintain consistent and coordinated messaging across the four Town Deals programmes. This includes supporting the development of local (town level) Town Deal communication strategies and supporting with the procurement and management of town-appointed communication services. It also involves promoting co-operation, networking and exchange of best practise across the four towns. Recipients and the Town Communications Consultants will be invited to attend meetings organised by the PMO to maximise communications opportunities and devise cohesive messaging.



## Logos

All Recipients must ensure that the appropriate logos are used prominently in all communications materials and public facing documents relating to the project activity funded by the Town Deal Fund.

**The following logos must be used:**

- **Funded by UK Government**
- **Cornwall Council**
- **[ Camborne/ Penzance/Truro/St Ives] Town Deal**
- **Powered by Levelling Up ( do not include on permanent signage or plaques)**

Funding Recipients will be sent a copy of each logo by the PMO Communications and Engagement Lead, including individual files and logo strips.

## Funded by UK Government



**Funded by  
UK Government**

**(A)**



**Funded by  
UK Government**

**(B)**

The 'Funded by UK Government' logo has been developed to show where UK Government funding has been used. The logo shall be at least the same size, measured in height, as the biggest of the other logos:

- Whenever possible, use the primary version (A) of the logo.
- Where there is limited space, and it is not possible to use the primary version a secondary version (B) is available. This has been designed to be more compact.
- The logo must not be stretched, squashed, broken up or reproduced in different colours.
- When resizing the logo, it must stay in proportion (aspect ratio) and must not become distorted.
- Pixelation or blurring of the logo resulting from the use of an incorrect format/ insufficient resolution must be avoided.

- To ensure the integrity of the logos at all times please ensure the exclusion zone, spacing and minimum size are adhered to.

For further guidance on the ‘Funded by UK Government’ logo” please refer to the Branding manual here: [Branding Funded By UKG-.pdf \(civilservice.gov.uk\)](#)

## Powered by Levelling Up



The Powered by Levelling Up logo shall be used alongside the Funded by Government Logo on **non-permanent promotional material**

- Maximum and minimum sizes refer to the width of the “Powered By” text rather than the logo lock-up as a whole. The “Powered By” should never appear smaller than a width of 17mm in print and smaller than a width of 48 pixels on-screen
- A diagram showing the logo with a double-headed arrow above it indicating the minimum width. Text above the arrow specifies "17mm (print)" and "48px (digital)".
- The logo must not be stretched, squashed, broken up or reproduced in different colours.
  - When resizing the logo, it must stay in proportion and must not become distorted.
  - Pixelation or blurring of the logo resulting from the use of an incorrect format/insufficient resolution must be avoided.
  - The height of the ‘L’ determines the clear space. Please don’t place any other assets within this 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.



For further guidance on the 'Powered by Levelling Up' logo" please refer to the Branding manual here: [Levelling Up Recipient- Guidelines 2023.pdf](#)

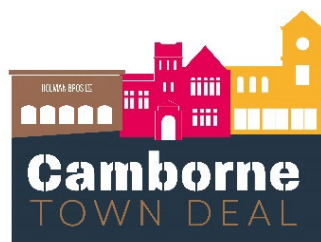
## Cornwall Council



The Cornwall Council logo must never be adjusted or be modified in any way. The logo should sit on a white background whenever possible. When the logo may clash with a dark background a reversed or mono version of the logo can be made available by contacting the PMO Communications and Engagement Lead.

- To ensure legibility, the Cornwall Council logo should never be smaller than 40mm wide.
- The logo should appear no smaller than 150pixels wide for digital use.
- The Cornwall Council logo should be proportional to the size of other logos with clear space between the logos.

## FOR PROJECTS FUNDED BY THE CAMBORNE TOWN DEAL ONLY



**Camborne**  
TOWN DEAL

Projects funded as part of the Camborne Town Deal should use one of the logos on the left-hand side in addition to the “Funded by UK Government”, Powered by Levelling Up and Cornwall Council logos.

The preferred and default option is to use the coloured version of the three logos on white or very light coloured background.

