



PRIDE IN PLACE PROGRAMME MERTHYR TYDFIL GUIDANCE NOTE

1.0 PURPOSE OF THE FUND:

The Pride in Place Programme is a £5.8 billion government programme designed to revitalise local areas, raise living standards, and tackle the root causes of deprivation. It provides long-term funding and support to communities across the UK, empowering local people to take a leading role in their community's renewal.

Merthyr Tydfil was identified as part of the first phase of the Pride in Place programme and has been awarded just under £20 million to support long-term regeneration and community investment. This funding is intended to enable a programme of projects that deliver visible, lasting change and strengthen local communities.

The programme is supported by an independent Neighbourhood Board, which brings together local stakeholders, community representatives, and partner organisations. The Board plays a key role in shaping local priorities, ensuring that investment reflects community needs, and providing oversight of project delivery.

Funding is targeted at projects that demonstrate strong alignment with local priorities, clear community benefit, and the ability to deliver tangible outcomes. There is a particular focus on projects that contribute to wider regeneration objectives, strengthen community cohesion, and create lasting social and economic impact.

Applicants are expected to demonstrate how their project will add value and, where possible, leverage additional funding or resources to maximise the overall impact of the programme.

As part of the application process, applicants will be expected to demonstrate how their project aligns with the priorities set out in Merthyr Tydfil's **10-year Regeneration Plan**.

The Regeneration Plan is a long-term strategy that sets out our community's priorities for the area, shaped by an ongoing process of community engagement, consultation, and conversation. This continuous dialogue with local people helps ensure that the Plan remains reflective of community needs and informs the projects that are developed and delivered over time. The funding will focus on three key objectives:

- **Thriving Places**

Focusing on improving the physical infrastructure of our area, such as high streets, public spaces, and transport links, to make them more attractive places to live, work, and visit.

- **Stronger Communities**

This is about building social connections and improving local services to enhance people's sense of belonging and well-being. This could include support for community groups, initiatives to reduce social

isolation, addressing anti-social behaviour and improving access to health and education services.

- **Taking Back Control**

Aims to give local people more influence over decisions that affect their area. It's about empowering residents and community groups to lead and deliver local projects, and ensuring their voices are heard in the planning and development of our community.

The Pride in Place Programme provides capital funding and a limited allocation of revenue funding to support eligible projects.

Within the expression of interest and application form, you will be required to indicate whether you are applying for capital funding, revenue funding, or a combination of both. There are three levels of funding available through the programme - please refer to Section 6 for further details.

What is considered Capital Funding for the Pride in Place Programme Merthyr Tydfil?

Capital funding under the Pride in Place Programme supports projects that create, improve or extend physical assets and infrastructure.

This typically includes works such as building refurbishment, public realm improvements, infrastructure upgrades, and the purchase or installation of equipment that has a lasting value.

To be eligible, proposed capital works must contribute to the wider regeneration of the area, deliver clear community benefit, and result in a tangible, long-term improvement to the place or asset

What is considered Revenue Funding for the Pride in Place Programme Merthyr Tydfil?

Revenue funding under the Pride in Place Programme supports costs associated with the delivery, management and development of projects.

This may include staffing and project management costs, professional fees, community engagement activities, intervention focused events, training programmes, and feasibility or research work.

To be eligible, revenue funding must clearly support the delivery of capital or wider programme objectives and demonstrate lasting community benefit.

As the Programme prioritises capital investment, projects with a purely revenue request may be subject to additional scrutiny.

What are the Pride in Place Programme Priorities?

As part of the funding applications, applicants, will be asked to select the Programme priority/priorities, which your project will deliver against:

P1	Reduce crime and anti-social behaviour (ASB)
P2	Support residents facing economic and health challenges
P3	Improve connectivity and access to services
P4	Deliver high-impact town centre regeneration
P5	Protect and promote heritage and identity
P6	Enhance public spaces and support mixed-use economy
P7	Strengthen community empowerment and decision-making
P8	Improve access to skills, training, and employment
P9	Support local businesses and grow the local economy

The Pride in Place Programme Board will prioritise those project ideas that provide best value and a meaningful positive change for the residents of Merthyr Tydfil and in particular the areas included within the Programme Boundary. Please see the Outputs & Outcomes (Section 5) as well as the Criteria for selection within Section 14 within this guidance.

