

Policy and Resources Committee	
Meeting Date	4 th February 2026
Report Title	Pride in Place Programme – Outline and Next Steps
EMT Lead	Emma Wiggins Director of Regeneration and Neighbourhoods
Head of Service	Joanne Johnson Head of Place
Lead Officer	Joanne Johnson Head of Place
Classification	Open
Recommendations	1. That members note Swale Borough Council's role in the Pride in Place programme, including as Accountable Body and initially at least as Secretariat, as set out in paragraphs 2.21 to 2.32. 2. That members note the indicative proposals for the use of capacity funding as set out in paragraphs 2.34.4 – 2.34.6 including appointing appropriately-skilled fixed-term staff to fulfil required local authority functions effectively. 3. That members agree to launch the recruitment process for the Chair of the Neighbourhood Board in line with paragraph 2.34.1, and with the draft role description (as provided by MHCLG) and terms of reference as set out in Appendices I and II.

1 Purpose of Report and Executive Summary

- 1.1 This report sets out the information known to date about the award of up to £20m Pride in Place funding to Sheppey East and the role of the local authority in programme set up and delivery.
- 1.2 It proposes next steps on the part of Swale Borough Council to act as support and catalyst for the creation of the required Neighbourhood Board.

2 Background

- 2.1 The Pride in Place Programme was announced in September 2025. It builds on the government's previous Plan for Neighbourhoods programme, which was launched in March 2025.
- 2.2 Plan for Neighbourhoods funded 75 priority areas. Pride in Place adds 250 more neighbourhoods to this list. This includes Sheppey East.

- 2.3 Funding has been awarded at “hyper-local” level using Medium Super Output Areas (MSOAs), targeting neighbourhoods of c. 10,000 residents which are disadvantaged by both high deprivation levels and weak social infrastructure. The indicative Pride in Place boundary map is shown as Appendix IV. This awaits formal confirmation from MHCLG.
- 2.4 The programme is stated to be founded on flexibility, long-termism and bringing local people into the decisions that shape their neighbourhoods. It recognises that people who live and work in the identified areas are best placed to identify challenges and inform solutions. It has three strategic objectives:
- to build stronger communities
 - to create thriving places
 - to empower people to take back control.
- 2.5 Central government intends to work with the selected neighbourhoods to understand the best ways to engage local people and to root each plan in its community. A Communities Delivery Unit has been established within MHCLG to support the programme. It will engage with each area to support set up, including data sharing, and sustainability and leadership guidance. An early meeting was held with a Senior Policy and Delivery Advisor from MHCLG, local MP Kevin McKenna and senior Council officers on 2nd December where a shared understanding of the programme was confirmed. MHCLG are hosting an in-person workshop event in London on 12th February, open to all interested community representatives, including residents, to learn more about the programme and its opportunities. Officers have shared this invitation with over 70 local representatives.
- 2.6 The Programme Prospectus was published in early December, offering guidance on funding profiles and timelines; governance and boundaries; indicative interventions, Investment Plans and monitoring.

Eligible Spend

- 2.7 There is a list of pre-approved interventions which Pride in Place funding can be spent on, as set out in Appendix III. Communities will have the ability to choose interventions outside of this list, subject to a business case being submitted to MHCLG.
- 2.8 Interventions are not limited to the Pride in Place boundary and can span to nearby assets provided they:
- remain within the spirit of the programme
 - have the agreement of the Board and a clear rationale
 - benefit the residents of the neighbourhood originally selected
 - involve a key community asset used by residents of the designated place.

Board Creation / Operation

- 2.9 A Neighbourhood Board must be established as decision-maker for the funds. It will be responsible for co-producing a ten-year vision, and – *‘supported by the local MP and local authority’* – initially a four-year Investment Plan, detailing the chosen interventions for the first years of the programme.
- 2.10 An independent Chair of the Board must be appointed by the local authority, *‘in consultation with the MP’*.
- 2.11 The Chair is expected to
- be from, live, or work in the area,
 - hold a prominent role in the community, and / or
 - have a demonstrable passion for the place.
- 2.12 Example backgrounds of potential Chairs are indicated in the guidance as the head of a local charity; a local campaigner; a community leader; a faith leader; a teacher; a local GP; a director of a local football club. They cannot be an elected representative.
- 2.13 MHCLG guidance states that the Chair is a voluntary role, similar to that of a school governor or charity trustee – i.e. does not attract any payment beyond expenses. Exceptions can be made for a “basic” payment to appoint a candidate who otherwise could not afford to take up the role. Reasonable expenses (e.g. travel costs and childcare) can be claimed by all Board members.
- 2.14 Swale Borough Council will be responsible for conducting due diligence in appointing the Chair. This will likely include DBS checks and an understanding of any conflicts of interest, and pecuniary and non-pecuniary interests.
- 2.15 The Chair will lead the identification and recruitment of other members of the Board, supported by the MP and local authority. According to published guidance, the Board must
- meet quarterly
 - have at least eight members
 - broadly reflect the range and diversity of people who live in the area (for example, in relation to age, ethnicity, gender, faith, disability and income levels)
 - consist of
 - residents,
 - local businesses,
 - grassroots campaigners,
 - workplace representatives,
 - faith leaders,
 - the local MP,
 - at least one ward member,
 - community leaders, and

