



Borough of Telford and Wrekin

Cabinet

Thursday 5 December 2024

Councillors' Pride Fund 2023-24: 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:	Katherine Kynaston - Director: Housing, Customer and Commercial Services	
Service Area:	Housing, Customer & Commercial Services	
Report Author:	Fran Bache - Community Funding Officer (Community Services)	
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Wards Affected:	All Wards	
Key Decision:	Not Key Decision	
Forward Plan:	Not Applicable	
Report considered by:	SMT - 5 November 2024 Business Briefing - 21 November 2024 Cabinet - 5 December 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 Councillors to deliver the Council's five priorities in their ward to protect, care and invest in order 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.

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1.3 Notes the additional funding that applications to this scheme have secured through match funding of projects to the value of £163,064.

1.4 Notes the final deadline for applications in the year 2024-25 is 1 February 2025.

2.0 Purpose of Report

2.1 To update Cabinet on the impact of the Councillors' Pride Fund allocated during the financial year 2023/24.

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 Councillor stood at £2,000.

3.2 The Fund enables Councillors to deliver the [Council's five priorities](#) in their ward to protect, care and invest in order to create a better borough.

3.3 The Fund enables a relatively small amount of money to make a big difference at a local level. This includes support for small community groups that would find accessing other grant funding difficult but who are able to make a significant, positive impact on the lives of individuals and communities they support.

3.4 In 2023/24 each Councillor had a total of **£5,000** to allocate to projects in their ward.

4.0 Summary of main proposals

4.1 Councillors' Pride Fund 2023/24

4.2 The 2023 fund opened in early June 2023 and ran until 1 February 2024. During this time a total of 335 applications were received and awarded, many of these applications were supported by multiple Councillors with colleagues opting to join forces to enable their funding to go further.

4.3 In 2023 Councillors allocated £270,000 taking the total grant funding allocated since 2011 to **£1,998,000**.

4.4 Councillors and applicants are encouraged to seek match funding for their grants to ensure the funding can go further. In 2023 total match funding of £163,064 was achieved, meaning that for every £1 allocated from the Councillors' Pride Fund, an additional 60p of match funding was secured. Sources of match funding included for example, Town and Parish Councils, other grant funders and the applicants own financial contribution to a project.

4.5 In the last five years the Councillors' Pride Fund has attracted over £800,000 in match funding meaning that in excess of £2,097,000 has been allocated to

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schemes across the Borough through the Councillors' Pride Fund and match funding since April 2019.

4.6 This report highlights how Councillors have used the funding to support the Council's priorities in 2023.

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

4.6.1 During 2023 the largest proportion of applications (over 50%) supported the priority 'Every child, young person and adult lives well in their community', with grant funding giving individuals the opportunity to thrive and engage in their community.

4.6.2 Activities for **children and young people** were supported by many, ranging from uniformed groups, youth clubs, sporting activities, playgroups, school trips and more. These activities ensure children have access to a range of opportunities to support their development with grants enabling activities to either be free or at a reduced cost.

4.6.3 A number of schools have been supported to provide enrichment activities to children, offering opportunities that may otherwise be unavailable to them.

- A total of £5,850 with £1,000 of match funding was granted in Malinslee & Dawley Bank, Woodside, Lawley, The Nedge and Hadley & Leegomery to enable pupils to take part in trips and residential activities.
- In Priorslee funding was awarded to provide transition workshops for pupils in Year 6 at Redhill and Priorslee Primary Academies, preparing pupils for their upcoming educational changes.
- Outdoor facilities that promote learning and physical development have also been supported, including in Madeley & Sutton Hill where a £1,000 grant has seen the creation of a space at Sir Alexander Fleming School where children can work with and cook the vegetables they have grown (pictured).
- In Ironbridge Gorge, a grant was awarded to Coalbrookdale and Ironbridge Primary School to create an outdoor space for students to access holistic growth opportunities as well as maintaining current features in the school grounds such as the miniature Ironbridge, outdoor learning spaces and benches.
- In Shawbirch & Dothill a £500 grant has contributed towards new outdoor gym equipment in the school's grounds to increase levels of physical activity amongst pupils.