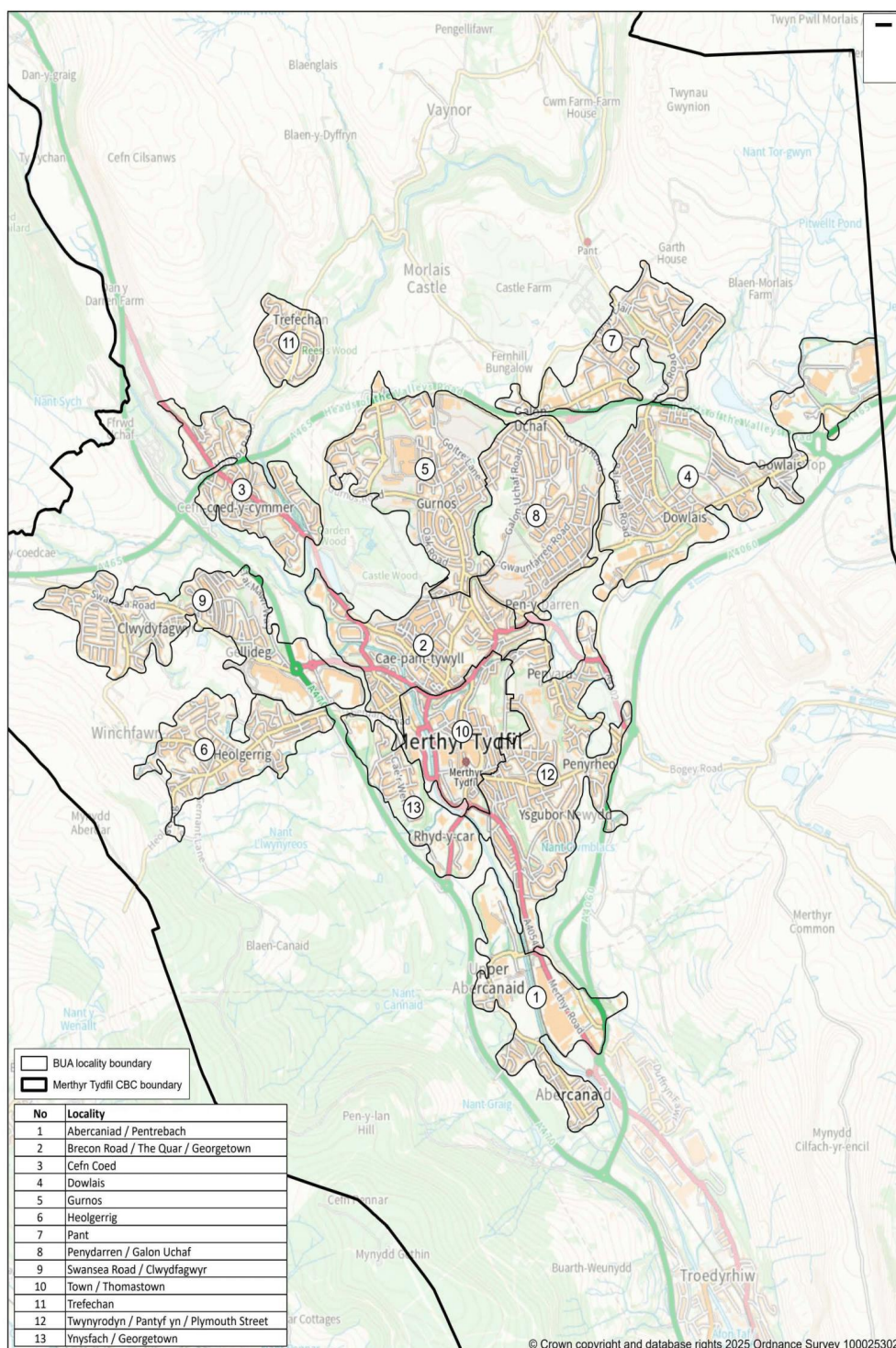
You can read more about the type of projects that may be considered as eligible for support in the [UK Government's List of Indicative Interventions](#)

For further information please see the [UK Government Pride in Place Programme Prospectus](#)

2.0 PRIDE IN PLACE PROGRAMME BOUNDARY

The Pride in Place Programme does not cover an entire local authority area. Instead, funding is focused and has been selected by UK Government based on built-up areas data within the Borough.

