Public Document Pack

Wyre Borough Council
Please ask for: Marianne Unwin
Democratic Services and Scrutiny Manager
Tel: 01253 887326

Pride in Fleetwood Board Supplement

Pride in Fleetwood Board meeting on Thursday, 15 October 2026 at 5.30 pm in the Community Hall - Emmanuel on the Mount Church, Fleetwood

6. Expenditure log (Pages 3 - 6)

To note the Board's most recent expenditure log.

9. Any other business (Pages 7 - 20)

Attached Fleetwood Pride In Place Engagement, Consultation & Events Programme Nov 26 – Mar 27 and Fleetwood Pride In Place Match Funding Ratios for Grant Applicants

This page is intentionally left blank

CAPACITY FUND £150,000 -expenditure

MHCLG category	Activity	Total (£)
Management costs	DBS Checks (£21.50 per member)	16,583.21
	Web domain package with domain protection/website builder/emails	
	Venue costs for meetings (to Sept) including audio -microphones	
	Wyre Programme Support costs including Secretariat function	
	Temporary full-time management support service to the Board to progress the Plan to for payment to 31/07/2026	
Other	Train travel to London (return) for Chair Mark Spencer obo Pride in Fleetwood Board.	214.27
	ID badges & printed lanyard for Pride in Fleetwood	
Community outreach and engagement	Pride in Fleetwood engagement expenses - Chaucer School event	5,339.12
	4 & 8 July Meet the Board engagement events	
	Marketing	
	Fleetwood Festival of Transport engagement	
	SEND consultation	
	Fish, Food and Music Festival & associated prize draw	£400.97
	Leaflets - door knocking	£61.41
Project costs	Summer Connectivity (part payment 50%)	12,560
	Pride in Fleetwood Event 19 September	24,000
GRAND TOTAL (rounded)		**59,158.98**
BALANCE REMAINING (rounded)		**90,841.02**

Note: The above expenditure also including costs for which an invoice has been submitted and is currently being progressed.

CAPACITY FUND £150,000 – **Current commitments**

MHCLG category	Activity	Running Total (£)
Management costs	Board staff (2 posts) *	61,992
	DBS Check (new member CF)	21.50
	Audio equipment for Board - microphones paid as overleaf, awaiting speaker costs	TBC
	7 October – Fleetwood Place Tool Kit workshop (All day event) Awaiting venue hire cost	£229.34
Project costs	Lord Street programme	TBC
	High Street theme group – vacant shops shutter art programme	TBC
CURRENT COMMITMENT GRAND TOTAL (rounded)		**62,243**
BALANCE REMAINING INCL. CURRENT COMMITMENTS (rounded)		**28,598.18**

*The current estimated allocation for the two fixed-term posts is shown above. The Programme and Governance Officer commenced on 31 July. The Administrative Officer post is subject to revision and recruitment, final costs and commitments will be confirmed once an appointment has been made.

REVENUE AND CAPITAL BUDGET (10-year programme)

Pride in Fleetwood will receive funding and support circa £20 million. The funding will be split 63% capital and 37% revenue, and will be paid to respective local authorities in line with the following profile:

Grant type (£) '000	25/26 'year zero'	26/27 Year one	27/28	28/29	29/30	30/31	31/32	32/33	33/34	34/35	35/36	Total
Capital funding	0	120	670	1,460	1,460	1,460	1,460	1,460	1,460	1,460	1,460	12,430
Revenue funding	150	270	690	690	770	770	770	770	770	770	770	7,170
Total	**150**	**390**	**1,360**	**2,150**	**2,230**	**2,230**	**2,230**	**2,230**	**2,230**	**2,230**	**2,230**	**19,600**

- Values are rounded.
- Funding post financial year 2028/29 will be reviewed at the next Spending Review.
- Revenue funding will be paid out across two tranches in Year 1 (2026/27) of the programme – 50% will be made at the start of the financial year, and the remaining 50% on approval of the Pride in Place Plan.
- Time spent by the Local Authority to establish and support Pride in Place will be documented.