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Outdoor workspace at Sir Alexander Fleming School

4.6.4 **Community and voluntary groups also received support for the activities they provide to children and young people** in the Borough. For example,

- In St Georges, a £200 grant was given to PSG Junior Football Club to support with the running costs of the club in providing regular football training and games for children in the area.
- In Madeley & Sutton Hill a £350 grant contributed to coach hire to take Madeley & Sutton Hill Rainbows, Brownies, Guides and Rangers on a division trip to Chester Zoo. This was also supported by a £650 grant from Lawley and £325 grant from Woodside as Rainbows, Brownies, Guides and Rangers across the Borough came together for the event.
- In Hadley & Leegomery funding has supported the Caribbean Sunshine Community Steel Band to receive 15 weeks of tutoring to support the children and young people to learn new music together.

4.6.5 Groups and services supporting **older residents** across the Borough have also received funding to support their activities, giving residents an opportunity to meet people, take part in activities and events and benefit from opportunities for social interaction. Examples include:

- Support from Councillors across Arleston & College, Haygate & Park and Ercall enabled visitors to the Belmont Community Hall Pensioners Lunch Club to benefit from two free lunches and a Christmas lunch.
- A £300 grant to support activities and trips for the luncheon club at Turnpike Court in St Georges.

4.6.6 **The Armed Forces community** were supported with a variety of projects aimed at supporting Veterans.

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- In Dawley & Aqueduct and Horsehay & Lightmoor funding was granted for a Veteran's Christmas meal, plus match funding was received.
- In Donnington and Muxton £2,800 was allocated to facilitate the delivery of a new Veterans' Café in the ward. Veterans' Cafes offer an early intervention service to those who are experiencing poor emotional and mental health. They aim to fill the void caused by isolation and detachment after Service whilst also providing a platform for social interaction and comradery. The Cafe is run by Telford Mind with trained staff who are able to signpost veterans to Service, and non-Service charities and groups where necessary.
- In Arleston & College £500 was allocated to purchase a new football kit for players of the Telford & Wrekin Veteran's Football Club.
- In Hadley & Leegomery £300 was allocated to support the delivery of the Models for Heroes Telford Project.
- In Lawley, a £450 grant with £150 of match funding has seen the Lawley War Memorial, nearby benches and surrounding grounds cleaned to maintain the area as a peaceful space for residents to reflect and pay their respects.



The cafe offers the space to bring the veteran community together, to get the support they need and to meet and talk to like minded people



For more information please email talk2@telford-mind.co.uk or call 07434869248



Protect, care and invest to create a better borough

Promotion of the new Veteran's Café in Donnington

4.6.7 **The impact of the Cost of Living Crisis** continues to be felt by local residents, a number of services were supported to continue through Councillors funding including,

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- In Horsehay & Lightmoor funding has enabled the delivery of Cost of Living Events in Lightmoor Village, providing the light relief of entertainment whilst also signposting residents to services for support.
- In Priorslee a £1,000 grant to Telford Gurdwara supported the provision of the Warm Spaces and Food for all Projects, and a £250 grant supported the Warm Welcoming Space at St Peters Church.
- In Haygate & Park funding supported the delivery of a warm space at Telford After Care Team.
- In Wrockwardine Wood & Trench a £500 grant was allocated to Holy Trinity Church to support their foodbank and warm space.
- In Madeley & Sutton Hill funding was allocated to support the delivery of a warm and welcoming space offered by the St Vincent de Paul Society alongside a grant to support the Madeley Baptist Church Winter Warmer (you can see the impact of the Boroughs Warm Spaces as demonstrated [in this video of the Winter Warmer at Madeley Baptist Church](#)).
- The Donnington Winter Snug was also supported with a £300 grant.
- Councillors in The Nedge also awarded a grant to Telford Park School to assist with providing uniform, school shoes and PE kit to pupils where costs are a barrier.
- In Shawbirch & Dothill and Haygate & Park a grant was given to buy food to support the Wrekin View Community Fridge which benefits the local community and the children and parents in the Educational Trust.

