PRIDE IN PLACE
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Pride in Place
Littlemoor and Broadwey

DRAFT vision and priorities for consultation

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Contents

Sources of evidence 3
Approach to prioritisation 4
Our vision 5
A safe and connected community 6
Children and young people thrive 7
A welcoming and inclusive community 8
Opportunity, skills and local prosperity 9
Green spaces and clean streets 10
Homes, health and wellbeing 11

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Sources of evidence

The vision and themes set out in this plan are drawn directly from community feedback gathered through a large community survey and multiple other engagement activities. These include:

- 16 meetings, visits and drop-in sessions between March and June 2026, generating more than 150 suggestions
- Responses to a survey conducted by Lloyd Hatton MP (March 2026)
- 32 suggestions with 21 comments, submitted via Dialogue, Dorset Council's online engagement platform
- Numerous emails and letters sent directly to the Chair and project team
- Outputs from a community workshop held at Littlemoor Community Centre (July 2026)
- More than 720 responses to the Pride in Place survey (August/Sept 2026)
- Outputs from a workshop with around 30 young people at Wey Valley School (September 2026)
- Community research carried out through the Lantern Trust

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Approach to prioritisation

When considering community feedback and selecting which projects to prioritise, the Littlemoor and Broadwey Neighbourhood Board has been guided by several key principles:

- The programme must be financially sustainable beyond the ten years of Pride in Place funding. We will look for opportunities to partner and invest in assets or activities that will generate future revenue or opportunities.
- Pride in Place must be delivered *with* the community, not to the community. We will prioritise activities that help to build local capacity, community connections and skills. Projects and facilities should be co-designed and co-created by the people who will use them.
- The programme must create meaningful, long-term change to the lives of people who live in Littlemoor, Broadwey and Upwey. We will prioritise projects that have the potential to generate positive change across generations over those which offer only short term or cosmetic improvement.
- Any new facilities must complement and improve links with existing and planned provision in the wider Weymouth area, working with Dorset Council and other partners. We should not use the funding to compensate for shortfalls in statutory services but could invest in an enhanced level of provision.

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Our vision

Creating lasting change through stronger communities, better opportunities and a place where people are proud to live.

Over the next ten years, Littlemoor, Broadwey and Upwey will become a thriving, connected and inclusive community where people of all ages feel safe, valued and proud of where they live. Through Pride in Place, we will create lasting change by investing in people, places and opportunities, building stronger foundations for current and future generations.

We will work alongside our community to create neighbourhoods that are welcoming, well-connected and full of opportunity. Children and young people will be at the heart of our ambitions, with access to high-quality activities, recreation, support and opportunities that help them thrive, achieve their potential and shape the future of their area. We will ensure that everyone feels included and able to participate in community life, regardless of age, background or circumstance.

We want local people to benefit from better access to employment, skills and training, enabling more residents to secure rewarding careers and improved financial security. We are determined to make sure that young people growing up in Littlemoor, Broadwey and Upwey have high aspirations and skills and can access the jobs and opportunties that too often are not available to them today.

At the same time, we will support thriving community facilities, local enterprise, arts, culture and volunteering, creating places where people can come together, build relationships and strengthen community pride.

We will protect and enhance the green spaces that make the area special, creating cleaner streets, healthier environments and greater opportunities for people to enjoy active lifestyles. We will also work to improve access to affordable housing, healthcare and wellbeing support so that residents can live healthy, independent and fulfilling lives.

Guided by the constantly evolving priorities identified by local people, we will continue to focus on sustainable, long-term investment that builds local capacity, strengthens community connections and leaves a lasting legacy. Together, we will create a community that is safer, healthier, greener and more prosperous, where everyone has the opportunity to succeed and where pride in place is felt by all

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A safe and connected community

Why it matters	In 10 years, what will success look like?
• Safety in public spaces was the top priority for both adults and young people in our community survey • When asked what improvements people would like to see in their streets, the most mentioned topic was road safety. • Littlemoor is in the top 10% nationally for crime-related deprivation	• Everyone can move around the community safety • Young people are safe in the spaces they use • Reduced levels of crime and antisocial behaviour • Local people have affordable transport connections to healthcare, employment and quality shops

Priorities for change

We will:

- Improve accessibility and lighting on paths and in public spaces, including working with partners to improve access at Upwey Station and connecting footpaths
- Work with partners to improve community safety and reduce antisocial behaviour, for example through increased CCTV coverage alongside active community policing
- Provide safe spaces and activities for young people
- Expand the provision of community transport and advocate for new bus routes

'Quick wins'

- Provide additional speed indicator devices on main roads where speeding is a problem, especially outside schools.
- Clean up and create street art in the Beverley Road tunnel
- Expand the number of bays and access to Beryl Bikes

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Children and young people thrive

Why it matters	In 10 years, what will success look like?
• Activities for children and young people were in the top three priorities in our community survey and have consistently been highlighted in previous engagement activities • Pride in Place is a ten-year programme, providing the opportunity to make meaningful change for the next generation • Littlemoor is in the top 2% nationally for education deprivation	• Young people are happy, healthy, safe and hold high aspirations • Everyone feels included • Littlemoor and Broadwey have great leisure facilities that not only provide for residents but also attract others to visit the area, creating pride for those who live there • Young people and families who need a different environment feel secure and accounted for