This targeted approach is based on the idea that concentrated investment in a smaller, deprived area can have a more significant and tangible impact on people's lives. Projects must be delivered within the geographical area of the Programme (see map below), although beneficiaries can include residents from the Merthyr Tydfil County Borough as a whole.



TITLE: Merthyr Tydfil Built Up Area (BUA) Localities

SCALE: 1:25,000 at A3

DATE: 26/08/2025

DEPARTMENT: Planning

0 250 500
Metres



3.0 ELIGIBLE & INELIGIBLE EXPENDITURE

In addition to the Capital and Revenue Funding definitions in Section 1, the following provides further guidance on eligible and ineligible expenditure under the Pride in Place Programme. Please note that these lists are not exhaustive, and all proposed expenditure will be assessed on a case-by-case basis to ensure alignment with programme objectives, value for money, and compliance with relevant financial and audit requirements.

Eligible Expenditure

The Pride in Place Programme supports expenditure that delivers clear, measurable and lasting benefits to communities, with a strong focus on place-based improvement and regeneration outcomes. Eligible costs may include:

- Non-recoverable VAT, where evidence is provided to confirm that VAT cannot be reclaimed
- Professional fees directly associated with the design, development, and delivery of capital projects (e.g. architects, surveyors, project management)
- Capital works and associated delivery costs, including building refurbishment, infrastructure improvements, and installation of equipment with lasting value
- Staffing and project management costs, where these are directly related to the delivery of an approved capital project or intervention
- Community engagement and event costs, where these form part of a wider project that contributes to programme objectives (e.g. Health & Well-being, activation of public spaces, community participation initiatives)
- Purchase of land or buildings, where there is a clear and evidenced regeneration benefit and alignment with programme priorities
- Equipment and assets, where these have a demonstrable lifespan and contribute to sustained project outcomes

All eligible expenditure must:

- Contribute to the long-term improvement of places or community assets
- Be necessary and proportionate to the delivery of the project
- Represent value for money, supported by appropriate quotations or procurement processes
- Be compliant with MTCBC financial procedures, procurement rules, and audit requirements

Ineligible Expenditure

The following types of costs are not eligible for support under the Pride in Place Programme:

- Hire purchase or lease arrangements, where ownership of the asset is not secured
- Costs associated with statutory obligations, including works required to meet legal or regulatory requirements (e.g. compliance works that would be required regardless of funding)
- General operational or business-as-usual running costs, unrelated to a specific project or intervention
- Contingency costs that are not clearly defined or justified within the project scope
- Internal decoration or minor works, unless part of a wider capital scheme delivering a tangible improvement
- Consumables or items with a short lifespan, including equipment intended for one-off or temporary use
- Recoverable VAT, where it can be reclaimed by the applicant
- Retrospective funding, for costs incurred prior to formal approval of the grant
- Costs not directly linked to the approved project scope, including overheads not clearly attributable to delivery

All applicants should ensure that proposed expenditure:

- Aligns with the Pride in Place Programme priorities and themes
- Delivers sustainable, long-term impact
- Can be delivered within the required programme timescales
- Meets the requirements of subsidy control, procurement, and governance frameworks

4.0 WHO CAN APPLY:

Eligible organisations include registered businesses, social enterprises, local authorities, registered social landlords, charities, and property or landowners.

Eligible applicants must also demonstrate that their project will deliver clear benefits to the people of Merthyr Tydfil, specifically within the defined Programme Boundary area.

You are not eligible for Pride in Place Programme funding if:

- You are an un-constituted social business / group,
- You are a business / group without an organisational bank account,
- The organisation/applicant has any financial arrears with the Council.