4.6.8 Again this year more **defibrillators** were installed across the Borough ensuring lifesaving equipment is close to hand for residents 24/7. This includes;

- New defibrillators in Oakengates & Ketley Bank outside Maddocks Social Club and Holy Trinity Parish Church.
- In Woodside, a new defibrillator was installed outside Park Lane Centre (pictured).
- In Overdale & The Rock three new accessible community defibrillators have been located in Overdale, Old Park and The Rock.
- In Lawley funding enabled a new defibrillator at Lawley Community Centre.

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- A £1,200 grant to Maninplace from The Nedge and Donnington wards enabled them to purchase practice mannequins, training defibrillators and resources to support delivery of first aid training to staff members who will be able to administer support to their clients.
- And finally Councillors in Arleston & College, Ercall and Haygate & Park have supported a new initiative to train at least 100 residents in CPR with a total of £2,093 awarded to the scheme.



New defibrillator at Park Lane Centre, Woodside

- 4.6.9 Many Councillors have sought to provide families with opportunities for **recreational activities**, enabling many to have the opportunity to visit the seaside this year thanks to Councillors' Pride Funding. Awards included £1,000 allocated in Woodside for a family trip to Barmouth (pictured) and £600 allocated in Lawley plus £600 match funding for a trip to Llandudno. Whilst Councillors in Brookside and The Nedge allocated £1,100 for a family trip to Wicksteed Park.



A day out in Barmouth for Woodside residents

4.7 **Everyone benefits from a thriving economy**

- 4.7.1 Councillors opted to support the local economy and promote local areas through the provision of events across the Borough. This enabled residents to take part in and make the most of the opportunities around them as well as marking the heritage of the Borough and providing historical attractions/information for residents and visitors. Events included:

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- The Ironbridge Gorge Brass Band Festival in Ironbridge Gorge which received £500 towards setting up the stage area.
- A £500 grant supported the Malinslee Big Picnic by bringing an additional free attraction to the event in order to appeal to a wide range of visitors.
- A Community and Food Festival was held in Lawley to celebrate and promote the local area with grant funding meaning food could be available for attendees to sample.
- In Edgmond two events were supported, one event brought runners to the local area to enjoy an organised 10km fun run, and another saw people of all ages enjoy a music and entertainment event in the village.
- Whilst in The Nedge a £300 grant supported a Family Fun Day hosted by the Afro Cultural Heritage CIC. An event aimed at bringing all communities together to enjoy activities.



Events supported in The Nedge and Edgmond

4.7.2 The **heritage of the Borough** was marked in:

- St Georges with a £2,600 grant to install a new bench at the old Women's Institute site at Station Hill to remember those who worked in the industrial and mining industries.
- In Ironbridge Gorge, a £900 grant contributed towards creating a permanent memorial to those that lost their life in the Coalport Ferry Disaster. Also in Ironbridge Gorge a £400 grant contributed towards creating an information plaque to celebrate the opening of Jackfield Halt in 1934, to be located in the original location along the Severn Valley Way.