Phase split of Funding

- **Period 1**: the 2026 to 2027 financial year to the 2029 to 2030 financial year (4 years)
- **Period 2**: the 2030 to 2031 financial year to the 2032 to 2033 financial year (3 years)
- **Period 3**: the 2033 to 2034 financial year to the 2035 to 2036 financial year (3 years)

INVESTMENT PERIOD 1 – CURRENT SPEND ALLOCATIONS

	2026/27			
Grant type (£)	Budget	Spent	Committed /allocated	Remaining total
Revenue	420,000	59,159	62,243	298,598
Capital	120,000	0	0	120,000
Cumulative Total	**540,000**	**480,841**	**418,598**	

- Revenue budget for 2026/27 includes the balance of the £150,000 capacity funding brought forward from 25/26
- Values are rounded

Other, period 1

	2027/28		2028/29		2029/30	
Grant type (£)	Budget available	Committed	Budget available	Committed	Budget available	Committed
Revenue	690,000	89,252	770,000	91,969	770,000	96,167
Capital	146,000	0	146,000	0	146,000	0

- Committed is the current salary estimate before review.

PRIDE IN FLEETWOOD
LED BY YOU – BACKED BY UK GOVERNMENT FY7

Agenda Item. [9 AOB]

Fleetwood Pride In Place Engagement, Consultation & Events Programme Nov 26 – Mar 27

Report author:	Andrea Wallace
Report to:	Fleetwood Pride in Place Board
Date:	15/10/2026
Decision Required?	Yes ☒ No ☐
Subject:	Engagement, Consultation & Events Programme – November 2026 to March 2027
Does the report contain information which has been identified as confidential?	Yes ☐ No ☒
If yes, please specify the reason that the report is confidential below:	Not Applicable

Summary of main issues and governance considerations

1. A programme of community engagement, consultation and events is proposed between 5 November 2026 and 31 March 2027, building on the October – November 2026 Delivery Plan & Vision engagement and consultation activity.

2. The programme comprises ten community events reaching families, children and young people, older people, long-term unemployed residents and Lord Street businesses, supported by marketing, printing and administration across all events. All events listed have previously been agreed by the Board.

3. Board approval is sought for a total investment of **£75,832.50**, comprising Pride in Place funding of **£35,272.50** and match funding of £40,560.00. A full breakdown of expenditure is attached at Appendix 1.

Recommendations

4. The Fleetwood Pride in Place Board are requested to approve a total investment of **£75,832.50** for the November 2026 – March 2027 engagement, consultation and events programme, comprising Pride in Place expenditure of £35,272.50 and match funding of £40,560.00, as set out in this report and Appendix 1.

5. Note the programme of events and dates set out in Section 3.

1 Purpose of this report

1.1 To seek Board approval for the total investment required to deliver the November 2026 – March 2027 engagement, consultation and events programme.

1.2 To summarise the dates, venues, activities and spend for each event, including the match funding identified.

2 Background information

2.1 The Board is developing a 10 Year Vision and a 4 Year Delivery Plan for Fleetwood. The October – November 2026 engagement and consultation activity gave residents the opportunity to shape these priorities.

2.2 This programme continues that engagement through the winter and spring, using community events across the town to bring residents together, support Lord Street and the market, and maintain the visibility of Pride in Fleetwood.

3 Summary of intended events, dates and spend

3.1 The table below summarises each event. Itemised costs are shown at Appendix 1.

Date	Activity	Venue	PIF	Match	Total
Thu 5 Nov 2026	Family Firework Display	The Mount Fleetwood and Marine Hall Gardens	£1,000.00	£16,000.00	£17,000.00
Sat 28 Nov 2026	Christmas Market / Lights / Decorate Lord St	Lord St, Market & Memorial Park	£4,600.00	£20,000.00	£24,600.00
December 2026	Youth and Art Markets – one with Snow Globe	Fleetwood Market	£5,620.00	–	£5,620.00
Fri 25 Dec 2026	Christmas Meal Event – Ember & Blossom	Fleetwood	£1,250.00	£1,200.00	£2,450.00
December 2026	Christmas Carol Event	Fleetwood – venue to be confirmed	£1,500.00	£300.00	£1,800.00
January 2027	A Journey of Light Parade	Pharos and Mount	£5,500.00	£360.00	£5,860.00
January 2027	Soup and a Sandwich – Older People	Marine Hall	£1,700.00	£360.00	£2,060.00
February 2027	Love Fleetwood – Silent Disco, Tea Dance and Bingo	Pharos and Mount / Marine Hall	£3,500.00	£860.00	£4,360.00
February 2027	Fleetwood Museum – Long Term Unemployed	Fleetwood Museum & Market	£2,000.00	£360.00	£2,360.00
March 2027	Easter Egg Golf (Teens) and Easter Egg Hunt (Primary)	Mini Links & The Mount	£2,200.00	£560.00	£2,760.00
Nov 2026 – Mar 2027	Marketing, Printing and Administration	All events	£6,402.50	£560.00	£6,962.50
	TOTAL		**£35,272.50**	**£40,560.00**	**£75,832.50**

