



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Borough of Telford and Wrekin

Cabinet

Thursday 4 December 2025

Councillors' Pride Fund 2024/25: Helping to Protect, Care and Invest to Create a Better Borough

Cabinet Member:	Cllr Paul Davis - Cabinet Member: Communities & Civic Pride
Lead Director:	Katherine Kynaston - Director: Housing, Commercial & Customer Services
Service Area:	Communities, 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 - 11 November 2025 Business Briefing - 20 November 2025 Cabinet - 4 December 2025

1.0 Recommendations for decision/noting:

It is recommended that Cabinet:

- 1.1 Welcomes the continued impact of the Councillors' Pride Fund which has allocated over £2.2m over the last 13 years allowing Councillors to deliver the Council's five priorities in their ward to protect, care and invest in order to create a better borough.

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- 1.2 Recognises the importance of this funding in enabling 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 £145,221 in 2024/25 and in excess of £900,000 in the last six years.
- 1.4 Notes the final deadline for applications in the year 2025-26 is 1 February 2026.

2.0 Purpose of Report

- 2.1 To update Cabinet on the impact of the Councillors' Pride Fund allocated during the financial year 2024/25.

3.0 Background

- 3.1 The Councillors' Pride Fund was established in 2015 following on from 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 2024/25 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 2024/25

- 4.2 The 2024/25 fund opened in late April 2024 and ran until 1 February 2025. During this time, a total of 355 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 2024/25 Councillors allocated £270,000 taking the total grant funding allocated since 2011 to **£2,268,000**.
- 4.4 Councillors and applicants are encouraged to seek match funding for their grants to ensure the funding can go further. In 2024/25 total match funding of £145,221 was achieved, meaning that for every £1 allocated from the Councillors' Pride Fund, an additional 53p of match funding was secured. Sources of match funding

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included for example, Town and Parish Councils, other grant funders and the applicants own financial contribution to a project.

4.5 In the last six years the Councillors' Pride Fund has attracted over £946,000 in match funding meaning that in excess of £2,512,889 has been allocated to 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 2024/25.

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

4.7.1 During 2024/25 the largest proportion of applications (47%) supported the priority 'Every child, young person and adult lives well in their community'. Funding gave individuals the opportunity to thrive and engage in their community with the initiatives funded highlighting the impact of small-scale, locally led projects in enhancing lives and strengthening communities. Projects included:

4.7.2 A variety of outings that gave families and residents the chance to enjoy enriching experiences that promoted connection, wellbeing, and inclusion, such as;

- A family coach trip to Southport supported by The Nedge (£730), whilst in Woodside, Madeley, and Sutton Hill, £2,420 funded a trip to Llandudno for 150 residents, offering a rare opportunity for families to relax, bond, and build community spirit.
- In Lawley, two grants totalling £1,500 enabled trips to Stratford-upon-Avon and New Brighton, providing cultural and recreational experiences that reduced isolation and encouraged social interaction.
- A collaborative effort across Horsehay & Lightmoor, Dawley & Aqueduct, and Malinslee & Dawley Bank supported a Youth Club trip to Alton Towers with £2,500 in funding. The day promoted confidence and built peer relationships between members of the youth club.

4.7.3 Young people have also been supported to lead well connected and healthy lifestyles through such projects as:

- An anti-vaping workshop attended by 800 students from Years 6 and 7 from 12 primary and secondary schools. Supported by Councillors in The Nedge, Malinslee & Dawley Bank, Dawley & Aqueduct, Brookside and Horsehay & Lightmoor the workshop aimed to equip young people with the confidence and skills to resist peer pressure and social trends through assertiveness. Delivered through innovative games and interactive theatre, the sessions explored key themes including the health risks of vaping, the influence of advertising, and the impact of peer pressure. This engaging format encouraged active

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participation and reflection, helping students to better understand the consequences of vaping and empowering them to make informed choices.

