

**South Ayrshire Council**

**Report by Director of Communities and Transformation  
to South Ayrshire Council  
of 6 November 2025**

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**Subject: Pride in Place (PiP) Funding**

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**1. Purpose**

- 1.1 This report updates the Council on a recent announcement from the UK Government regarding the allocation of Pride in Place (PiP) funding to a (as yet to be agreed) town in South Ayrshire and recommends the establishment of a "Pride in Place" Board once detailed guidance is received from the UK Government to oversee the new fund. The Board's purpose will be to direct investment from the £20 million Pride in Place Fund, ensuring effective and transparent delivery of projects.

**2. Recommendations**

**2.1 It is recommended that the Council:**

- (i) Note the contents of the UK Government's Pride in Place funding and in particular, the allocation of £20 million for a (as yet to be determined) South Ayrshire town over 10 years;**
- (ii) Delegate the Chief Executive to make such necessary arrangements via engagement with the Council Leader and the local MP to secure the appointment of the Town Board independent Chair as a matter of urgency;**
- (iii) Delegate the Chief Executive in consultation with the Council Leader to make such arrangements as necessary to arrange nominations for membership for the inaugural meeting of the Town Board including two elected members and two further elected members as substitutes;**
- (iv) Delegate the Chief Executive in consultation with the Council Leader to support the Town Board prepare a Regeneration Plan for submission to the UK Government by midday 28 November 2025;**
- (v) Note that Council officers will also attend the Town Board in an advisory capacity;**
- (vi) Note that the Council will provide support to the Town Board and act as Secretariat and that the Council is designated as the Accountable Body for the administration of these funds;**
- (vii) Note that a further update Report will be provided outlining the progress of the creation of the Town Board and subsequent information be submitted to UK Government.**

### 3. Background

- 3.1 The Pride in Place Programme is a UK Government initiative providing long-term investment to disadvantaged neighbourhoods across Scotland, with South Ayrshire selected to receive up to £20 million over 10 years to support community-led regeneration with one of our towns. At the point of writing this paper, that town has yet to be identified however it is understood that the UK Government is targeting a limited number of Intermediate Zones (IZs) that sit in the top 20% of need based on a combined Community Needs Index (CNI) and Scottish Indices of Multiple Deprivation (SIMD) assessment. All of the qualifying IZs fall within the Ayr, Carrick and Cumnock parliamentary constituency. PiP funding is administered by the Ministry of Housing, Communities and Local Government (MHCLG). PiP funding sits within the wider strategic policy context of the UK Governments “Long Term Plan for Towns”.
- 3.2 This funding aims to build pride in local areas by enhancing community spaces, public realms, and high streets, while attracting private investment and improving health, well-being, and economic opportunities. Funding will be based on a town demonstrating a range of metrics, likely to include: skills, pay, productivity and health alongside the Scottish Index of Multiple Deprivation (SIMD), the City and Town Classifications of Constituencies and Local Authorities dataset. Crucially, South Ayrshire Council will be the Accountable Body for the PiP grant and any funding brought forward must align with Council strategic objectives. Notably, Community and Local Action Plans in driving key activity for consideration.
- 3.3 Full information has yet to be received from the MHCLG outlining the requirements and agreements required to advance PiP funding. Negotiations will also be required with the MHCLG in order to identify the IZs that will be chosen to be the focus of the funds. Any high level framework for investment will include:
- Provision of £20 million in funding and support over ten years to support the Plan's delivery. This includes capital and revenue funding to provide support and long-term certainty to deliver projects over multiple years and the flexibility to invest in interventions based on evolving local needs and priorities. This aims to ensure a focus on long-term strategic transformation as well as shorter-term improvements;
  - Establishment of a Town Board including broad representation across the Community, local business, social enterprise, local authority and public sector interests to oversee the development and delivery of the Long-Term Plan; and
  - Strategic drivers aligned with Community Action Plans, Town Centre Frameworks, Local Action Plans and Local Development Plans. This is fundamental to development and critical in ensuring that anything considered for implementation is guided by place principle key standards.
- 3.4 There are some outline dates provided by MHCLG that will be challenging to meet. These include the submission of an outline Regeneration Plan by 28 November 2025 despite full guidance not yet being available. This will require immediate action to appoint the independent chair of the Town Board as noted above and establish the Board membership such that it can agree the submission to be made by this challenging date.
- 3.5 It is anticipated that more detailed guidance will be provided by MHCLG in the coming weeks to support the development of the above work and further details will be shared with members throughout the process.

