

Programme: Pride in Place – Gainsborough West

Funding: £20m over 10 years

Purpose: 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.

Background:

- Gainsborough West selected to receive funding through the new Pride in Place Programme (based on Indices of Multiple Deprivation and Community Needs Index)
- £20 million of funding and support over the next decade
- Endowment style funding, including circa 37% revenue to support managing and delivering investment projects
- List of pre-approved interventions and autonomy to deliver
- Required to establish a Neighbourhood Board, with responsibility for developing 'Regeneration Plan' including a 10-year vision for the place
- Board will bring together residents, local business, grassroots campaigners, workplace reps, faith, local MP and community leaders
- Board will be led by an independent chair, appointed by the local authority following consultation with MP.
- Communities Delivery Unit established in MHCLG to provide support

Objectives

- **Awareness:** Build understanding of the Pride in Place programme — scale, purpose, and opportunities.
- **Trust:** Communicate transparently about decision-making, funding, and timelines to manage expectations.
- **Engagement:** Enable inclusive and meaningful participation from residents, businesses, and community groups.
- **Ownership:** Support the Neighbourhood Board to co-design a long-term vision, with strong community representation.
- **Legacy:** Upskill communities, nurture leaders, and build sustainable networks beyond the 10-year funding horizon.

Audiences and Stakeholder Groups

- Residents (10,000+ households in Gainsborough West) – diverse demographics including families, older residents, young people.

- Community groups and grassroots networks – cultural, faith, sports, leisure, volunteer organisations.
- Visitors – key town centre location, service centre for wider district
- Businesses and employers – local high street, SMEs, larger employers, workplace reps.
- Education and skills – schools, colleges, training providers.
- Health and wellbeing providers – NHS, public health, charities.
- Safety and cohesion partners – police, fire, youth groups.
- Local politicians and leaders – MP, councillors, town councils.
- Regional/national partners – MHCLG Communities Delivery Unit, funders, Local Enterprise Partnership.

Key Messages

- Pride in Place £20m for Gainsborough West to shape a 10-year regeneration plan.
- The community will lead the vision, funding priorities will be based on residents' voices and needs.
- Investment is broad and flexible, projects can cover regeneration, housing, health, skills, cohesion, safety, and more.
- This is long-term change, not quick fixes, creating lasting improvements and building local capacity.
- We are listening and learning, early engagement will shape the Regeneration Plan, lessons from other programmes will inform our approach.

Channels and Tactics

Digital:

- Dedicated Pride in Place Gainsborough webpage (For info, updates, FAQs, surveys). Links to Discover / Invest Gainsborough as trusted brands
- Social media updates (council channels + community groups).
- Email newsletter / mailing list.

Print and offline:

- Leaflets / posters in community libraries, schools, GP surgeries, shops).
- Local press and radio briefings.
- Information packs for partners.

Face-to-face engagement:

- Community drop-ins / pop-up stalls in busy locations. (TAC/ X Church/ Market Place/ schools)
- Stakeholder roundtables (business, schools, health, faith).

- Workshops, focus groups, and listening sessions.
- Schools and youth engagement programme. (Aspiring Gainsborough Programme and Amanda networks)
- Presence at events

Formal engagement:

- Establishment of Neighbourhood Board (inclusive representation).
- Surveys (online + paper) including LUF 'what next question'.
- Public / business meetings / forums at key milestones.

Engagement Phases

Phase 1: Awareness and Listening

- Launch comms campaign: "Your Voice, Your Future, Your Gainsborough."
- Develop key messages and 'lines to take'
- Stakeholder mapping and early engagement.
- Hold listening events and community conversations.
- Publish FAQs and holding statement for enquiries.

Phase 2: Vision and Co-Design

- Neighbourhood Board established and promoted publicly
- WLDC to select 'Independent Chairperson'
- Community workshops to co-develop 10-year Regeneration Plan.
- Thematic engagement on priorities (housing, skills, cohesion, health).
- Use participatory tools (mapping, visioning, online idea boards).

Phase 3: Delivery and Transparency

- Regular updates on projects funded and progress made.
- Case studies of community impact.
- Annual 'Pride in Place' community showcase event.
- Independent chair and Board provide regular open briefings.

Phase 4: Legacy and Capacity Building

- Upskill local leaders and groups in project delivery, governance, and fundraising. (especially with view of Local Government Reorganisation on the horizon).
- Support long-term partnerships
- Celebrate achievements, embed 'pride in place' culture, and prepare for future funding opportunities.

Risks and Mitigations

- **High expectations / early funding requests:** Use consistent holding message and clear criteria for investment.
- **Community disengagement / apathy:** Use grassroots engagement, trusted voices, schools, and peer networks.
- **Fragmentation across funding streams:** Align Pride in Place with Levelling Up Fund, Townscape Heritage, Local Access, and others.
- **Managing Members expectations:** The investment of this funding will be led by the regeneration board not members, but the council are the accountable body. Be clear on roles and responsibilities and expectations of the council and the regeneration board.
- **Mistakes on boundary and amount of funding/ revenue support available:** Correct mistakes early on through regular updates and repeat them to maintain trust and transparency in the process.

Measurement & Success Indicators

- **Awareness:** % of residents reached through comms (survey and digital analytics).
- **Engagement:** diversity and volume of residents/businesses/voluntary sector participating in events, surveys, and workshops.
- **Representation:** Board composition reflects community demographics.
- **Delivery:** number of funded projects, alignment with objectives.
- **Legacy:** increase in local skills, community-led initiatives, and sustainable partnerships.

Next steps October 25

1. **Stakeholder mapping exercise** (who, influence, current engagement level).
2. **Develop holding message and key lines for enquiries** (to manage expectations now).
3. **Design visual identity** / branding for the programme to aid recognition.
4. **Create early web presence** with links to existing trusted brands
5. **Develop plan first wave of engagement activities**
6. **Include 'future thinking' in Levelling Up end of programme survey**