

CYNGOR GWYNEDD - Report to Cyngor Gwynedd Cabinet



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| Title of Item: | Pride in Place Impact Fund: |
| Cabinet Member: | Councillor R. Medwyn Hughes, Cabinet Member for the Economy |
| Relevant officer: | Llŷr B. Jones, Assistant Head of Economy and Community |
| Date of meeting: | 10 February 2026 |

1. Decision Sought:

- 1.1. That the Cabinet agree to direct the £1.5 million coming to Gwynedd from the UK Government's Pride in Place Impact Fund to the Schemes listed in Appendix 2 of the report
- 1.2. That the Cabinet authorise the Head of Economy and Community Department, in consultation with the Cabinet Member for the Economy and the Head of Finance, to confirm details of the proposed package of schemes to be supported, ensuring operational arrangements in accordance with the terms and conditions of the Fund.

2. The reason why the Cabinet needs to make the decision:

- 2.1. On 25 September 2025 the Council received a letter from the UK Government's Secretary of State for Wales and the Secretary of State for Housing, Communities and Local Government confirming that £1.5 million had been earmarked for Gwynedd from their Pride in Place Impact Fund. The funding was allocated on the basis of £750,000 in 2025/6 and £750,000 in 2026/7.
- 2.2. The Cabinet is required to agree the use of the money coming to Gwynedd from the Fund.

3. Introduction and Rationale

3.1. Background / Introduction

- 3.1.1. In September 2025 the UK Government announced the Pride in Place Impact Fund which will invest £150 million across the UK by March 2027 to try and restore pride in local communities.

3.1.2. The Fund is offering £1.5 million to 95 areas in the UK. In Wales, all local authorities will receive £1.5 million (with the exception of Bridgend County Borough Council which will receive £3 million).

3.1.3. There are 3 main objectives for the Pride in Place Impact Fund, namely:

- i. **Community spaces:** create, extend, improve or refurbish existing community facilities and enable community establishments to take control or ownership of under-used but valued local assets.
- ii. **Public spaces:** enhance the physical environment in public spaces - for example green areas, new or better public squares, better outdoor play, sports and recreation places, installation of street furniture, public art or way-finders.
- iii. **High street and town centre revitalisation:** making spaces more attractive and welcoming where people gather and which encourage economic activity – for example shop front improvements, adaptations that bring premises back into use, improvements to appearance, public art, pathways and creating or improving the infrastructure for regular markets.

3.1.4. The money of the Pride in Place Fund is 100% capital funding. Of the £1.5 million, £750,000 is for 2025/6 and £750,000 for 2026/7, so the window for delivery is limited.

3.1.5. Local authorities will receive the money and be accountable for its use, working with local stakeholders to ensure interventions that meet local needs. The terms of the funding also allow grants to organisations with legal status to carry out projects.

3.2. Rationale and justification for recommending the decision

3.2.1. In November 2025, further information and guidance was received from the UK Government, including the Fund's reporting and monitoring arrangements.

3.2.2. In parallel, the Economy and Community Department is undertaking an exercise to identify potential schemes for the Fund.

3.2.3. The exercise involves several considerations, including:

- Objectives, guidance and size of the Pride in Place Impact Fund
- Implementation period (which favours more mature schemes)
- Geographical distribution across the County
- Potential opportunities for using the money to attract additional resources maximising the potential investment

3.2.4. As part of the work, a cross-departmental consultation was organised to consider potential schemes from across the Council.

3.2.5. Consideration was also given to the range of projects currently being implemented through other funding programmes such as including the Shared Prosperity Fund (SPF), the Levelling Up Fund and the Welsh Government's Transforming Towns Programme.

3.2.6. Appendix 1 contains a summary of regeneration projects that have secured grants through the Regeneration Programmes Service or Community Support Service during the 2022/3 – 2025/6 period. The total grants administered is £32m, supporting £53m worth of projects across the County.

3.2.7. It should be noted that the list of schemes at Appendix 1 is limited to grant schemes administered by the Regeneration Programmes Service and the Community Support Service only. The list therefore does not include schemes that are administered or implemented directly by other Services/Departments of the Council, or by strategic partners. This relatively limited information therefore does not offer a sufficient basis for comparing local areas.