5.0 OUTPUTS & OUTCOMES

Projects funded by the Pride in Place Programme should align to one or more of the UK Government's Outputs:

- new or improved retail, hospitality, industrial and office space
- digital infrastructure upgrades for commercial and residential areas
- permanent full-time equivalent (FTE) jobs created or safeguarded
- green retrofits to residential, public and commercial buildings
- new or improved training, educational and childcare, facilities
- new or improved cultural, community and sports spaces
- new or improved public realm
- improved existing residential units
- new or improved healthcare space
- new or improved public transport

In addition to the UK Government Outputs, for any large funding request, the Pride in Place Board has stipulated that the following Outputs/Outcomes should also be addressed, depending upon the priority/theme your project aligns to:

- number of project beneficiaries (direct)
- number of project beneficiaries (indirect)
- increased footfall
- outcomes in relation to addressing need and reducing deprivation levels (please identify these within the application)
- increased participation

You will need to identify any of the above outputs and outcomes, along with any associated, additional

outputs/outcomes relevant to your project within your application. If applying for the large fund, your identified outputs and outcomes should also be referenced within the relevant tabs within the spend profile spreadsheet which will be forwarded to you to complete should you be invited to application stage. Projects must be delivered within the geographical area of the Programme (see map in Section 2), although beneficiaries can include residents from the Merthyr Tydfil County Borough as a whole and potentially other Local Authority areas. If your project is allocated funding, we will request postcode evidence as a part of the monitoring process for any direct beneficiaries, the majority of which should reside in the Pride in Place geographical boundary. As a part of the monitoring of any successful project, you will be expected to report upon social value / impact, particularly for any projects that are successful in accessing the Large Fund.

6.0 HOW MUCH CAN I APPLY FOR:

The Pride in Place Programme will offer three levels of Funding. You will need to stipulate in your application as to your proposed funding ask and identify the timeframe in relation to the request.

Category	Funding Rate	Funding Threshold
Small	Up to 100% of total Project costs	£1,000 - £5,000
Medium	Up to 80% of total Project costs	£5,001 - £24,999
Large	Up to 70% of total Project costs	£25,000 - £74,999

Please note that the funding available is not allocated to a specific category of Funding. The Board reserves the right to allocate a higher amount and/or percentage of Programme funding in exceptional circumstances. The appropriate full Application Form will be provided to your organisation, if successful at the Expression of Interest stage.

In addition to the project costs table within the application, if you are applying for the large fund, you will be expected to complete a spend profile for the project which will give you an opportunity to provide greater detail in relation to the finances you are applying for. All costs that you wish to apply for will need to be evidenced and relate specifically to the project. This template will be shared with you for completion if your project is approved to move to application. You will need to identify all costs which you are requesting that the Pride in Place Programme fund.

If you are applying for the large fund, as well as completing all elements of the spend profile, you will need to submit an issue/risk log for your project. A template will be provided for you to complete should your project be invited to application stage.

Small award funding will be paid by BACS into the organisation's business bank account in advance, having undertaken due diligence checks and on receipt of a signed acceptance of funding. Medium and Large funding awards will either be paid in arrears, in instalments or upon invoice, depending upon due diligence checks, assessment of the financial information provided and a signed funding agreement.

7.0	PROCUREMENT
For goods, services and works valued up to £25,000, it is recommended that you obtain three quotes, but at a minimum you should provide one quote. For goods, services and works between £25,000 - £74,999, at least three quotes should be obtained. All quotations should be submitted along with the application and other supporting documentation. The quotes must be based on the same specification and not be older than three months. Projects should use the cheapest supplier unless you can provide a rationale for utilising a more expensive quotation. We will also ask for evidence of match funding. Upon purchase of equipment or delivery of contractual services, organisations should provide original receipts/paid invoices and corresponding bank statements. This will be set out in the offer letter. All projects will need to begin (if they have not already done so) within three months of the date of the offer letter.	

8.0	TIMESCALES:
Activity	Timeframe/Deadline
Call for Project Window Opens	10th July 2026
Call for Project Application Window Closes	5pm 2nd October 2026
Successful projects awarded.	From November 2026
Commencement of Project delivery	From November 2026
Monitoring & Engagement to start once projects awarded	
Please note: Once the Call for Projects window opens you will need to complete an Expression of Interest initially. Should you then progress to application stage, the application will need to be submitted before the Call for Project window closes on 2nd October 2026.	

