



**Prosperous Communities
Committee**

Tuesday, 4 November 2025

Subject: Pride in Place

Report by:	Director of Planning, Regeneration & Communities
Contact Officer:	Sally Grindrod-Smith Director Planning, Regeneration & Communities sally.grindrod-smith@west-lindsey.gov.uk
Purpose / Summary:	To provide members with information relating to the Pride in Place allocation recently announced and set out an early communications plan.

RECOMMENDATION(S):

1. That the committee notes the Pride in Place announcement, associated timescales and governance.
2. That the committee approves the initial communications plan (appendix 1) to support the development of the programme.

IMPLICATIONS

Legal:

There are no legal implications arising from this report. Once the programme is up and running WLDC will be the accountable body for all expenditure. It will be necessary to seek appropriate legal guidance, particularly in relation to matters such as subsidy control, procurement, and governance. These will be set out in more detail in future reports to this committee.

Financial : FIN/109/26/PC/SST

There are no direct financial implications arising from this report.

WLDC will be the accountable body for the fund to a maximum of £20 million pounds over a ten-year period. The Neighbourhood Board will be responsible for agreeing the investment plan which determines how the funding will be invested.

37% of the fund will be revenue to support managing and delivering investment projects.

The Ministry for Housing, Communities and Local Government have confirmed that a full prospectus will be released shortly which will include full details of the funding profile, including available in year one from April 2026. This will be reported to committee as part of future reports.

Staffing :

There are no direct staffing implications arising from this report. WLDC will need to develop a resourcing plan with the Neighbourhood Board. Any implications for WLDC staffing will be set out in future reports.

Equality and Diversity including Human Rights :

There are no direct equality, diversity, and human right implications as a result of this report. The Invest Plan will require an equalities impact assessment. The Pride in Place is designed to provide support for those neighbourhoods which experience the highest levels of deprivation and the weakest social infrastructure.

Data Protection Implications :

There are no direct data protection implications arising from this report. Any activity will be considered and reviewed by the Councils Data Protection and Freedom of Information Officer to ensure conformity with policy requirements.

Climate Related Risks and Opportunities:

There are no direct implications arising from this report. The Investment Plan will consider the opportunities and risks relating to climate change.

Section 17 Crime and Disorder Considerations:

There are no direct implications arising from this report. The Pride in Place programme does provide an opportunity to deliver 'hyper local' interventions which may tackle the causes of crime and disorder. These will be developed as part of the investment plan if this is considered a priority by the Neighbourhood Board.

Health Implications:

There are no direct implications arising from this report. The Pride in Place programme does provide an opportunity to deliver 'hyper local' interventions which may tackle the health and wellbeing issues. These will be developed as part of the investment plan if this is considered a priority by the Neighbourhood Board.

Title and Location of any Background Papers used in the preparation of this report :

Pride in Place Strategy [Pride in Place Strategy - GOV.UK](#)

Pride in Place Programme: FAQ [Pride in Place Programme: FAQ - GOV.UK](#)

Pride in place Programme phase 2: methodology selection note [Pride in Place Programme: place selection methodology note - GOV.UK](#)

Plan for Neighbourhoods: Regeneration Plan Guidance [Plan for Neighbourhoods: Regeneration Plan guidance - GOV.UK](#)

Plan for Neighbourhoods: Neighbourhood Boards and place boundaries [Plan for Neighbourhoods: Neighbourhood Boards and place boundaries - GOV.UK](#)

Plan for Neighbourhoods: pre-approved interventions [Plan for Neighbourhoods: pre-approved interventions - GOV.UK](#)

Plan for Neighbourhoods: Data Packs [Plan for Neighbourhoods: Data packs - GOV.UK](#)

Risk Assessment :

This paper aims to set out the key matters associated with the Pride in Place announcement. Agreeing an early communication plan will help to mitigate the risk of misunderstandings around the funding from being communicated.

The communications plan will also provide an early opportunity for members of our local community to understand about the fund and how they are able to get involved.