A reversed version of the Camborne Town Deal

## FOR PROJECTS FUNDED BY THE PENZANCE TOWN FUND ONLY



Projects funded as part of the Penzance Town Fund should use the logo on the left-hand side in addition to the “Funded by UK Government”, Powered by Levelling Up and Cornwall Council logos.

A reversed version of the logo is available.

## FOR PROJECTS FUNDED BY THE ST IVES TOWN DEAL ONLY



Projects funded as part of the St Ives Town Deal Fund should use the logo on the left-hand side in addition to the “Funded by UK Government”, Powered by Levelling Up and Cornwall Council logos.

A reversed version of the logo is available.

## FOR PROJECTS FUNDED BY THE TRURO TOWN DEAL ONLY



Projects funded as part of the Truro Town Deal Fund should use the logo on the right hand-side in addition to the “Funded by UK Government”, Powered by Levelling Up and Cornwall Council logos.

A reversed version of the logo is available.

- The preferred and default option is to use the coloured version of the logos
- The minimum requirement involves the display of the mandatory logos to appear similar in size and compensate for designs which may be stacked or aligned differently.
- The logos must not be stretched, squashed, broken up or reproduced in different colours
- When resizing the logos must stay in proportion and must not become distorted.
- Pixelation or blurring of the logos resulting from the use of an incorrect format/ insufficient resolution must be avoided.
- Always use the artwork provided or contact the PMO office if you require the logos in a different format.

## Placement of the logos

**The placement of the logos is dependent on the monetary contribution that has been made by the Town Deal to the total cost of the project.**

Recipient should therefore display the logos as stated in the [Government's Town Deal branding document](#) according to the level of funding received.

**Partner logos can only be added if they have funded at least 25% of the project.**

This includes logos for construction and architect organisations involved in the project.

Please ensure equal sizing and spacing for all the partner logos used.

**If the UK Government's monetary contribution exceeds 50% of the total cost, the Funded by UK Government logo must be placed in dominant locations with the other logos to be positioned bottom right**

**(Dominant branding - see fig 1).**



If the UK Government's Town Deal funding matches 50% of the total cost of the project, the logo will be placed in a partner location with the other logos to be positioned bottom right.

(Partner branding - see fig 2)



Fig 2

If the UK Government's Town Deal funding is less than 49% of the total cost of the project, the logos must be included with the Powered by Levelling Up logo placed next to the Funded by UK Government logo.

(Secondary branding-see fig 3)



Fig 3

## Plaques

No later than three months after completion of the project, the recipients will install a permanent plaque or a billboard of significant size (at least 250x200mm as a minimum) at a location readily visible to the public.

The plaque or billboard should display the project name and the following logos and text:

- Funded by UK Government
- Cornwall Council
- [Location] Town Deal

**“The [Project Name] was [funded/part-funded] by the UK Government's Town Deal programme in partnership with [Location] Town Deal Board and Cornwall Council.”**

The position of the logos should be in line with the level of funding received.

All plaques and billboards must be produced and funded by the Recipient. The cost of producing them should be considered when as part of the project development and planning.

Recipients should note that co-branding is only permitted with Cornwall Council and funders who contributed >25% of the total project cost.

## Hoardings and Billboards

While construction works are ongoing, we also encourage the use of temporary banners. The content on billboards or hoardings should clearly state:

- The amount of funding received
- The tangible benefits the projects will bring to the area

For temporary billboards and hoardings, the following logos should be displayed and placed depending on the monetary contribution received as highlighted above.

- Funded by UK Government
- Cornwall Council
- [Location] Town Deal
- Powered by Levelling Up (only for non-permanent promotional material)

Completion dates must only be included if there is absolute confidence in meeting the delivery date.

All hoardings, billboards and banners must be produced and funded by the Recipient. The cost of producing them should be considered when as part of the project development and planning.

**Billboard and hoarding branding must be approved by [marketing@levellingup.gov.uk](mailto:marketing@levellingup.gov.uk) before they are erected.**

## Digital and printed material

Alongside use of the mandatory logos, Recipients must also ensure that websites, online and printed materials promoting Town Deal funded activities include a clear and prominent reference to the Government's Town Deal Fund and Cornwall Council.

### Websites

Where a website or webpage has been developed specifically for a project funded by the Town Deal, the mandatory logos must be placed on the homepage.

