

# Thriving Places



Pearson Park in Kingston upon Hull

We are committed to supporting heritage projects that create better places to live, work and visit.

## What we mean by place

‘Place’ can mean many things, and definitions vary depending on where you are or who you ask. But examples include a local community, a natural landscape or an entire city.

## How heritage supports great places

Many areas across the UK have a ‘sense of place’ that inspires local pride and increases wellbeing.

Heritage sits at the heart of a place’s identity, adding depth, character and value. This can include buildings and monuments, landscapes, high streets and parks.

Heritage helps connect people and communities to a place and boosts local economic prosperity.

## Our funding for heritage projects

We welcome projects that take a 'place-based approach'. Place-based working is about:

- identifying challenges and opportunities in the heritage of a place
- developing responses which bring about benefits for both the heritage and the place
- thinking beyond an individual project by considering how it relates to your local area and community
- partnering or coordinating with other organisations to increase the impact of your project

In response to the COVID-19 pandemic, we are currently [prioritising projects](#) that create better places to live, work and visit, and boost local economies.

See our [funding programmes](#) to find out how to apply.

## **A place funder, not just a project funder**

We also support place-based working by:

- devolving decision-making, which enables locally based staff, with local expertise, to assess applications and make awards
- addressing under-representation in our funding of geographical areas experiencing deprivation
- working with local councils and others to connect our funding to wider local priorities
- working with national partners and agencies on major place-based initiatives

## **Running a place-based project**

Need help or inspiration?

You can find useful guidance here:

- [Local area guidance](#)
- [Local economy guidance](#)
- [Area-based schemes and area action plans](#)

And discover how heritage can create better places in the project examples below.