



Immingham & Habrough Pride in Place Neighbourhood Board **DRAFT** Communications Strategy and Branding Guidelines

Version: Draft 1

Area: Immingham & Habrough

Audience: Neighbourhood Board members, delivery partners, North East Lincolnshire Council officers, community organisations, businesses, residents and funders

Purpose: To provide a consistent approach to communications, engagement, media activity and brand use for the Immingham & Habrough Pride in Place programme.

1. Introduction

The Immingham & Habrough Pride in Place Neighbourhood Board will play a central role in shaping, promoting and overseeing local investment through the Pride in Place programme. Communications will be essential to ensuring that residents, businesses, community groups and partners understand the programme, see the benefits of investment, and have meaningful opportunities to influence local priorities.

This strategy sets out how the Board will communicate clearly, consistently and confidently with local communities and stakeholders while applying the national Pride in Place brand guidelines for all funded activity.

2. Principles and aims

2.1 Principles

- Effective communication is vital to the success, visibility and credibility of the Immingham & Habrough Pride in Place programme.
- The Board will communicate with one clear, consistent and inclusive voice on Pride in Place matters.

- Communications will be open, accessible, timely and understandable to residents, businesses, community groups and partners.
- Messages will be grounded in local priorities, resident voice and evidence of delivery.
- The Board will be transparent about what Pride in Place can influence, what it can fund, and what sits outside the programme.
- Communications will respect the role of Board members, North East Lincolnshire Council, delivery partners, stakeholders and UK Government funders.
- All public-facing materials will follow the national Pride in Place branding requirements, using the approved logo correctly, prominently and consistently.
- Communications will actively encourage participation from groups and individuals who may not normally engage with public programmes.
- Communications should be two-way, ensuring resident feedback actively informs Board decisions rather than simply sharing information.

2.2 Aims

- Raise the profile of the Immingham & Humber Pride in Place Neighbourhood Board and its role in local decision-making.
- Explain the purpose of Pride in Place and how local people can influence investment priorities.
- Promote opportunities for residents, businesses, young people, community groups and stakeholders to participate in engagement and consultation.
- Share clear updates on programme development, project progress, decisions, milestones and outcomes.
- Celebrate local achievements and demonstrate the visible impact of UK Government investment.
- Encourage local ownership by showing how Pride in Place is led by local people and shaped by local need.
- Ensure communications are accessible, inclusive and appropriate for the intended audience.
- Provide reassurance that decisions are made through transparent governance and informed by community insight.
- Support delivery partners to communicate consistently and in line with programme requirements.
- Maintain compliance with national Pride in Place publicity and branding guidance.
- Build long-term confidence in the programme through regular reporting of progress, lessons learned and delivery against agreed priorities.

3. Communication, engagement and connectivity

3.1 Considerations before communicating

Before any message is shared, the Board and its partners should be clear about the purpose, audience, timing, tone and approvals required. Poorly timed, unclear or inconsistent communications may reduce confidence in the programme, create confusion about funding decisions, or weaken public trust. Communications should therefore be considered, consistent and coordinated and aligned to the Board's priorities.

The Board should not avoid difficult or complex issues, but these should be communicated carefully, with clear rationale, agreed messages and sensitivity to those affected. Where communications relate to specific projects, funding decisions or community concerns, the Board should ensure that information is accurate, current and approved by the relevant lead organisation.

3.2 Preparatory questions

1. **Who is responsible for generating the communication?** Communications may be initiated by the Neighbourhood Board, North East Lincolnshire Council, a delivery partner, a project lead or a community organisation. A named lead should be identified for each item.
2. **Why does the message need to be shared?** Every message should have a clear purpose, such as raising awareness, inviting participation, reporting progress, celebrating achievement, explaining decisions, managing expectations or requesting community input.
3. **Who is the intended audience?** The audience may include residents, businesses, young people, voluntary and community sector organisations, elected members, local schools, faith groups, public sector partners, town and parish councils, local media, funders and wider stakeholders.
4. **How and where will the message be shared?** The most appropriate channel should be selected based on the audience, urgency, level of detail required, accessibility needs and whether the message is local, programme-wide or project-specific.
5. **Who will create and share the communication?** Content should be drafted by the communications lead or relevant project lead and shared through agreed channels. Where the message concerns funded activity, the Pride in Place branding requirements must be checked before publication.
6. **Who will respond to feedback or queries?** A named contact or team should be agreed in advance. Queries relating to specific delivery partners should be directed to the appropriate organisation.
7. **Who else needs to be made aware?** Board members, ward councillors, delivery partners, council customer-facing services, MHCLG contacts and local stakeholders may need advance notice, particularly where communications are high profile, sensitive or likely to generate public interest.

8. **How will success be evaluated?** Evaluation should consider reach, engagement, feedback, attendance, consultation responses, sentiment, media coverage, website visits, social media performance and whether the communication prompted the desired action.
9. The Board should also consider previous messaging to ensure new messaging remain consistent with earlier communications

4. Key messages

Key messages should be tailored to the audience and the stage of the programme, but all communications should reinforce the following themes.

