

Meeting of:	CABINET
Date of Meeting:	3 FEBRUARY 2026
Report Title:	UPDATE ON THE UK GOVERNMENT'S PRIDE IN PLACE IMPACT FUND ALLOCATION FOR BRIDGEND COUNTY BOROUGH
Report Owner: Responsible Chief Officer / Cabinet Member	CORPORATE DIRECTOR COMMUNITIES CABINET MEMBER FOR REGENERATION, ECONOMIC DEVELOPMENT AND HOUSING
Responsible Officer:	DELYTH WEBB GROUP MANAGER STRATEGIC REGENERATION
Policy Framework and Procedure Rules:	There is no effect upon the policy framework or procedure rules.
Executive Summary:	The purpose of this report is to provide an update on the recently announced UK Government's Pride in Place Impact Fund and the allocation of funds to Bridgend County Borough Council and to seek Cabinet's approval for the Director of Communities to progress the relevant programme and delivery mechanisms, including a capital grant scheme.

1. Purpose of Report

- 1.1 The purpose of the report is to provide an update on the recently announced UK Government's Pride in Place Impact Fund and the allocation of funds to Bridgend County Borough Council. It sets out a proposal for spend across the County Borough,

which Cabinet is asked to endorse and seeks delegated authority for the Director of Communities to finalise the relevant programme and delivery mechanisms including the establishment of a capital grant scheme.

2. Background

- 2.1. Launched in September 2025, the Pride in Place Strategy is the UK Government's plan to create safer, healthier neighbourhoods where disadvantaged communities across the country can thrive. The strategy provides a long-term vision for communities, empowering them with the tools and levers to drive meaningful change that reflects their priorities.
- 2.2. The aim of the Pride in Place Impact Fund is to immediately address issues that matter locally such as ensuring that high streets live up to their potential or creating spaces to enable communities to connect and thrive.
- 2.3. Funding from the Impact Fund can be spent anywhere in the local authority area, whilst being mindful of the importance of supporting communities most in need, but also being mindful of creating the impact which the funding aims to invest in.
- 2.4. The fund will support capital improvements that reflect the pride and potential of the area. How these changes take shape will however vary, informed by local context and priorities.
- 2.5. The funding is underpinned by three core objectives:

High street and town centre revitalisation: making these areas more attractive and welcoming places where people congregate and which encourage economic activity. Examples of initiatives that could be funded are shop frontage improvements, adaptations that bring premises back into use, streetscape improvements, public art, trails and wayfinding.

Community spaces: creating, extending, improving or refurbishing existing community facilities and enabling community organisations to take control or ownership of underused but valued local assets.

Public spaces: enhancing the physical environment in public spaces - examples of initiatives include new or improved green spaces or public squares, improved outdoor play, sports and leisure spaces, installing street furniture, public art or wayfinding.

- 2.6. Local authorities can use the objectives to invest across a range of activities that represent the right responses to local needs and opportunities. There is no requirement to undertake projects under all three objectives, investment may be focused on one objective if that is the right approach for the area.

3. Current situation / proposal

Proposed Delivery in Bridgend County Borough

- 3.1. Bridgend County Borough Council has been allocated £3 million from the Pride in Place Impact Fund to be spent during the current financial year and in 2026/27.
- 3.2. Funding may be spent anywhere in the county borough, providing that it delivers against one or more of the fund objectives outlined in paragraph 2.5. Due to the funding and timing constraints, it will be essential to target priority areas where the most immediate, visible and far-reaching improvements can be achieved within the funding timescales.
- 3.3. The Council will need to comply with the terms and conditions as set out in the Memorandum of Understanding (MoU) and grant determination from the Ministry of Housing, Communities and Local Government (MHCLG) and demonstrate the achievement of eligible spend and delivery against the fund objectives and progress metrics.
- 3.4. The MOU has been received and reviewed by our Legal and Finance teams to ensure we have a sound understanding of all requirements.
- 3.5. The fund has recognised work already being undertaken and provides the opportunity to build on the current momentum gained by investment from the Welsh Government Transforming Towns and the UK Shared Prosperity Fund. Investing the fund in town centre regeneration will not only result in immediate improvements to the overall attractiveness of the streetscape but will lead to increased footfall, reduced vacancy rates, a boost to the local economy, increased investor confidence and a greater sense of community pride in the longer term. With the delivery infrastructure already in place, immediate impact can be achieved.
- 3.6 It is proposed to allocate the delivery programme across two primary investment channels, to ensure we focus on investment in both town centres and across our wider communities

Strategic Investment in our town centres

- 3.6.1 This element of the programme will enable us to invest in property, assets and high street regeneration which could encompass support for leisure, culture and environmental projects which contribute to our placemaking plans.
- 3.6.2 This allocation would be set aside to develop a fund for an acquisition and asset redevelopment programme. A programme of spend will be developed to include:
 - Acquisition of town centre assets to accommodate small business and residential use

- Commercial capital grants to large projects
- Green spaces and environmental enhancements.

