



FREQUENTLY ASKED QUESTIONS

Q: What is the Pride in Place Strategy?

The Pride in Place Strategy is the government's flagship communities programme, providing up to £5 billion of long-term support to up to 250 communities. The Pride in Place Strategy, previously called Plan for Neighbourhoods which was the is the renamed and revised programme for the Government's Long Term Plan for Towns Fund.

The programme is designed to:

- Help local neighbourhoods thrive;
- Make communities better able to tackle the challenges they face;
- Ensure local people have a real say in what happens in their area.

The aims of the programme are:

- To put decision making power in the hands of local people and communities;
- Offer flexibility to respond to local needs and opportunities, supported by an extensive list of [pre-approved interventions](#) that set out how places can make best use of this funding;
- Provide long – term funding so communities can put plans together that can genuinely rebuild and transform their neighbourhoods.

Q: How does Sutton Coldfield benefit from the Pride in Place Strategy?

In March 2024, it was announced that Royal Sutton Coldfield would receive funding of up to £20million, over the next ten years, as part of the Government's Town Fund (now known as Pride in Place Strategy).

The Autumn Budget 2024 confirmed that the Long Term Plan for Towns would be retained and reformed as part of a new regeneration programme (Plan for Neighbourhoods)

The government requires that investments are considered **across a range of categories** including; enhancing community cohesion, regenerating high streets,

enhancing green spaces, promoting skills provision and business support, tackling housing needs, and promoting health and well-being.

Q: Who manages the Town Fund?

In April 2024, Jacob Young, the former Minister for Levelling Up, confirmed that Royal Sutton Coldfield Town Council would be responsible for the day- to- day delivery and governance of the funding, and in May 2024, re-confirmed the Town Council as the accountable body for the Royal Sutton Coldfield Town Fund.

In December 2024, Alex Norris MP, Minister for Housing, Communities and Local Government approved the Town Council as the Accountable Body for the Royal Sutton Coldfield Fund. This means that funding will flow through Royal Sutton Coldfield Town Council who will administer the fund and ensure funding is channelled and used appropriately. The Accountable Body evaluates and reports back to Government on delivery and impact of the projects.

Q: Who are the Plan for Neighbourhood Board Members?

The [Plan for Neighbourhood Board](#) was established in March 2025 in order to lead the process of preparing and implementing the Plan for Neighbourhood 10 year vision with a detailed Investment Plan, for the first four years of the programme.

The Board is composed of 18 representatives from the private, public community and faith sectors who are committed to improving their local area and is independently chaired by Doug Wright MBE DL. Members of the boards include councillors from Royal Sutton Coldfield Town Council, local businesses, community stakeholders and the Royal Town's MP Sir Andrew Mitchell. The make-up of the board was set out in the guidance from the Government when the Town Fund for Sutton Coldfield was originally announced.

All Board members have signed up to a [code of conduct](#). This is based on the [Seven Principles of Public life](#) (the Nolan Principles).

Each Board member is required to sign a Declaration of Interest form. Members also declare interests at the beginning of each Board meeting, this information can be found within the Board meeting minutes.

Q: Where can I find more information about meetings

Agendas and Minutes of the Plan for Neighbourhood Board meetings are available on the Royal Sutton Coldfield Town Council website [here](#)