9.0	SUBSIDY CONTROL
In order to minimise distortion of competition, Local Authorities are responsible for subsidy control assessment. Each application will be considered on the basis of its specific circumstances. To assess whether a subsidy is in place, five UK subsidy criteria have been set out. These ask whether the support is: • A financial (or in-kind) contribution? • Provided by a public authority? • Conferring a benefit? • Selective? • potentially causing distortion in, or harm to, competition/trade/investment You will need to identify any funding your organisation may have received during the current and previous two financial years. If you are in doubt as to whether previous assistance classifies as subsidy assistance please contact the organisation that provided it. In addition to completing the table within the application, you will need to sign a subsidy control statement as a part of the funding agreement, should your submission be successful.	

10.0 LEGAL CHARGES

Capital funding awards up to £49,999 will have a restriction registered in favour of the Council against the Grant funded Property/registered estate. The restriction recorded shall be in the following terms or such similar terms required by Land Registry: -

No disposition of the registered estate by the proprietor of the registered estate, or by the proprietor of any registered charge, not being a charge registered before the entry of this restriction, is to be registered without a written consent signed by Merthyr Tydfil County Borough Council or their Conveyancer.

Capital awards of £50,000 or more will have a legal charge (together with a restriction) registered in favour of the Council against the Grant funded Property/registered estate. The legal charge/restriction shall be recorded in the following terms or such similar terms required by Land Registry: -

No disposition or charge of the registered estate by the proprietor of the registered estate, or by the proprietor of any registered charge, not being a charge registered before the entry of this restriction, is to be registered without a written consent signed by the proprietor for the time being of the Charge date in favour of the Council referred to in the Charges Register or the Conveyancer

Should the Property title/estate have any existing charges or restrictions recorded against it then the Applicant is required to assist the Council, as it so requires, in order to agree and complete any deed of priority that may be required to be entered into with any other party.

The applicant shall give the Council prior notice of any intention to vacate, transfer or register a charge against the property (or part of) to which the grant relates within 5 years of the date of the final payment of grant. In this event the Council reserves the right to clawback the full level of grant funding that was provided. Should the building receive planning permission for change of use prior to disposal, then 100% of grant will be reclaimed.

If a project receives Grant aid to bring a vacant floor in to use, should this floor be utilised for anything other than the previously agreed end use then up to 100% of the Grant will be reclaimed. This will apply for five years after the final Grant payment.

The above will be set out in the offer letter / funding agreement that is issued to successful applicants.

11.0 MERTHYR TYDFIL COUNTY BOROUGH COUNCIL OWNED ASSETS

If you are applying on behalf of a Merthyr Tydfil County Borough Council (MTCBC) owned asset for funding (i.e. your organisation currently leases/ has a licence on said asset), you will need to contact one of the Estates Officers within MTCBC for advice and approval to proceed with the application estates@merthyr.gov.uk.

Consent from MTCBC, as landlord, would be required for any alterations to Council premises to ensure there is no breach of any lease conditions. Full details of alterations will be required. Please note that there is no guarantee that landlord consent will be forthcoming. Sufficient time (minimum 7 years) will need to remain on your lease to comply with any audit requirements. Should you be successful, this will be set out in the offer letter.

12.0 FURTHER INFORMATION:

If you are applying to adapt a property, you must provide evidence of ownership or permissions from the owner. Listed properties or properties within a Conservation Area will be subject to further conditions. You will need to contact planning@merthyr.gov.uk for advice on accessing relevant consents before submitting your application.

Funding for works to properties will only be available to owners of the freehold interest in the property or to lessees holding a minimum 7-year lease remaining on the property, at the time of receipt of a valid application. If a leaseholder, applicants must provide a letter of consent from the freeholder to the proposed works and a copy of the lease agreement.

