

# Cornwall Must Not Be Overlooked: Councillors Unite to Challenge "Hidden Deprivation" Funding Failure

Not a single Cornish community has received funding from the £5.8bn "Pride in Place" programme.

Councillors across Cornwall have come together to back a motion demanding urgent action from Government after it emerged that not a single Cornish community has received funding from the £5.8 billion "Pride in Place" programme.

The motion, supported by Cllr Karen Knight, highlights growing concern that rural deprivation in Cornwall is being systematically overlooked by national funding formulas, despite clear evidence of need.

Analysis shows that Cornwall has at least 11 neighbourhoods in the top 10% most deprived areas in England, yet the current system fails to capture the reality of hardship in rural communities.

## "A System That Misses the Reality on the Ground"

The motion argues that Government metrics are not fit for purpose, particularly in rural areas where deprivation is often dispersed and hidden.

By relying on broad data areas and flawed indicators, funding decisions risk excluding communities that are struggling most, despite clear local evidence.

Councillors warn that this creates a two-tier system, where urban deprivation is recognised—but rural hardship is overlooked.

## Call for Fair Funding and Reform

The motion calls on Government to:

- Publish its rural proofing assessment
- Review funding allocation methods
- Work with Cornwall on a bespoke funding approach
- Reform formulas to reflect true rural deprivation and cost pressures

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## Statement from Cllr Karen Knight

“Too many of our communities are being missed—not because the need isn’t there, but because the system isn’t looking properly.

“Deprivation in Cornwall doesn’t always look the same as it does in cities—but it is real, and it is affecting people’s daily lives.

“This motion is about fairness. Cornwall must be seen, recognised, and properly supported.”

## A United Message to Government

The motion mandates Cornwall Council to write directly to the Secretary of State, making clear that current funding approaches are failing rural communities.

Councillors say this is not just about Cornwall—but about ensuring rural areas across the UK are no longer overlooked.

## Background

- £5.8bn “Pride in Place” funding allocated to 379 areas across the UK
- Zero allocations in Cornwall
- Evidence shows longstanding and persistent deprivation in multiple Cornish communities
- Research highlights a “hidden rural tax” and systemic under-recognition of rural hardship

## Media Contact

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