Community Infrastructure Fund

3.6.3 A funding scheme to split into 2 strands to ensure that the breadth of projects across the County can be considered.

3.6.4 Expressions of Interest for Projects up to £300,000 and in excess of £25,000

3.6.5 Expressions of interest will be invited for large capital schemes, that provide an immediate and visible benefit to our communities. Schemes will have to evidence deliverability within the short time frame, be fully costed, be endorsed by their local member and wider community and demonstrate alignment with the fund objectives.

3.6.6 A capital small grant programme of £100,000 for projects up to £25,000 will also be established and targeted at community organisations to deliver complementary activity in line with the fund objectives.

3.7 Working with local stakeholders, the Council will ensure that the investment complements other activities in the area and achieves greatest impact by increasing pride in place and longer-term economic growth and opportunity.

3.8 Letters of recommendations and ideas have been received by all three Members of Parliament (MP's) with constituencies across the County Borough and regular meetings are established providing opportunities to review delivery.

4 Equality implications (including Socio-economic Duty and Welsh Language)

4.1 An initial Equality Impact Assessment (EIA) screening has identified that there would be no negative impact on those with one or more of the protected characteristics, on socio-economic disadvantage or the use of the Welsh Language. It is therefore not necessary to carry out a full EIA on this policy or proposal. Further consideration will be taken as delivery proposals are progressed.

5. Well-being of Future Generations implications and connection to Corporate Well-being Objectives

5.1 The Well-being of Future Generations (Wales) Act 2015 Assessment based on the 5 ways of working has been considered:

- Long Term - Investment in, and redevelopment of our town centre and community assets is critical to developing confidence in and growing the economy, ensuring local investment while providing the ability to operate across the region and beyond. Investment is essential to securing long term

sustainability and contribution to the reduction in carbon emissions of our infrastructure and assets.

- Prevention - Investment in capital assets now will prevent further decline. It will also prevent a decline in local environment and the quality of cultural and business facilities within our communities.
- Integration – The funds will ensure that local facilities will be enhanced and will need to evidence integration within their local communities. Communities will be able to make better use of existing facilities and will be provided with greater social opportunity, employment and pride in their community.
- Collaboration - The success of the project will be founded on cross sector working and collaborative effort with our delivery partners, stakeholders and professional advisors to use creative and cultural activity to improve population well-being.
- Involvement - The success of this project will rest on effective engagement with key public and operational stakeholders.

5.2 There are no significant or unacceptable impacts upon the achievement of the Council's well-being goals/objectives.

6. Climate Change and Nature Implications

6.1 Taking action to support decarbonisation is critically important in order to protect and sustain the environment over the long term. Delivery proposals will be asked to demonstrate how they will contribute to these goals.

7. Safeguarding and Corporate Parent Implications

7.1 Due regard has been paid to the Council's Safeguarding Policy which seeks to safeguard and promote the wellbeing of children, young people and adults at risk of abuse or neglect and to ensure that effective practices are in place throughout the Council and its commissioned services. Given the subject matter of this report no negative safeguarding implications have been identified.

8. Financial Implications

8.1 There is maximum funding of £3 million available from the Pride in Place Impact Fund over two financial years with the allocation split equally, with 50% awarded in 2025/26 and 50% in 2026/27.

8.2 Although the funding award is split equally over the two financial years, there is no requirement to profile spend equally. Spending plans can be aligned over the two financial years in line with delivery priorities, and it is permissible for the majority of spend to be in 2026/27. Any uncommitted funding as at 31 March 2027 must be repaid to the MHCLG.

8.3 The funding has been awarded under Section 50 of the United Kingdom Internal Market Act 2020 and is a non-ringfenced grant that can only be used to fund capital expenditure.

8.4 Match funding is not required although local authorities are encouraged to consider contributions from the private, public and third sectors to maximise the impact of the fund.

9. Recommendations

It is recommended that Cabinet: -

- Note the contents of this report, considering the allocation of funds provided by the UK Government's Pride in Place Impact Fund and the opportunities it presents.
- Endorse the proposed delivery of the Pride in Place Impact Fund in Bridgend County Borough as set out in section 3 of the report.
- Delegate authority to the Director of Communities, in consultation with the Chief Officer - Legal & Regulatory Services and HR, Chief Officer – Finance, Housing and Change in consultation with the relevant Cabinet Member, to finalise the programme and delivery mechanisms including the establishment of a capital grant scheme.

Background documents:

None