4.8 All neighbourhoods are a great place to live

4.8.1 During 2023, Councillors recognised the importance of place with almost a quarter of applications investing funds to ensure neighbourhoods have great facilities. Improvement works were varied with examples including:

4.8.2 Improvements to play areas in the Borough, for example:

- In Newport North Broomfield Play area received £1,650 to carry out repairs and improvements (pictured) such as ground repairs, new swing chains and flat and cradle seats, repainting of equipment and repairs to fencing and to the football goal area.
- In Shawbirch & Dothill a £2,332 grant has enabled repairs and improvements at Severn Drive playground.
- In Oakengates & Ketley Bank a £3,000 grant has contributed towards the introduction of inclusive play equipment and upgrading existing equipment at Hartshill Park, Ketley Bank Park and Wombridge Common Play Area.
- In Wrockwardine Wood & Trench a £1,000 grant contributed towards upgrading the equipment at Wombridge Common Play Area and adding a piece of inclusive play equipment.
- And in Admaston & Bratton a £1,000 grant has been used to make improvements to Bratton Play Area.



Improvements at Broomfield Play Area in Newport North

4.8.3 Local areas were also enhanced such as:

- In Hadley & Leegomery grant funding was used to paint a mural on the bridge on the boundary of the Parishes to brighten up the area and to also discourage tagging and vandalism.

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- In Muxton two new wooden carvings at Granville Country Park were commissioned adding further attraction to the area.
- In Ketley, community facilities were developed with the introduction of two new standalone Community Libraries, one by Ketley Community Centre and the other by Meadows Primary School.
- And a £4,000 grant was used in Madeley & Sutton Hill to set up a new Community Library at Sutton Hill Community Centre.



New wood carving at Granville Country Park, a new Community Library at Ketley Community Centre, mural brightening up a bridge in Hadley & Leegomery

- 4.8.4 New grit bins have been installed to support residents over the colder months in the wards of Ercall, Newport East, Newport North and Lawley.
- 4.9 **Our natural environment is protected, and the Council is taking a leading role in tackling the climate emergency**

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

4.9.2 A grant to Randlay Primary School & Nursery in The Nedge supporting the school to purchase gardening equipment for use in the forest school area and to purchase litter picking equipment to encourage the children to take part in keeping their communities clean. In Haygate & Park a £237 grant was used to purchase, plant, and maintain six fruit trees in the corner of Murphy's Field to complement the existing flora and fauna as well as increase the biodiversity in this green space.

4.9.3 **Supporting the wildlife** that maintain ecosystem balance was also a consideration for many Councillors.

- In Newport East hedgehog highways (pictured) were introduced in the allotment fencing at Meadow View Road enabling hedgehogs to pass through in search of food, water and shelter.
- In Oakengates & Ketley Bank a £300 grant has seen the introduction of bird boxes, bat boxes and bug hotels in Hartshill Park, Wombridge Green Guarantee Site and across the ward.
- All four Newport wards supported the introduction of aeration equipment at Newport canal (pictured) to maintain oxygen levels in the water and avoid fish deaths.
- And in Horsehay & Lightmoor a grant of £500 contributed towards a project to install reeds in Horsehay Pool to provide a habitat for local wildlife.



A hedgehog highway in Newport East and aeration equipment at Newport Canal

4.9.4 **Considering our impact on the climate** saw the purchase of thermal imaging cameras in Newport East. These cameras can be borrowed by residents to check for cold spots in their homes. The project will also provide support and information

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on ways to improve insulation in homes to reduce fuel consumption and energy costs.

4.9.5 Works in the rural community have also been carried out to mitigate against the impacts of climate change and assist during adverse weather conditions to minimise risk. Works carried out in the ward of Ercall Magna included checking the downstream system at Ellerdine along the right of way to ascertain work required and a contribution to those works, a day of investigation works at Catsbrich to ensure the various systems are working and maintenance of ditches/grips at the other end of Ellerdine plus the provision of flood signs and cones for use when flooding is a risk.

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

4.10.1 Councillors have supported this priority in a variety of ways, such as:

4.10.2 The **safety of local residents** has been taken seriously with the introduction of CCTV cameras and associated equipment;

- In Priorslee a £630 grant enabled the extension of a lighting column in Wandworth Way to accommodate CCTV.
- In Dawley & Aqueduct a £500 grant attracted £500 of match funding from the Parish to replace CCTV in Dawley High Street.