Where the Recipient or delivery partner is placing details of the funded project on a website, which is not exclusively for the project, (for example its own website) the mandatory logos must be placed on the main project specific page. This does not preclude the Recipient from also placing the logos on their website homepage, where they feel this is appropriate.

Where details of funded activities are published on a website, the mandatory logos must be displayed alongside a clear and prominent reference to the funding as follows:

**'This project [or project name] is [funded/part funded] by the UK Government's Town Deal programme in partnership with [location] Town Deal Board and Cornwall Council. Cornwall Council is the Lead Authority for the Town Deals in Cornwall and supports the governance role of the Board and administers the Fund. For more information on the [Location] Town Deal visit: [Add relevant url].'**

During the implementation of a project, beneficiaries must provide on their website a short description of the project, including aims, results and highlights.

The logos should be visible when landing on all digital devices such as a desktop/mobile/tablet.

### Digital Materials

Recipients should ensure that all digital/electronic materials relating to funded projects by the Town Deal acknowledge and reference the funding received by displaying the mandatory logos and include clear and prominent reference to the Fund.

This extends to a variety of materials including, but not restricted to:

- All social media assets
- E-newsletters
- Presentation slides
- Press notices
- Email footers and signatures
- Any other audio-visual material

## Printed materials

All printed materials related to the funded activities must include the mandatory logos and acknowledge and reference the funding received.

**‘This project [or project name] is [funded/part funded] by the UK Government’s Town Deal programme in partnership with [location] Town Deal and Cornwall Council.’**

This extends to a variety of materials including, but not restricted to:

- General advertisements, job advertisements and notices
- Leaflets, brochures, flyers and posters
- Case studies
- Exhibition banners and display panels
- Invitations
- Business cards
- Promotional items
- Newsletters
- Stationery
- Letterheads and compliment slips
- Reports and papers
- Project documentation i.e. time sheets
- Procurement material
- Job descriptions

## Media and PR Activities

Press releases will be issued at the launch of the project, once funding agreement is in place.

It is also good practice to develop press releases to announce project's key milestones and achievements.

Cornwall Council should be given as much advance notice as possible -a minimum of two weeks in advance - of the issue of a press release or any planned media and PR activities related to a Town Deal funded project. Recipients should seek written approval before issuing any press release or PR activities, by contacting the PMO Communications and Engagement Lead.

Cornwall Council and [location] Town Deal Board should be provided with an opportunity to include a quote(s) as part of any press release to acknowledge the support given.

Additionally, Recipients should provide the PMO team and Town Deal Board with good news stories and positive case studies related to Town Deal funded activities to help promote the impact of the funding.

Recipient should provide their communications plan/ key milestones to the Town Communications Consultant to enable integrated communications at a Town and County level and keep the PMO Communications and Engagement Lead Informed.

The Town Deal Boards are required to provide their Communications plans to the PMO Cornwall Council on an annual basis and strive to notify Cornwall Council PMO within a minimum of two weeks of the issue of a press release or any planned media and PR activities.

As part of a press release issued by the Town Deal Board, Cornwall Council must be provided with an opportunity to include quote on behalf of Cornwall Council and seek ministerial quotes where appropriate.

**All press releases must include the Notes to Editors (see below) and a reference to the Government's Town Deal programme, Levelling Up, Cornwall Council and Town Deal Board, in the main body of the press release – as follows:**

*[This project/ Name of the project] has received £[INSERT AMOUNT] from the UK Government's Town Deal programme as part its Levelling Up initiative. [location] Town Deal Board in partnership with Cornwall Council successfully bid for a Town Deal worth £[INSERT AMOUNT] million to support a range projects that will contribute to the town's regeneration and boost the local economy. Cornwall Council*



*is the Lead Authority for the Town Deals in Cornwall and supports the governance role of the [location] Town Deal Board and administrates the Fund.”*

Should a media request arise related to a specific project, the organisation leading on the identified project will be responsible for responding in a timely manner to the media raising the enquiry and notify the response to Cornwall Council PMO Team and the Town Deal Board via the Communications Consultant.

