



Borough of Telford and Wrekin

Cabinet

Thursday 4 January 2024

Councillors Pride Fund 2022-23: Helping to Protect, Care and Invest to Create a Better Borough

Cabinet Member:	Cllr Raj Mehta - Cabinet Member: Inclusion, Engagement, Equalities & Civic Pride	
Lead Director:	Felicity Mercer - Director: Communities, Customer & Commercial Services	
Service Area:	Communities, Customer & Commercial Services	
Report Author:	Fran Bache – Community Funding Officer (Community Services)	
Officer Contact Details:	Tel: 01952 385103	Email: fran.bache@telford.gov.uk
Wards Affected:	All Wards	
Key Decision:	Not Key Decision	
Forward Plan:	Not Applicable	
Report considered by:	SMT – 7 November 2023 Business Briefing - 16 November 2023 Cabinet – 4 January 2024	

1.0 Recommendations for decision/noting:

It is recommended that Cabinet:

- 1.1 Notes the continued impact of the Councillors Pride Fund in supporting Members to deliver the Council's five priorities in their ward to protect, care and invest in order to create a better borough.

Councillors Pride Fund 2022-23: Helping to Protect, Care and Invest to Create a Better Borough

- 1.2 Notes the importance of this funding in offering a bespoke response to need in individual communities and in supporting community organisations to thrive and offer valued services to residents.
- 1.3 Notes the additional funding that applications to this scheme have secured through match funding of projects to the value of £248,212.
- 1.4 Notes the final deadline for applications in the year 2023-24 is 1 February 2024.

2.0 Purpose of Report

- 2.1 To update Cabinet on the allocation of the Councillors Pride Fund during the financial year 2022/23.

3.0 Background

- 3.1 The Councillors Pride Fund was established in 2015 following development of the “Ward Cooperative Fund” and previously the “Your Money Your Projects Scheme” (2011). Until 2020 the annual allocation per ward member stood at £2,000.
- 3.2 The fund enables Members to deliver the Council’s five priorities in their ward to protect, care and invest in order to create a better borough.
- 3.3 It enables a small amount of money to make a big difference on a local level. Including to small community groups that would find accessing other grant funding difficult but who are able to make a significant impact on the individuals and communities they support.

4.0 Summary of main proposals

4.1 Councillors’ Pride Fund 2022/23

- 4.2 The 2022 fund opened in May 2022 and for the first time featured two deadlines, the first, ensured each Councillor spent 50% of their funding by 5 September 2022 with the final deadline for all funds being 1 February 2023. During this time individual Councillors submitted a total of 604 proposals that were approved, with some Councillors opting to join forces with colleagues to enable their funding to go further, meaning a total of 402 applications were received and awarded. The early deadline saw 36% of projects approved and getting underway by 5 September 2022 meaning funding started to make a difference in all wards much earlier.
- 4.3 In 2022, Councillors allocated the total budget of £540,000 taking the total budget allocated under these schemes since 2011 to £1,728,000.
- 4.4 Councillors and applicants are encouraged to seek match funding for their grants to ensure the funding can go further. In 2022 a total of £248,212 match funding was achieved, so for every £1 allocated from the Councillors Pride Fund, 46p of

match funding was secured. Sources of match funding include for example, Town and Parish Councils, other grant funders and the applicants own financial contribution to a project.

4.5 This report highlights how Councillors have used the funding to support the council's priorities in 2022.

4.6 **Every child, young person and adult lives well in their community**

4.6.1 During 2022 the largest proportion of applications (45%) supported the priority 'Every child, young person and adult lives well in their community', giving individuals the opportunity to thrive and engage in their community.

4.6.2 The cost of living crisis continues to show its impact with many Members opting to fund services to support local residents in need of additional support. A total of £28,326 was awarded to foodbanks and community fridge projects including a £1,294 grant to Short Wood Primary School from Members in **Arleston** and **College**.