- those with a deep connection to their area.
- at least 51% of whom live or work within the boundaries of the neighbourhood.
- consider opportunities to attract and combine new and existing private, public and philanthropic funding streams.
- 2.16 The MHCLG guidance suggests Board members may be drawn from:
- Community leaders, organisers and activists, such as community groups; faith groups; local charities; neighbourhood forums, neighbourhood watch or local tenancy groups; youth groups; social clubs; the local Council for Voluntary Service (CVS); workplace representatives, e.g. Trade Unions.
 - Local businesses and social enterprises, such as members of the local Chamber of Commerce; key local employers or investors; registered social housing providers; co-operatives.
 - Cultural, arts, heritage and sporting organisations, such as local sports club directors or fan representatives; local heritage groups; director of a local museum.
 - Public agencies and anchor institutions, such as local schools, higher and further education institutions; relevant government agencies such as Integrated Care Boards; health care providers such as GPs or senior NHS staff; senior local authority officers e.g. Director level.
- 2.17 Recognising that places will have existing community interest groups and decision-making bodies, such as neighbourhood watches or ‘friends of’ groups, Boards are asked to consider how they can “*work with, alongside and, where appropriate, integrate into*” existing local community infrastructure.
- 2.18 The MP is a mandatory Board member. Boards must also include at least one ward councillor. The Chair ‘*may wish to invite parish or town councillors, noting that the number of elected representatives should be limited to provide community leadership*’. Boards are expected to ensure that there is greater representation from non-elected members.
- 2.19 The Board must publish membership and governance arrangements on the Council’s website. This will include:
- a documented decision-making process, setting out voting rights
 - Board member profiles
 - all Board papers five working days ahead of meetings
 - draft minutes within ten working days of meetings
 - final minutes within ten working days of Board approval
 - details of conflicts of interest
 - details of how capacity funding has been used
- 2.20 The funding includes c. 37% revenue to support managing and delivering investment projects.

Monitoring and Accountable Body

- 2.21 There will be a 'light touch' formalised monitoring process. MHCLG sets out that this is intended to balance demonstrating achieving value for money in progressing local people's priorities with a minimal administrative burden.
- 2.22 The Accountable Body will submit to MHCLG and make publicly available activity-based short summary updates on a six-monthly basis.
- 2.23 On a 12-monthly basis, the Accountable Body will provide spend and metric information.
- 2.24 A formalised progress review will take place at the end of each Investment Period (as the fourth, seventh and tenth years conclude).
- 2.25 The first submission required from Swale Borough Council will be a full 12-monthly submission in April 2027.
- 2.26 Further guidance on programme monitoring is expected (as of 5th December 2025).
- 2.27 The Prospectus sets out MHCLG's intention to move towards community-led delivery models by year three, and as such the Council's role as Accountable Body may not extend across the full programme period. Changes must be agreed by MHCLG, and community-led delivery models can exist alongside a retained local authority Accountable Body function.
- 2.28 Accountable Bodies are responsible for ensuring that public funds are distributed fairly and effectively, and that they are managed in line with the Seven Principles of Public Life ("the Nolan principles") and Managing Public Money.
- 2.29 Local authorities may be recipients of funding as well as acting in the role of Accountable Body.
- 2.30 Fund assurance will follow precedents used by MHCLG, known as three lines of defence. The first line of defence is the role of the Council's S151 Officer who will be required to submit an annual Statement to MHCLG confirming they have actively applied all the necessary checks to ensure proper financial administration and transparency of governance. The second and third lines of defence sit within MHCLG and their independent auditors.
- 2.31 Local authority officers may provide secretariat support and can sit as an observer to the Board, where agreed by the Chair.
- 2.32 If the secretariat function is not fulfilled by the local authority, this role should be taken on by an alternative organisation such as a community group. The secretariat will be responsible for the operation of the Board, ensuring there are agreed Terms of Reference and that it follows governance and transparency

requirements. The Board is strongly encouraged to consider whether a local group can act in the secretariat role, to build capacity and capability and to support the Board to move towards a community-led delivery model. It is intended that such a model is achieved by year three of the programme.

