

Pride in Place Strategy – 2025

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<https://www.gov.uk/government/publications/pride-in-place-strategy/pride-in-place-strategy>

Summary

The Strategy sets out Government's overall vision for communities and neighbourhoods in England: to give people the tools, funding and support to come together to make their neighbourhood a better place to live. It states that to achieve transformative change, there is a need 'to follow the evidence and review how the proposals within this strategy are felt on the ground in neighbourhoods and communities across the country.' The strategy has three main priorities:

- Building stronger communities
- Creating thriving places
- Helping communities take back control of their own lives and areas.

The strategy brings together a large number of very diverse strands of work around regeneration, community participation and democracy, health and wellbeing, and cohesion. Much of the strategy is re-announcements or consolidation of previous funding or policy pledges, but by bringing these different strands into one place there is more of a coherent approach to what government is trying to achieve and the three main priorities listed above. There are also some new announcements and clarity on implementation of others.

All local authorities in England will have to establish effective neighbourhood governance. The intention is that this will empower local councillors to act on the issues that matter to people where they live. This is a new announcement by Government, and NAVCA continues to work with MHCLG to advocate for the role of the VCSE and local infrastructure in these structures.

The Pride in Place Strategy will bring together the Plan for Neighbourhoods programme, and the Trailblazers programme into the Pride in Place Programme. This will be extended to 169 new areas in England, Wales and Scotland.

The Pride in Place Impact Fund [launched on 3 October 2025] will provide a further £150 million of funding to up to 95 places across England, Scotland and Wales to support the development of shared spaces, revitalise local high streets, and improve public spaces. Each place will receive £1.5 million over two years.

Funding for 27 existing Know Your Neighbourhood areas will be extended to March 2026.

Government will establish a **Network for Neighbourhoods** across the UK to build connection and learning between community leaders, convene the partners that support and strengthen community organisations, groups and social clubs, and embed participatory approaches in how local decisions are made.

Building stronger communities

The Strategy gives some background to the emphasis on neighbourhood delivery by various government departments. It notes that whilst strong neighbourhoods and communities are vital to drive growth, they also contribute to improved socio-economic outcomes in wellbeing, education, crime and health. *'Social trust, a key part of social capital, is strongly linked to increases in productivity and income, and neighbourhoods with high net trust tend to have lower levels of deprivation and higher average incomes after housing costs. In the wealthiest areas, net trust is around +12%; however, net trust falls to -22% in the poorest areas.'*

The connection between weak social infrastructure / social capital and high levels of deprivation, unemployment and lower educational and health outcomes, is well established. For people living in 'doubly disadvantaged' neighbourhoods, a significantly higher percentage report living in bad or very bad health (10%), compared to people living in 'less' deprived areas (8%) and 'non-deprived' areas (4.7%).'

The Community Life Survey 2023/24 shows that 50% of adults across England consider it important to be able to influence decisions affecting their local area, but only 23% think they can – with significant variance from place to place. *'For too long, local and national government have not had community engagement and participation hardwired into the way it works.'* This strategy is clearly an attempt to change this.

Government is moving away from tightly managed, competitive and short-term funding for local authorities. The strategy builds on the concept of partnership and local leadership: *'that by working with residents, councils, businesses and community organisations and producing a clear vision, more neighbourhoods can be revitalised.'* Decision making on how and where funding will be spent will sit with a Neighbourhood Board, led by an independent Chair, that will include residents, local businesses, civil society and community organisations, working in partnership with their respective local authority.

The Pride in Place Programme

The Pride in Place Strategy will bring together the Plan for Neighbourhoods programme, and the Trailblazers programme into the Pride in Place Programme.

The Pride in Place Programme will cover 169 of the most in-need neighbourhoods across England, Scotland and Wales. This hyper-local programme will deliver £20m of funding over the next decade into areas that are 'doubly disadvantaged' by both the highest deprivation levels and weakest social infrastructure, focused on neighbourhoods of c.10,000 population, a focus on small geographies. This expanded programme from the initial 75 Trailblazer Neighbourhoods [announced in March 2025], retains the core components embedding flexibility, long-termism and bringing local people into the decisions that shape their neighbourhood through Neighbourhood Boards.

