Pride in Place Programme

Improving Places Select Commission
1st December 2026

Martin Hughes – Head of Neighbourhoods

Background

Announced by Government in September 2025

- Phase 1 – Rotherham (town centre and surrounding neighbourhoods)
- Phase 2 – Maltby East

Rotherham –

- Previously called Long Term Plan for Towns - under the Conservative government.
- Rebranded as Plan for Neighbourhoods by Labour Government - moved the focus away from town centre regeneration and towards the development of local communities.

Background

Further rebrand to Pride in Place in September 2025 with three overarching themes –

- Stronger communities
- Thriving places
- Taking back control

10 Year programme - £19.5million

- 75% Capital / 25% Revenue
- Divided into three investment periods – 4years, 3 years, 3 years
- Paid to the Council via 2 tranches each year until they are no longer the Accountable Body

Roles and Responsibilities

Pride in Place Board	Local Community	MP	Local Authority
Responsible for co-producing the Pride in Place Plan, and delivering in the interests of local people to improve the physical and social infrastructure of their community	Will shape the place's priorities and hold the Neighbourhood Board and local authority to account	Has a key role in supporting the Chair and the Neighbourhood Board informing the work and in engaging the community it represents	Will support the Neighbourhood Board to develop and deliver the plan, and act as the accountable body at the start of the programme

Roles and Responsibilities

Pride in Place Board - Government expect Board to transition and become a Co-operative, Community Interest Company or charity by year three of the Programme or work with an established local community organisation acting as an anchor institution.

Accountable Body (RMBC) - ensures compliant, legal, and effective use of public funds, acting as the legal employer for staff and contracting with third parties, while supporting community-led delivery via Neighbourhood Boards.

RMBC roles and responsibilities

Accountable Body -

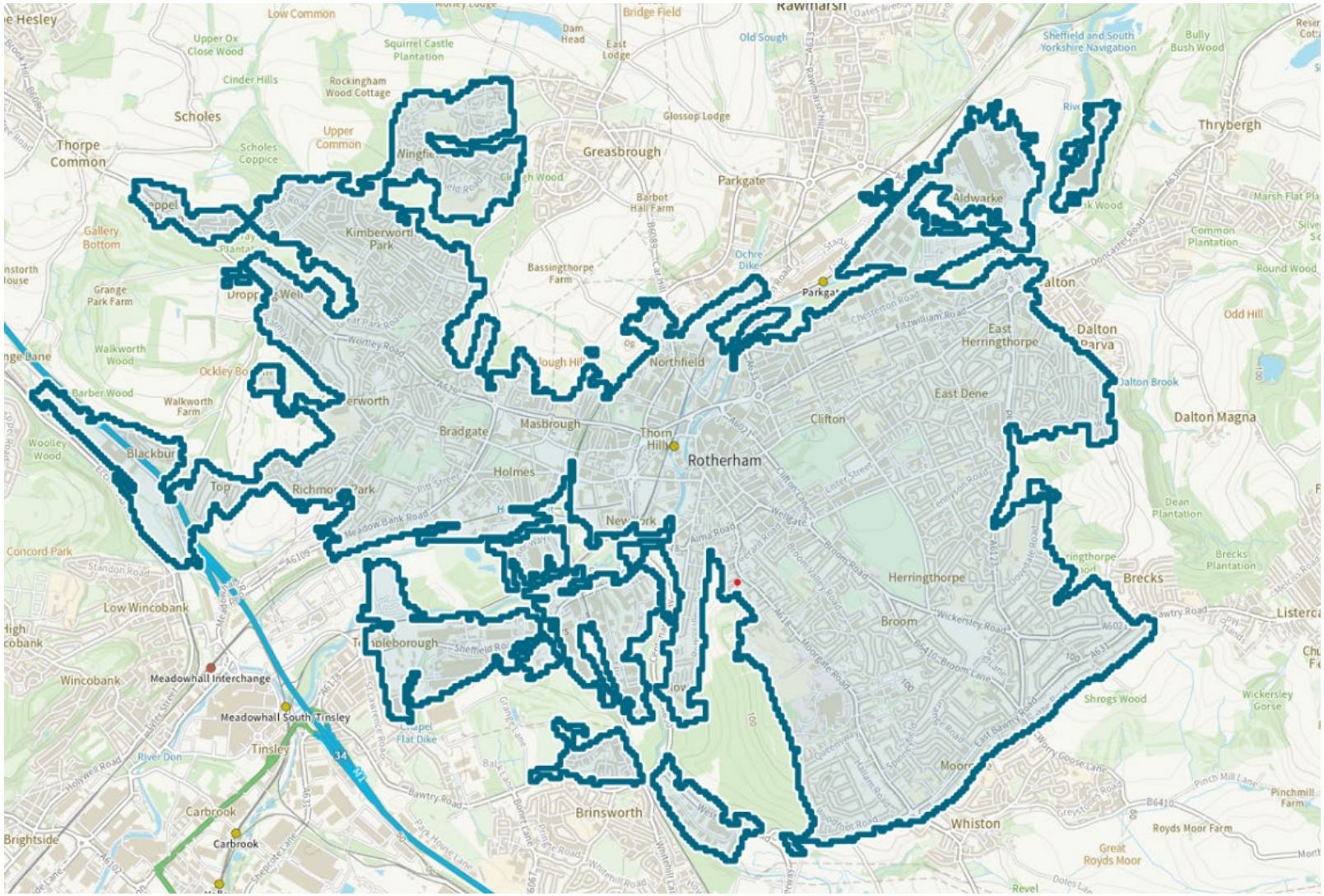
- Managing payments and grants
- Ensuring compliance with Procurement legislation and Subsidy Control Act 2022
- Financial monitoring and reporting
- Audit trail and record keeping
- Ensuring appropriate governance and financial stewardship
- Annual S151 Officer assurance to MHCLG
- Risk management

