# £20 million community-led overhaul set to transform New Addington in South London



New Addington, a neighbourhood in South London, is poised for significant transformation with a £20 million investment announced as part of the government’s Pride in Place funding scheme. The funding will be spread over the next decade, aiming to revamp local services and neglected public spaces that have long required attention. This initiative encourages direct community involvement, inviting residents to submit ideas and volunteer for a local board that will oversee the allocation and management of the projects.

The announcement was warmly welcomed by Croydon East’s Member of Parliament, Natasha Irons, who expressed her enthusiasm for the investment and the opportunity it presents for local empowerment. Speaking about the initiative, Irons highlighted her anticipation for seeing residents take control of the funding to effect meaningful and community-driven improvements in New Addington. She framed the funding as a crucial chance to build upon the work grassroots organisations have been doing in the area.

Natasha Irons, who was elected MP for Croydon East in 2024, grew up in South London and is deeply committed to her constituency. Her priorities extend beyond economic revival—she is dedicated to fostering green jobs, advocating for better housing, reducing NHS wait times, tackling crime, and supporting small businesses and local high streets. Her broader commitment resonates clearly in how she has championed the Pride in Place funding to benefit New Addington’s community directly.

New Addington itself has experienced longstanding challenges, including underinvestment and transport issues, despite improvements like the introduction of the Tramlink service in 2000, which enhanced connectivity to Croydon and Wimbledon. The district’s local residents have often called for enhanced public amenities and more robust community services, making this funding a potentially transformative opportunity.

The £20 million provided through Pride in Place will be managed locally, with residents’ input essential to decision-making. This community-first approach aligns with Irons’ vision of empowering local people to shape the future of their neighbourhood on their terms. The success of this scheme could mark a turning point for New Addington, offering a blueprint for sustained regeneration driven by collaboration between government funding and grassroots activism.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html), [[2]](https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html), [[7]](https://en.wikipedia.org/wiki/New_Addington)
* Paragraph 2 – [[1]](https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html), [[2]](https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html), [[3]](https://www.natashairons.co.uk/)
* Paragraph 3 – [[3]](https://www.natashairons.co.uk/), [[4]](https://www.natashairons.co.uk/about-me/), [[6]](https://en.wikipedia.org/wiki/Natasha_Irons_%28politician%29)
* Paragraph 4 – [[7]](https://en.wikipedia.org/wiki/New_Addington)
* Paragraph 5 – [[1]](https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html), [[2]](https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html), [[4]](https://www.natashairons.co.uk/about-me/)

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## Bibliography

1. <https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html> - The article reports that New Addington, a South London neighbourhood, is set to receive £20 million over the next decade as part of the government's Pride in Place funding initiative. Residents are being invited to submit ideas and volunteer for a local board to oversee projects aimed at improving local services and public spaces that have been neglected for years. Croydon East MP Natasha Irons expressed her delight in securing this investment and looks forward to seeing local people take control of how it's spent. ([standard.co.uk](https://www.standard.co.uk/news/london/croydon-new-addington-funding-b1250945.html?utm_source=openai))
3. <https://www.natashairons.co.uk/> - Natasha Irons is the Member of Parliament for Croydon East. She grew up in South London and is committed to working hard for everyone living in Croydon East. Her website provides updates on her activities in Parliament and the constituency, as well as information on how she can assist constituents with various issues. ([natashairons.co.uk](https://www.natashairons.co.uk/?utm_source=openai))
4. <https://www.natashairons.co.uk/about-me/> - This page offers a biography of Natasha Irons, detailing her upbringing in South London and her dedication to the community. It outlines her priorities, including reviving the local economy with green jobs, fighting for decent housing, reducing NHS wait times, tackling crime, and supporting high streets and small businesses. ([natashairons.co.uk](https://www.natashairons.co.uk/about-me/?utm_source=openai))
5. <https://www.natashairons.co.uk/contact/> - The contact page provides information on how constituents can reach out to Natasha Irons for assistance. It includes details about her constituency office, advice surgeries, and the types of issues she can help with, such as housing, benefits, community and environmental issues, education, and immigration. ([natashairons.co.uk](https://www.natashairons.co.uk/contact/?utm_source=openai))
6. [https://en.wikipedia.org/wiki/Natasha\_Irons\_(politician)](https://en.wikipedia.org/wiki/Natasha_Irons_%28politician%29) - This Wikipedia page provides an overview of Natasha Irons' political career, including her previous role as a media planning manager at Channel 4 and her tenure as a Labour Councillor for Merton Council. It also details her election as MP for Croydon East in 2024 and her subsequent parliamentary activities. ([en.wikipedia.org](https://en.wikipedia.org/wiki/Natasha_Irons_%28politician%29?utm_source=openai))
7. <https://en.wikipedia.org/wiki/New_Addington> - This Wikipedia article offers information about New Addington, a district in the London Borough of Croydon. It discusses the area's history, development, and the challenges faced by its residents, including transportation issues and underinvestment. The article also highlights improvements such as the introduction of Tramlink in 2000, which provided better connectivity to Croydon and Wimbledon. ([en.wikipedia.org](https://en.wikipedia.org/wiki/New_Addington?utm_source=openai))