Some of this funding was allocated towards making the school's community cabin fit for purpose and ready to use as part of the 'Short Wood Shares' project which offers a community fridge, pre-loved school uniform swap and a small food bank. In **The Nedge**, £1,000 was also allocated to The Telford Park School



and £710 to Grange Park Primary School to provide students in need with school uniform and shoes to ensure no child goes without key elements of their school uniform. Members also supported three of the Borough's Warm and Welcoming Spaces to extend their support to residents during the colder months. A total of £2,956 was awarded to projects in **Brookside**, **Woodside** and **Haygate** to ensure residents had access to warm places.

4.6.3 Many applications supported projects for children and young people including a total of £9,928 given to support 10 different uniformed groups for children and young people, such as Rainbows, Brownies, Guides, Scouts, Boys Brigade and Girls Association, Air Cadets and Sea Cadets. Funds were largely given to support the purchase of equipment for activities and camping and support running costs plus in **Donnington** a £500 grant was given to Telford Sea Cadets to improve accessibility at their building for the safety of all building users and visitors.

4.6.4 Grant funding has also supported Youth Clubs in the Borough, with a total of £22,228 awarded. Recipients include The Anstice in **Madeley & Sutton Hill**. In particular £20,795 of grant funding has enabled the start up of two brand new youth provisions in Dawley and Lightmoor which were match funded by £10,250. These clubs offer young people a place to socialise and

engage in meaningful activities outside of home and school and have been supported by Members in **Dawley & Aqueduct** (£13,550), **Malinslee & Dawley Bank** (£4,250) and **Horsehay & Lightmoor** (£3,245).

- 4.6.5 Schools have also benefited, in **Madeley & Sutton Hill** all three ward Members joined together to award a £6,000 grant to Sir Alexander Fleming Primary school and achieved match funding of £4,000. The project saw the installation of a 5m diameter fire pit shelter for the schools outdoor learning/Forest School area, creating a central hub and learning space for all activities. The shelter has complemented the fantastic gardens that the children have worked hard to develop.



© Edward Shaw
Royal Horticultural Society 2023

- 4.6.6 Social groups for adults have also benefited from the scheme; in **Horsehay & Lightmoor** both members offered a grant of £500 each to support the development of a Men's Only Wellbeing Group offering social activities and the opportunity to connect with other men for support. In **Brookside** both Members offered a total grant of £1,965 to enable Brookside Community Centre to run a six week art project supporting people to tell their story through exploring creativity and creating a small piece of artwork to be displayed. In **Hadley & Leegomery**, all three members offered a total grant of £900 to assist with the set up costs of establishing a new community group for Ukrainians who speak little to no English. The group will be taught by a Ukrainian English teacher with the goal of progressing to an accredited English for Speakers of other Languages course (ESOL), it also offers a place for peer support enabling residents to feel supported.



- 4.6.7 Members across the Borough have also granted funds to groups and activities supporting older residents, a £500 grant in **Haygate** was provided to Belmont Community Hall and enabled the Friday Club to add entertainment to their offer for attendees, this was also match funded by £500. In **Ketley & Overdale** Members offered a total of £1,000 to support the Ketley Coffee Club enabling them to provide speakers, entertainment and trips out for club members, a vital social opportunity for many.

4.6.8 Members in **Shawbirch** and **Dothill** granted funding to early support for families with a total of £2,000 granted to Home-Start Telford & Wrekin to recruit, train and induct new volunteers to support families with children under the age of five years, this was matched with £2,000. Whilst in **Hadley & Leegomery** the organisation was granted funding to run a 10 week course to build self-esteem and reduce depression in women at Hadley Learning Community.



We are looking for Home Visiting Volunteers to help support families in crisis in Telford.

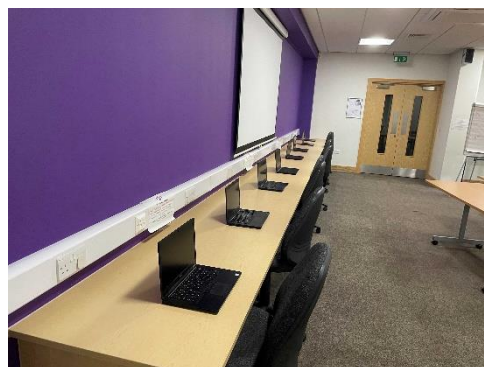
The role involves working with families to build confidence and find the joy in parenting.

