



**Department for  
Communities and  
Local Government**

Mr Paul Farrelly MP  
House of Commons  
London  
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**The Rt Hon Grant Shapps MP**  
*Minister for Housing and Local Government*

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30 August 2012

Dear Paul

**OUR TOWN FIRST: TOWN TEAMS PARTNERS**

I have made a commitment that no town will be left behind as part of our ongoing efforts to breathe new life into the nation's high streets. Over 400 towns applied to be Portas Pilots and now that 27 have been selected, I'm determined that the remaining bidding teams are not forgotten.

With this in mind, I would now like to invite you to put your town first, by personally taking the lead for your community and showing your support for your local Town Team(s) by applying for them to become Town Team Partners. Town Team Partners will need to have the commitment of their MP in order to access the package of support detailed below, which will enable them to take action to revitalise their local high streets. (A list of all those Town Teams that applied to be Portas pilots will follow shortly).

In becoming a Town Team Partner, local town teams are making a commitment to deliver part of their plan as identified in their application. Our ambition is for each Town Team to form part of a national 'our town first' movement and share the vital lessons they learned along the way.

In return, they will be supported by the Association of Town Centre Management, which has over 20 years of experience in helping town centres become prosperous locations for business and investment and focal points for vibrant, inclusive communities. As well as working with Town Team Partners to identify their needs and requirements, they will also run information events, provide an advice line and offer a network of advisors to help improve local towns.

To support local activity, the Government will ensure each Town Team receives £10,000 (via their local authority) to help put elements of their plan into action.

A launch event is being organised for all Town Teams in central London, to be held on 5 September, which will outline in more detail the available support as well as providing an insight into the difference a 'Town Team' can make to their area. Information about this event is available on the ATCM website: [www.atcm.org](http://www.atcm.org)

The registration process to become a Town Team Partner is very simple. You should complete the registration form which will be sent shortly in conjunction with your Town Team and local authority, which should be returned by 16 September.

You may also be interested in the launch today of the prospectus for the £1m Future High Street X-Fund. The fund will reward those who have demonstrated the greatest improvement in their high street through innovative and effective schemes since May 2011. More details can be found at

[www.communities.gov.uk/regeneration/economicgrowth/highstreetsportas](http://www.communities.gov.uk/regeneration/economicgrowth/highstreetsportas)

A copy of this letter goes to all Town Teams and their respective local authorities within your constituency.

A handwritten signature in black ink, appearing to read 'Grant Shapps', written in a cursive style.

**GRANT SHAPPS MP**