3.2 **Family Firework Display – Thursday 5 Nov 2026, The Mount Fleetwood and Marine Hall Gardens.** Spend covers hot dogs: £1,000.00 PIF plus £16,000.00 match (Onward Events – fireworks, road closures and staff). Total £17,000.00.

3.3 **Christmas Market / Lights / Decorate Lord St – Saturday 28 Nov 2026, Lord St, Market & Memorial Park.** Spend covers £100 each for the first 30 shops or market stalls to decorate their windows, and a half contribution towards Christmas trees for the first 20 shops: £4,600.00 PIF plus £20,000.00 match (Onward Events – lights, event, staffing and management, and Wyre contribution). Total £24,600.00.

3.4 **Youth and Art Markets – one with Snow Globe – December 2026, Fleetwood Market.** Spend covers market hire at £500 per weekend, a Youth Market organiser and a snow globe: £5,620.00 PIF, with no match funding identified. Total £5,620.00.

3.5 **Christmas Meal Event – Ember & Blossom – Friday 25 Dec 2026, Fleetwood.** Spend covers gifts (£10 x 100) and entertainment: £1,250.00 PIF plus £1,200.00 match (volunteers @ £20 per hour x 10 x 6). Total £2,450.00.

3.6 **Christmas Carol Event – December 2026, Fleetwood – venue to be confirmed.** Spend covers gifts (£5 x 200) and entertainment: £1,500.00 PIF plus £300.00 match (volunteers @ £20 per hour x 5 x 3). Total £1,800.00.

3.7 **A Journey of Light Parade – January 2027, Pharos and Mount.** Spend covers lantern-making craft sessions (artist and materials) and light-up acts: £5,500.00 PIF plus £360.00 match (volunteers @ £20 per hour x 6 x 3). Total £5,860.00.

3.8 **Soup and a Sandwich – Older People – January 2027, Marine Hall.** Spend covers Marine Hall hire, sandwiches (100 @ £3) and entertainment: £1,700.00 PIF plus £360.00 match (volunteers @ £20 per hour x 6 x 3, with soup donated (£200)). Total £2,060.00.

3.9 **Love Fleetwood – Silent Disco, Tea Dance and Bingo – February 2027, Pharos and Mount / Marine Hall.** Spend covers silent disco and room hire, tea dance hall hire, bingo hire and caller, refreshments and bingo prizes: £3,500.00 PIF plus £860.00 match (volunteers @ £20 per hour x 6 x 3, with bingo prizes donated (£500)). Total £4,360.00.

3.10 **Fleetwood Museum – Long Term Unemployed – February 2027, Fleetwood Museum & Market.** Spend covers lunch for 30 and £50 Asda vouchers, across two sessions of 15 hosted at the Museum with local businesses invited: £2,000.00 PIF plus £360.00 match (volunteers @ £20 per hour x 6 x 3). Total £2,360.00.

3.11 **Easter Egg Golf (Teens) and Easter Egg Hunt (Primary) – March 2027, Mini Links & The Mount.** Spend covers mini golf for the first 100 signed up, eggs for golf and crafts for the egg hunt: £2,200.00 PIF plus £560.00 match (volunteers @ £20 per hour x 6 x 3, with business-donated eggs (100 x £2)). Total £2,760.00.

3.12 **Marketing, Printing and Administration – Nov 2026 – Mar 2027, All events.** Spend covers Facebook ads, events marketing at £350 per event, printing, management costs and a budget for Board walkabouts: £6,402.50 PIF plus £560.00 match (volunteers @ £20 per hour x 6 x 3, with business-donated eggs (100 x £2)). Total £6,962.50.