- Offering support, friendship, advice, guidance and practical help
- Building confidence
- Encouraging strengths and emotional well-being

Full Training and support provided
(subject to DBS checks)

HOME START
Telford & Wrekin

4.6.9 Digital access and communication was also supported across a number of wards with Members in **Brookside** and **Dawley & Aqueduct** supporting upgrades to computer suites ensuring residents in their ward have good access to digital facilities, in Dawley & Aqueduct the project achieved £1,450 of match funding. Whilst a £400 grant from Members in **Oakengates & Ketley Bank** enabled Ashfields Community Centre to purchase a laptop and printer enabling residents to develop their digital skills and have access to the internet, providing a vital link to family, friends and digital resources. A Member in **Hadley & Leegomery** granted £2,200 to The Bridge School to enable the purchase of ipads to be used as an important communication tool by pupils. Whilst a £200 grant in **Edgmond & Ercall Magna** has enabled the installation of Broadband at Kynnersley Village Hall which also achieved £150 in match funding.



4.6.10 And finally the health of residents was promoted through the purchase of defibrillators in the wards of **Ironbridge Gorge** (with £430 match funding), **Malinslee & Dawley Bank** and **Oakengates & Ketley Bank** whilst Blood Control Kits were purchased to go alongside defibrillators in **Woodside** and **Madeley & Sutton Hill**.

4.7 **Everyone benefits from a thriving economy**

4.7.1 Councillors opted to support the local economy through the provision of events across the Borough for residents to take part in and make the most of the opportunities around them.

4.7.2 2022 was a year of celebration with members choosing to support events in their wards. In **Wrockwardine**, a £1,000 grant was used to provide

entertainment for children and families during the Rodington Christmas Fayre and was matched by £500.

- 4.7.3 In **College** a grant of £505 supported the Regent Street Community Celebration. A free summer event bringing the local community together for a multi-cultural celebration and to mark improvements made in the area through the Safer & Stronger Communities project. The event gave residents the opportunity to get together, to celebrate what is great about where they live and learn about local groups and services. Over 250 people attended the event.



- 4.7.4 In **Ironbridge** three events were supported with a total of £1,450 providing the vital equipment, facilities, and logistics required to make the Ironbridge Gorge WWII Weekend, Ironbridge Gorge Brass Band Festival and the Platinum Jubilee Celebrations a success, two of these events attracted a total of £875 worth of match funding.

4.8 All neighbourhoods are a great place to live

- 4.8.1 During 2022, Councillors recognised the importance of place with a quarter of applications investing funds to ensure neighbourhoods have great facilities, improvements to facilities were varied, examples include:

- 4.8.2 A £5,000 grant in **Woodside** to contribute towards the development of a new Community Library at the Park Lane Community Centre giving residents free access to books within their own community.



4.8.3 In **Ercall** a £700 grant enabled the installation of thermoplastic distance markers in Bowring Park, to aid exercise and mobility. Markers have been placed at every 20m so visitors can use them as a guide to exercise and improve fitness.



4.8.4 In **The Nedge**, a £1,200 grant from all three Members has seen adjustments made to an allotment plot to create a fully accessible allotment for current and future users with mobility difficulties and also received £1,000 in match funding.

4.8.5 Whilst in **Ketley & Overdale** Members used their funding to engage a local graffiti artist to cover inappropriate tagging and deter further graffiti on the pedestrian bridge at the bottom of Cooper Beech Road. The project also attracted £1,000 in match funding and has brought the bridge to life, celebrating the history of the old railway as well as the wildlife that thrive underneath the bridge today.



4.8.6 In **St Georges** both Members allocated £500 each to engage a professional artist to paint the underpass near Durrant Road to improve the space and deter inappropriate graffiti whilst also achieving £500 match funding.

4.8.7 In **Edgmond & Ercall Magna**, a £1,000 grant enabled the creation of a new patio area at the rear of Edgmond Village Hall giving direct access to the Village Hall field and nature trail and extending the possible use of the hall by creating a pleasant outdoor seating area.



