

An aerial photograph of a historic town, likely King's Lynn, showing a dense cluster of buildings with gabled roofs and a river in the background. A large white banner with a black border is overlaid on the image.

# PRIDE IN PLACE

LED BY YOU – BACKED BY UK GOVERNMENT

Vision King's Lynn

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19<sup>th</sup> March 2026. Presentation for KLAC.

# Pride In Place – Overview

- Updated Government Guidance issued Dec 2025 Pride in Place Programme prospectus - GOV.UK
- Additional neighbourhoods allocated (284 places now included in programme)
- National Conferences and workshops held February 2026
- £19.5million funding and support for each place over a 10-year period 2026-2036
- King's Lynn incl. wider urban area is a Phase 1 place (allocated April 2025)
- 75 % Capital / 25% Revenue.

## Important dates::

- 28 November 2025: 75 Phase 1 Neighbourhood Boards submitted their Regeneration Plan to MHCLG for assessment and approval. Feedback expected end of March 2026.
- From April 2026: programme delivery funding released to phase 1 local authorities, and delivery phase begins.
- April 2026-2030 – Investment Period 1.

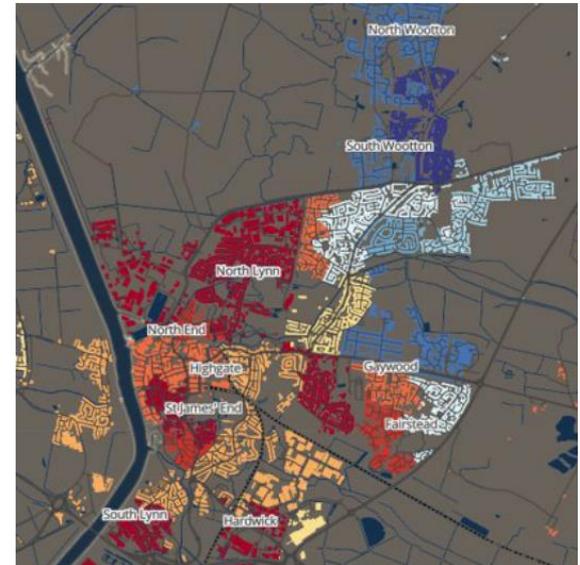


# Programme Highlights

- **Community Led** – founded on strong partnerships with public sector and wider VCSEs.
- Focus on strengthening **social capital** in neighbourhoods
- Designed to **empower residents** to shape their neighbourhoods, tailored to their specific needs
- Focused on **stronger communities, thriving places, and local control**
- Building community **ownership, trust, cohesion and inclusivity**
- **Local Empowerment:** Shifting power closer to communities
- Long-term, preventative and supportive approach
- **Legacy** planning from outset – especially on the investment approach

# 10 Year Vision

- [Plan](#) submitted November 2025
- Proposed Investment focuses on most deprived areas (red & orange)
- First 4 years of PiP investment, proposed to focus on capacity building and building on work to date through the Town Deal ('finish what we started') i.e. Guildhall & Riverfront
- Proposed governance at the time of plan development based on previous programme guidance



# 10 Year Vision

King's Lynn will be a successful and inclusive town for everyone, with flourishing communities and new opportunities for people to live, work and visit. It will be easy to travel in to and throughout the town, with a healthy, safe, and welcoming environment. Improved facilities, leisure, experiences and culture for people of all ages will ensure we are able to achieve our town's ambitions for...



**1. A vibrant, prosperous, and attractive town with a wide offering and easy access to green spaces and rich heritage**

**2. A better connected town**



**3. A town where people feel safe and well, that offers better life opportunities where healthy lives are supported**

**4. A town where people are inspired to aim high and achieve their ambitions and better opportunities**



# Support Structures & Oversight

- Clear roles and responsibilities
- MHCLG role:
  - Oversight rather than delivery
  - Brokerage support where needed
- LA's/Public Sector: Enabling rather than directing
- Deliver levers and interventions
- Capacity Building 'Backbone' – training, skills development, enabling role



# Current PiP Governance

Decision Making

KL  
Neighbourhood  
Board

Accountable Body

BCKLWN

Delivery

BCKLWN  
Internal Steering  
Group

Vision KL  
Operational  
Group

Community  
Capacity  
Building Lead

Area Action  
Plans x 5

# PiP Delivery

## **BCKLWN Internal Steering Group**

- Officer oversight to inform, monitor and scrutinise PiP delivery

## **Vision King's Lynn Operational Group**

- Forum to enable collaboration across multiple agencies, ensuring that programme delivery is coordinated and co-designed with stakeholders, and is consistent, efficient, and impactful to achieve shared outcomes.

## **Community Capacity Building Lead Organisation**

- Tasked with bringing together and empowering community representatives to enable change

## **Neighbourhood Area Action Plans**

- Developed by residents through Community Capacity Building work to inform and guide PiP investment taking into account local need, gaps, existing services and underutilised assets.

