



West End Pride in Place Neighbourhood Board Meeting

Minutes

Date: Saturday 28 February 2026

Start: 3pm

End: 3:45pm

Venue: West End Impact, 4-10 Heysham Rd, Heysham, Morecambe LA3 1DG

Attendees:

Helen Bingley (Chair)

Joanna Young (Vice Chair)

Lizzi Collinge (MP, Morecambe & Lunesdale)

Ceri Hamer (Local Education Provider)

Eleanor Adamson (PTN, Community Commissioner)

Phil Sykes (PTC, Community Manager & Development Worker)

Mark Davies (Chief Executive, Lancaster City Council)

Tarnia Elsworth (Director, TP Financial Solutions)

Margaret Pattison (Counsellor and current Mayor)

Joe Mount (Associate Director, Genecon)

Vicki Mathews (Rural Restoration, Projects & Operations Manager, Duchy of Lancaster)

Lindsay Brown (Police Officer, Lancashire Constabulary)

1. Apologies

- Apologies were received from Kristopher Bishop and Karen Kyle

2. Declarations of interest

- Joanna Young is CEO of local charity, Citizens Advice North Lancashire
- Helen Bingley is Deputy Lieutenant of Lancashire and previous High Sheriff
- Margaret Pattison is the current Mayor and works on the Hardship Fund

3. Minutes of the previous meeting

- There are no minutes to note as this is the first meeting of the Board

4. Matters arising from previous meeting

- There are no matters arising as this is the first meeting of the Board

5. Welcome and introduction

- The Chair opened the meeting and welcomed the team to the first Neighbourhood Board meeting
- A photograph of the Board was taken for information, press and marketing purposes
- **Matters to note:**
 - The recent Civil Service visit from Tish and Jack offered support and attendance at the next Board meeting if the Board felt it appropriate

- We want to build on what the WECAN Community Voice is working on. They have a meeting on 18th March to discuss Pride in Place (PiP). Tarnia was invited but will not attend so not to cross purposes

6. Key decisions

- The Chair questioned the Board on whether a WhatsApp group would be appropriate for quick communications between them. Via a vote, the Board agreed to go ahead to help break down barriers to communication. The following principles were agreed:
 - No messages after 10pm
 - No inappropriate messages, selling information or jokes
 - No numbers to be given out without permission
 - The group is to be used to 'drop' information to be discussed in full later
 - The group is not to be used as a discussion forum or for decision making
 - Action - Chair to create Whatsapp Group - HB to update board
- The Chair will send out a Doodle poll to collate thoughts on meeting days, times, lengths and focuses. A lot can be done by email to allow moving at pace. The PiP group email (made up of Board members) should be used to address all
 - ACTION: Contact sheet to be created and circulated - Chair to action - please approve at meeting
- The Chair stated that any information sent out before a Board meeting should be read prior to attending the meeting so that time can be used sensibly to make decisions
- The boundary for the project is to be submitted to the national team for approval by 17th July 2026. Attachment 1 in the papers shows the suggested boundary changes from the boundary generated by the Government data tool. A discussion was had as to whether the section in front of Frontierland was needed, which initiated a question from Joe on what is happening with that land. Lizzi stated it will be developed, there is just no definite plan of what yet. It was decided that the section should be included in the boundary so not to cut off future opportunities
- The Board were required to read the Citizens Advice North Lancashire (CANL) suggested SLA prior to the meeting so a decision could be made on whether to go ahead and agree a contract. Attachment 2 of the papers set out the plan. It was agreed by LCC as the accountable body, but a final decision was made by the Board to go ahead with the support contract from CANL. Joanna gave a brief overview of CANL and their LSA (Leadership Self Assessment) which happens yearly and how that fits the PiP model. Mark noted a percentage cost for the Council staff working on PiP
- The recruitment of operational staff was approved by all. Attachment 3 of the papers outlined the roles. The Chair asked Joanna to speak to the role descriptions and why they were the chosen primary roles. It was noted that literacy and digital exclusion parameters should be considered for potential applicants. The Chair asked the Board for any comments:
 - Vicki asked if the salaries would take up the first year of funding because some of it may be needed for quick wins. This was answered by the Chair, some will be used for salaries but not all of it
 - The Chair noted some organisations have already offered match funding

