

Clayton and Newton Heath Pride in Place Neighbourhood Board agenda

Date and Time: Thursday 6 August 9am

Location: Beacon Centre, Clayton.

Chair: Andrew Wickens

Vice Chair: Jim Battle, Carmine Grimshaw

Secretariat: Michael Fletcher, Manchester City Council

Board Members:

[Resident names redacted from published document]

Sean McHale, Councillor for Clayton and Openshaw

Apologies

Lucy Powell, MP for Manchester Central

Kerrie Rimmer, Rachel Taylor, Marlene Garret, Councillor John Flanagan

Agenda items

1. Welcome, Introductions and Apologies

The Chair welcomed attendees and facilitated introductions.

The Chair provided an overview of the Pride in Place programme, including examples of the types of interventions and projects that funding could support. Members were also briefed on the programme timeline, expected outputs, and the process for developing the future regeneration plan.

2. Board Communication

How do we want to communicate as a board?

Members discussed options for internal communication.

- Gail suggested establishing a WhatsApp group.
- Carmine supported this approach, stressing the need for a simple process with minimal administration and a closed membership group.
- Board members provided their contact details to the Secretariat to enable the group to be established.

Action: Secretariat to establish a Board WhatsApp group.

How should we communicate with the wider community?

Members discussed a variety of communication methods to raise awareness and engagement.

- The Chair suggested a combination of a website, social media, and printed flyers.
- Gail proposed a postal communication to all households within the Pride in Place area.
- Sean highlighted the importance of face-to-face engagement through door knocking.
- Jim noted that many local activities already take place within the area, but residents are often unaware of them. He suggested aligning Pride in Place communications with existing networks and activities rather than operating separately. He also proposed a regular newsletter and an introductory communication explaining what Pride in Place is.
- Carmine stressed the importance of clear, simple messaging and suggested utilising anchor institutions, local businesses and postal distribution channels to maximise reach.
- Debbie suggested information stalls at local events, with Janet highlighting the Summer Fair as a potential opportunity.
- Thelma noted that existing publications such as Spotlight cover Newton Heath but not Clayton, indicating a need to address communication gaps across the area.
- The Chair emphasised the importance of a clear local identity and questioned whether the current Pride in Place branding accurately reflects the area, particularly in relation to the use of "Clayton Vale", which is recognised as a place rather than a neighbourhood.

Members discussed whether the area name should be reviewed.

- Carmine felt the current name may cause confusion for residents.
- Janet D suggested "Clayton and Newton Heath" as a clearer alternative.

Action: Secretariat to confirm whether the area was previously referred to as "Clayton & Newton Heath".

Action: Internal Communications Team to explore opportunities to simplify branding and messaging.

How can we raise awareness of the Board and its purpose?

- The Chair suggested video updates, a YouTube channel, Facebook presence and a dedicated website.
- The Chair also proposed incorporating recognisable local landmarks, such as the church clock and community hall, into future branding.
- Jim recommended developing a professional communications plan that reflects local context and is subject to Board oversight.
- Carmine suggested creating a local slogan and establishing a dedicated communications budget for Board scrutiny.
- Gail offered to investigate Royal Mail distribution options.

- Members agreed that a Communications Officer should attend a future Board meeting.
- Janet D emphasised that communications should reflect local identity and avoid generic corporate messaging.

Action: Secretariat to invite a Communications Officer to a future Board meeting.

Action: Gail to investigate Royal Mail distribution options.

3. Board Engagement

What should meaningful engagement look like for this Board?

- The Chair highlighted the importance of focusing on solutions as well as identifying issues.
- Jim stated that residents and Board members should have a clear understanding of proposals before implementation.
- Debbie suggested training opportunities through MACC.
- Carmine agreed that Board members should be appropriately trained and supported.

Action: Secretariat to undertake and communicate a Board training needs analysis.

Which communities, groups or voices should we be connecting with?

- Carmine suggested moving away from viewing residents as separate groups and instead promoting a unified community approach.
- Jim reflected on historic events such as the St George's Day Parade, which brought communities together and fostered local pride, suggesting that the Board prioritise similar opportunities.
- Thelma explained that community engagement remains challenging, with some groups reluctant to participate despite targeted approaches.
- Sean highlighted declining youth provision within Clayton and identified youth engagement as an ongoing challenge, although improvements are anticipated over the next year.

What opportunities are there to hear regularly from local people?

- Janet D stated that Pride in Place should help bring communities together while ensuring residents receive feedback on how their input has informed decisions.
- Members agreed that community events offer a valuable opportunity for regular engagement and feedback.

Action: Secretariat to arrange a dedicated community engagement session.

4. Priority Themes

What are the key issues and opportunities in the area?

Members identified several themes for further exploration.

Community Safety and Visible Presence

- Carmine highlighted crime and housing as key issues but questioned how the Board could add value alongside existing responsibilities held by councillors and statutory agencies.
- He also emphasised the need for a visible community presence, noting that many residents feel let down and disconnected from existing structures.

Young People, Employment and Opportunities

- Janet D identified gaps in youth provision as a significant issue.
- Sean explained that positive activities for young people can contribute to crime prevention.
- Jim highlighted the importance of engaging organisations such as Neighbourhood Watch groups and funding bodies, while also noting the lack of opportunities currently available for young people.
- Sean identified young people not in education, employment or training (NEETs) as a major challenge, alongside generational unemployment.
- Sean suggested that local youth clubs and neighbourhood-based provision may better meet community needs than larger city-wide facilities.
- Jim stressed the importance of ensuring that young people's voices are heard as part of the regeneration process.
- Janet D noted that residents consistently highlight the importance of strengthening the local offer to improve long-term sustainability.
- Sean suggested presenting a range of activities and opportunities to young people, allowing them to shape future provision.
- Jim emphasised the importance of engaging schools to understand existing gaps and identify opportunities for future projects.
- Janet highlighted the success of previous Youth Market events as an engagement tool.
- Members agreed that schools are a key engagement route and potential delivery partner for future initiatives.

Action: Secretariat to share local NEET data with Board members.

What themes should guide the regeneration plan?

The Chair invited members to identify overarching themes for the regeneration plan.

Themes suggested included:

- Young people and youth opportunities.

- Support for older residents and reducing social isolation.
- Parenting support and family hubs.
- Community cohesion and inclusion.
- Ensuring an inclusive engagement process throughout programme delivery.

5. Any Other Business

Meeting Times and Accessibility

Members discussed meeting arrangements.

- Thelma expressed concerns regarding early meeting start times, a view shared by several members.
- Carmine suggested 9:30am as a compromise, while others proposed 10:00am.
- Members agreed that a variety of meeting times should be explored to maximise attendance.

Action: Secretariat to explore hybrid meeting options and suitable venues.

Action: Secretariat to circulate a poll on future meeting times.

Manchester Local Plan Engagement Event

- Janet D advised that she had been approached regarding a Manchester Local Plan engagement event taking place in September.
- Members discussed whether Pride in Place should have a presence at the event and use it as an opportunity to gather feedback from residents.

Action: Janet to share event details with the Secretariat for circulation to Board members.

6. Date of Next Meeting

Wednesday 19 August

10:00am to 12:00pm

Location: TBC



Clayton and Newton Heath