4 Match funding

4.1 Match funding of £40,560.00 has been identified across the programme, more than doubling the value of the Pride in Place investment. This comprises:

- **Onward Events:** £16,000.00 towards the Family Firework Display (fireworks, road closures and staff) and £20,000.00 towards the Christmas Market / Lights (lights, event, staffing and management, and Wyre contribution).
- **Volunteer time:** valued at £20 per hour across the Christmas Meal, Christmas Carol Event, Journey of Light Parade, Soup and a Sandwich, Love Fleetwood, Fleetwood Museum, Easter Egg events and Marketing.
- **In-kind donations:** donated bingo prizes (£500) and business-donated Easter eggs (100 x £2).

5 Governance considerations

5.1 Risk management

5.1.1 Match funding contributions from Onward Events and Wyre will be confirmed in writing before Pride in Place spend on the Family Firework Display and Christmas Market is committed.

5.1.2 Exact dates and venues for events currently shown by month will be confirmed and reported to the Board ahead of each event.

5.1.3 Volunteer hours recorded as match will be logged for each event to evidence the match funding claimed.

5.2 Forward Plan

5.2.1 Following Board approval, events will be promoted to the community through the marketing budget, Facebook advertising and printed materials.

5.2.2 Outcomes and attendance from each event will be reported back to the Board.

5.3 Delegated authority and legal matters

5.3.1 Delegated authority is sought to purchase goods and services for each event within the budget approved in this report.

5.4 Financial and resource implications

5.4.1 The total Pride in Place funding sought is £35,272.50. Match funding of £40,560.00 has been identified, giving a total investment of £75,832.50.

5.4.2 The largest Pride in Place costs are the Marketing, Printing and Administration budget (£6,402.50), Youth and Art Markets (£5,620.00) and the Journey of Light Parade (£5,500.00).

5.5 Equality and Diversity

5.5.1 The programme is designed to reach residents of all ages and circumstances, including children and young people, families, older people and long-term unemployed residents, through free and low-cost community events held in accessible venues across the town.

6 Recommendations

6.1 The Fleetwood Pride in Place Board are requested to approve a total investment of £75,832.50 (£35,272.50 Pride in Place funding and £40,560.00 match funding) to deliver the engagement, consultation and events programme between 5 November 2026 and 31 March 2027.

7 Appendices

7.1 Appendix 1 – Fleetwood Pride In Place Delivery Plan November 2026 – March 2027 Engagement, Consultation & Events Budget.

PRIDE IN FLEETWOOD
LED BY YOU – BACKED BY UK GOVERNMENT FY7

Appendix 1

Fleetwood Pride In Place Delivery Plan November 2026 – March 2027 Engagement, Consultation & Events Budget

Event	Date	Venue	Expenditure Item	Cost	Total Amount
Family Firework Display	Thursday 5 November	The Mount Fleetwood and Marine Hall Gardens	Hot Dogs x £500	£1,000.00	£1,000.00 PIF + £16,000.00 Match *(Onward Events - Fireworks, Road Closures and Staff)* **TOTAL £17,000.00**
Christmas Market / Lights / Decorate Lord St	Saturday 28th November	Lord St, Market & Memorial Park	Shop and Market Windows - first 30 shops or stalls £100 each for decoration	£3,000.00	£4,600.00 PIF + £20,000.00 Match *(Onward Events lights, event, staffing and management, Wyre contribution)* **TOTAL £24,600.00**
			Half contribution first 20 for Trees on shops	£1,600.00	
Youth and Art Markets - one with Snow Globe	December	Fleetwood Market	Hire - £500 per weekend	£1,500.00	£5,620.00 PIF **TOTAL £5,620.00**
			Youth Market organiser	£1,000.00	
			Snow globe	£3,120.00	
Christmas Meal Event - Ember & Blossom	25th December	Fleetwood	Gifts - £10 x 100	£1,000.00	£1,250.00 PIF + £1,200.00 Match *(Volunteers @ £20 per hour x 10 x 6)* **TOTAL £2,450.00**
			Entertainment	£250.00	
Christmas Carol Event	December	Fleetwood - depends where very high level budget	Gifts - £5 x 200	£1,000.00	£1,500.00 PIF + £300.00 Match *(Volunteers @ £20 per hour x 5 x 3)* **TOTAL £1,800.00**
			Entertainment	£500.00	

