

Clayton and Newton Heath
Pride in Place Neighbourhood Board
Minutes

Date and Time: Tuesday 1 September 2026 10am

Location: Newton Heath Library

Chair: Andrew Wickens

Vice Chair: Jim Battle

Secretariat: Michael Fletcher, Manchester City Council

Board Members:

[Resident names redacted from published document]

Apologies

Sean McHale, Councillor for Clayton and Openshaw

Lucy Powell, MP for Manchester Central

Carmine Grimshaw

1. Welcome, Introductions and Apologies

The Chair welcomed attendees and introductions were made.

a) Approval of Previous Minutes

The minutes of the meeting held on **19 August** were reviewed and agreed.

b) Any Other Business

No urgent items were raised.

c) Chair's Actions

The Chair confirmed the following actions had been completed:

- Melanie Cook (MCC Communications Business Partner) was invited to attend to facilitate the communications discussion.
- Sarah Pope (MHCLG) was invited to attend as an observer and provided with the meeting agenda.

It was also agreed that paper copies of future minutes would be provided for Marlene. Andrew will communicate arrangements.

2. Board Communications

a) Internal Board Communications

Melanie Cook provided an update on communications activity undertaken to date and facilitated discussion on how the Board should move forward following the MCC run communications survey.

Key points discussed:

- Janet D confirmed that Family Hubs in Clayton could be used as communication channels.
- Cllr Flanagan emphasised the importance of communications, particularly addressing digital exclusion, and highlighted the need for a clear identity, branding and local noticeboards.
- The Chair reiterated the importance of an ultra-local communications approach.
- Melanie recommended developing a communications channel plan to map and coordinate available channels.
- Jim Battle suggested conducting an audit of community noticeboards, including those located within parks and community facilities.
- Melanie proposed creating branded posters for display in local businesses.
- Brian P highlighted the need to consider wider communication channels in addition to local noticeboards.
- Jim noted that Pride in Place itself should be utilised as a communications network.
- Gail and Cllr Flanagan stressed the importance of using all available communication channels to maximise reach.

Actions

- Secretariat to establish a communications channel plan.
- Board members to photograph local noticeboards and share details via WhatsApp to support a communications audit.

b) Public Communications Strategy

The Board discussed approaches to public-facing communications and engagement.

Key points discussed:

- Brian P suggested a "You said, we did" approach to demonstrate impact and build trust.
- Cllr Flanagan emphasised that communications should remain locally focused and relevant.
- Melanie Cook suggested that the Sharp Project could provide useful support and expertise.
- Cllr Flanagan highlighted the Manchester Communications Academy as a potential resource and local.
- Jim Battle identified faith groups, community organisations and major sports clubs as important networks that should be better connected to neighbourhood activity.
- Sarah Pope highlighted opportunities to access revenue funding to support participation, including free passes to local sporting activities.

- Concerns were raised about accessibility to sporting facilities, particularly for young people.
- The Board discussed the importance of sharing engagement data and coordinating future community engagement activities.

Actions

- Secretariat to meet with Zoe Goddard and Melanie Cook to develop channel planning.
- Jim Battle and the Chair to explore opportunities for accessing funding related to sporting activities and participation.
- Secretariat to coordinate planning for future engagement and data-sharing events.
- Contact to be identified regarding engagement with the Sharp Project. 

3. Board Engagement

a) Skills and Skills Gaps

The Secretariat reminded Board members to complete the Training Needs Analysis (TNA) to help identify development needs and skills gaps across the Board.

b) Public Engagement Events and Workshops

The Board discussed future engagement opportunities and approaches.

Key points discussed:

- Janet D invited Board members to attend an event at the Beacon Centre on 21 September. Jim Battle confirmed his attendance.
- The Secretariat will work with Zoe Goddard to support and promote the planned community sharing event.
- Cllr Flanagan proposed hosting two large family-focused events as engagement opportunities for children and young people.
- There was strong support for engaging young people through existing successful community activities, including sports and youth-based initiatives.
- Sarah Pope encouraged the Board to raise its profile within the community through visible participation in local events.
- Marlene highlighted the lack of community facilities compared to other areas.
- Debbie suggested increasing engagement with schools and involving Pride in Place representatives directly in school activities.
- Cllr Flanagan stressed the importance of engaging secondary school pupils, particularly during transition periods when young people are at risk of disengagement.
- The Chair emphasised that any engagement with children and young people must be undertaken in a data-compliant manner.
- Incentives such as prize draws were suggested to encourage participation and gather community feedback.
- Melanie Cook noted that young people may struggle to relate to the programme because its outcomes are not always tangible, and messages should be simplified and made more relevant.
- **Briscoe Lane Community Centre**

Discussion focused on:

- The condition of the building and if it could be reactivated and for what
- The opportunity to utilise local tradespeople wherever possible.
- How Pride in Place could support the long-term sustainability of activity at the centre.

The Chair reiterated that Pride in Place funding is intended to support sustainable community activity and long-term outcomes.

Jim Battle highlighted the importance of providing confidence and reassurance to the community regarding the future sustainability of local facilities and initiatives.

Actions

- Secretariat to liaise with Zoe Goddard regarding promotion of the community sharing event.
- Future engagement proposals to include targeted approaches for children and young people.

4. Priority Themes and Quick Wins

The Board discussed potential quick-win initiatives.

Proposals included:

- Improving access to dental health checks.
- Exploring concessionary bus travel opportunities for young people.

These themes will be considered further as potential early deliverables.

5. Date of Next Meeting

Thursday 17 September, 10:00am

Beacon Centre, Clayton

Action Log

Action	Owner
Provide paper copies of future minutes for Marlene	Andrew
Develop communications channel plan	Secretariat
Conduct audit of community noticeboards using Board submissions	Secretariat / Board Members
Meet with Zoe Goddard and Melanie Cook to develop communications planning	Secretariat
Identify contact and opportunities with the Sharp Project, complete project brief ahead of time	Andrew & Secretariat
Explore funding opportunities linked to sporting activities and participation	Jim Battle
Coordinate future engagement and data-sharing event planning	Secretariat & Zoe Goddard
Continue development of engagement activities	Board & Secretariat
Video recordings for public facing comms start up	Secretariat