Any permissions and relevant licences should be applied for in advance of submitting this application. If you are applying for planning costs to support the project you will need to mention this within the Expression of Interest and Application, as well as the project spend profile (Large Fund), with appropriate milestones and costs identified. For licencing queries and advice please contact licensing@merthyr.gov.uk

Should you be successful in applying for any decarbonisation measures, we will require to see an Energy Performance Certificate (EPC) (before and after measures are implemented) to provide us with evidence of energy efficiency improvements made to the Property.

13.0 SUBMITTING AN APPLICATION

Prior to the deadline you will need to contact an officer from the Pride in Place Programme Team to discuss your project and complete an Expression of Interest. Please contact PiPP@merthyr.gov.uk for further information. Should you be approved to proceed to application stage, you will be provided with the relevant application form to complete. The Pride in Place Programme Team will also be able to signpost your organisation to any support that may be required in advance of submitting an application.

All applications should be fully completed and include all the required supporting information specified in the applications checklist.

Please note: Partially completed applications will not be assessed, therefore, please ensure that you complete all sections of the application form and submit all necessary documents.

Funding will not be offered or paid if the organisation or applicant is in arrears with any payment to the Local Authority. Checks will be made as required.

You will need to include all relevant documentation with your application as referenced in the application checklist. Should you require assistance in developing any of the required documentation, please contact the Pride in Place Programme Team PiPP@merthyr.gov.uk and they will signpost you to a partner agency for support.

We will accept all applications and documentation via email and hard copy submission. Please email your application to PiPP@merthyr.gov.uk . Paper copies should be submitted to:

Pride in Place Programme Team
Room RG13, Orbit Business Centre
Rhydycar Business Park
Merthyr Tydfil,
CF48 1DL

Please note that we cannot accept responsibility for any documentation lost or arriving late in the post. The submission of an application does not guarantee funding.

Should you have any queries please contact PiPP@merthyr.gov.uk in the first instance.

14.0 ASSESSMENT CRITERIA:

Your application will be subject to an initial validation check to ensure you have submitted all the correct information. In addition, each organisation will go through due diligence checks as part of the funding condition processes.

The second phase of assessment will see each application being assessed by Members of the Pride in Place Programme Board, set against the following criteria:

Small Fund

- Clearly identified need for the project
- Alignment to the Programme Priorities
- Outputs & Outcomes of the project
- Funding request and timescales for delivery are reasonable.

Medium Fund

- Strategic Fit - The Project clearly aligns to the Pride in Place Programme Priorities and gives all relevant information in terms of project delivery
- Impact, Outputs & Outcomes - Clearly identifies measurable targets and provides sound socio-economic information in relation to the projects potential impact
- Community Need - Explains the need for the project within the community and demonstrates a community led approach to engagement and project development which avoids duplication
- Is cost effective, provides value for money, costs and timescales are appropriate and realistic

Large Fund

- Sound financial information provided, alongside any additional documentation requested.
- Strategic Fit - The Project clearly aligns to the Pride in Place Programme Priorities and gives all relevant information in terms of project delivery. Detail provided in relation to alignment to complementary programmes/strategies
- Governance & Deliverability – Clear and comprehensive explanation of the organisational experience, partnership working and structure in place to deliver the project.
- Impact, Outputs & Outcomes - Clearly identifies measurable targets and provides sound socio-economic information in relation to the projects potential impact
- Community Need - Comprehensively explains the need for the project within the community and demonstrates a community led approach to engagement and project development which avoids duplication
- Is cost effective, provides value for money and costs are appropriate and realistic
- Demonstrates long-term sustainability for the project, legacy, and post-funding plan

Should you have any queries, please contact PiPP@merthyr.gov.uk

Prior to submitting an application, you will need to contact a relevant officer of the Pride in Place Programme Team to register your interest and complete an Expression of Interest/Project Ideas Form. Please contact PiPP@merthyr.gov.uk for further information.

Gellir cyflwyno ffurflen gais yn Gymraeg, ac ni chaiff ei thrin yn llai ffafriol na ffurflen gais a gyflwynir yn Saesneg. Mae'r ddogfen yma ar gael yn Gymraeg.

An application form may be submitted in Welsh, and will not be treated any less favourably than an application form submitted in English. This document is available in Welsh.