3.2.8. One of the priorities of the Council Plan 2023-28 is the Community and Town Centre Regeneration Plan which includes the establishment of a regeneration framework for the County, as well as the development of town centre action plans. As part of the regeneration framework, local regeneration plans have been developed for 13 catchment areas across the County, and the work has highlighted core principles including

- Contribution of local organisations and groups to local regeneration schemes
- Spreading investment and opportunities to all parts of Gwynedd

3.3. Consideration of proposals for Pride in Place Impact Fund

3.3.1. The Pride in Place Impact Fund is offering an allocation of £1.5 million of capital funding to be spent by the end of March 2027. The implementation timeframe is therefore relatively tight, and the available budget is not very substantial.

3.3.2. The cross-departmental consultation has highlighted several projects that are currently being developed by the Council, but without resources to deliver them. There is currently uncertainty about financial programmes for 2026/7 and beyond, and therefore the Fund offers a resource for next year.

3.3.3. Nonetheless, a package of proposals for the Fund is included as Appendix 2. The proposed package includes an allocation from the Fund for the following activities/projects:

- **City, Town and Community Councils Fund** - that builds upon an experimental scheme this year by establishing a fund for local councils to disseminate the benefit to all areas of Gwynedd, supporting improvements at a very local level that respond to local needs.
- **Infrastructure and urban paths scheme** - to improve the condition of paths and urban links across the County (detailed proposals are currently being prepared)
- **Bangor City Centre Regeneration Programme** - that has been identified as a strategic priority because of the changes and challenges facing the High Street area. The proposals include a package to improve High Street properties, Ffordd y Coleg street improvements and implement improvements near Ffordd Deiniol to improve the area's appearance and strengthen urban linkages.
- **Town Centre Improvement Schemes** - including a package to improve premises and a signage and interpretation scheme as part of the Pwllheli Town Centre Improvement Scheme; re-surfacing in Eldon Square in Dolgellau; and improvements to public toilets in Barmouth.
- **Improvements to Libraries** - including schemes to transform the Caernarfon library and upgrade the library in Blaenau Ffestiniog enhancing facilities offered in these important community resources.
- **Reserve schemes** – the proposals also include reserve schemes, should an underspend or other opportunity arise.

3.3.4. The proposed package seeks to respond to local issues and needs identified through the Community and Town Centre Regeneration Plan and seeks to maximise available resources. There is an opportunity to use the fund to complement other sources of funding such as Transforming Towns, Lottery programmes and the Council's capital resources meaning that the value of the proposed package is greater than the Fund's allocation. There is also a purposeful effort to spread investment across the County – through the Town and Community Councils Fund, as well as important projects in towns across Gwynedd.

3.3.5. By responding to local needs, the proposals contribute to the requirements of the Well-being of Future Generations (Wales) Act 2015 and to the duty of sustainable development by promoting the economic, social, environmental, and cultural well-being of Wales. It is intended to implement the Pride in Place Impact Fund as part of the regeneration framework, ensuring that arrangements for cooperation with local organisations; integration with local regeneration planning, to be inclusive, contribute to the preventative work of public bodies and respond to short term and long-term needs.

3.3.6. An Impact Assessment on the Characteristics of Equality, the Welsh Language and Socio-Economic Impact has been provided in Appendix 3. No negative impacts have been identified for the proposals, and it is anticipated that the plans would lead to positive impacts.

3.4. Next Steps

- 3.4.1. Subject to receiving Cabinet support, appropriate arrangements will need to be put in place for the proposed package. Full details of each individual scheme will need to be prepared and submitted to the UK Government in accordance with the terms and conditions of the Fund.
- 3.4.2. The UK Government has already set up a dedicated portal for reporting on and administering the Pride in Place Impact Fund. In addition, the Department will establish cross-departmental arrangements for coordinating the Fund and prepare standard documents such as a risk register and communication plan.

4. Observations of the Statutory Officers

4.1. Chief Finance Officer

Officers of the Finance Department have worked closely with the Economy and Community Department on the financial aspects of the regeneration schemes that are outline in the report. I am satisfied that robust arrangements are in place for the governance and administration of these schemes, and I am confident that this will continue should the Cabinet adopt the decision sought.

4.2. Monitoring Officer

It is appropriate that Cabinet considers the allocation of this grant. I am satisfied with the propriety of the decision sought and that the delegation is proportionate.

List of Appendices:

Appendix 1: Summary of projects supported through the Regenerating Communities and Town Centres Plan 2023-26

Appendix 2: Proposed Pride in Place Impact Fund proposals

Appendix 3: Impact Assessment on Equality, Welsh Language and Socio-Economic Impact