- In The Nedge and Brookside a £2,126 grant saw the delivery of graffiti art workshops at youth clubs in Stirchley and Brookside, supporting local young people to develop creative ideas which were translated into a vibrant mural at The Sambrook Centre. The project empowered participants, boosting their confidence, skills, and community pride.
- In Ercall Magna, the Wrekin Forest School received a £250 grant towards replacing the existing tarpaulin changing room used for those with SEND to create a solid sided space for a full-sized changing bed plus the creation a wheelchair height woodwork table.
- In Woodside, a £500 grant saw the delivery of an Autism Cooking Group run by Challenging Perceptions.
- Also, in Hadley & Leegomery Wellington Boxing Academy received a grant (£1,500) to train new volunteers to expand the boxing club as well as to train a female coach to engage young girls in boxing.
- A number of Youth Clubs have been supported, including the start-up of a new club at the Bungalow opposite Lantern Academy serving Ketley Bank. Councillors from Oakengates & Ketley Bank supported the project with a £900 grant.
- A multitude of uniformed groups such as Brownies, Guides, Cubs, Scouts, Boys Brigades and more plus local sporting clubs across the Borough were supported with grants to contribute towards running costs, new equipment, kit, activities and trips.
- A number of wards supported the "Hotshots Annual Celebration" event to celebrate the achievements of children in care and care leavers - Wrockwardine Wood & Trench, Oakengates & Ketley Bank and Donnington.
- In Horsehay & Lightmoor a £500 grant to Lightmoor Parent Teacher Association will see the creation of a diversity library at Lightmoor Primary School, creating a welcoming space to champion diversity.
- In Lawley and Overdale & The Rock £1,250 was granted to create an extension to the Nurture Room at Meadows Primary School and Nursery by creating a Sensory Den, a calm space devoted to relaxing and developing the senses of children attending the school.

- Councillors across multiple wards, including Lawley, Oakengates & Ketley Bank, Hadley & Leegomery, Shawburch & Dothill and Apley Castle supported Home-Start Telford & Wrekin's 'Because Childhood Can't Wait' campaign. The campaign raised funds to support additional families that are not covered by their existing funded projects. Home-Start received £4,350 to continue supporting families through challenging times by offering bespoke emotional and practical assistance.

4.7.4 Projects supporting adults also generated support, promoting social opportunities, the chance to share with others with lived experience and more, including:

- Warm Spaces were supported at St Peters Church in Priorslee (£250), whilst Community Cuppa in Church Aston (£900) were able to provide a further 20 weeks of delivery. In Dawley & Aqueduct £400 supported the setup of a new Community Café at Dawley Social Club offering a warm and welcoming space for people to get together and reduce social isolation. The Sip & Social Club in Donnington received £370 enabling them to cover room hire for seven months.
- Veterans and the Forces were supported with a Veteran's Cooking Café in Wellington, a weekly Military, Football and tea & chat session, a Veterans Arts Class in Donnington plus support for the Donnington Army Welfare Service Youth Group.
- In Woodside, a £600 grant supported the running costs of boot camp sessions run by Park Lane Centre as well as training staff members in providing specific exercise advice to attendees.
- In Donnington, a grant of £600 supported Telford and Wrekin Hard of Hearing Group to purchase speakers and contribute towards the groups running costs.
- In Ercall, the Telford Gateway Club received a £2,500 grant to provide trips for their members, including West Midlands Safari Park and Liverpool.
- In Arleston & College a pensioner's event with afternoon tea and music at Arleston Community Centre was held in the lead up to Christmas 2024, supported by a £1,000 grant.
- In Hadley & Leegomery the Kushdil ladies group benefitted from a £825 grant to purchase a sewing machine, materials, and thread to deliver sewing classes as well as purchasing a selection of equipment for low level physical activities.
- In Admaston & Bratton (£1,000) and Shawburch & Dothill (£500) the SASA Wellbeing Hub received grants enabling the continuation of the Chatterbox Café,

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funding running costs and training of volunteers. The Café is a space to meet others and is an important part of SASA's aim to empower the local community to manage and improve their own health and wellbeing.

- In Arleston & College Read Easy Telford and Shropshire East were supported to cover the costs of setting up a reading pair through the Turning Pages scheme with a £300 grant. The scheme offers free, confidential one-to-one reading coaching to adults who want to learn to read.

4.7.5 Projects supporting multigeneration activities also received support, including;

- In Woodside families were supported to learn how to cook and make healthy meal choices through a £1,000 grant supporting cooking sessions.
- In Arleston & College an £800 grant has meant the provision of a weekly sports provision at Telford College on Sunday afternoons for the local community.
- In Haygate & Park grant funding was used to support summer art workshops for both children and adults, and to cover the cost of a visiting artist sharing their skills with the group at one of the regular classes.



Ice cream and a river view in Stratford upon Avon and before and after at The Sambrook Centre



4.8 Everyone benefits from a thriving economy

- ### 4.8.1
- Councillors opted to support the local economy and showcase local areas through the provision of events which encourage residents to take part and make the most of the opportunities around them. Councillors also supported the preservation of the Borough's heritage.

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4.8.2 Events included:

- A £700 grant to support the success of a much loved local event - The Ironbridge Gorge Brass Band Festival - through funding infrastructure items such as marquees and staging.
- A £1,250 grant supported the Lawley Summer Fest and £500 supported the Malinslee Big Picnic, with both grants providing entertainment for visitors to the events.
- In Priorslee £2,760 was granted to hold an outdoor cinema event, local residents enjoyed a viewing of Top Gun Maverick.
- A £1,600 grant provided entertainment at the Autumn Acoustic High Street event in Wellington.
- And a £500 grant encouraged visitors to Donnington Christmas Market by enabling the provision of a nativity themed mobile farm allowing members of the public to interact with animals.



