

30 JUNE 2026

KEY DECISION YES

PRIDE IN PLACE PROGRAMME

SUMMARY AND RECOMMENDATIONS:

The purpose of this report is to:

- Provide Cabinet with an overview of the Pride in Place funding programme
- Identify the proposed governance and delivery arrangements;
- Set out the progress so far
- Identify the financial implications for the Council; and
- Seek approval to accept and administer the funding in accordance with programme requirements

Recommendation

Cabinet is recommended to:

1. Note the objectives and progress of the Pride in Place funding programme.
2. Note the financial implications and agree that expenditure will be managed in accordance with the approved funding conditions and the Council's financial procedures.
3. Agree the Council will accept the grant and administer the funding in accordance with programme requirements.

1. INTRODUCTION

- 1.1. This report provides an overview of the Pride in Place programme for Mayfield, including the progress made to date and the proposed governance arrangements required to support the delivery of the programme.
- 1.2. Mayfield, has been identified by the Ministry of Housing, Communities and Local Government (MHCLG) as a priority place for investment through the Pride in Place funding programme (Phase 2)

2. BACKGROUND

- 2.1. The Pride in Place Programme is aimed at revitalising communities that have faced long-term challenges and empower local people to shape the future of their neighbourhoods. It is designed to be community led with communities at the core of making decisions.
- 2.2. The programme has three core objectives: to build stronger communities; to create thriving places; and, to empower people to take back control.
- 2.3. The Government launched Phase One of the Pride in Place Programme in September 2025 targeting the UK's most deprived and socially disconnected neighbourhoods.
- 2.4. In February 2026, the Government announced that Mayfield, Farnborough had been awarded £20 million over a ten-year period as part of Phase Two of the Pride in Place programme.
- 2.5. In March 2026, the Council received an initial allocation of £150,000 to support the mobilisation of the Pride in Place programme. To facilitate this work, the funding will be used to recruit a Pride in Place Programme Manager and a Community Engagement Officer (both fixed term 2-year posts) and to support the appointment of an independent Chair to lead the Neighbourhood Board.

3. GOVERNANCE & DELIVERY ARRANGEMENTS

- 3.1. A Pride in Place Neighbourhood Board is required to provide strategic oversight of the programme, engage with local communities and stakeholders, and lead the development of a 10-year Pride in Place Plan. The Plan will set out the community's priorities and determine how the funding will be invested to deliver sustainable improvements and positive outcomes for Mayfield.
- 3.2. The independent Chair will provide leadership and strategic oversight of the Neighbourhood Board, working closely with the Council and the MP. The Chair role is a voluntary position that requires an individual with a strong connection to Mayfield, a commitment to improving outcomes for local residents, and the ability to bring together a diverse range of stakeholders.
- 3.3. MHCLG recommends that the Board should have between 8 and 12 members and that at least 51% of the Board should live or work within the area to ensure the Board is resident-led. Membership must include key partners, residents, the MP and a minimum of one ward Councillor.
- 3.4. Given the importance of ensuring that the Pride in Place Board remains resident and partner-led, and in recognition of the limited membership of 12 Board members, it is proposed that Council representation be limited to one Councillor. The appointment of the Rushmoor Councillor will be subject to endorsement by the Council's Licensing and Corporate Business Committee. Where more than one Councillor expresses an interest in serving on the Board, the Committee will determine the appointment.

- 3.5. The programme requires Neighbourhood Board membership, including any proposed changes to the designated boundary, to be finalised by 28 August 2026. Once the Board is established it will be responsible for developing and submitting a Pride in Place Plan by 27 February 2027.
- 3.6. The Plan must set out a shared 10-year vision for the area, together with the Board's proposals for further inward investment and the allocation of funding to deliver long-term improvements and positive outcomes for residents.
- 3.7. The Council, through the Programme Manager, will act as the Secretariat for the Board and work with the Chair to develop the plan and convene the meetings. As the accountable body for the programme the Council will oversee the financial management, monitoring, and reporting requirements.
- 3.8. Community engagement will form a central element of programme delivery to ensure all projects reflect local priorities and generate long-term community ownership.
- 3.9. To encourage community engagement The Board may consider establishing a wider community group as an alternative delivery model. This could help strengthen community engagement and participation, while enabling the Board to retain a clear strategic focus and maintain effective decision-making arrangements.

PROGRESS SO FAR

- 3.10. Following the initial announcement of the fund, The MP's office delivered a survey to every household in the area seeking views about what improvements residents would like to see and what issues residents would like addressed. The survey had a relatively low response but identified parking, anti social behaviour and better local facilities.
- 3.11. The Council has undertaken initial engagement with a range of local partners to gauge interest in participating in the Neighbourhood Board and to gather early views on local priorities and potential investment opportunities. These partners are listed as follows:
 - Citizens Advice
 - Rushmoor Voluntary Services
 - Cherrywood Primary, Bohunt School, Grange Junior School and Samuel Cody School
 - Sixth Form College
 - Mayfield Medical centre
 - Farnborough Football Club
 - Vivid Housing
 - Church of the Good Shepherd
 - Prospect Youth Club
 - Local Scout groups

- Mental Health charity
 - Gurkha Welfare Trust
- 3.12. Interviews for the The Programme Manager and Engagement Officer are set for June and July. The response to the advert for the Chair role was very low. Due to the low level of interest in the role, alternative recruitment arrangements are being progressed. This includes a targeted approach to key partners and a proposal to appoint an interim Chair, with a recommendation for a permanent Chair to be brought to the Board for approval in due course.
- 3.13. The Council and MP's office are currently meeting every 3 weeks to share engagement and partner co-ordination and prepare the groundwork prior to the Board being established.