For media enquiries related to the programme at the town level, the Town Communications Consultant will be responsible for crafting a response in agreement with the Board and notify the PMO Team.

Media enquiries related to the Town Deal in Cornwall or any Cornwall Council led projects should be forwarded to Cornwall Council via the PMO Communications and Engagement Lead.

**All responses and statements given to the media will need to be aligned with the programme key messages which have been formerly identified and reference the funders.**

**Notes to editors must also be used, as follows:**

### **About the UK Government Town Deals programme**

Part of the government’s plan for Levelling Up the UK economy and the wider Towns Fund, 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.

### **[CAMBORNE ONLY]**

#### **About the Camborne Town Deal**

In June 2021, Camborne secured a Town Deal of up to £23.7 million following the successful submission of its [Town Investment Plan](#) for a range of regeneration projects.

For more information about Camborne Town Deal visit [www.cambornetownddeal.com](http://www.cambornetownddeal.com)

Cornwall is the only area invited by the Government to submit proposals for four of its towns: Camborne, Penzance, St Ives and Truro. After conducting extensive public consultations, each Town Deal Board submitted their Town Investment Plan in

collaboration with Cornwall Council. As a result, the Government announced in spring 2021, that Cornwall will receive up to £88.7 million from the Town Deals programme.

Cornwall Council is the Lead Authority for the Town Deals in Cornwall. Cornwall Council supports the governance role of Camborne Town Deal Board and is responsible for administering the Fund on behalf of the Board. For more information visit: [www.cornwall.gov.uk/business-trading-and-licences/economic-development/towns-fund](http://www.cornwall.gov.uk/business-trading-and-licences/economic-development/towns-fund)

## [PENZANCE ONLY]

### About the Penzance Towns Fund

In June 2021, Penzance secured a Town Deal of up to £21.5 million following the successful submission of its [Town Investment Plan](#) for a range of regeneration projects across Penzance and Newlyn.

In addition, Penzance is the only town in Cornwall and among 72 places nationally who was awarded £10.5 million from the Government's Future High Streets Fund to help the revitalisation of its town centre and high streets.

For more information about Penzance Towns Fund visit:

[www.penzancetownfund.co.uk](http://www.penzancetownfund.co.uk)

Cornwall is the only area invited by the Government to submit proposals for four of its towns: Camborne, Penzance, St Ives and Truro. After conducting extensive public consultations, each Town Deal Board submitted their Town Investment Plan in collaboration with Cornwall Council. As a result, the Government announced in spring 2021, that Cornwall will receive up to £88.7 million from the Town Deals programme.

Cornwall Council is the Lead Authority for the Towns Fund in Cornwall. Cornwall Council supports the governance role of Penzance Town Deal Board and is responsible for administering the Fund on behalf of the Board. For more information visit: [www.cornwall.gov.uk/business-trading-and-licences/economic-development/towns-fund](http://www.cornwall.gov.uk/business-trading-and-licences/economic-development/towns-fund)

**[ST IVES ONLY]****About the St Ives Town Deal**

In June 2021, St Ives secured a Town Deal of up to £19.9 million following the successful submission of its [Town Investment Plan](#) for a range of regeneration projects.

For more information about St Ives Town Deal visit [www.stivestowndeal.org.uk](http://www.stivestowndeal.org.uk)

Cornwall is the only area invited by the Government to submit proposals for four of its towns: Camborne, Penzance, St Ives and Truro. After conducting extensive public consultations, each Town Deal Board submitted their Town Investment Plan in collaboration with Cornwall Council. As a result, the Government announced in spring 2021, that Cornwall will receive up to £88.7 million from the Town Deals programme.

Cornwall Council is the Lead Authority for the Town Deals in Cornwall. Cornwall Council supports the governance role of St Ives Town Deal Board and is responsible for administering the Fund on behalf of the Board. For more information visit: [www.cornwall.gov.uk/business-trading-and-licences/economic-development/towns-fund](http://www.cornwall.gov.uk/business-trading-and-licences/economic-development/towns-fund)

**[ FOR TRURO ONLY]****About the Truro Town Deal**

In April 2021, Truro secured a Town Deal of up to £23.6 million following the successful submission of its [Town Investment Plan](#) for a range of regeneration projects.