Contact email address: PfN@suttoncoldfieldtowncouncil.gov.uk

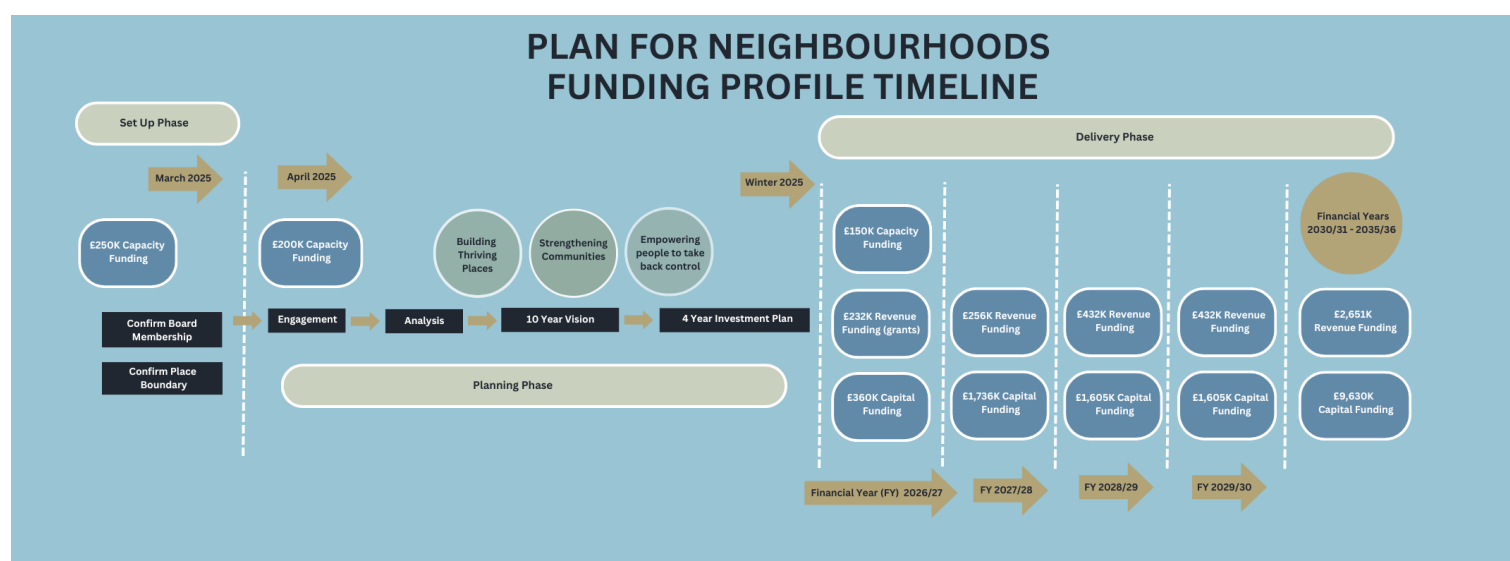
Q : How long is the funding available

Each community will receive funding and support totalling up to £20 million.

The funding will be split 75% capital and 25% revenue, to the following profile:

Grant Type	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2030 to 2031	2031 to 2032	2032 to 2033	2033 to 2034	2034 to 2035	2035 to 2036	Total
Total revenue funding	200	382	256	432	432	432	432	437	450	450	450	4,599
Revenue funding (capacity)	200	150	-	-	-	-	-	-	-	-	-	600
Revenue funding (grants)	-	232	256	432	432	432	432	437	450	450	450	3,999
Capital funding (grants)	-	360	1,736	1,605	1,605	1,605	1,605	1,605	1,605	1,605	1,605	14,936

Total: £19,573m



Q: How will the local community be involved?

In June 2025, the Board appointed Genecon to lead on community and stakeholder engagement to identify local priorities for change and investment.

A community consultation ran between 5 September – 10 October 2025 through regular e-newsletters to over 10,000 subscribers on Royal Sutton Coldfield Town Council's mailing list. The survey was delivered via Royal Mail to approx. 45,000 households and drop sessions with Genecon Consultants were held across various locations in the town.

The community consultation process will feed into the development of a 10 year Regeneration Plan that shows the UK Government how the funds will be invested. Funding will be allocated to the spend categories that matter most to people living and working in Royal Sutton Coldfield.

In addition, four theme groups were established that align with the Government's pre-approved interventions:

- Heritage, Culture, Community & Wellbeing
- Economy, Enterprise & Education
- Parks, Green Spaces and Sport
- Sustainability and Active Travel

Key stakeholders with a keen interest in the above groups met twice with Genecon between September & October 2025.

In June the Board also awarded £3,000 to five community organisations to conduct grass roots consultation, in collaboration with Genecon. The five groups who aim to reach those who don't often engage are: Age Concern, The Gap, Our Place CIC, Sutton Parivaar and Boldmere Futures CIC.

Using the results of the community consultation and grassroots consultation The Plan for Neighbourhood Board will develop the vision and aims for the Town's Investment Plan, and submit priorities for funding which met the specific criteria set out in the Government's Pride in Place strategy regulations by 28 November 2025.

Further consultation and engagement will take place throughout the course of the delivery of the programme. The best way to stay informed of the upcoming events is to visit the dedicated webpage on Royal Sutton Coldfield Town Council's website:

[Royal Sutton Coldfield Pride in Place – Royal Sutton Coldfield Town Council](#)