- Tarnia asked what the timescale is for the recruitment and selection of the interview panel. The Chair stated that CANL will lead the recruitment (admin, sending out job packs, organising interviews etc) and asked the Board if anyone would **NOT** like to interview. All Board members would like to have the opportunity to be on the interview panel relevant to their skillset. The Board would like to recruit from the zone where possible. Mark noted the recent ICB redundancies could present some good candidates
 - **ACTION: Person Specifications and job adverts to be created ready for publishing within the next 10 days - CANL to action**
- The commission of a branding exercise was approved by all. Joanna stated that guidance from MHCLG first. Communications need to be consistent from the beginning to strengthen the brand and the trust in it - use the community for ideas and the decisions. Joanna noted she had had a meeting with the Creative Exchange (creatives based in the zone) to begin discussions
 - Lizzi noted there is a national brand that needs to be woven through the local branding too. Clarity on this is imminent
 - The Chair asked the Board if they were happy to commit to a spend on branding, but more details would follow on actual costs and delivery. The Board were happy to start progression on a brand and brand strategy to create an identity for the future.
 - It was asked that anyone on the Board interested in being involved with branding let Joanna know. Those interested were Phil, Tarnia, Lizzi and Vicki
- Approval of communication tools for the project was given, including website, email addresses, and a communication and strategy plan
 - It was agreed that this task would be handed over very quickly to the paid staff once they are in place. There is an urgency to get a website up so that locals have somewhere to go to find information on PiP and how they can get involved
 - It is important not to create a confusion online between CANL and PiP
 - It was agreed by all on the Board that the main social media platforms are acceptable **EXCEPT** X (previously Twitter)
 - The Chair asked for approval from the Board for herself and Joanna to initiate a spend on online presence. The Board agreed
 - **PRIORITY ACTION: initiate website design and build - Joanna to build spec - NB await guidelines from MHCLG**
 - **ACTION: Social media moderation policy to be written in due course by staff alongside a comms strategy**
- The Chair asked if anyone knew of any physical space within the boundary area that PiP could use for staff and public engagement. Phil noted there is free space at The Well. Joanna suggested a stand alone shop front and inside area would be useful
 - Lizzi noted any space used must be fully accessible from day one
 - **ACTION: Chair to gather potential locations and costings**
- Consideration to 'early wins' was given. These were present in Attachment 4 of the papers. It was decided that the residents need to feel part of the conversation and decisions. WEM analysis from Stanleys would help
- **ACTION: Chair to contact Robyn at Stanleys to ask for copy of analysis - HB to update after We Can meeting next week**

7. Indicative agenda for next meeting:

- Meet the operational team. We hope to recruit before the next meeting
- Financial management - what do we do if someone is awarded a grant but doesn't spend it appropriately etc? Lizzi noted monitoring needs to be light touch
- Draft community engagement plan - Lizzi, Joe and Phil would like to feed into this
- Project plan to develop the West End Pride in Place Plan for submission 28th November 2026
- Option appraisal for early wins
- Option appraisal for developing a community lead organisation within 3 years

8. AOB

- Lizzi noted she will be aiming to organise visits to Morecambe by Parliamentary Ministers. She also noted we need to see how the LGR intersects with PiP. Mark stated if we assume the current Government timetable holds, Shadow Council elections would take place in May 2027 with the new Council taking effect from April 2028
- Joanna noted that the Poverty Truth Network is interested in PiP; she has been asked to speak to the network about how the PiP Board was formed. Eleanor may join Joanna at this talk
- Lindsay noted there are 2 police officers and 3 PCSOs working in the West End that are at our disposal - they could attend the next meeting on 20th March if needed
- Tarnia noted a thank you to Bess (Lizzi's office) and Daniel (Council) for all their hard work
- Tarnia asked when it was appropriate to tell people they are a Board member. The Chair said from now on. Joanna will use the photo taken to create a press release
- **ACTION: Joanna to write and disseminate press release on Board members**

Date, time, and venue of next meeting:

- Session with Expert and Community Voice panels 20th March
- Community invited to 'Meet the Board' for breakfast 8am to 10am Friday 17th April followed by Neighbourhood Board Meeting 10am to 12 noon