For more information about Truro Town Deal visit [www.trurotownfund.com](http://www.trurotownfund.com)

Cornwall is the only area invited by the Government to submit proposals for four of its towns: Camborne, Penzance, St Ives and Truro. After conducting extensive public consultations, each Town Deal Board submitted their Town Investment Plan in collaboration with Cornwall Council. As a result, the Government announced in spring 2021, that Cornwall will receive up to £88.7 million from the Town Deals programme.

Cornwall Council is the Lead Authority for the Town Deals in Cornwall. Cornwall Council supports the governance role of Truro Town Deal Board and is responsible for administering the Fund on behalf of the Board. For more information visit:

[www.cornwall.gov.uk/business-trading-and-licences/economic-development/towns-fund](http://www.cornwall.gov.uk/business-trading-and-licences/economic-development/towns-fund)

**All press releases relating to activities supported by the UK Government's Town Deal funded activities must include:**

- A text reference to the funding provided by the UK Government Town Deal Fund and a Levelling Up proof point.
- The support of Cornwall Council and [Location] Town Deal
- The 'notes to editors'
- 'Funded by UK Government' Logo
- Cornwall Council Logo
- [Location] Town Deal Logo
- 'Powered by Levelling Up' Logo

## Social Media

When describing or promoting projects or activities funded by the Town Deal Fund the following hashtags (#) should be used:

**#TownsDeals**

**#LevellingUp**

Any social media or PR activities relating to a project funded by the Town Deal Fund will be shareable/re-tweetable by UK Government allowing others to follow Fund activities.

For each location, please use the following handles:

	Twitter	Facebook	LinkedIn	Instagram	Flickr
<b>DLUHC</b>	<a href="#">DLUHC Twitter</a> @luhc	<a href="#">DLUHC Facebook</a> @luhcgovuk	<a href="#">DLUHC LinkedIn</a> @luhcgovuk		<a href="#">DLUHC Flickr</a> @dluhc
<b>Camborne</b>	<a href="#">Camborne Town Deal</a> @CamborneDeal	<a href="#">Camborne Town Deal</a> @ CamborneTownDeal	@ camborne-town-deal	<a href="#">Camborne Town Deal</a> @cambornetowndeal	
<b>Penzance</b>		<a href="#">Penzance Town Fund</a> @penzancetownfund		<a href="#">Penzance Town Fund</a> @penzancetownfund	
<b>St Ives</b>	<a href="#">St Ives Town Deal</a> Twitter @stivestowndeal	<a href="#">St Ives Town Deal</a> StIvesTownDeal	<a href="#">St Ives Town Deal</a> @st-ives-town-deal		
<b>Truro</b>	<a href="#">Truro Town Deal</a> @DealTruro	<a href="#">Truro Town Deal</a> @trurotowndeal	<a href="#">Truro Town Deal</a> @truro-town-deal/	<a href="#">Truro Town Deal</a> @trurotowndeal	

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.

## Events

The term 'events' refers to any conferences, seminars, workshops, exhibitions run in relation to the funded projects.

All materials and documents produced for an event in advance, on the day and after the event, including invitations, tickets, press releases, exhibition stands, and presentation slides, should acknowledge and reference the funding received by displaying the mandatory logos correctly and according to the monetary contribution received as highlighted previously in the guidance.

Recipients should ensure they give a minimum of four-week notice to the Town Deal Board and Cornwall Council PMO of any landmarks events to offer opportunity to invite local councillors, Chair and Vice Chair, relevant ministers/ Cabinet Office and Regional DLUHC representatives.

For the duration of the Town Deals programme delivery, the PMO Communications and Engagement Lead, the Town Communications Consultants and Recipients will work closely and share resources whenever possible to ensure public engagement opportunities are being maximised.

All Recipients, delivery partners and sub-contractors must ensure that they have provisions in place to notify those taking part in activities associated with the project about the support from the UK government at the start of their activity.