Central government will work across departments to ensure this funding is a catalyst for these communities to have a say in the services delivered locally, and will work with

external partners – including philanthropists, social investors and socially-minded businesses – to crowd in extra funding and activity.

Underpinning the funding are three core objectives:

1. **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.
2. **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.
3. **To empower people to take back control** – Everybody should be empowered and in control of their lives and have a say over the future of their community.

Pride in Place Impact Fund

[The Pride in Place Impact Fund](#) [launched on 3 October 2025] will provide a further £150 million of funding to up to 95 places across England, Scotland and Wales to support the development of shared spaces, revitalise local high streets and improve public spaces. Each place will receive £1.5 million over two years to enable immediate work to make sure that the places and spaces valued by communities are improved and match the pride they feel for their local areas.

The programme will be locally led and will support improvements that reflect the pride and potential of each place. How these changes take shape will vary, informed by local context and priorities. The approach encourages locally grounded change, recognising the value of lived experience and the connections people have to the places they care about.

Underpinning the funding are three core objectives:

1. **Community spaces** – Investing in community facilities gives local people greater control over the spaces that matter to them. Refurbishing or taking ownership of underused but valued buildings enables communities to create welcoming places for connection, support and shared activity. This builds local pride, strengthens relationships and gives communities a stronger voice in shaping their future.
2. **Public spaces** – Enhancing the physical environment helps communities feel safer, more connected, and proud of where they live. Improvements to green areas, play and leisure facilities, and thoughtful design features such as seating, signage and public art make spaces more inclusive and inviting. These changes encourage people to spend time outdoors, build relationships and take part in local activities, strengthening community spirit and wellbeing.
3. **High street and town centre revitalisation** – Revitalising high streets makes them more attractive and welcoming, encouraging people to come together and boosting local pride. Improvements to buildings, streets and public spaces support footfall, help small businesses thrive and create opportunities for social and cultural activity. By investing in

these areas, communities can shape vibrant, inclusive places that support local economies and strengthen community identity.

Common Ground Resilience Fund

Government wants to build bridges across communities and ensure there are good quality physical spaces for people to come together in, with activities available to engage in interests beyond the home and the workplace. As a result, community spaces are at the heart of plans for the Pride in Place Impact Fund [see above] which will enable communities to regenerate valued local spaces and community assets, bringing them back into use.

The **Common Ground Award** will support community connection and cohesion by funding locally led interventions to build community resilience. It will provide almost £3m funding to local communities to insulate them against threats to local social cohesion and resilience.

£1.7m has been announced already as capital funding for community buildings [up to a maximum of £10,000 per application], application **deadline is 21 November 2025**. It will also offer ways for people to celebrate and share best practice and good work already underway, to strengthen their communities and bring people together. This second part of the fund [a likely balance of around £1.3m] is yet to be announced and implies that there may be a second tranche of revenue funding for activities.

Government has previously announced investment of at least £400m to be invested in **new and upgraded grassroots sport facilities** in communities across the UK. They will now work closely with sporting bodies and local leaders to establish what each community needs and then set out further plans.

Building Connections

The strategy lists several funding and policy streams that will contribute towards supporting community connection to enable people to come together.

- **Schools Linking Programme** in England – work which brings together children of different nationalities, faiths or beliefs, ages and other characteristics, to share experiences and make long-lasting friendships.
- Government will continue to work closely with faith and belief stakeholders in England on issues that matter to them and identify opportunities for more detailed engagement on specific policy issues, including the role of faith and belief in creating strong communities.
- Government funding for '**Belong**' to develop new national guidance and training for frontline partners tackling cohesion and resilience challenges. This will be published in 2026, followed by a full programme of engagement, training, and support for council officers, civil servants and other key partners.
- A further £4.5m to the [Know Your Neighbourhood Fund](#) to continue supporting people to connect and volunteer in 27 of the most disadvantaged areas across England. This will continue existing funding to March 2026.