4.9 Our natural environment is protected, and the Council is taking a leading role in tackling the climate change emergency

4.9.1 Maintaining the Borough's natural environment remained a focus for Members this year with projects such as;

4.9.2 A £2,000 allocation in **Newport North & West** to create a Damson orchard and extra tree planting across public land in the ward providing free seasonal fruit for local residents. Also, in **Newport North & West** £5,786 supported a project to change all remaining bins in central Newport to 'recycle on the go bins' allowing visitors to the town to recycle their waste.

4.9.3 In **Muxton**, a £1,000 grant saw heathland and grassland restoration at Granville Park improving the ecology of the area to encourage invertebrates to thrive and support Buglife's B-Lines project creating insect pathways across the UK's countryside and towns. Members in **Dawley & Aqueduct** also supported this project and funded heathland works at Manor Road Pitmound and secured £600 of match funding.

4.9.4 The importance of healthy water ways to our environment has also been championed with Members in **Hadley & Leegomery** providing a £450 grant to the Friends of Hurley Brook to enable them to carry out monthly water quality testing at Leegomery Pools, Hurley Brook and ponds in Apley Wood. Whilst **Brookside** Members granted £3,850 to carry out renovations to the pool at the Ludford Drive Green Guarantee site, the centre of the popular area had become heavily overgrown with trees and shrubs and full of silt and weeds.



4.9.5 Members also offered support to several 'Friends of' groups who play a vital role in maintaining green spaces across the Borough, including a £2,000 grant in **Apley** to Friends of Apley Woods to renovate tree identification signs, improve their storage facilities, purchase new tools and accessories alongside personal protective equipment, volunteer work wear, equipment for wildlife monitoring and surveys, carry out updates to the group's website and the provision of volunteer training.



4.10 **A community-focussed, innovative council providing efficient, effective and quality services.**

- 4.10.1 Members have supported the final priority, to be a community-focussed, innovative council providing efficient, effective and quality services, in a variety of ways.
- 4.10.2 Many Members focused on providing services to support residents to feel safer, £2,000 each was granted to install CCTV cameras at the parking area for Lilleshall Hill and on the Queen Elizabeth II play area and park, both in the ward of **Church Aston & Lilleshall** and complimented by a total of £6,000 in match funding. A mobile CCTV camera was funded for the ward of **Priorslee** (£6,500) whilst in **Newport North & West** (£1,500) and **The Nedge** (£1,200, plus match funding of £468) pole extensions were funded to enable the installation of CCTV at Victoria Park and Deercote.
- 4.10.3 Road safety was also a focus with new Speed Indicator Devices purchased for **Wrockwardine Wood & Trench** (£8,190 plus match of £600), **Donnington** (£500), **Edgmond & Ercall Magna** (£2,500 with match of £300), **Malinslee & Dawley Bank** (£2,000 with match of £2,000) and **Oakengates & Ketley Bank** (£4,460).
- 4.10.4 Whilst in **Newport South & East**, £8,000 was allocated to build in safety measures on Audley Avenue to provide a safer crossing point for school children and to reduce the speed of traffic. Whilst in **Admaston & Bratton**, £2,364 was granted to install a replacement gate to secure the fenced area surrounding Bratton Play Park alongside the relocation/renewal of dog waste bins away from the parks seating area. And in **Park**, £4,500 was allocated to install bollards on the corner of Bagley Drive and Marton Drive to prevent parking on the pavement and ensure pedestrians have safe access to the pavement, this project also achieved £4,500 in match funding.
- 4.10.5 Members in **Edgmond & Ercall Magna** sought to support improvements to local bus services by allocating £5,200 to upgrading and improving bus shelters and providing publicity for the service and rural transport initiatives in the Parishes of Edgmond, Waters Upton, Ellerdine, High Ercall and Roden.
- 4.10.6 And finally, Members also chose to ensure that services were in place to keep residents informed of what's going on in the local area, with new noticeboards installed in **Arleston** (£3,520 grant with £2,899.90 in match funding), **College** (£1,750 grant with £2,232.50 in match funding) and **Wrockwardine Wood & Trench** (£1,200 grant with £250 in match funding).

