

People in 100 places across England urged to shape Town Deals in new #MyTown campaign

- Communities encouraged to share pride in their town and ideas for Town Deals worth up to £25 million
- Government's £3.6 billion Towns Fund will support innovative regeneration plans
- Town deals at heart of the Prime Minister's commitment to levelling up our regions

People in 100 places across England have the chance to write the next chapter for their towns thanks to a new campaign launched by Communities and Local Government Secretary Rt Hon Robert Jenrick MP.

The #MyTown campaign gives people a say in how a new generation of Town Deals, each worth up to £25 million, should transform the place they call home.

It also provides a platform for communities to share their proud history and ambitions for a bright future.

People will be able to share their views on a new dedicated Facebook page and on Twitter through #MyTown.

The campaign builds on the government's announcement of 100 places from Camborne to Cleator Moor chosen to pioneer multi-million Town Deals as part of the £3.6 billion Towns Fund.

Communities and Local Government Secretary Rt Hon Robert Jenrick MP said:

Too many towns feel neglected by Westminster politicians. This government is committed to levelling up all parts of the country.

That's why we're investing up to £25 million in 100 towns across the country. And I want local people to determine how that money is spent.

Minister for the Northern Powerhouse and Local Growth Rt Hon Jake Berry MP said:

We are going further than any government before to level up every corner of our country.

With our new £3.6 billion Towns Fund, we're ramping up efforts to give local people power and money to decide what is best for their

town.

Wherever you live, getting involved in the My Town campaign is your chance to decide where this major investment should go.

A total of 45 places across the Northern Powerhouse and 30 places across the Midlands Engine are among the 100 places invited to develop ambitious plans to transform towns across England as part of the government's commitment to level up all regions.

Communities, businesses and local leaders will now join forces to draw up ambitious plans to transform their town's economic growth prospects with a focus on improved transport, broadband connectivity, skills and culture.

Details support and guidance to the 100 places to kick-start the process for preparing for a Town Deal will be announced shortly.

In due course the government will also announce details of a competition for further towns beyond the initial 100 to develop plans for their own Town Deals.

Visit [Facebook.com/mytowncampaign](https://www.facebook.com/mytowncampaign)

See the [100 places being supported to develop Town Deals](#) (PDF, 892KB, 2 pages) .

On 27 July 2019 the Prime Minister announced that the £3.6 billion Towns Fund would support an initial 100 town deals across England. See further details of the [announcement](#).

As part of the Spending Round the Chancellor announced £241 million of the Towns Fund is available to support places in 2020 to 2021.

The government wants to make sure that all parts of the UK can benefit from resources to boost productivity and living standards. The Ministry of Housing, Communities and Local Government is in ongoing discussions with colleagues across HMG about how we can better support our towns in Scotland, Wales and Northern Ireland and make sure areas throughout the UK share in the opportunities of Brexit.