Next Steps

2.33 Known timescales are set out below:

Winter 2025/26	Neighbourhood Boards and local authorities receive a tailored data pack with metrics relating to the three strategic objectives, and polling on local sentiment around investment priorities for their area.
Spring 2026	MHCLG issues 2026 to 2027 capacity funding payment.
17 th July 2026	Boards confirm finalised membership (and any proposals to alter the default area boundary).
Autumn 2026	MHCLG review membership and boundary proposals
28th November 2026	Boards submit their Investment Plan to MHCLG for assessment and approval
Spring 2027	MHCLG approve Investment Plan. First substantive delivery funding payment made. Commencement of delivery phase.

2.34 There are a range of actions the Council can take now to prepare for its roles, and to support the Sheppey East community to be ready to access the funding. These include:

2.34.1 Commencing the process to appoint an independent Chair.

A draft role description is included as Appendix I to this report. Effective publicity of this opportunity will support awareness-raising of the fund's potential and hopefully start to generate a widespread understanding of the issues and opportunities the fund could be focussed on, as well as starting to reach a wide segment of the population. It is proposed that the recruitment process is supported as follows:

Early March	Open day within and across the community to provide information and engage residents and local figures who might like to: • Be the Chair, or a Board member • Be on a stakeholder interview panel for the Chair's recruitment • Help form a community panel, as part of the overall recruitment process for the Chair • Be kept informed and engaged as the programme progresses
End March	Interview Panel memberships agreed Call for applications for Chair launched
End April	Application deadline

End May	Interviews for Chair Appointment of Chair
June	Recruitment call for Board members
Early July	Interviews for Board members
17 th July	Details of Board membership submitted to MHCLG.

2.34.2 Supporting the Chair in identifying and approaching potential Board members and agreeing terms of reference.

A well-publicised recruitment campaign for the Chair should generate wider interest and can be used to raise the profile of Board membership opportunities. This should provide a good foundation for the Chair to establish the full Board before the July 2026 deadline. Draft Terms of Reference are set out in Appendix II. These should be taken as a guide to generate interest from potential Board members with suitable skills and backgrounds, rather than a fixed document. Publicity will emphasise that training, coaching and mentoring can all be available to support people interested in growing into roles.

2.34.3 Undertaking early engagement – to capitalise on local enthusiasm generated by the news of the funding and to bring depth and local colour to the current understanding of the priority issues the funding may be used to address. This could be via an established mechanism, such as Area Committee, as well as sitting outside of that. It is not proposed that this exercise would focus on solutions or specific initiatives for long-term spend, as that would be the jurisdiction of the Chair and Board. Rather it would be intended as a transparent early listening initiative, to provide the future Chair with early insight and intelligence to hit the ground running upon appointment.

2.34.4 A capacity payment of £150k will be received in early 25/26, to support Board establishment and “*early, high quality community engagement*”. Examples of such engagement are set out in the Programme Prospectus, which also provides examples of potential areas for spend, as follows:

- establishing and running the Board, including any process to establish it as a charity, CIC or other bottom-up model (in order to sustain long-term investment).
- performing community engagement, including passporting money directly to VCS groups to assist
 - developing the required Plan
 - securing advice and expertise for technical input
 - kickstarting capital and infrastructure interventions, e.g. securing architectural drawings, planning permission or legal advice
- delivering ‘quick wins’ which have been requested through engagement, e.g. street cleaning.

2.34.5 After the initial capacity payment has been fully spent, local areas are required to use their revenue funding allocation to fund these activities alongside other delivery priorities. Revenue funding can be spent flexibly across the full lifespan of the programme, with an expectation that this funding in the early years is

primarily used to build local capacity and undertake extensive engagement and consultation.

2.34.6 It is proposed that Swale Borough Council utilise a part of this funding to suitably resource two fixed-term posts, covering its responsibilities across programme management, engagement and Board support, to fully resource listening, engagement, capacity building, governance, monitoring and the delivery of 'quick wins' capital projects (as formulated by the community and funded by a £120k advance payment from MHCLG) in line with MHCLG expectations. The balance would also be used to support the Board's establishment and successful operation.