5.0 Alternative Options

5.1 The Councillors Pride Fund is in its eighth year with its predecessors going back over a decade. As a Co-operative Council, communities are at the heart of everything the Council does. The Councillors Pride Fund is firmly rooted in the programme of support offered to establish strong, safe, healthy and vibrant communities. Decommissioning the scheme would have a detrimental impact on residents through a reduction in funding to services and activities for those communities and to physical and environmental improvements in wards.

6.0 Key Risks

6.1 The Councillors Pride Fund operates under a grant application process with successful applicants subject to agreement to grant terms and conditions before the payment of any grant, processes are in place to mitigate the risks associated with grant giving.

6.2 Spot monitoring of the Councillors Pride Fund has been introduced with projects picked at random to ensure monies are spent as agreed. Monitoring is proportionate to the level of funding received.

7.0 Council Priorities

7.1 All applications to the Councillors Pride Fund must address one or more of the Council Priorities, these are:

- Every child, young person and adult lives well in their community
- Everyone benefits from a thriving economy
- All neighbourhoods area a great place to live
- Our natural environment is protected – we take a leading role in addressing the climate change emergency
- A community-focussed, innovative council providing efficient, effective and quality services.

8.0 Financial Implications

8.1 The 2023/24 budget allocation for the Councillors Pride Fund is £270k which provides funding of £5k per Ward. All of this budget is funded from one offs (On Your Side Investment Programme).

8.2 The Finance Team work with the Community Funding Officer throughout the year to ensure that the funding is allocated to Wards. Any funding from 2022/23 that has not been physically paid out before 31 March 2024 will be released and taken as a one-off saving.

9.0 Legal and HR Implications

- 9.1 The general power of competence under section 1 of the Localism Act 2011 allows local authorities to do anything which individuals generally may do which includes making funding available for projects such as those identified in this report, provided that such funding is part of the budget and policy framework.
- 9.2 In reaching decisions about the allocation of funding, it is necessary to ensure that such decisions are made in a fair, reasonable and transparent manner and take account of the public sector equality duty. The budget is subject to consultation on an annual basis as well as being considered by the Council's scrutiny committee and, therefore, the appropriate processes have been followed.
- 9.3 Ongoing legal advice will be provided in respect of this scheme and individual projects, as required.
- 9.4 This report does not raise any specific implications for HR.

10.0 Ward Implications

- 10.1 This report has a positive borough wide impact, all wards within the borough are allocated funding based on the number of ward members in that area.

11.0 Health, Social and Economic Implications

- 11.1 The Councillors Pride Fund continues to have a positive impact on the health, social and economic experiences of residents. In the year 2022-23 51% of grant funding was distributed towards a variety of projects which supported resident's health, social and economic wellbeing. Overall 27% of applications supported resident's social wellbeing with a further 22% of applications supporting resident's health. It can be noted that it's likely that applications supporting the social wellbeing of residents may also support their health due to the positive impact social interaction is known to have on health.

12.0 Equality and Diversity Implications

- 12.1 Councillors are encouraged to engage with their entire community and understand their specific needs when developing proposals, ensuring they meet the aims of the Public Sector Equality Duty, s149, Equality Act 2010, in regard to those protected characteristics. In short to;
- eliminate unlawful discrimination,
 - advance equality of opportunity, and
 - foster good relations.

13.0 Climate Change and Environmental Implications

13.1 As this report demonstrates the Councillors Pride Fund is one of many ways in which the Council is helping to support the wider Climate Change Borough Partnership to meet its aspirations on this agenda.

14.0 Background Papers

1. Cabinet Paper, 13 October 2022: [Councillors Pride Fund 2021-22: Helping to Protect, Care and Invest to Create a Better Borough](#)
2. Cabinet Paper, 23 September 2021: [Councillors Pride Fund - Helping to Protect, Care and Invest in our Communities.](#)
3. Business Briefing, 27 February 2020: Councillors Pride Fund Update (due at Cabinet 19 March 2020, postponed due to the pandemic)

15.0 Appendices

Not applicable.

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Finance	24/10/2023	27/10/2023	PT
Legal	24/10/2023	24/10/2023	RP
Director	24/10/2023	30/10/2023	FM