## **4. Proposals**

- 4.1 Align PiP funding to existing priorities to meet in year PiP funding requirements. This funding to be the subject of a future Cabinet paper in support of PiP.
- 4.2 Delegate the Chief Executive to make such necessary arrangements via engagement with the Council Leader and the local MP to secure the appointment of the Town Board independent Chair immediately;
- 4.3 Delegate the Chief Executive to make such arrangements as necessary to arrange nominations for membership for the inaugural meeting of the Town Board;
- 4.4 Delegate the Chief Executive in consultation with the Council Leader to support the development of an outline Regeneration Plan to be submitted to MHCLG by midday on the 28 November 2025.

## **5. Legal and Procurement Implications**

- 5.1 Compliance with UK Subsidy Control rules, procurement regulations, and equalities duties is required, with the Council's Section 95 officer providing oversight.

## **6. Financial Implications**

- 6.1 The £20 million long-term funding requires no initial council match but may necessitate administrative resources for engagement and oversight with communities and key stakeholders. This will require further development. PiP funding was announced in September 2025.
- 6.2 It is understood there will be no match funding requirement although recipients are encouraged to seek to leverage PiP funding with any other funding opportunities to maximise the benefit.

## **7. Human Resources Implications**

- 7.1 Pride in Place funding will be managed by officers from South Ayrshire Council.

## **8. Risk**

- 8.1 PiP funding will be assured in line with the requirements set out in the Levelling Up Funds Local Authority Assurance Framework, using 3 lines of assurance. Where the grant is awarded via a non-Grant Funding Agreement (GFA) route, and the recipient is a local authority, the first line of assurance is provided by the local authority and is the responsibility of the Chief Finance Officer (Section 95) as they act at an operational management level within the local authority in receipt of the funding.
- 8.2 The Chief Financial Officer will be required to submit a Statement of Grant Usage and an Assurance Letter to DLUHC. The Chief Finance Officer will be required to provide written confirmation that they have undertaken to actively apply all the necessary checks to ensure proper administration of its financial affairs regarding the funding programme, particularly in respect to financial administration and transparency of governance. The first line of assurance will also include compliance checks to ensure the governance requirements around the Town Board are being met.

8.3 The second line of assurance will be undertaken by the Assurance and Compliance Team within DLUHC. DLUHC will undertake a range of checks, on a risk and sample basis. Local authorities will be required to engage with and support this process.

8.4 The third line of assurance will be carried out by the Government Internal Audit Agency (GIAA) and will take the form of a review of the activity completed by DLUHC for the second line of assurance. GIAA will liaise with internal audit teams operating within devolved administrations as appropriate.

## **9. Equalities**

9.1 An Equalities Impact Assessment, which includes a consideration of the Fairer Scotland Duty, will require to be produced to help inform and guide any Vision and Investment Plan. This to be determined once a town is identified and work undertaken to develop key priorities.

## **10. Sustainable Development Implications**

10.1 PiP funding supporting a South Ayrshire town will enable the delivery of projects aimed at revitalising a town centre. This could include promoting and improving active travel, reducing vacant and derelict land and carbon reduction measures. This aligns with the priorities of the Sustainable Development and Climate Change Strategy and the commitment to reduce carbon emissions through declaration of a Climate Emergency. This will also contribute to the ambition to achieve net zero by 2030.

## **11. Options Appraisal**

11.1 Options appraisals will be required supporting the subsequently agreed projects. To be advanced following the receipt of further guidance from MHCLG.

## **12. Link to Council Plan**

12.1 The matters referred to in this report contribute to Priority 2 of the Council Plan: Live, Work, Learn / Work and the economy.

## **13. Results of Consultation**

13.1 Once a town has been identified, PiP funding will need to consider existing and historic consultations undertaken and any future requirement for consultation as required.

13.2 Consultation has taken place with Councillor Connolly, Council Leader and Economy and Strategy Policy Lead.

#### 14. Next Steps for Decision Tracking Purposes

- 14.1 If the recommendations above are approved by Members, the Assistant Director – Communities & Assistant Director Planning and Development will ensure that all necessary steps are taken to ensure full implementation of the decision within the following timescales, with the completion status reported to the Cabinet in the 'Council and Cabinet Decision Log' at each of its meetings until such time as the decision is fully implemented:

| <i>Implementation</i>                                | <i>Due date</i> | <i>Managed by</i>          |
|--|-----------------|----------------------------|
| Develop proposals for implementation of PiP funding. | 31 March 2025   | Chris Cox<br>George Hunter |

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**Date:** 24 October 2025