4. IMPLICATIONS

Risks

- 4.1. Key risks to the programme include: Insufficient stakeholder or resident engagement, failure to secure an appropriate and skilled Chair for the neighbourhood Board, and potential reputational risk arising from underperformance/project delivery.

Legal Implications

- 4.2. There are no direct legal implications arising from the content of this report. *Abi Khan, abi.khan@rushmoor.gov.uk Deputy Head of Legal Services & Deputy Monitoring Office*

Financial and Resource Implications

- 4.3. Mayfield community will receive funding up to £20 million over ten years. The funding will be split 63% capital and 37% revenue.
- 4.4. Revenue funding will be paid across two tranches in Year One (26/27) 50% will be made at the start of the financial year and the remaining 50% on approval of the Chair, Board Membership and (if applicable) any boundary change.
- 4.5. For the purpose of planning the programme is divided into 3 investment periods.
- Period One: the 2026 to 2027 financial year to the 2029 to 2030 financial year (4 years)
 - Period Two: the 2030 to 2031 financial year to the 2032 to 2033 financial year (3 years)
 - Period Three: the 2033 to 2034 financial year to the 2035 to 2036 financial year (3 years)

- 4.6. In March 2026 the Council received £150k to support Board establishment and high-quality engagement. In May 2026 the Council received a further £117k capital and £135k revenue funding.
- 4.7. As the accountable body for the programme the council will oversee the financial management, monitoring, and reporting requirements. The council is therefore taking on the responsibility for the effective financial and legal administration including risks, such as prevention of mal administration and fraud for example, whilst also fulfilling its legal duty to secure value for money. This is a specific challenge and risk for the council because the scheme will be independent of the Council's Constitution and outside of the jurisdiction of Cabinet decision making. Only one Councillor will represent the council on the board consisting of between 8 and 12 members.
- 4.8. An appropriate oversight and reporting structure is required to oversee the administration of the scheme to ensure the council fulfills its stewardship responsibilities.
- 4.9. There will be a cost in officer time beyond the programme manager. Such as significant finance and procurement team resources. These costs will have to be recovered from the funding and agreed with the scheme board a part of their business and delivery plan. The Chief Finance Officer recommends that sufficient capacity of a suitably qualified and experienced accountant is engaged to support the project, funded by the project.
- 4.10. It is important to ensure the council has appropriate insight and influence on the expenditure incurred by the Board to ensure no contractual commitments are incurred beyond the available funding timeline and restricted to the certainty of receipt of funds, these commitments will otherwise be the council's responsibility and unbudgeted expenditure.
- 4.11. A key risk is the split between capital and revenue funding and creation of ongoing revenue expenditure commitments such as maintenance resulting from capital expenditure, that will ultimately fall to the council.
- 4.12. Specific scheme administration rules such as a Memorandum of Understanding have not been sighted or reviewed by finance and legal. These will require a detailed review prior to the scheme going ahead.

Finance commentary by Peter Vickers CFO s151 17/06/2026

Equalities and Climate Impact Implications

- 4.13. An Equalities Impact Assessment screener found positive impacts for the community. The programme is designed to generate positive community outcomes and consider opportunities for all residents. Equality considerations will be incorporated into the project plan and engagement activity to ensure projects are inclusive and accessible.

- 4.14. An initial Climate Change Impact Assessment has identified the potential for positive environmental and community benefits. The programme provides an opportunity to enhance the local natural environment and support the creation of a more sustainable place to live for residents. As the programme develops, all proposed projects, particularly capital schemes, will be required to consider environmental impacts and, where possible, contribute to the Council's wider climate change objectives.

5. CONCLUSIONS

- 5.1. The Pride in Place programme represents a significant opportunity to deliver longstanding improvements to Mayfield and the local community.
- 5.2. The Neighbourhood Board will provide the appropriate governance and delivery arrangements to develop a robust Pride in Place Plan, ensuring that investment is targeted towards projects that deliver long lasting community benefits, improve local infrastructure and public spaces, and support initiatives that enhance quality of life for residents.
- 5.3. The programme supports the Councils priorities with a specific focus on Skills, economy and regeneration, Community and wellbeing and Pride in place.

6. RECOMMENDATION

6.1 Cabinet is recommended to:

- Note the objectives and progress of the Pride in Place funding programme.
- Note the financial implications and agree that expenditure will be managed in accordance with the approved funding conditions and the Council's financial procedures.
- Agree the Council will accept the grant and administer the funding in accordance with programme requirements

CONTACT DETAILS:

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