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

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No

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Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

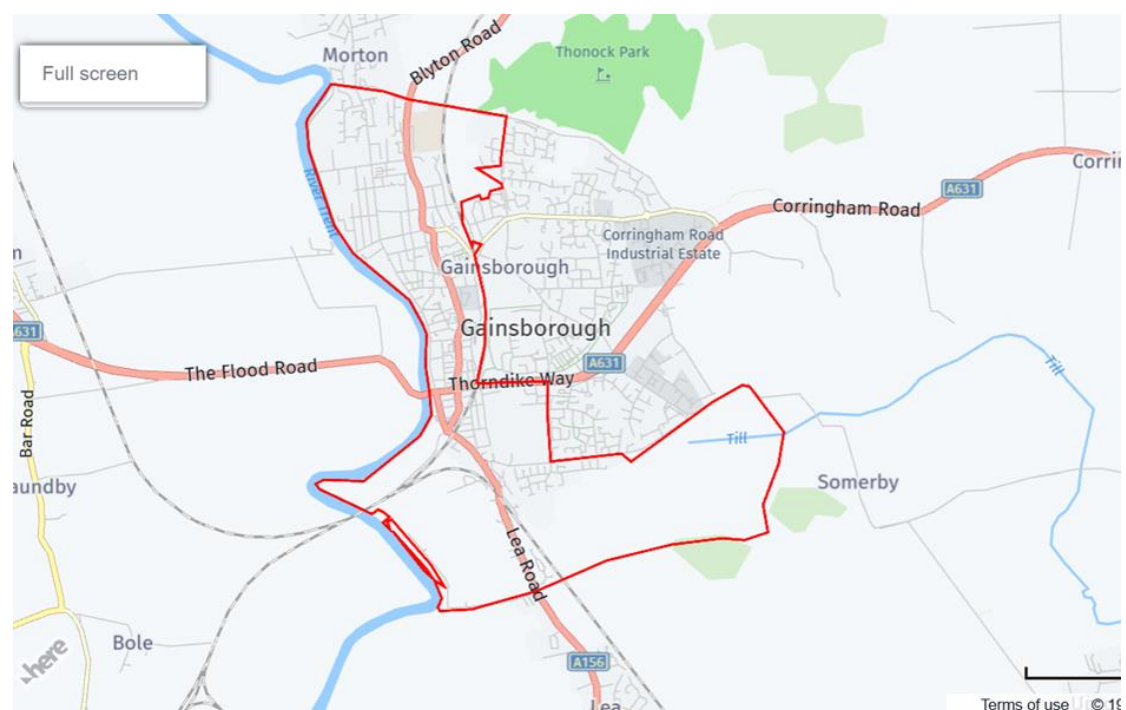
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No

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1 Background

- 1.1 On 25th September 2025 the Government announced the 'Pride in Place Programme'. As a rebrand and extension of the Plan for Neighbourhoods, this 'hyper-local' programme has been designed to deliver up to £20 million of funding over the next decade into areas that are 'doubly disadvantaged' by both the highest deprivation levels and weakest social infrastructure. The fund is focussed on neighbourhoods of circa 10,000 population and alongside the newly launched Pride in Place Strategy, represents a significant announcement in the Government's regeneration agenda.
- 1.2 The programme aims to build on learnings from previous regeneration funding and bring local people into the decisions that shape their neighbourhoods. The focus of the programme is on smaller geographies, targeting hyper-local pockets of deprivation which often fall through the cracks of national interventions.
- 1.3 Places have been selected using a metrics-based methodology, using Indices of Multiple Deprivation and the Community Needs Index.
- 1.4 In West Lindsey, the Middle Layer Super Out Area (MLSOA) 'Gainsborough West' has been allocated as the geographic boundary for intervention.
- 1.5 The area consists of 5,060 households and 10,500 people and the boundary of the area is set out on the map below. This is being plotted into the council's mapping system for further detailed interrogation.



- 1.6 Each area will receive a named representative from the newly established Communities Delivery Unit, and we are currently awaiting further details.
- 1.7 The Ministry for Housing, Communities and Local Government plan to hold a series of briefing sessions. The first took place on 20/10/2025 and was attended by the Director of Planning Regeneration and Communities. These webinars will help to develop our approach to the fund.