RMBC roles and responsibilities

- Hosting staff (in Neighbourhoods) –
  - PiP Programme Manager - appointed
  - Maltby PiP Co-ordinator - appointed
  - Rotherham PiP post – in discussion

- Support from other services. Nominated link officers –
  - Finance
  - Procurement
  - Human Resources
  - Legal
  - Democratic Services
  - Policy, Performance & Intelligence
  - Communications & Marketing
  - Digital Services
  - Customer Services
  - Regeneration

Rotherham



Rawmarsh
Thrybergh
Greasbrough
Parkgate
Aldwarke
Kimberworth Park
Northfield
East Herringthorpe
Dalton Parva
East Dene
Dalton Magna
Clifton
Bradgate
Masbrough
Thorn Hill
Rotherham
Holmes
Herringthorpe
Brecks
Broom
Templeborough
Low Wincobank
Wincobank
Meadowhall Interchange
Meadowhall South/Tinsley
Tinsley
Carbrook
Brinsworth
Whiston
Scholes
Thorpe Common

Rotherham Pride in Place Plan

- Consultation - Summer 2025
- Submission of Pride in Place Plan to MHCLG - November 2025
- Plan approved by MHCLG - March 2026
- 4-year investment plan interventions –
  - Regeneration, High Street and Heritage
  - Safety & Security
  - Education & Opportunity
  - Cohesion
  - Health & Wellbeing
  - Work, Productivity & Skills
  - Programme Management & Delivery Costs

Rotherham Pride in Place Board

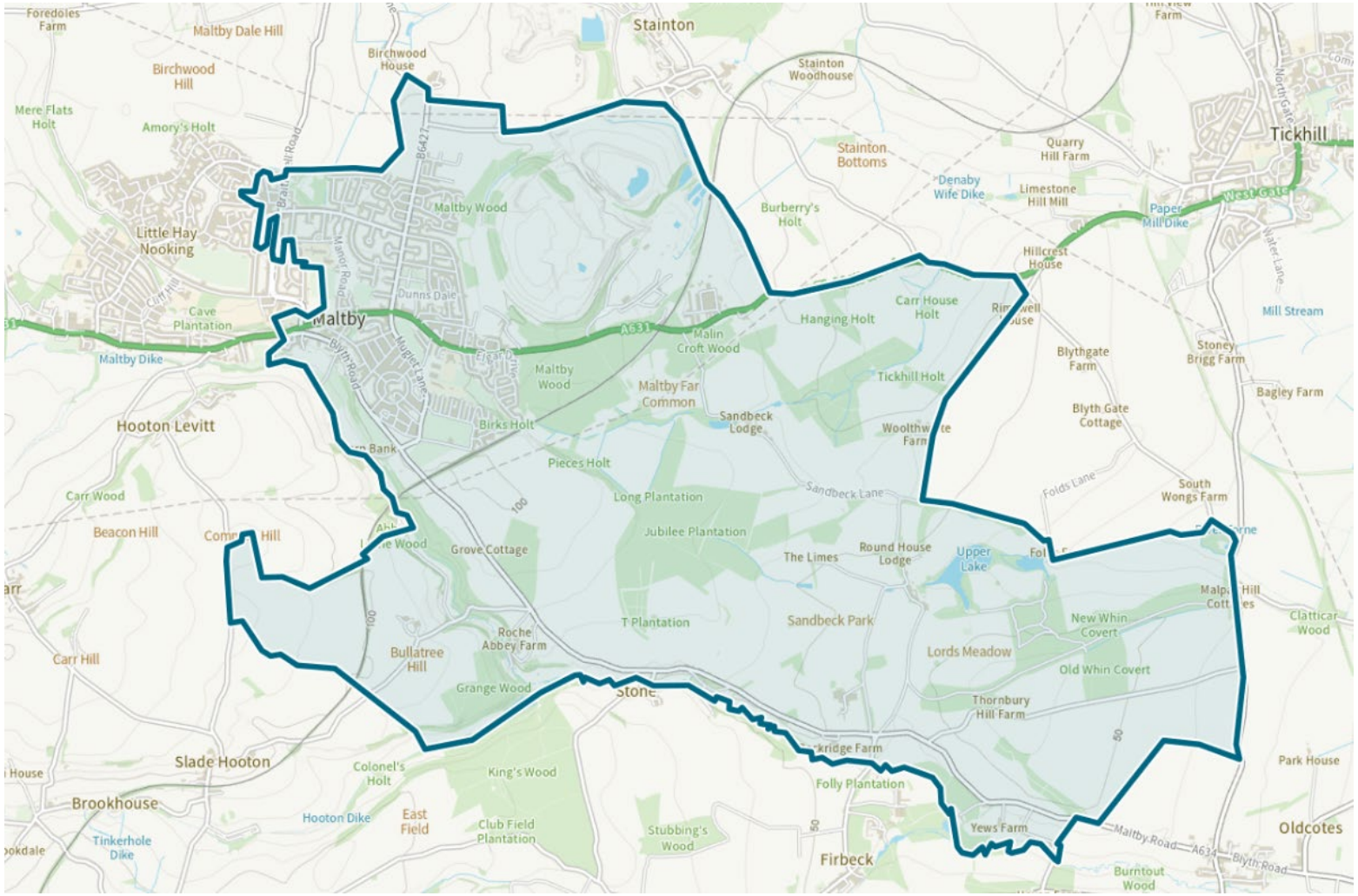
- Appointed in Spring 2026
- 15 members
- Chair - Eleanor Lockley
- MP – Sarah Champion
- Elected Members – Cllr. Ahmed (Rotherham East ward) and Cllr Currie (Keppel ward)
- Local people with a wide range of skills and experiences who know and care about area