Priorities for change

We will:

- Invest in new provision and support for children and young people, including those with additional needs
- Improve local play areas, including development of an outdoor splash park for children and more accessible play facilities
- Work alongside the community to develop a masterplan for a large-scale sports and fitness development for the area at the top of Louviers Road, to include upgraded football facilities and a new skatepark or pump track
- Set up a Youth Board to shape the development of facilities and services for young people

'Quick wins'

- Improve local play areas, starting with Blackberry Lane
- Expand the provision of affordable and enriching holiday activities for all young people, including those from working families
- Provide a grant to Youth Zone to sustain the existing youth club for the next 12 months
- Work with Dorset Council to trial a new parent and toddler group at the Frank Reynolds Centre

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A welcoming and inclusive community

Why it matters	In 10 years, what will success look like?
• In our surveys and workshops people told us they wanted to bring different parts of the community together and create a greater sense of belonging and pride • We heard from our community researchers that some vulnerable people feel excluded and isolated • The area currently has very few places to meet or socialise and little provision for arts or culture	• Community facilities are self-sustaining in the long term • No-one feels excluded or stigmatised • Local people have access to arts and culture • Rise in volunteering

Priorities for change

We will:

- Create welcoming and inclusive community spaces by investing in existing community buildings and increasing their use. Investment could include energy efficiency improvements, provision of WiFi and extension of opening hours to provide a community pub facility.
- Establish a self-sustaining community shop and café providing affordable quality food
- Develop activities and events that help integrate the communities of Broadwey/Upwey and Littlemoor
- Expand local opportunities for arts and culture

'Quick wins'

- Establish a community volunteering scheme
- Provide training for minibus drivers to improve support for residents who are unable to access activities independently
- Make it easier to find out what is happening in the community by providing new noticeboards, a dedicated Pride in Place website and targeted information for new residents

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Opportunity, skills and local prosperity

Why it matters	In 10 years, what will success look like?
• Littlemoor West is within the top 10% nationally for deprivation and is the most deprived area in Dorset • Residents' employment is concentrated in low-paid industries and occupations • Educational attainment in Littlemoor and Broadwey is notably lower than regional and national benchmarks • There are around 7,800 residents and only 600 jobs within the locality, of which half are part time.	• More opportunities for high-quality employment locally and better access to opportunities elsewhere • Increase in the number of people in full time, more secure and higher paid employment • Improved social mobility

Priorities for change

We will:

- Work with young people and people who are out of work to understand their ambitions and create new opportunities to develop relevant skills. This may include the establishment of a new trade skills centre in Littlemoor to enable local people to access apprenticeships or gain skills with a guaranteed route to employment
- Work together with the wider Weymouth 2040 project to make sure local people can access opportunities created by the new Health Sciences University and Clean Energy Supercluster
- Provide employment support for individuals and local small businesses, for example through training, CV clinics, coaching and mentoring
- Fund subsidised bus transport to work for apprentices, students, long-term unemployed and young people who are not in education, employment or training

'Quick wins'

- Offer one bursary every year to support a young person to access a professional career
- Fund budgeting support for young people and adults
- Develop a new Pride in Place residents' card to support the local economy

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Green spaces and clean streets

Why it matters	In 10 years, what will success look like?
• In our early engagement events, many people told us that the thing they loved most about the area was access to green spaces • Cleanliness of the area was among the top three priorities for both adults and young people in our community survey • There is a strong desire to protect access to countryside in the face of increasing development	• Cleaner streets free of rubbish, dog poo and fly tipping • An area that people are proud to live in • More local people can access and enjoy green spaces

Priorities for change

We will:

- Recruit a community caretaker to maintain high standards, supported by a team of volunteers
- Promote and improve the existing community orchard to include a sensory garden and new pathways that are accessible to all
- Improve accessibility and signage of walking routes into green spaces and promote accessible wellness walks
- Support a range of community initiatives that improve the appearance of the local area and promote access to green spaces, for example bulb planting, garden-sharing and 'best kept garden' award

'Quick wins'

- Organise a dust-cart drive through and community spring-clean to remove rubbish and weeds
- Improve the Springfield Road green space
- Provide new benches on the corner of Canberra Road and other locations
- Provide new bins for litter and dog poo on Lorton Lane (Broadwey) and three locations in Littlemoor

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Homes, health and wellbeing

Why it matters	In 10 years, what will success look like?
• Littlemoor West is in the top 10% nationally for health deprivation and the most deprived area in Dorset • The area has much higher than average levels of emergency hospital admissions and unintentional and deliberate injuries • Health and housing were both high priorities in our community survey • The area has a high proportion of social housing but homes are increasingly being sold onto the private market	• Local people can access local housing, including those who are employed and earning • Housing creates jobs and profit that can be reinvested in the community • Local people are able to access face to face appointments for health services • Across all ages, people have active lifestyles • Improvements in health, wellbeing and life expectancy
Priorities for change	
We will: • Through a Community Land Trust, acquire local houses and rent them to local people at affordable rents with flexible tenancies • Work with the proposed Weymouth Health Sciences University Board and the Integrated Care Board to improve access to healthcare locally • Provide infrastructure for adult fitness including community gym(s) and exercise classes	
'Quick wins'	
• Set up a healthy cooking club • Fund peer-to-peer mental health support services • Look into setting up a Park Run locally	

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