- **Locally led:** The Immingham & Habrough Pride in Place programme is shaped by local people, local priorities and local insight throughout delivery, not just during initial consultation.
- **Backed by UK Government:** Pride in Place investment is supported by UK Government funding and must be acknowledged in all relevant communications.
- **Focused on visible improvement:** The programme will support long-term improvements that residents want to see in their town, villages, neighbourhoods, high streets and community spaces.
- **Inclusive and participatory:** Residents, businesses, community groups and young people will have opportunities to share ideas, influence priorities and help shape delivery.
- **Transparent and accountable:** The Board will communicate decisions, progress and outcomes clearly so that communities can see how priorities are being developed and delivered.
- **Collaborative:** Delivery will depend on strong partnership working between the Board, the Council, local organisations, businesses, public services, voluntary groups and residents.
- **Celebrating pride in place:** Communications should highlight local strengths, community action, heritage, identity and ambition for the future.

5. Communication channels

5.1 Communicating with communities

Social media: Social media should be used to reach local audiences quickly, promote engagement opportunities, share progress updates and celebrate achievements. Posts should be tailored to each platform, include a clear call to action where appropriate, and use relevant local imagery and accessible language. Social media assets relating to funded projects must display the Pride in Place logo in line with national guidance.

Website and digital information: A dedicated project page should provide accurate and up-to-date information about the Immingham & Habrough programme, including aims, Board membership, engagement opportunities, project updates, results and highlights. Where project information appears on a wider Council or partner website, the Pride in

Place logo should be placed on the main project-specific page and be visible across digital devices.

Community newsletters: Newsletters can provide regular updates to residents and stakeholders, particularly where more detail is needed than social media allows. Existing local newsletters should be used where appropriate to reach residents who may not follow digital channels.

Flyers, posters and printed materials: Printed materials should be used where they help reach audiences who may be less digitally connected. They should be displayed in accessible community locations, such as libraries, community centres, schools, local businesses, leisure facilities, faith venues and other local meeting places. All relevant printed materials must acknowledge Pride in Place funding and use the approved logo correctly.

Meetings, workshops and community events: Face-to-face engagement will be important for building trust, gathering views and supporting community-led decision-making. Events should be accessible, well-publicised and designed to encourage participation from a wide range of residents, including young people and under-represented groups. Event materials must acknowledge UK Government support through the Pride in Place logo.

Local media: Local press, radio and online media should be used to promote major announcements, engagement activity, project launches, milestones and achievements. Press releases relating to funded activity should include a text reference to UK Government funding, a Pride in Place proof point and the appropriate logo.

Local Trusted organisations – The Board should also work with local trusted organisations to reach residents who are less likely to participate through traditional engagement methods.

5.2 Communicating within organisations and partnerships

Internal briefings: Internal briefings should ensure that Board members, council teams, customer-facing staff and delivery partners understand key messages, referral routes, engagement opportunities and project status.

Board and partner meetings: Communications should be a standing item at relevant Board, working group and delivery meetings. This will help identify upcoming communications opportunities, risks, sensitivities and community feedback.

Partner channels: Delivery partners should be encouraged to share agreed content through their own channels to widen reach, while ensuring that messages remain consistent and brand-compliant.

6. Media management

The Board recognises the significant role of local media in informing the public, promoting opportunities and celebrating progress. Media engagement should be proactive, professional and coordinated. Press releases should be used for programme launch

activity, key milestones, major engagement opportunities, project approvals, start-on-site activity, completions and success stories.

Media contact should be managed through agreed communications leads. Quotes should be approved in advance and should reflect the partnership nature of the programme. Where significant announcements are planned, consideration should be given to notifying the relevant MHCLG communications representative, particularly where ministerial or departmental involvement may be appropriate.

Where media coverage is likely to be contentious or reputationally sensitive, agreed holding statements, spokespersons and approval routes should be identified in advance.

7. Brand identity and national Pride in Place requirements

A clear and consistent visual identity will help residents recognise Pride in Place activity and understand that local improvements are being supported through UK Government funding. The Board may use local branding, but this must sit alongside the approved Pride in Place branding and must not replace, alter or dilute the national requirements.

The Communications Lead should remain responsible for undertaking final branding compliance checks before publication.

7.1 Logo use

- The approved Pride in Place logo must be used correctly, prominently and consistently on all communications materials and public-facing documents relating to funded activity.
- The primary landscape Pride in Place logo should be used wherever possible.
- The stacked version may be used where space is limited.
- Personalised postcode logos should be used where provided and where they are most relevant to the asset or location.
- The logo must not be stretched, squashed, recoloured, rotated, recreated, placed in a different typeface, given effects, or combined with additional wording or illustration.
- The black logo is the primary version. The white version should only be used on dark backgrounds.
- The logo must have an appropriate exclusion zone and must remain clear and legible.
- The minimum size is 7.5mm high in print and 70 pixels high on screen.