- Continuing to support **Near Neighbours**, a programme which brings together neighbours in religiously and ethnically diverse communities to get to know each other better, build relationships of trust and collaborate on community initiatives.

Keeping our communities safe

Together with police forces in England and Wales, Government is implementing a new Neighbourhood Policing Guarantee which will restore patrols to town centres and give every neighbourhood named police officers to contact. Every police force in England and Wales must have a dedicated Anti-Social Behaviour (ASB) lead and work with their local community to publish an ASB Action Plan. New guidance has been circulated to all forces setting out how they should engage with local people in the development of this plan to better understand the impact of crime and ASB. This will give residents a say in how ASB is tackled in their neighbourhood and town centres.

Volunteering

Government sees volunteering and social action as a critical part of civil society. It has stated that it 'will work with local communities and organisations to co-produce policy priorities for enabling and encouraging volunteering and social action for everyone, regardless of where they live or their life circumstances.' NAVCA is actively working with civil servants to understand the implications and extent of this statement.

Government is also working to make it easier for people to find opportunities to volunteer in their communities through exploring open data approaches, to help volunteer platforms, VCSE organisations and volunteers find the right volunteering opportunities, no matter which online platform or in-person volunteer centre they use. NAVCA, as well as some members, have been involved in these conversations from an early stage and remain engaged in the work on data compatibility and integration. This is separate from any work with RVS GoVo or NHSE volunteer platform.

Celebrating communities and heritage

- [Creative Foundations Fund](#) is a new £85m fund from DCMS and Arts Council England to support arts and cultural organisations in England to revitalise, restore, retrofit or renew cultural assets.
- [Heritage Revival Fund](#) to help rescue and repurpose neglected historic buildings in England.
- [Heritage at Risk Fund](#) to enable individuals and organisations in the most deprived neighbourhoods in England to rescue at-risk historic sites and buildings.
- [£20m Museum Renewal Fund](#), which is designed to support regional museums in England with links to local authorities. It will improve public access to collections and buildings, as well as supporting community and educational programmes.

Tackling loneliness

[The Tackling Loneliness Hub](#) is an online platform facilitating knowledge-sharing and networking to support professionals working to address loneliness. Improving social connections for young men will be a priority of the forthcoming **National Youth Strategy**.

The **Digital Inclusion Action Plan** has been launched to help local authorities connect residents with Wi-Fi and devices by enhancing community Wi-Fi services, free at the point of use, at a much larger number of libraries and community centres. This includes identifying and prioritising connections to 500 community hubs in deprived areas, and connecting 1 million digitally excluded people by 2025, including those in low-income housing, through donated connectivity and skills training.

Healthier communities

The overall aspiration of this part of the strategy is to transform health provision and tackle the social determinants of health by enabling people to access healthcare within their immediate local area, and giving local authorities the tools to enable them to create healthier, greener neighbourhoods where people can thrive. This aims to reduce the gap in healthy life expectancy. This will include investment by Sport England of £250m for 100 places, new partnerships between school sport and local health plans. DCMS will publish a strategy for physical activity in due course.

The move to a 'Neighbourhood Health Service' through the 10 Year Plan includes the aspiration that neighbourhood services will be designed in a way that reflects the specific needs of local populations and focus on personalised, coordinated care. The strategy states that patients will be active partners in the delivery of the Neighbourhood Health Service so that care plans will be cocreated with patients covering all their needs not just their treatment. There is no further information on how this will be achieved.

£100m investment in **Community Help Partnerships** in England to support adults with complex needs. The Community Help Partnerships will bring together a range of services to provide better support for adults in crisis and reach of vulnerable people earlier.

In order to tackle obesity, especially within children, the National Planning Policy Framework has been updated to empower local authorities to block the development of new hot food takeaways and fast-food outlets within walking distance of schools and other areas where children and young people congregate, unless it is within a designated town centre.

Greener neighbourhoods

Local areas will be supported to invest in their parks and green spaces to realise their benefits for local people through the **Green Infrastructure Framework**. This will support local planners to meet the commitment that every household should be within a 15 minute walk of a green or blue space.