Rotherham – current activity

- Memorandum of Understanding signed - between MHCLG, Board and Council (as Accountable Body)
- Board development / training
- Promotion of Programme and Board – website, social media & events
- £100,000 ‘Proud of Rotherham’ small grants scheme
- Development of a project pipeline for next 4 years of the programme

Maltby


Foredoles Farm
Maltby Dale Hill
Birchwood Hill
Birchwood House
Stainton
Stainton Woodhouse
Mere Flats Holt
Amory's Holt
Stainton Bottoms
Quarry Hill Farm
Tickhill
Denaby Wife Dike
Limestone Hill Mill
Paper Mill Dike
West Gate
Maltby Wood
Burberry's Holt
Little Hay Nooking
Hillcrest House
Manor Road
Dunns Dale
Cave Plantation
Maltby
A631
Hanging Holt
Carr House Holt
Mill Stream
Malin Croft Wood
Maltby Dike
Blythgate Farm
Stoney Brigg Farm
Tickhill Holt
Maltby Wood
Maltby Far Common
Bagley Farm
Blyth Gate Cottage
Hooton Levitt
Birks Holt
Sandbeck Lodge
Pieces Holt
Carr Wood
Long Plantation
Sandbeck Lane
South Wongs Farm
Beacon Hill
Jubilee Plantation
Grove Cottage
The Limes
Round House Lodge
Upper Lake
Clatticar Wood
Roche Abbey Farm
T Plantation
Sandbeck Park
New Whin Covert
Carr Hill
Bullatree Hill
Lords Meadow
Old Whin Covert
Grange Wood
Thornbury Hill Farm
Slade Hooton
Colonel's Holt
King's Wood
Folly Plantation
Park House
Brookhouse
Hooton Dike
East Field
Club Field Plantation
Stubbing's Wood
Yews Farm
Oldcotes
Tinkerhole Dike
Firbeck
Maltby Road
A634
Blyth Road
Burntout Wood

Maltby Pride in Place Plan

- Consultation - Summer 2026
- Submission of Pride in Place MHCLG – by February 2027
- Emerging themes –
  - Children, young people and families
  - Safety, public spaces and maintenance
  - Community spaces, connection and inclusion
  - Green space and neighbourhood condition
  - Pride, influence and community capacity
  - High Street, jobs and local economy
  - Transport, roads and access
- Not just focused on the Maltby East area – will fund projects outside the designated boundary, provided that residents of Maltby East also benefit from the activity
- Approval from MHCLG – before April 2027

Pride in Maltby Board

- Appointed in Spring 2026
- 10 members
- Chair – Warren Carratt
- MP – Jake Richards
- Elected Members – Cllr. Sutton & Cllr. Tinsley (Maltby East ward)
- Local people with a wide range of skills and experiences who know and care about area
- Further Board recruitment to take place before end of the year



Maltby – current activity

- Memorandum of Understanding signed - between MHCLG, Board and Council (as Accountable Body)
- Production of PiP Plan – inc. 4 year investment plan
- Board recruitment, development & training
- Promotion of Programme and Board – website, social media & events
- Development of a project pipeline for the first 4 years of the programme – potential projects being considered

Impact Fund - £1.5m to RMBC

Objectives -

- Community Spaces
- Public Spaces
- High St & Town Centre revitalisation

Community Facilities - £604,000

- The Black Hut
- Clifton Learning Centre
- The Meeting Place
- United Multicultural Community Centre
- Artworks
- Oaklea Retreat

Children's Playground Programme - £896,000

- Ferham Park
- Rother Valley Country Park
- Thrybergh Country Park
- Wath Skate Park
- Rosehill Victoria Park
- Cherry Tree Park
- Packman Way

Questions