2.34.7 Capital and revenue funding profiles are set out in the table below. Funding cannot be brought forward into earlier years of the programme, but it is permitted to borrowed against it. Money can be rolled forward across investment periods.

Table 1: Capital and Revenue Funding profiles

Grant Type (£ms)	25/26	26/27	27/28	28/29	29/30	30/31	31/32	32/33	33/34	34/35
Capital	0	0.12	0.67	1.46	1.46	1.46	1.46	1.46	1.46	1.46
Rev	0.15	0.27	0.69	0.69	0.77	0.77	0.77	0.77	0.77	0.77
Total	0.15	0.39	1.36	2.15	2.23	2.23	2.23	2.23	2.23	2.23

2.34.8 Within each investment period, the Board must forecast to spend at least 25% of the cumulative allocation for that period. By the end of the second investment period, the Board must have spent at least 50% of the total cumulative allocation. If either of these milestones is missed, MHCLG may intervene to ensure deliverability.

3 Proposals

- 3.1 That members note Swale Borough Council's role in the Pride in Place programme, including as Accountable Body and initially at least as Secretariat, as set out in paragraphs 2.21 to 2.32.
- 3.2 That members note the indicative proposals for the use of capacity funding as set out in paragraphs 2.34.4 – 2.34.6 including appointing appropriately-skilled fixed-term staff to fulfil required local authority functions effectively
- 3.3 That members agree to launch the recruitment process for the Chair of the Neighbourhood Board in line with paragraph 2.34.1, and with the draft role description (as provided by MHCLG) and terms of reference as set out in Appendices I and II.

4 Alternative Options Considered and Rejected

- 4.1 To not accept the funding. This would be a lost opportunity, unpalatable with residents and politicians, and is therefore not recommended.
- 4.2 To not progress any workstreams until a later time / the funding has been received. This could be a lost opportunity to support the programme in its early days and would not reflect MHCLG's expectations of the role of local authorities.
- 4.3 To progress workstreams differently to the proposals set out in section 2. These proposals have been refined through officer conversations across multiple departments, but could be informed and refined via Policy and Resources Committee member input.

5 Consultation Undertaken or Proposed

- 5.1 No consultation has been carried out to date, as MHCLG / the Council is at an early stage of programme initiation and understanding. Dialogue has taken place with the local MP and MHCLG representative.
- 5.2 MHCLG are leading an in-person event in London on 12th February for anyone interested in the Pride in Place programme. Officers have shared the invitation with over 70 community representatives and organisations.
- 5.3 Section 2.34 proposes early listening and engagement opportunities, in advance of the consultation and engagement requirements which are expected to be robust feature of the programme, and which will be led by the Chair and their Board.

6 Implications

Issue	Implications
Corporate Plan	Delivery of the funding has the potential to support many of the aims of the Corporate Plan, subject to the interventions the Board selects. The Council would play a role in advocating for interventions that support the Plan. The Council will support programme governance in its role as Accountable Body and in line with the Corporate Plan priority of 'Running the Council', which promotes fiscal responsibility, accountability and customer engagement.
Financial, Resource and Property	The funding will be delivered over a ten-year period. Funding can roll forward or be borrowed against, subject to set milestones across intervention periods. Up to £20m is available.

	An advance capital payment of £120k to deliver early interventions ahead of the receipt of the first full tranche of funding is expected in 26/27. The report suggests spend proposals are developed via engagement, so these are not suggested in this report. The role of the local authority as Accountable Body is set out in section 2. 37% of the funding allocation is expected to be spent on 'managing and delivering' investment projects. How much of that can or should be utilised by the local authority is unclear. However, capacity funding and revenue funding are intended to ensure that programme support and monitoring is cost neutral to the Council. Posts will need to be created and / or redirected and backfilled, at least initially, to fulfil obligations and to meet opportunities, as there is very limited existing staff capacity to absorb this workload, without that being to the detriment of existing or planned projects or work streams. Effective community engagement, Board establishment, preparation for the delivery phase and the delivery of the 'quick wins' £120k capital funding in 26/27 will also require resourcing. £150k capacity funding is being made available to local authorities to ensure this is cost neutral. The local authority is expected to provide guidance on declaring pecuniary and non-pecuniary interests of Board members.
Legal, Statutory and Procurement	As part of the role of Accountable Body, local authorities are responsible for the Board's compliance with legal responsibilities related to subsidy control, state aid and procurement. Legal obligations will need to be transferred to the successor authority established as part of LGR.
Crime and Disorder	Crime and disorder related outputs and outcomes may be addressed in the Board's strategic vision and targeted by interventions within the Investment Plan.
Environment and Climate/Ecological Emergency	Environmental and ecological outputs and outcomes may be addressed in the Board's strategic vision and targeted by interventions within the Investment Plan.
Health and Wellbeing	Health and wellbeing outputs and outcomes may be addressed in the Board's strategic vision and targeted by interventions within the Investment Plan.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage.