4.10.3 **Road safety** has also been a key element of this year's fund with:

- A £500 grant in Newport West enabling a traffic mirror to be installed at the exit of Beaumaris Road on to Longford Road and a grant contributed to road safety mirrors in Overdale & The Rock.
- In Arleston & College a £600 grant contributed to speed limit roundels and a visibility mirror.
- In Admaston & Bratton a £500 grant with match of £1,000 from the Parish has seen the introduction of traffic calming measures on the B5063 at Bratton, including signs to indicate the speed limit and 'Welcome to Bratton' signs to identify the area as residential.
- And in Church Aston & Lilleshall a £4,000 road safety scheme is being introduced at The Humbers and Liddles Bank in Church Aston with the addition of speed cushions.

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- Speed Indicator Devices are being introduced outside Teagues Bridge Primary School with a grant of £2,000 from Councillors in Wrockwardine Wood & Trench
- And a traffic survey was conducted in Wrockwardine outside Longdon upon Tern Village Hall and Allscott Meads Primary School enabling a review of traffic speed in the area.

4.10.4 The fund has also seen the introduction of **new streetlights to increase nighttime visibility and reduce safety fears.**

- In Newport West, a grant of £1,000 contributed towards two solar streetlights for a dark pathway at the back of The Larches.
- In Oakengates & Ketley Bank a £2,750 grant with match funding received from Safer & Stronger Communities, has seen two mains powered streetlights installed on Withington Close and one mains powered streetlight on Church Parade.

4.10.5 Concerns for residents' **safety around water** saw a £280 grant to install a lifebuoy at Millwood Mere in Church Aston & Lilleshall (with £150 match funding) and in Dawley & Aqueduct a water safety throwline was installed at Dawley Hamlets Local Nature Reserve with a £340 grant.



New lifebuoy at Millward Mere and throwline at Dawley Hamlets Local Nature Reserve

4.11 Next Steps

4.11.1 The Councillors Pride Fund continues for 2024-25, with each Councillor having a further £5,000 to allocate to their ward.

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4.11.2 Councillors are reminded that the deadline for submitting allocations is 1 February 2025.

5 Alternative Options

5.1 The Councillors' Pride Fund is in its ninth 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.

6 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 takes place 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, and the Council is taking a leading role in tackling the climate 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 Councillor. 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.

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

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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 Councillors 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 wellbeing of residents. The scheme distributes funding to a range of projects which positively impact at least one of these areas of a resident's life from enabling residents to engage in social and wellbeing activities, accessing physical activity, our local green spaces or contributing to their communities and promoting the borough. Many projects funded by the scheme impact on all three areas with applications that support the social wellbeing of residents also likely to support their health due to the positive impact social interaction is known to have on health.

12.0 Equality and Diversity Implications

12.1 As a local authority serving a mixed rural and urban geographical area with an increasingly diverse population illustrated by the 2021 Census, we recognise the importance of equity of service and fostering inclusion, as well as celebrating and promoting diversity.

12.2 The Councillors' Pride Fund supports Councillors to engage with their entire community and understand their specific needs when developing proposals and ensures they meet the aims of the Public Sector Equality Duty, s149, Equality Act 2010, including to;

- eliminate unlawful discrimination,
- advance equality of opportunity, and
- foster good relations.

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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, 4 January 2024: [Councillors' Pride Fund 2022-23: Helping to Protect, Care and Invest to Create a Better Borough](#)
2. Cabinet Paper, 13 October 2022: [Councillors' Pride Fund 2021-22: Helping to Protect, Care and Invest to Create a Better Borough](#)
3. Cabinet Paper, 23 September 2021: [Councillors' Pride Fund - Helping to Protect, Care and Invest in our Communities.](#)
4. 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	21/10/2024	29/10/2024	AEM
Legal	21/10/2024	29/10/2024	RP
Director	21/10/2024	24/10/2024	KK