OUR future









Our Future – Our Strategy

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Our ambition is to see thriving post-industrial communities across the country – places where citizens lead their own regeneration and have the agency, infrastructure and resources to shape their own future.

Our strategy and delivery are focused on scaling our impact so that all communities across our country can flourish. Our aim is that citizens lead the transformation of the places they love in at least 55 towns by 2045.

Over the last year, we have made significant progress from a pilot to a more established organisation. We have influenced the policy landscape, can see real change in Grimsby and are well positioned to scale our impact. We are still near the beginning of our journey. However, we have a sense that we are on to something really big and hope it will be transformative in this country and in other places.

The Model
We exist to help people take ownership of their town's future. We bring together people with ideas and energy, support them to act, and connect them with the partners and resources that make change possible. Our role is to create a flywheel of change in a town: the civic space where people come together, believe in the future, and then create it.

We have been developing this model and approach in collaboration with the people of Grimsby to create a genuinely new approach and it will continue to evolve as new places test and adopt it.
Three activities underpin this:

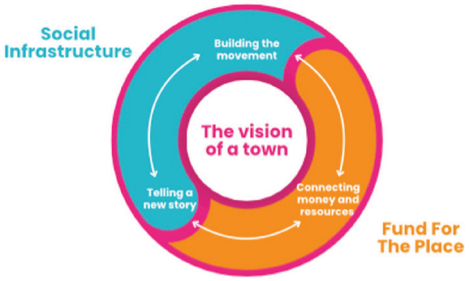


Building the Movement
We bring people and partners together around shared priorities, connecting civic entrepreneurs, community leaders and institutions to create collective ownership of a town's future.

Connecting Money and Resources
We help places access and align funding, investment, time and skills that stay local and serve the long term.

Telling a New Story
We help people share positive, people-powered stories that build belief and pride in place, challenging negative perceptions and showing what's possible when local people lead.

Once the groundwork is in place, our goal is to institutionalise the work so it can exist for the long term and is independent of any one individual or organisation.



This model has two mutually dependent parts:

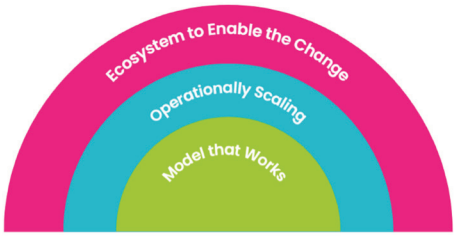
1. A collective of people working for the common good, building the social capital that surfaces a community's vision and shapes its ambition

2. A fund for the place, providing the financial capital that turns that ambition into action

They reinforce each other and the goal is that together, they move a place from dependency to self-determination.

In Grimsby, we've worked alongside the community since 2022, building the social infrastructure: the relationships, shared vision and collective agency a place needs to take genuine ownership of its future. That social infrastructure led to the decision to pool Grimsby's entire £20m Pride in Place allocation into a locally-governed legacy fund.

In 2026, the work is to establish the first fund in Grimsby as an independent, citizen-led institution, and codify what we've learned so it can transfer to other places.



We believe that three things need to be true simultaneously to achieve our scale impact goals:

1. A model that works in place — a demonstrated, evidenced exemplar of what community-led change looks like when the right infrastructure is in place and it is implemented in the right way – the "what" and the "how" of the Our Future methodology. Therefore, our first strategic priority is **proving it works**

2. An approach to **scaling the model** so the model can take root in a wider number of areas without losing what makes it work

3. An ecosystem that enables that scaling to happen — with the right funding, delivery capacity, policy, accountability and narrative operating at a national level. Consequently, we are also focused on **shifting the ecosystem**

These three streams of work are mutually dependent as we work to achieve our long-term goals.