PRIDE IN FLEETWOOD
LED BY YOU – BACKED BY UK GOVERNMENT FY7

Event	Date	Venue	Expenditure Item	Cost	Total Amount
A Journey of Light Parade	January	Pharos and Mount	Craft sessions for lanterns - Artist and materials	£1,500.00	£5,500.00 PIF + £360.00 Match *(Volunteers @ £20 per hour x 6 x 3)* **TOTAL £5,860.00**
			Light up acts	£4,000.00	
Soup and a Sandwich - Older People	January	Marine Hall	Marine Hall Hire	£1,000.00	£1,700.00 PIF + £360.00 Match *(Volunteers @ £20 per hour x 6 x 3. Donated Soup - £200)* **TOTAL £2,060.00**
			Sandwiches - 100 @ £3	£300.00	
			Entertainment	£400.00	
Love Fleetwood - Silent Disco, Tea Dance and Bingo	February	Pharos and Mount / Marine Hall	Silent Disco and room hire	£800.00	£3,500.00 PIF + £860.00 Match *(Volunteers @ £20 per hour x 6 x 3. Donated Bingo Prizes £500)* **TOTAL £4,360.00**
			Refreshments for silent Disco	£200.00	
			Tea Dance - Marine Hall - hire	£1,000.00	
			Drinks and biscuits for tea dance	£550.00	
			Bingo - hire and caller	£250.00	
			Refreshments for Bingo	£200.00	
			Bingo Prizes	£500.00	
Fleetwood Museum - Long Term Unemployed Host at Museum - 2 sessions of 15 - get businesses along	February	Fleetwood Museum & Market	Lunch - 30	£500.00	£2,000.00 PIF + £360.00 Match *(Volunteers @ £20 per hour x 6 x 3)* **TOTAL £2,360.00**
			£50 Asda Voucher - each	£1,500.00	
Easter Egg Golf - Teens and Easter Egg Hunt - Primary	March	Mini Links & The Mount	Mini Golf - first 100 signed up	£1,500.00	£2,200.00 PIF + £560.00 Match *(Volunteers @ £20 per hour x 6 x 3 - Business donated Eggs - 100 x £2)* **TOTAL £2,760.00**
			Eggs for golf - £5	£500.00	
			Crafts for Egg Hunt	£200.00	

Event	Date	Venue	Expenditure Item	Cost	Total Amount
Marketing, Printing and Administration	All 8 events		Facebook Ads - @ £25	£200.00	£6,402.50 PIF + £560.00 Match *(Volunteers @ £20 per hour x 6 x 3 - Business donated Eggs - 100 x £2)* **TOTAL £6,962.50**
			Events marketing - £350 per event	£2,800.00	
			Printing for events	£800.00	
			Management costs	£1,102.50	
			Budget for Board walkabouts	£1,500.00	
				GRAND TOTAL	£35,272.50 PIF £40,560.00 Match **TOTAL £75,832.50**

PRIDE IN FLEETWOOD
LED BY YOU – BACKED BY UK GOVERNMENT FY7

Agenda Item. [9 AOB]

Fleetwood Pride In Place Match Funding Ratios for Grant Applicants

Report author:	Andrea Wallace
Report to:	Fleetwood Pride in Place Board
Date:	15/10/2026
Decision Required?	Yes ☒ No ☐
Subject:	Recommended match funding ratios for community groups, small businesses and large businesses
Does the report contain information which has been identified as confidential?	Yes ☐ No ☒
If yes, please specify the reason that the report is confidential below:	Not Applicable

Summary of main issues and governance considerations

1. Under the UK Government's Pride in Place Programme and the associated Pride in Place Impact Fund (PiPIF), there is **no mandatory national ratio requirement for match funding**. Match funding is optional but strongly encouraged to maximise value for money, and local authorities, as accountable bodies, are explicitly told that a lack of match funding should not be a barrier to receiving support.

2. Because the programme is designed to be localised and community-led, each Local Authority and Neighbourhood Board designs its own grant streams from its devolved allocation, and expectations on match funding vary from area to area. The Fleetwood Board does not currently have a published match funding policy for applicants.

