

REPORT FROM: DIRECTOR OF PLACE

TO: TOWN DEAL BOARD

DATE: 14TH NOVEMBER 2025

Nelson Pride in Place - Update

PURPOSE OF REPORT

1. To update the Town Deal Board on the Nelson Pride in Place programme.

RECOMMENDATION

1. To note the report.

REASONS FOR RECOMMENDATIONS

1. For information.

1. In September 2023 the government launched The Long-Term Town Plan. They identified 75 towns, Nelson being one, which were eligible to receive £20 million over 10 years.
2. The Priority areas of the Long-Term Town Plan were:
 - a. Heritage and Regeneration
 - b. Transport and Connectivity
 - c. Safety and Security
3. The fund was relaunched in March 2025 as Plan for Neighbourhoods, with new criteria and priority objectives, these being:
 - a. Thriving places
 - b. Stronger communities
 - c. Taking back control
4. The three priority objectives are supported by eight interventions:
 - a. Regeneration, high streets and heritage
 - b. Housing
 - c. Work, productivity and Skills
 - d. Cohesion
 - e. Health and wellbeing

- f. Transport
 - g. Safety and security
 - h. Education and opportunity
5. The Plan for Neighbourhoods programme has a strong community emphasis. Driven by a multi-agency Board established in 2024, it adopts a community led approach to regeneration.
 6. To clarify and confirm priorities for Nelson's programme, extensive engagement and consultation was undertaken with residents from 21st August to 21st October 2025. More than 1000 people engaged in this process.
 7. The Board is required, in partnership with Pendle Borough Council, to develop a Regeneration Plan, setting out its vision for the next decade, alongside a more detailed Investment Plan for the first four years of the programme.
 8. The findings from the consultation exercise, alongside previous consultation undertaken during the Long-Term Town Plan phase, helped inform the priorities for inclusion in the Regeneration Plan. These priorities were agreed at the Board meeting held on 24th October.
 9. The Regeneration Plan and Investment Plan will go to the Board on 12th November for signing off and they will then be submitted to the Ministry of Housing, Community and Local Government (MHCLG) by the deadline of 28th November. MHCLG will assess the Plans and announce the outcome in early 2026.
 10. Programme delivery funding will be released to local authorities from April 2026 for delivery to commence in 2026/27.
 11. If approved, a call for year 1 projects, following an open and transparent application process, will be launched in late 2025/early 2026.
 12. In September 2025, the government announced that the Plan for Neighbourhoods programme would become part of the new Pride in Place programme.
 13. At the Nelson Plan for Neighbourhoods Board meeting held on 24th October it was agreed to change the name of the programme to Nelson Pride in Place.
 14. The Town Deal and Pride in Place programmes are closely aligned in their shared ambition to revitalise communities and enhance local pride. While Town Deal focuses on strategic investment in infrastructure, skills and economic growth, Pride in Place complements this by fostering community engagement, improving public spaces, and celebrating local identity - together creating a cohesive and sustainable transformation for Nelson.