Posters for the Ironbridge Gorge Brass Band Festival and Lawley Summer Fest, plus residents enjoying the outdoor cinema in Priorslee

4.8.3 Local heritage sites were supported, in turn supporting the local visitor economy, such as;

- A £1,000 grant in Ercall Magna to the Shrewsbury & Newport Canals Trust which contributed towards the restoration of Wappenshall Wharf, specifically by providing the materials for the roof of the reconstructed Stable Block.

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- In Lawley a £600 grant supported the running of a steam engine for a Telford Steam Railway open day, Lawley residents were given free access to the site, and the day marked the re-opening of Lawley Station.
- A £2,500 grant in Wrockwardine Wood & Trench was allocated to restore and return the Teagues Bridge to Parrots Peak Park, Wrockwardine Wood from Blists Hill Museum plus an interpretation board on the history of the bridge.
- In Newport North, a £2,000 grant supported the Newport & District History Society's Museum and Archives Project which will see the archives transferred to a new site and a museum set up on the ground floor.

4.8.4 Other projects supporting the local economy included;

- A £648 grant in Newport West to supply Newport with a DISC system to allow better reporting of crime which should lead to a reduction in crime, meaning a safer town centre and improved local economy.
- And in Newport South a new project was launched at the Hub Youth Café offering a placement and training programme for young people (£2,104), giving local youngsters work experience and formal vocational qualifications.

4.9 All neighbourhoods are a great place to live

4.9.1 During 2024/25, Councillors recognised the importance of place with 35% of applications investing funds to ensure neighbourhoods have great facilities. Improvement works were varied with examples including:

4.9.2 Improvements to children's play parks;

- A £650 investment in Cherry Tree Hill (Ironbridge Gorge) saw the installation of balancing mushrooms and safety surfacing ensuring easier and safer access to equipment.
- A £456 grant replaced the gate at the play area at Waterloo Road/Rock Road in Overdale with an accessible gate improving access to the site.
- In Muxton a new community bench was installed next to Saltwells Play Area (£843) and a £1,000 grant contributed towards the installation of a new natural play area at Granville Local Nature Reserve.
- In Newport East £2,205 will see improvement works carried out at the play area at Daniels Cross Park.

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Improvements to Cherry Tree Hill Play Area

4.9.3 Local areas were also brightened up with a number of projects including;

- Bluebell planting in two parks in Newport West (£1,000).
- A £750 grant for the creation of a new Community Garden off Summer House Drive in Hadley & Leegomery.
- In Newport North and Newport West, 12 potted trees were placed along the High Street with a £2,000 grant.
- In St Georges, a £2,750 grant was used to install a bespoke bench for the Women's Institute site, replenish the flower beds and contribute towards the cost of planting at the mining industrial memorial site.
- In The Nedge a bus shelter at Dunsheath in Hollinswood was much improved by a local artist.
- And in Ketley £200 was granted to purchase spring flowers, bulbs, and foliage for the front of Ketley Community Centre.



Development of a new Community Garden in Hadley & Leegomery

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Bus shelter artwork in The Nedge



Refreshed planters at Ketley Community Centre

4.9.4 Voluntary groups supporting the Boroughs green spaces were also supported by the fund, including;

- In Apley Castle the Friends of Apley Woods received a £1,900 grant to assist with conservation work, supporting ongoing running costs and tool servicing/repairs plus new equipment, vital to support their ongoing commitment in maintaining the area.
- In The Nedge Friends of Holmer Lake and Madebrook received a £540 grant to purchase a storage container to store tools and project resources enabling volunteers to access shared equipment in a more efficient way.
- And Friends of Hollinswood & Randlay Valley received a £1,000 grant to create a sign-posted walk through Randlay Valley in memory of Councillor Chris Turley.

4.9.5 Enhancements to local communities were also seen through such projects as:

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- The installation of two new Community Libraries, in Overdale and Old Park, in the ward of Overdale & The Rock with a £175 grant.
- Six community buildings received funding support for maintenance and upgrades, with Eyton, Ellerdine and Kynnersley Village Halls in Ercall Magna and Coalport Village Hall in Ironbridge Gorge and Admaston House in Admaston & Bratton all benefitted from this funding. Meanwhile, in Brookside, Brookside Community Centre received funding for new furniture for the Community Cafe and to implement changes throughout the centre to improve facilities.