3. This report recommends a set of **minimum match funding ratios** for community groups, small businesses and large businesses applying for Pride in Place funding in Fleetwood, scaled to each applicant's capacity to contribute, together with a waiver process so that match funding never prevents a strong community project from going ahead.

Recommendations

4. The Fleetwood Pride in Place Board are requested to consider the following minimum match funding ratios, expressed as a share of total project cost, for grant streams funded from the Fleetwood allocation: **community groups 10% (90:10)**, **small businesses 25% (75:25)** and **large businesses 50% (50:50)**, as set out in Section 4.

5. Consider the waiver arrangements and the treatment of in-kind contributions set out in Sections 4.6 and 4.7.

6. Note that there is no national requirement for match funding and that these ratios are a local policy which the Board may review.

1 Purpose of this report

1.1 To set out the national position on match funding under the Pride in Place Programme and the Pride in Place Impact Fund.

1.2 To seek Board consideration and feedback for recommended minimum match funding ratios for community groups, small businesses and large businesses applying for Pride in Place funding in Fleetwood.

2 Background information

2.1 The Pride in Place Programme and the Pride in Place Impact Fund do not set a national match funding ratio. For the overarching national programme and the Pride in Place Impact Fund prospectus, projects can legally be 100% funded by the grant.

2.2 Central guidance states that match funding is optional but strongly encouraged in order to maximise value for money. Accountable bodies and are explicitly told that a lack of match funding should not be a barrier to receiving support.

2.3 Neighbourhood Boards design their own grant streams out of their devolved allocations. Exact expectations or requirements on match funding therefore depend on how each area sets up its bidding criteria.

2.4 As the Board prepares to open grant opportunities to local organisations and businesses, a clear and consistent match funding policy will help applicants plan their bids, help the Board assess value for money and stretch the Fleetwood allocation further.

3 Common match funding scenarios

3.1 The table below summarises the three approaches to match funding commonly seen across Pride in Place areas.

Scenario	Typical requirement	How it is applied
The Baseline	0% required	For the overarching national programme and the Pride in Place Impact Fund prospectus, projects can legally be 100% funded by the grant.
Local Sub-Grant Schemes	10% minimum	When local authorities distribute smaller grants to third-party community groups or events, they frequently impose local rules. For example, the EMCCA Growth Hub / Newark Pride in Place scheme requires a minimum of 10% match funding for its local Community Grant and Events programmes.
Strategic Leveraged Scaling	High leverage, set per project	For large-scale infrastructure interventions, local authorities often match the funds heavily using alternative pots such as the Community Infrastructure Levy (CIL) to achieve a high leveraging ratio.

3.2 These scenarios show that a 10% minimum for community grants and events is an established local approach, while higher ratios are generally reserved for organisations and projects with greater capacity to contribute.

3.3 The Board's own November 2026 – March 2027 engagement, consultation and events programme already secured match funding of £40,560.00 against Pride in Place

funding of £35,272.50, with match making up around 53% of the total investment of £75,832.50. This demonstrates that local partners are willing and able to contribute.

4 Match funding ratios for consideration

4.1 It is requested that the Board considers the following minimum match funding ratios. Ratios are expressed as Pride in Place funding to match funding, as a share of **total eligible project cost**. Applicants are encouraged to exceed the minimum where they can, and the level of match offered may be considered as part of the value for money assessment.

Applicant type	Minimum match	Ratio (PiP : Match)	Example – £10,000 project	Forms of match accepted
Community groups Voluntary, community and faith groups, charities and social enterprises	10%	90 : 10	£9,000 PiP £1,000 match	Cash or in-kind. In-kind (volunteer time, donated goods, venues and services) can make up the full match.
Small businesses Fewer than 50 employees, including sole traders and micro businesses	25%	75 : 25	£7,500 PiP £2,500 match	Cash or in-kind. At least half of the match should be cash.
Large businesses 50 or more employees, including national chains and multiple retailers	50%	50 : 50	£5,000 PiP £5,000 match	Cash match expected. In-kind may be accepted in addition to, but not instead of, the cash contribution.