2 Fund objectives and interventions

- 2.1 Neighbourhoods will decide how to prioritise funding, based on extensive community engagement, across three core objectives:
- To build stronger communities – all places should have strong relationships and a collective sense of belonging to their community. This helps bring people together to build community cohesion and resilience, helping people to feel proud of their area and safe in their neighbourhood.
 - To create thriving places – every part of the UK deserves to have vibrant neighbourhoods and communities with busy high streets, a good range of local amenities and high-quality physical infrastructure.
 - To empower people to take back control – talent is spread equally, but opportunity is not. Everybody should be empowered and in control of their lives and have a say over the future of their community.
- 2.2 Government have issued a set of 'pre-approved' interventions to streamline the approval process. Pre-approved interventions are set out in detail in the guidance and cover the following themes:
- Regeneration, high streets, and heritage
 - Housing
 - Work, productivity and skills
 - Cohesion
 - Health and wellbeing
 - Transport
 - Safety and security
 - Education and opportunity
- 2.3 Where places want to invest outside of this list a full business is required to be considered by Government.

3 Governance

3.1 Funding will be managed through a partnership between:

- A Neighbourhood Board, responsible for co-producing a Regeneration Plan, which constitutes a 10 year vision and 4 year investment plan, and delivering in the interests of local people to improve the physical and social infrastructure of their community
- Local Authority, who will support the Neighbourhood Board to develop and deliver the plan
- The local community, to engage on the places priorities and hold the Neighbourhood Board and local authority to account

3.2 Each Neighbourhood Board will be led by an independent chair, appointed by the local authority acting as the accountable body, following consultation with the local MP. The chair of the Neighbourhood Board cannot be an elected representative.

3.3 Chairs should work with the local authority to consider the wider membership of the Neighbourhood Board, ensuring an inclusive and representative selection of people from the local community.

3.4 Neighbourhood Boards must include the following members:

- Parliamentary representative
- Local Councillor – one from each tier
- Senior representative from the police

3.5 Other representatives' dependent upon local context comprising reps from a cross section of the local community including:

- Community partners
- Local businesses and social enterprises
- Cultural, arts, heritage, and sporting organisations
- Public agencies and anchor institutions

3.6 Officers are engaging with colleagues across other council areas that are part of the trailblazer pilot as well as those with established Town Boards to ensure any lessons learnt can be fed into the development of our local governance arrangements.

3.7 The council's Overview and Scrutiny Committee will also receive a presentation on the programme at its meeting in November, with a focus on the published guidance and developing thinking around the Neighbourhood Board.

4 Timescales

4.1 Further details are awaited but initial published timelines are set out in the table below. The yellow highlighted text are key dates for noting.

	Phase 1- First 75 areas	Phase 2 Further 169 areas
November 2025	Neighbourhood Boards submit their Regeneration Plan to MHCLG for assessment and approval by midday 28 th November	
Winter 2025/26		Neighbourhood Boards and local authorities receive a tailored data pack detailing metrics across the 3 strategic objectives, and polling on local sentiment around investment priorities for their area
Spring 26	MHCLG issues 2026 to 2027 capacity and capital funding payment to all places	MHCLG issues 2026 to 2027 capacity and capital funding payment to all places
Summer 26 (17 th July)		Neighbourhood Boards to confirm finalised membership and any proposals to alter the 'default' area boundary to MHCLG by 17 July 2026
Autumn 2026		MHCLG to review membership and boundary proposals and confirm to places whether acceptable
Winter 2026/27		Neighbourhood Boards submit their regeneration Plan to MHCLG for assessment and approval
Spring 27		MHCLG approve regeneration plans First substantive delivery funding payment to be made to local authorities, commencement of delivery phase

5 Communications Plan

- 5.1 Whilst the council wait for further guidance on the programme, an initial communications plan has been developed and is set out at appendix 1. The purpose of the engagement plan is to engage, inform and involve local residents, stakeholders, and partners in shaping and delivering the regeneration plan, ensuring transparency, trust, and long-term community ownership.
- 5.2 The communications plan will assist the council to ensure all messaging about the programme is clear and prevents any inaccurate information being published. There have already been a number of contacts made to the council from residents, stakeholders, and businesses since the announcement of funding, and a clear communications plan will ensure we maximise all engagement for the benefit of establishing a successful programme.
- 5.3 The early phase of engagement will include stakeholder mapping, development of key message, design of visual identity, creation of early web presence, plan for first wave of engagement activities and the inclusion of 'future thinking' as part of the Levelling Up end of programme survey.

6 Recommendations

1. That the committee notes the recent Pride in Place announcement, associated timescales and governance.
2. That the committee approves the initial communications plan (appendix 1) to support the development of the programme.