Better transport and connectivity

Through the £15.6 billion **Transport for City Regions** settlements and £2.3 billion **Local Transport Grant**, regions across England will have the tools to improve everyday journeys, reduce congestion, and unlock growth. Areas receiving a Local Transport Grant will also receive highways maintenance, bus and active travel funding giving councils additional cash to resurface roads and support new bus lanes, safer cycle routes, and zero-emission buses.

£616m funding will enable Active Travel England to support local authorities to build and maintain local walking and cycling routes.

Meeting housing needs

- Building 1.5 million homes in this Parliament.
- £39Bn for a 10 year Social and Affordable Homes Programme.
- The next generation of new towns.
- The Renters' Rights Bill will improve the experience of private renting, including the abolition of section 21 no fault evictions.
- Improve standards in social housing. Improve the decent homes standard and introduce a new minimum energy efficiency standard to improve the warmth of homes and reduce susceptibility to damp and mould.

Helping communities to take back control of their own lives and areas

Giving communities a stronger voice in local decisions – neighbourhood governance

Government wants to empower communities across the country to have their say in local decisions and to influence the change that they want to see at a local level. *'Devolution is not just about bringing powers to regional Mayors, or even to local authorities. It's about making sure that everyone, regardless of where they live, sees government delivering the things that matter to them in their neighbourhoods.'* The strategy now confirms that: **all local authorities in England to establish effective neighbourhood governance.**

The intention is that neighbourhood governance will empower local councillors to act on the issues that matter to people where they live. The strategy states that: *'we will develop the details of this requirement by working with the local government and the communities sector, to ensure we reflect the breadth of innovative good practice happening in many local authorities. This will be a foundation for improving neighbourhood engagement and partnership-working, and we will be developing our proposals in close collaboration with the sector.'* This is a new announcement by Government, and NAVCA continues to work with MHCLG to advocate for the role of the VCSE and local infrastructure in these structures.

Giving communities a say in the future of their assets

- The introduction of new community right to buy and associated changes including an independent valuation process, widening the definition of an asset of community value to include heritage buildings and shops, as well as a new category of sporting asset of community Value.

Empowering young people

- The government will continue to support the #iwill Fund in 2025/26, a £66m joint investment with the National Lottery Community Fund which provides social action opportunities to young people across England, particularly focusing on young people who would not normally have the opportunity to participate. Over the lifetime of the #iwill Fund, over 900,000 opportunities will have been created.

- £7.5 million in 2025/26 in the Uniformed Youth Fund to ensure all young people have access to non-military Uniformed Youth Groups by establishing new groups in areas without existing provision and tackling waiting lists.
- Government is co-producing a National Youth Strategy with young people in England, putting their views at the centre of policies that affect them, due for publication in 2025.
- Learning from good practice seen in Oldham, by March 2026 Government will work with local areas to explore opportunities to establish new Youth Councils across England.

Building capacity and partnerships

For those communities across England with the highest levels of deprivation and lowest social capital, government is launching a new **£175m Community Wealth Fund (CWF)** to build community power. The Fund will give between £1 million and £2.5 million over ten years directly to communities to spend on what they identify as most needed in their local area, such as after-school clubs, employment support, community facilities and improvements to the look and feel of the neighbourhood. This funding will be backed up by wrap-around support to develop local confidence and capacity. Residents will be supported to identify local needs and make decisions about the future of their neighbourhood, and to develop local partnerships and achieve their goals.

Government will establish a **Network for Neighbourhoods** across the UK to build connection and learning between community leaders, convene the partners that support and strengthen community organisations, groups and social clubs, and embed participatory approaches in how local decisions are made. With the Pride in Place Programme at its heart, the Network will share learning and best practice across Neighbourhood Boards and beyond, to support strong, capable and empowered communities to lead change locally.

The Civil Society Covenant will be put into action in the delivery of the Pride in Place Programme to support partnership working between residents, community organisations and local authorities to drive change and shape neighbourhoods together.