4.2 **Community groups – 10% minimum (90:10).**

This mirrors the established local sub-grant approach and recognises that many Fleetwood groups have little or no reserves. Allowing the full match to be met in-kind, including volunteer time valued at £20 per hour as used in the Board's current events programme, means most groups will be able to meet the requirement without raising cash.

4.3 **Small businesses – 25% minimum (75:25).**

Small businesses, including Lord Street traders and market stallholders, benefit directly from improvements to their premises and the town centre, so a meaningful contribution is reasonable. A 25% contribution, at least half in cash, demonstrates commitment while remaining affordable for small and micro businesses.

4.4 **Large businesses – 50% minimum (50:50).**

Large businesses have greater capacity to contribute and are likely to receive significant commercial benefit from funded activity. A 1:1 match ensures Pride in Place funding is used to lever additional private investment into Fleetwood rather than replace spend that would otherwise have taken place.

4.5 **Strategic and infrastructure projects.**

For larger capital or infrastructure interventions, match funding should be agreed project by project, with the aim of achieving a high leveraging ratio through alternative sources such as the Community Infrastructure Levy (CIL) and other public and private funding. These will be brought to the Board individually.

4.6 Waivers and flexibility

4.6.1 In line with national guidance that a lack of match funding should not be a barrier to receiving support, it is recommended that:

- **Small grants:**
  Community group applications of £1,000 or less do not require match funding.
- **Reduced or waived match:**
  The Board may reduce or waive the match requirement for any applicant where it is satisfied that the project offers strong community benefit and the applicant cannot reasonably provide match, for example newly formed groups or projects reaching residents most in need.
- **Recording decisions:**
  Any waiver or reduction is recorded with the reason, so that the Board can report transparently on how the policy is applied.

4.7 In-kind contributions

4.7.1 In-kind contributions will be valued consistently: volunteer time at £20 per hour, in line with the Board's current events programme, and donated goods, services and venue hire at a fair market value supported by evidence such as a quote or letter from the donor.

5 Governance considerations

5.1 Risk management

5.1.1 Cash match contributions will be confirmed in writing before a grant offer is issued, and match will be evidenced at claim stage before Pride in Place funding is released in full.

5.1.2 There is a risk that match requirements deter smaller or less established applicants. This is mitigated by the low 10% rate for community groups, acceptance of in-kind match and the waiver arrangements at Section 4.6.

5.1.3 Volunteer hours and donated items recorded as match will be logged for each project to evidence the match funding claimed and avoid overvaluation.

5.1.4 Grants to businesses will be checked by the accountable body for compliance with the Subsidy Control Act 2022 before any award is made.

5.2 Forward Plan

5.2.1 Following Board consideration and agreement on set ratios, the ratios will be written into grant guidance and application forms and published so that applicants know what is expected before they apply.

5.2.2 The level of match funding secured, and any waivers granted, will be reported back to the Board, and the ratios will be reviewed after the first 12 months of operation.

5.3 Delegated authority and legal matters

5.3.1 The accountable body, remains responsible for ensuring grant awards meet Pride in Place funding conditions. The ratios set out in this report are a local policy and are not a national requirement.

5.4 Financial and resource implications

5.4.1 There are no direct costs arising from this report. Adopting minimum match ratios is expected to increase the total investment delivered from the Fleetwood allocation. For example, for every £10,000 of total project value, Pride in Place funding of £9,000, £7,500 or £5,000 would be required for community group, small business and large business projects respectively.

5.5 Equality and Diversity

5.5.1 The ratios are scaled to each applicant's capacity to contribute. The lower rate for community groups, full acceptance of in-kind match and the waiver arrangements ensure that groups representing residents of all ages and circumstances, including those with limited resources, are not disadvantaged.

6 Recommendations for consideration

6.1 The Fleetwood Pride in Place Board are requested to consider the minimum match funding ratios of 10% (90:10) for community groups, 25% (75:25) for small businesses and 50% (50:50) for large businesses, with strategic and infrastructure projects agreed individually.

6.2 Consider the waiver arrangements and the treatment of in-kind contributions set out in Sections 4.6 and 4.7.

6.3 Note that there is no mandatory national match funding requirement under the Pride in Place Programme or the Pride in Place Impact Fund.

7 Appendices

7.1 None.

This page is intentionally left blank