PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT

Pride in Place Impact Fund (PiPIF)
Guidance for Applicants

Pride in Place Impact Fund

The Pride in Place Impact Fund (hereon "PiPIF") is designed to support communities within the geographical area of Thurrock. The fund is part of a national programme which aims to provide investmnent to restore pride in local areas, strengthen community cohesion, and stimulate local economic activity through visible, community-led improvements.

You may be an individual with a good idea to improve your local area through capital investment, but would need others to help take the project forward. If this is the case, you will not need to complete the application form in full.

Proposals for PiPIF must align with one or more of the three grant funding objectives:

1. **Community spaces** – Improve or create community facilities and support community ownership of valued local assets.
2. **Public spaces** – Enhance the public realm, including green spaces, play and leisure areas, street furniture, public art and wayfinding and signage.
3. **High Street and Town Centres** – Revitalise those areas to make them more attractive, welcoming and economically active.

The budget available for the Pride in Place Impact Fund Small Grant Programme is £250,000, to be allocated in 2026/27.

This is a capital budget and is restricted to physical infrastructure improvements. It cannot be used to support salaries, staffing costs, rent, utilities, day-to-day running costs or other revenue expenditure.

Individual proposals can request between £1,000 and £25,000 towards the overall project cost.

If the Panel finds a more suitable source of funding that matches an application, they will consider this option, which could result in additional funding being made available. The Panel will, where permission is provided, share applications with other funders or organisations where there is potential to strengthen a bid through in-kind or direct support (for example, sign posting revenue funding to enable activation). Where an application is submitted by an individual with a project idea, Thurrock Council may support the applicant in exploring suitable delivery partners, community organisations, or alternative funding opportunities to help progress and deliver the project.

a. What type of proposal will the grant scheme assist?

This grant scheme aims to support projects and activities that can evidence that they:

- Meet at least one of the fund objectives;
- Meet a community need and make a positive impact on local communities;
- Represent value for money and are sustainable in the long term;
- Are well planned;
- Achieve long-term benefits;
- Are sustainable and do not create additional ongoing financial implications for the council; and
- Have expenditure that can be properly accounted for.

In line with the objectives of the Pride in Place Impact Fund, geographic distribution will be considered alongside the assessment of applications to help ensure proportionate investment across Thurrock and that communities in different areas have the opportunity to access and benefit from funding.

Geographic location will not contribute directly to an application's assessment score. However, it will be considered as part of the final decision-making process when developing a balanced programme of investment across the borough. This assessment will also take into account any recent investment or improvements funded within the previous 12 months.

b. What type of proposal is ineligible for grant scheme assistance?

Examples of ineligible proposals include those that relate to:

- administrative costs;
- projects with no long-term sustainability;
- projects or activities that have already taken place; and
- recoverable VAT.

c. Who can apply?

You can apply for a PiPIF grant if:

- you are a community group with a constitution or set of rules that clearly defines your group's aims, objectives and procedures, and holds a bank or building society account in the name of the group that requires at least two signatories on each cheque or withdrawal
- you are a small business, social enterprise or CIC based in Thurrock with less than 250 employers, and with a turnover less than £10 million.
- Business applicants may wish to review the government's guidance on subsidy control: Subsidy Control: a guide for beneficiaries - GOV.UK

Individuals can also use this application to share an idea for improving their local area. Where an application is submitted by an individual, Thurrock Council may support the applicant in exploring suitable delivery partners, community organisations or alternative funding opportunities to help progress and deliver the project.

d. Financial information

Please provide as much detail as possible about the actual or estimated cost of your proposal. If you are an organisation or business and your total PiPIF grant application exceeds £25,000, please explain how additional funding will be secured. Projects with match funding will score higher than those seeking 100% funding.

e. When to make an application

It is a requirement of this grant scheme that all applications for grant assistance are submitted before your project commences.

Expressions of interest will be invited **up to 15 November 2026.**

The awards panel will review applications in November 2026. We anticipate funding awards to be made in December 2026.

Please note that incomplete applications will be rejected.

f. Where can I get an application form?

Applications are available on: consult.thurrock.gov.uk/pipif-26

Application process

Completed applications with all attachments should be sent to: community@thurrock.gov.uk

The following process will apply upon receipt of your application:

- On receipt of your application, we will check whether it is complete and ensure all the necessary information has been enclosed.
- We will acknowledge receipt of your application within five working days or return your application if it is not complete - if you do not receive this notification, please contact community@thurrock.gov.uk.
- Successful applications for a PiPIF grant will be issued with a grant offer letter in December 2026 together with an acceptance document.
- Once the terms and conditions of the grant have been accepted and returned, the grant will be paid in full directly into the agreed bank account.
- You must comply with the grant conditions and use the grant only for the purpose set out in your application form.
- You must complete a Project Evaluation Form and a Certificate of Expenditure Form together with details of all relevant expenditure within 12 months of the date of the grant offer letter.
- Individuals submitting project ideas will be contacted separately within 10 working days and advised of the next steps, including any additional information required to assess their proposal. Where an application is submitted by an individual with a project idea, Thurrock Council may consider supporting the applicant to explore

suitable delivery partners, community organisations or alternative funding opportunities to help progress and deliver the project.

g. If your grant application is unsuccessful

We will tell you the main reasons why in a letter. You may find it useful to contact community@thurrock.gov.uk for advice and further assistance.

Where we are unable to support a funding bid submitted to PiPIF, we will endeavour to help you identify alternative funding opportunities.

h. Completing the form

Please complete the application form in full, providing as much information as possible about your idea and how it might benefit your local community. You can either complete the online application form or download and email us your application (consult.thurrock.gov.uk/pipif-26).

Section 4: Support from your ward councillor
Where appropriate, applicants are encouraged to seek the support of their local ward councillor. Contact details for Thurrock ward councillors can be found on the Thurrock Council website: thurrock.gov.uk/current-councillors

Section 7: How to estimate the cost of a project
We have asked three questions relating to the cost of your project. When estimating a cost please keep the following in mind

- When costing a project, please consider the different elements of the project and the various costs for each element. It is useful to break these down as much as possible, and to include all costs.
- Q7.1 asks for the total cost – this should include everything you think you will need to spend to achieve the project. You can include any staff or revenue costs but please note that these costs cannot be met through PiPIF as it is a capital programme.
- Q7.2 asks you to estimate how much you might be able to contribute as a match fund. Projects demonstrating match funding will score higher than those seeking 100% PiPIF grant support. PiPIF cannot be used to fund revenue costs.
- You do not have to have secured these funds at this stage – we are keen to know what you expect you might be able to raise as match funding. We know some organisations will be approaching other funders at the same time, and waiting to hear back from these applications.
- Q7.3 asks for the amount you are requesting from the PiPIF. The amount in Q7.2 and Q7.3 should add up to the same total amount at Q7.1.