7.2 Logo placement

- Where UK Government funding exceeds 50% of the total cost, the Pride in Place logo must be placed in the dominant position, normally the top left.
- Where UK Government funding matches 50% of the total cost, the Pride in Place logo should be placed alongside partner logos in the top left.

- Where UK Government funding is 49% or less, the Pride in Place logo should be placed in a secondary position alongside other funder logos, normally at the bottom right.
- Partner logos should only be used where organisations are funding at least 25% of the project, or where delivery partners are materially involved in delivery and their inclusion does not imply a financial contribution.
- All partner logos should be sized and spaced consistently, and the Pride in Place logo must remain prominent where required.

7.3 Typeface and colours

The national Pride in Place brand typeface is Helvetica Neue. The Board is not required to adopt the national typeface or colour palette across all local materials, but may choose to do so where appropriate. The key requirement is that the relevant Pride in Place logo is applied correctly, prominently and consistently.

The national Pride in Place colour palette includes black, white, pink, blue and red. These should be used only in line with the approved guidance and should not be used to recreate or alter the Pride in Place logo.

7.4 Application across materials

The branding requirements apply to all relevant Pride in Place materials, including advertisements, notices, leaflets, posters, newsletters, reports, papers, project documentation, procurement materials, job descriptions, social media assets, e-newsletters, presentation slides, press notices, email footers, signatures, event materials, exhibition displays, hoardings, signage and plaques.

For capital projects, permanent plaques or appropriate signage should be installed no later than three months after completion where the nature, scale and location of works reasonably warrant it. Where a plaque is not proportionate or there is no suitable public location, alternative acknowledgement should be provided through the website or other project communications.

8. Accessibility and inclusion

Communications should be accessible, inclusive and designed around the needs of different audiences. The Board should use plain English, avoid unnecessary jargon, and provide information in formats that are easy to understand. Where appropriate, consideration should be given to large print, translated materials, easy-read summaries, accessible digital documents, alternative formats and face-to-face engagement.

Engagement should make deliberate efforts to reach residents and groups who are less likely to participate through standard channels. This may include young people, older residents, people with disabilities, people without digital access, minority communities, low-income households, local workers, businesses, community volunteers and informal local networks.

Consideration should also be given to culturally appropriate engagement methods and venues that are familiar and trusted by different communities.

9. Roles and responsibilities

Role	Responsibility
Neighbourhood Board	Agree key messages, champion engagement, promote community confidence and ensure communications reflect local priorities. Responsible for ensuring communications support delivery of the programme and reflect Board decisions.
Board Chair/Vice Chair	Provide visible leadership, approve high-profile statements where required and act as a spokesperson where appropriate.
North East Lincolnshire Council	Support communications planning, provide governance and assurance, coordinate approvals and ensure alignment with wider Council channels where appropriate.
Communications lead	Prepare communications plans, draft content, manage channels, coordinate media activity and check brand compliance. Responsible for coordinating communications activity, maintaining the communications plan, ensuring brand compliance and evaluating effectiveness. Responsible for notifying the Communications Lead of forthcoming activity in sufficient time to enable approvals.
Delivery partners	Provide accurate project updates, share agreed content and ensure their own communications comply with Pride in Place requirements.
Community representatives	Support two-way communication with local networks and help identify opportunities, concerns and feedback.
MHCLG communications contact	Provide advice where required on significant announcements, national branding requirements and opportunities for departmental involvement.

10. Communications planning process

1. Identify the communication need, opportunity or issue.
2. Confirm the audience, purpose, desired action and key message.
3. Identify the lead officer, delivery partner or Board representative responsible.
4. Check whether the communication relates to funded activity and apply Pride in Place branding requirements.
5. Draft the content and agree any quotes, data, images or supporting materials.
6. Secure approvals from the relevant communications, programme, governance and partner leads.
7. Share through agreed channels at the appropriate time.
8. Monitor feedback, questions, reach and engagement.
9. Capture resident feedback and identify any actions arising.
10. Record learning and use it to improve future communications.

11. Monitoring and evaluation

The Board will monitor the effectiveness of communications to ensure they are reaching the right audiences, supporting participation, building confidence and demonstrating impact. Evaluation should be proportionate to the scale and importance of each communication activity.

- Social media reach, engagement, shares, comments and sentiment.
- Website visits, downloads and time spent on project pages.
- Newsletter open rates and click-throughs where available.
- Attendance at meetings, workshops and events.
- Number and diversity of consultation responses.
- Media coverage and accuracy of key messages reported.
- Partner sharing and amplification of agreed content.
- Feedback from residents, businesses, community groups and Board members.
- Evidence that communications have supported awareness, participation and trust.
- Compliance with Pride in Place branding and publicity requirements.
- Increased resident awareness of the programme
- Increased diversity of people participating
- Evidence that engagement influenced Board decisions
- Public understanding of how funding has been allocated

Successful campaigns, engagement activity and project milestones should be promoted widely and shared with the Board as examples of good practice. Learning from communications activity should be reviewed regularly and used to improve future planning, reach and impact.