# Community-Led Delivery Model

- **Places to develop Trust/Charity model over the first 3 yrs**
  - Dependent on providing resourcing through PiP for;
    - Capacity Building the social ‘infrastructure’ required
    - Meaningful local engagement
    - Communities helping shape the plan
  - Focus on long-term change, not short-term fixes
  - The community led delivery model will vary by place – opportunity to find the ‘best fit’ model for King’s Lynn
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# Asset Based Community Development Delivery Model

Applying the [ABCD](#) approach

- Deficit based vs Asset based - build on what is already working well
- Recognising what the community needs, not the assets.
- Build governance capacity in organisations and communities
- Collaboration across services and sectors
- Partners working together to innovate & respond to resident needs
- **Focus on outcomes, not silos**

**Individuals**  
everyone has assets  
and gifts

**Associations**  
People discover  
each others gifts

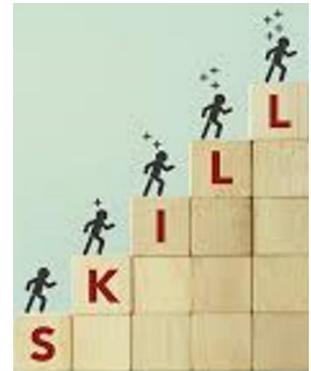
**Connections**  
Individuals connect  
into a Community

**Institutions**  
People organised  
around assets

**Place based assets**  
people live here for  
a reason

# Capacity Building & Upskilling: Key principles of approach

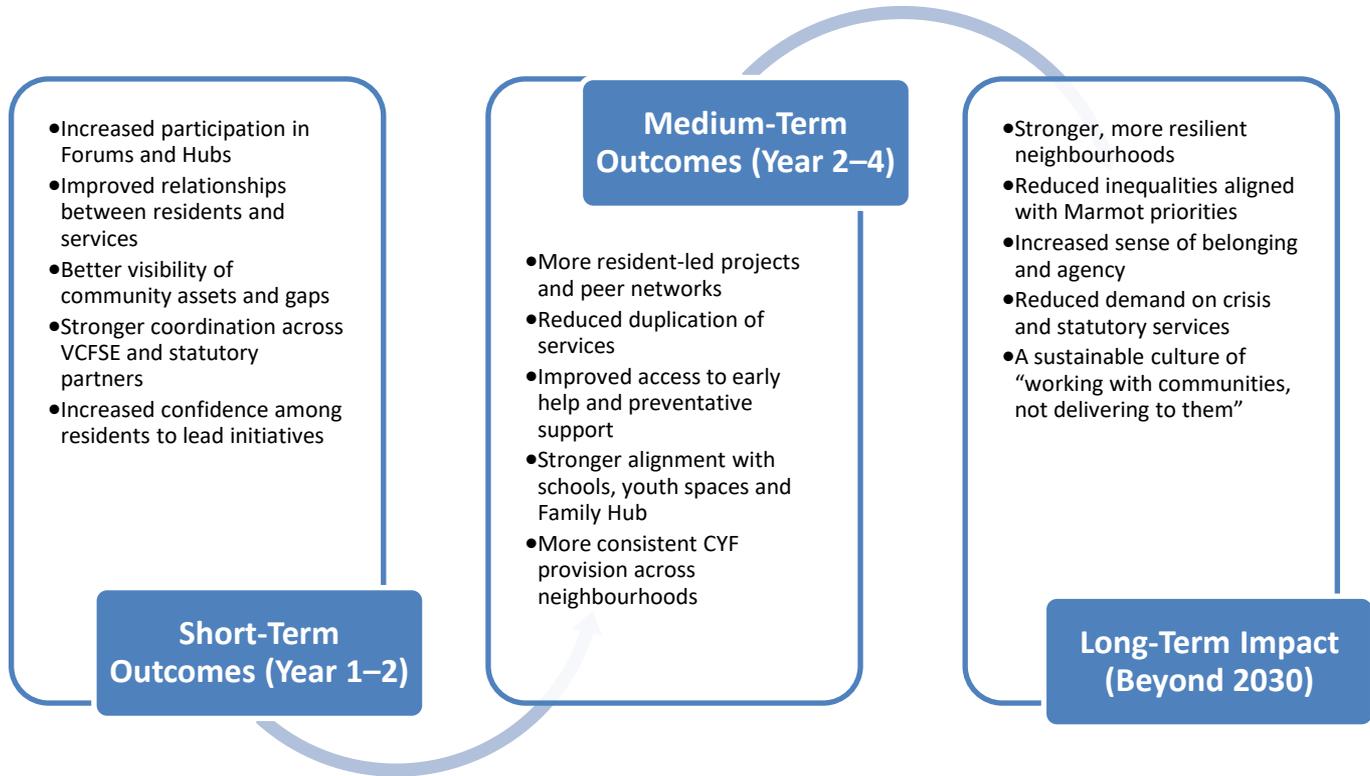
- Importance of alignment, not duplication
- Build on what already exists
- Capacity building for residents and communities
- Role of the Local Authority:
  - Structures and ways of working
  - Helping residents understand how systems work & how decisions are made



# Community Capacity Building Approach

- Success with RISE & The Beacon in North Lynn – basis to build from
  - Churches Together proposal to expand their community capacity building work further in North Lynn, South Lynn, Gaywood and Fairstead, building on the model in North Lynn.
  - Subject to KL Neighbourhood Board approval – Spring 2026.
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# Benefits of Community Capacity Building



# Key Takeaways

- Phase 1 places different to Phase 2
- Community-led approaches drive better outcomes
- Strong partnerships and collaboration with public services are essential
- Resident voice must sit at the centre
- Focus investment that will create long-term, sustainable change
- Plan for the legacy now!

# Next Steps

- **Embedding ABCD:** briefings, training, skills development etc at all levels
- **Capacity Building:**
  - Churches together proposal for capacity building in North Lynn, South Lynn, Gaywood and Fairstead for KL Neighbourhood Board approval in March/April.
  - Identify capacity building approach for town centre (inc Hillington Sq & Friars)
  - Appointment of CAN to provide VCSE supporting infrastructure.
  - Development of Neighbourhood Area Action Plans
- **Develop KL Neighbourhood Board future governance options** role of KLAC to be explored.