

UK GOVERNMENT FUNDED GETTING BUILDING FUND PROJECTS: BRANDING AND COMMUNICATIONS GUIDELINES

The Government will provide Getting Building funding via Local Enterprise Partnerships (LEPs) and Mayoral Combined Authorities (MCAs) in England. Using appropriate Government branding recognises this partnership, while increasing the profile of local projects. These guidelines provide clarity on how LEPs and MCAs across England, and those partnered with the Northern Powerhouse and Midlands Engine, should use Government branding to help promote projects funded via the Getting Building Fund and collaborate on external communications opportunities.

Communications ¹

LEPs will ensure that:

- MHCLG is given as much advance notice as possible of announcements and milestone events (at least 2 weeks) to allow quotes to be arranged for any media releases.
- Relevant description at Annex A is used in media releases.
- Ministers and Area Leads (MHCLG, BEIS, 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 at Annex B).

Ministerial quotes and milestone reporting

LEPs should inform Area Leads of any upcoming project milestones and planned communications activity, to feed into MHCLG's monthly milestone reporting. Ministerial quotes will be provided for media releases where appropriate. LEPs should follow the agreed process for seeking a quote, sending draft media releases to Area Leads in the first instance.

Ministerial attendance at events

Ministerial attendance at events cannot be guaranteed, but where this is possible, MHCLG press office or Area Leads will inform LEPs as promptly as possible. The department will endeavour to tweet support or retweet LEP tweets when this is not possible.

Social Media

LEPs should be proactive in their use of Social Media, particularly Twitter. When describing or promoting projects funded by Getting Building Fund allocations, and at key milestones, LEPs should use the following hashtags (#), as appropriate:

- #NorthernPowerhouse
- #MidlandsEngine
- #GettingBuildingFund

¹ For communicating larger transport projects (where business case decisions are retained by the Department for Transport) DfT will lead on the communications and LEPs should engage with DfT directly, rather than MHCLG. LEPs should continue to use the correct HMG logo, as specified on page 2 for these schemes.

These will be re-tweetable by the Minister for Local Growth and MHCLG allowing others to follow project development.

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

Logos

For projects in receipt of Getting Building Fund allocations, the following logos should be used in all marketing and promotional materials:

- LEPs partnered with the Northern Powerhouse: Northern Powerhouse logo.
- LEPs partnered with the Midlands Engine: Midlands Engine logo.
- All other projects in England: HMG logo.

Where a LEP requires its brand to be shown on a project funded via the Getting Building Fund, the appropriate UK Government branding should also be used. LEPs should keep logos on a product or sign for as long as possible.

Projects should follow all the guidance provided in the branding guidelines when undertaking publicity. The same applies to projects in MCAs.

For further guidance, please contact your Area Lead who will provide support and supply the logo and instructions on how it should be used.

Websites

Each LEP website should include a description of the Getting Building Fund. The appropriate HMG logo should be used in conjunction with this.

Language

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

Monitoring

In addition to regular area lead discussions, Annual Conversations will be formally used to assess how these guidelines have been implemented in individual LEPs and will be monitored as part of the ongoing assurance process.

Contact information

To provide MHCLG press office with advance notice of announcements and press releases, please email: NewsDesk@communities.gsi.gov.uk, copying in your Area Lead, and the Cities and Local Growth Unit's Content and Briefing Hub: Localgrowthhub@bis.gsi.gov.uk. For expedience, LEPs should ensure they are providing fully drafted press releases.

If you have further questions or logo requests for MHCLG, NPH or Midlands Engine branding, please email: marketing@communities.gov.uk

NOTES TO EDITORS

Getting Building Fund

On 4 August 2020, the government confirmed the list of over 300 successful projects which will receive a share of £900 million from the Getting Building Fund.

The [full list of projects](#) is available on GOV.UK.

The Getting Building Fund is investing in shovel-ready infrastructure projects to create jobs and support economic recovery across the country. Projects funded include:

- regeneration of town and city centres
- green infrastructure and clean energy
- transport and digital connectivity improvements
- unlocking of housing and business sites
- support for SMEs and learners

The successful projects (over 300) are expected to deliver up to 85,000 jobs, over 1,500,000 sqm of commercial floor space, unlocking 45,000 homes, almost 1,000,000 sqm of public realm or green space improved or created, over 50,000 new learners assisted, and 65 million kgs of CO2 emissions saved.

All projects have been selected by Local Enterprise Partnerships and Mayoral Combined Authorities in each area and endorsed by the Housing Secretary.

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

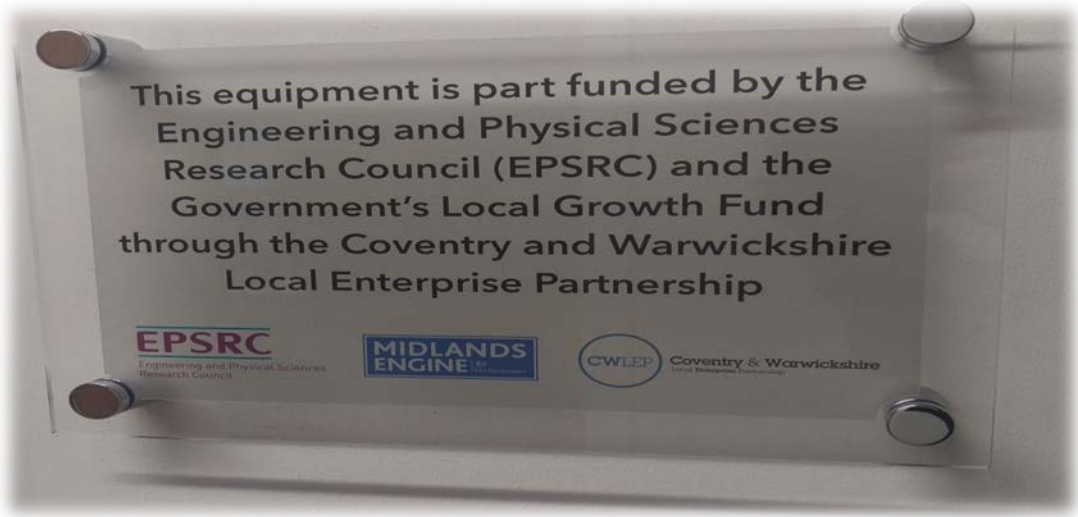
Some Midlands Engine key facts:

- 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.

HMG logo (Heart of the South West LEP)



Midlands Engine logo (Coventry & Warwickshire LEP)



Northern Powerhouse logo (Lancashire LEP)