Risk Management and Health and Safety	Establishing a new community delivery vehicle with significant financial responsibilities and expectations brings a level of risk. The Council will establish a risk register during the Board inception stage and the Board will be expected to carry out similar exercises once established, related to overall governance and to individual interventions. There are no health and safety implications identified at this stage.
Equality and Diversity	Local authorities are responsible for ensuring that Board membership complies with equalities duties including the Equality Act 2010.
Privacy and Data Protection	None identified at this stage.
Local Government Reorganisation	The funding period extends beyond the point at which local government reorganisation is expected to complete. This was raised in conversation with MHCLG who are aware this will affect all delivery areas, and who will provide related advice. Any legal obligations which fall to SBC will need to be transferred to the successor authority established.

7 Appendices

- 7.1 The following documents are to be published with this report and form part of the report:

Appendix I: Draft Role Description
Appendix II: Draft Terms of Reference
Appendix III: Indicative Interventions
Appendix IV: Indicative Map of Designated Area

8 Background Papers

[Pride in Place Programme Prospectus, December 2025](#)

[The Seven Principles of Public Life](#)

[Managing Public Money](#)

Appendix I: Draft Role Description for Chair of the Neighbourhood Board.

Purpose of the role:

To deliver the Pride in Place Programme, Neighbourhood Boards are being set up in every funded neighbourhood across the country. Each Board will be led by an independent Chair – someone who can bring communities together to share their ideas in an open and collaborative way. The Chair's primary job is to be a champion for their place and to embody the community-led spirit of the programme. The Chair should have a deep connection to their area and can be new to this kind of work. What matters most is a commitment to seeing change through and improving the lives of those in their community.

The Chair is best when they act as a proactive, trustworthy convenor who:

- Is deeply connected to their community and fiercely committed to making it an even better place to live.
- Can bring together different voices from across their community, to shape a collective vision for the future of their place.
- Has local credibility and will be respected as a leader – even if this is their first leadership role.
- Ensures that all voices are heard and that Board discussions are collaborative.
- Is adept at finding consensus, navigating conflict calmly and impartially, never allowing ego to get in the way of progress.
- Brings together community groups and prioritises community engagement as a central pillar of the programme.
- Is clear about their own knowledge gaps and considers how the makeup of the Board complements this.
- Thinks laterally and creatively about solutions to problems and ways to draw in community voices.
- Acts as a public face and represents the Board externally, and brings figures of different political stripes together.

The Chair should not be:

- A gatekeeper or clique-builder; the Board should have a range of voices, including ones that differ from the Chair's.
- Seeking to push personal agendas – this is about what the community wants.
- The only decision-maker or expert in the room.
- The day-to-day delivery lead: this is a strategic post.

Skills and attributes of a good Chair:

- Fair and balanced, ensuring that all voices are heard
- Good at facilitating conversations, particularly when differences of opinion emerge
- Open to learning, feedback and development, with an interest in mentoring and upskilling others
- Welcoming, open and listens deeply to others
- Calm under pressure and manages conflict well
- Has time to prioritise the role

Appendix II: Draft Neighbourhood Board Terms of Reference

The Neighbourhood Board will be the vehicle through which a ten-year vision and Investment Plan will be defined and developed. As part of the Government's Pride in Place programme, the Board is required to produce a Vision for the next ten years, with a more detailed Investment Plan for the first four years of the funding.

The Board will consist of at least eight members. At least 51% of members are required to live or work in the area, and no more than 50% can be elected politicians. The MP and one local ward Councillor are core members.

The Board will make decisions in accordance with these Terms of Reference. Board members are required to consider the challenges and opportunities facing the Sheppey East community in a holistic way, with the scope to invest across a wide range of policy areas. Decisions will be taken by majority vote, with the Chair having a casting vote as required.

The Board will be supported by Swale Borough Council, who will act as secretariat (at least initially) and who is the Accountable Body.