New Community Libraries in Overdale & The Rock

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

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

4.10.2 The introduction of a bug hotel by the children's play area in Hartshill Park. Supported by Councillors in Oakengates & Ketley Bank (£240) the project will provide shelter for beneficial insects like bees, ladybirds, and beetles, supporting biodiversity, pollination, and natural pest control while offering young people a hands-on way to learn about nature and environmental stewardship.

4.10.3 In Haygate & Park a £960 grant saw 12 fruit trees planted to develop a new Community Orchard on the open green space in Fowler Close. The orchard enhances the green space, supports biodiversity, and offers residents access to fresh produce while encouraging outdoor activity and community connection.

4.10.4 A £1,000 grant in Newport North enabled Sustainable Newport to deliver interactive climate training events to the local community. Raising awareness, building practical knowledge, and empowering residents to take meaningful action toward sustainability and climate resilience.

4.10.5 At Kynnersley Village Hall in Ercall Magna grant funding has enabled the replacement of internal and external lighting with an LED alternative.

4.10.6 In Newport West a £300 grant was used to purchase junior litter picking equipment for local nurseries to borrow to encourage young children to learn the value of litter picking and keeping the town tidy. Whilst in Lawley £499 was granted to Lawley Village Academy for litter picking kits, gardening kits and a carbon dioxide monitor to help students understand the impact they have on the environment.

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

4.11.1 Supporting **road safety projects** has been a theme this year with projects including:

- A £750 grant in Ketley contributing towards the Meadows School road safety action plan, providing large moveable signs, a permanent large sign, and the creation of signs designed by pupils to go on lampposts outside the school.
- In Horsehay & Lightmoor a £400 grant saw the introduction of eight 'Deer Warning' signs to be installed in the area of Doseley Park and the Horsehay by-pass.
- Speed Indicator Devices were supported in Edgmond (£1,250) for the Parish of Tibberton & Cherrington and Overdale & The Rock (£510) to be installed on Oak Road.
- In Church Aston & Lilleshall £2,000 contributed towards the design and implementation of a road safety scheme for Longford Road including road signage and markings. In Newport North, a £1,000 grant saw the installation of a central island on Chetwynd Road at the junction of Edgmond Road, to improve the uncontrolled crossing point, providing a refuge for pedestrians to wait in the middle of the road for gaps in traffic.

4.11.2 Projects to **improve Public Safety** were also promoted, including:

- The introduction of two safety bollards leading from Calverhall onto open public space in The Nedge (£470) preventing non-authorised motorised vehicles from accessing the site and therefore improving the safety of those accessing the open space.
- Lighting improvements, including solar powered lighting in Wrockwardine village (£1,450) and improvements to the lighting on Station Fields/Ashfields by Oakengates Railway Station (£3,860).
- The installation of several defibrillators was also supported, including; in Donnington outside Donnington Wood Bowling Club, in Priorslee outside

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Redhill Academy, in Ercall Magna for the village of Walton and in Ironbridge Gorge for the Sunnyside estate in Coalbrookdale. Plus in Haygate & Park a grant of £450 will support an ongoing initiative to train at least 50 residents of Wellington in CPR.

- New grit bins were installed in Arleston & College, Dawley & Aqueduct, Oakengates & Ketley Bank and Madeley & Sutton Hill, ensuring residents have easy access to rock salt to ensure safety during the winter months.

4.11.3 Community Noticeboards were supported in the wards of Shawburch & Dothill, Edgmond and in Wrockwardine for the Parish of Rodington, ensuring local residents have access to information on news and activities in their area.



New noticeboards in Shawburch and Dothill and a new 24/7 access defibrillator in Priorslee

4.12 Next Steps

4.12.1 The Councillors' Pride Fund continues for 2025-26, with each Councillor having a further £5,000 to allocate in their ward. The final deadline for proposals is 1 February 2026.

5 Alternative Options

5.1 The Councillors' Pride Fund is in its tenth year, with its predecessors going back to 2011. 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.

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- 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 are 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 2024/25 budget allocation for the Councillors' Pride Fund was £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 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.

13.0 Climate Change, Biodiversity 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, 5 December 2024: [Councillors' Pride Fund 2023-24: Helping to Protect, Care and Invest to Create a Better Borough](#)
- 2 Cabinet Paper, 4 January 2024: [Councillors' Pride Fund 2022-23: Helping to Protect, Care and Invest to Create a Better Borough](#)
- 3 Cabinet Paper, 13 October 2022: [Councillors' Pride Fund 2021-22: Helping to Protect, Care and Invest to Create a Better Borough](#)
- 4 Cabinet Paper, 23 September 2021: [Councillors' Pride Fund - Helping to Protect, Care and Invest in our Communities.](#)
- 5 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	30/10/2025	05/11/2025	AEM
Legal	30/10/2025	05/11/2025	RP
Director	30/10/2025	31/10/2025	KK