

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.