This can be achieved in the following ways (list is non exhaustive):

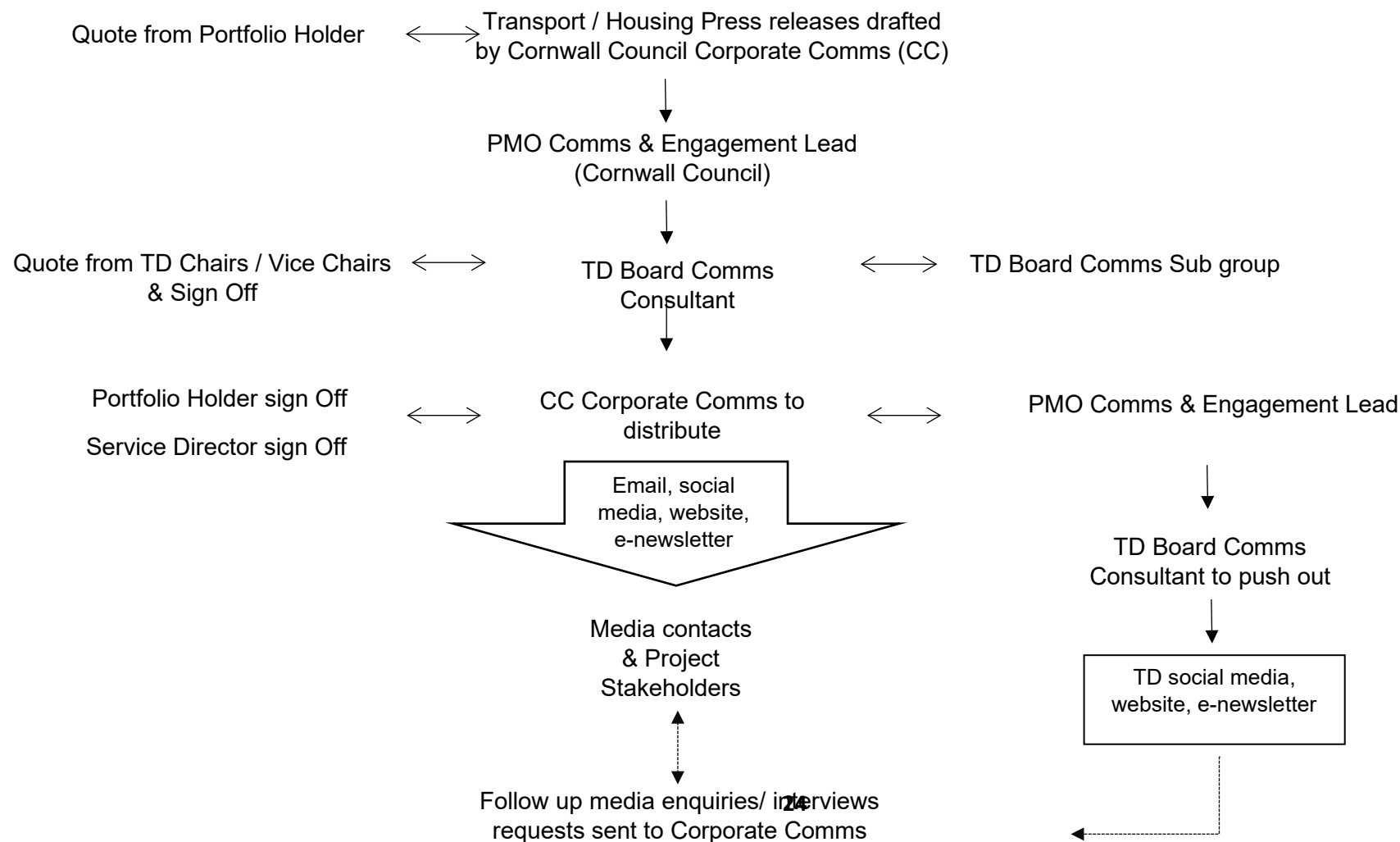
- Mention during induction sessions as part of a training course
- Placing at least one poster with information about the project (minimum size A3)
- Note the support of UK Government as part of the Levelling Up programme, [Location] Town Deal and Cornwall Council's in any contracts or paperwork given to participants
- State funding support in internal newsletters and bulletins
- Provide a leaflet to participants
- Ensure that plaques and posters are used in line with the guidance
- Use of the logos on publications and electronic media, in line with the guidance

## Sharing Data

To support the smooth running of the Town Deals communications and operations, some data sharing between all partners might be required. Therefore, all partners will need to read and agree to the Privacy Notice and Data Sharing Agreement as part of the delivery of the Town Deal programme.