The role of the Board is to:

- Develop and approve the ten-year vision and Investment Plan, clearly identifying long term priorities via evidence and engagement;
- Establish a clear programme of interventions to address the priority themes of the Vision and Investment Plan and which align with work underway or committed by local partners
- Ensure coordinated and effective delivery of interventions in compliance with government agreements
- Have community engagement at its heart to ensure the Vision and Plan fully reflect local priorities
- Identify the issues and priorities to focus on by committing to ongoing community engagement;
- Ensure the input of a wide range of perspectives in engagement
- Be committed to understand and unlock barriers
- Work collaboratively - taking collective responsibility for, and monitoring and evaluating performance;
- Identify and pursue additional and appropriate opportunities to lever in further philanthropic, public and / or private investment;
- Where relevant, support with their own skills and connections;
- Identify and commit to mitigate risks, particularly financial, legal and reputational;
- Ensure all publicity rules and obligations are met including any government requirements for branding and recognition;
- Work collaboratively with the local authority, in its role as Accountable Body and reflecting the relationship between the local authority and communities;
- Seek to ensure the Board is governed and resourced in a manner to continue beyond its initial ten-year term.

Appendix III: Indicative Interventions (Examples of each are given within the Prospectus)

Regeneration, high streets and heritage

- Funding for improvements to town centres, neighbourhoods, and high streets, including capital spend and running costs
- Creating and improving green spaces, community gardens, watercourses and embankments in the local area, along with incorporating natural features into wider public spaces
- Support for non-domestic energy efficiency measures and decarbonisation in local businesses, high streets, and community infrastructure
- Funding for new community and neighbourhood infrastructure projects, or for improvements to existing ones, including facilities that house public services or enhance community resilience to natural hazards, such as flooding. This could cover both capital spend and operational costs
- Enhanced support for arts, cultural, heritage and creative activities, projects and facilities and historic institutions that make up the local cultural heritage offer
- Funding for local arts, cultural, heritage and creative initiatives
- Investment and support for digital infrastructure for local community facilities

Housing

- Provide safe and supportive environments for people with experience of homelessness and rough sleeping
- Modernisation of social housing
- Support wider neighbourhood renewal by improving the attractiveness and liveability of homes and their surroundings
- Provide healthy and climate-resilient homes support locally
- Establish land trusts for the purpose of creating community-led housing to meet local needs
- Support local community initiatives that support people in bringing down their home energy bills and improve the energy efficiency of their homes

Work, productivity and skills

- Support to improve awareness of, and access to, local provision that moves people closer to and into sustained employment, in line with an area's Get Britain Working Plan
- Developing and expanding existing local business support and networks for smaller businesses and social enterprises
- Skills provision tailored to local opportunities and skills gaps, such as those identified in an area's Local Skills Improvement Plan
- Funding to support the development, improvement, and promotion of the visitor economy, such as local attractions, historical trails, cultural tours, campaigns and other related tourism products

Cohesion

- Measures to improve community cohesion

Community power

- Delivering engagement, participation and involvement activity to give communities a role in decision-making
- Giving communities a role in the design and delivery of local services
- Enabling community wealth building
- Support for growing the local social economy, including community businesses, co-operatives and social enterprises
- Funding for impactful volunteering and social action projects to develop social and human capital in local place
- Investment in capacity building and infrastructure support for local civil society, youth and community groups

Health and wellbeing

- Supporting community-level health provision
- Integration and co-location of health and wellbeing services
- Funding for local sport and activity facilities, events, teams and leagues, to foster community engagement and connection
- Funding to support preventative public health initiatives and campaigns

Transport

- Support for active travel enhancements in the local area
- Funding can be used to improve local bus services
- Funding for new, or improvements to local road networks to improve access within and to the town
- Funding to improve rail connectivity and access

Safety and security

- Design and oversight of the built and landscaped environment to 'design out' crime and encourage positive behaviour
- Policing interventions to target crime prevention in specific locations, in particular town centres
- Interventions to tackle anti-social behaviour, crime and minimise reoffending
- Co-location of crime reduction services
- Improved town centre management
- Initiatives to reduce burglary

Education and opportunity

- School-based programmes to support young people's development
- Support to both reduce levels of child poverty and to prevent the negative impacts of child poverty on children and families
- Support for families and young children
- Funding to help families with the cost of childcare where it may alleviate cost of living pressures, or support employment
- Support for community-based learning and development

Appendix IV: Indicative Map of Designated Area