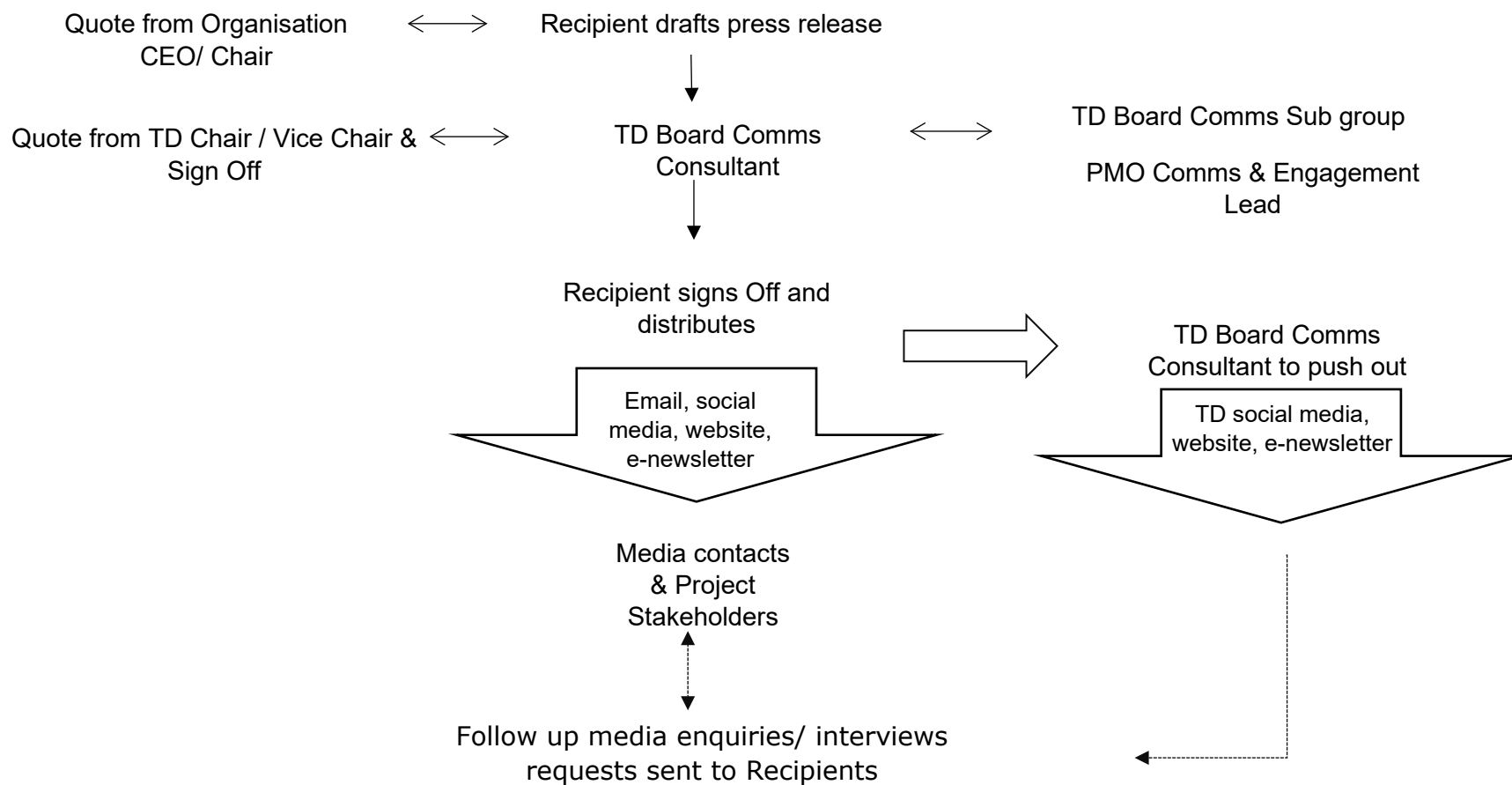
# Media Sign Off Protocol

## Town Deal CC Led projects Media Releases (Housing/Transport)

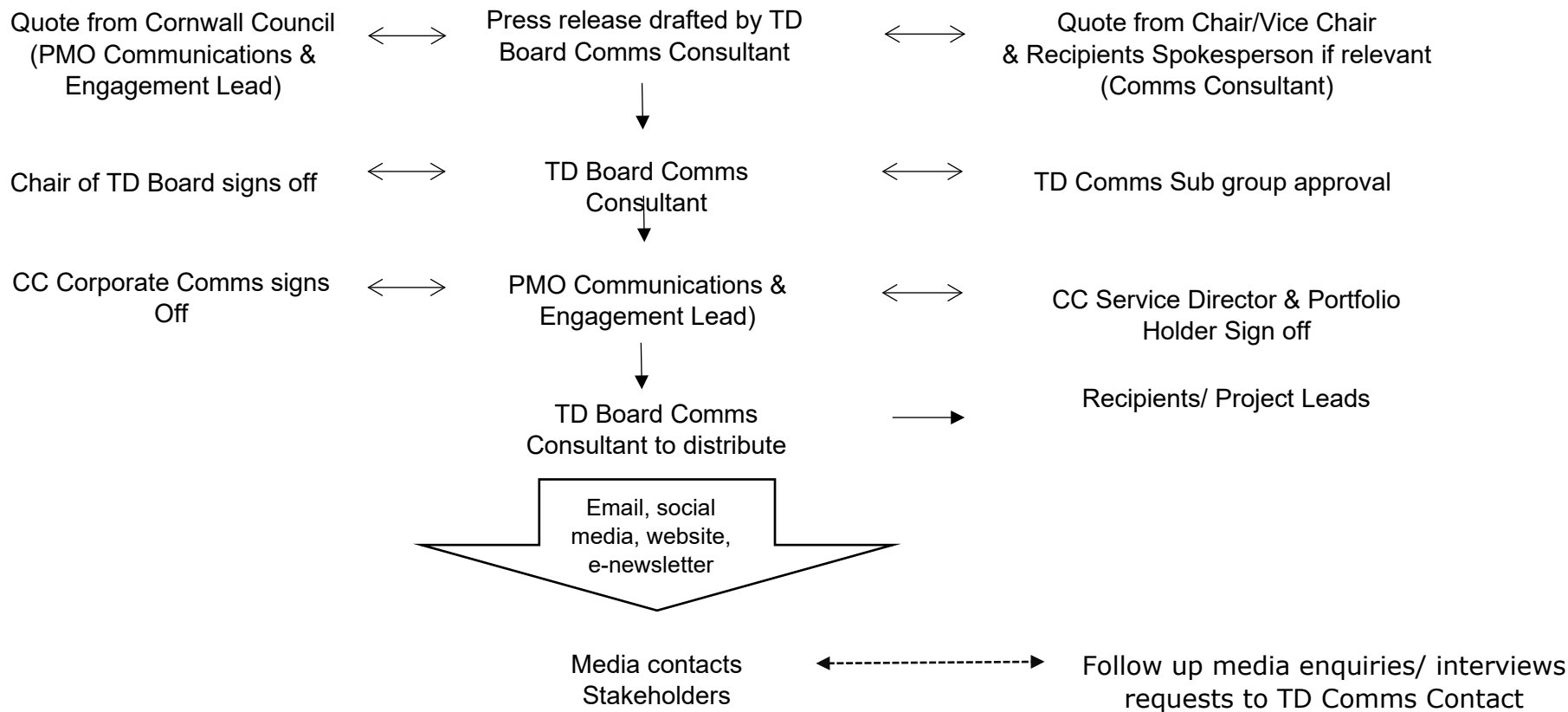




**Media Sign Off Protocol**  
**Externally Led Town Deal Projects Media Releases**



**Media Sign Off Protocol**  
**St Ives/Truro/Camborne/Penzance Town Deal Board Media Releases**



**Media Sign Off Protocol**  
**PMO Town Deal Programme Media Release**

