

Whitehouse Neighbourhood Board Minutes, Decisions Taken & Action Points

Date:	Wednesday 7 October
Time:	18:00 – 19:30
Venue:	Whitehouse Baptist Church
Members:	Glen Chisholm Jannice Simpson Jared Birt Jess March (Chair) Mahmut Ozturk Natalie Irish Sarah Battistetti Sean Fountain Westbourne High School representative – Matt Mason Whitehouse Ward Councillor representative – Cllr Lucy Trenchard
Apologies:	Chrissie Geeson, Assistant Director – Programme Delivery, Ipswich Borough Council Isaac Turay Martin Higgon Patrick Spencer MP
Other Attendees:	Laura Meadows, Pride in Place Programme Manager, Ipswich Borough Council Sharon Earp, Office of Patrick Spencer MP

MINUTES	
1.	Welcome and Apologies for Absence Jess March (JM) welcomed the group and provided Apologies for Absence from Isaac Turay, Martin Higgon, Chrissie Geeson and Patrick Spencer MP. JM introduced Jared Birt who has recently joined the Neighbourhood Board.
2.	Declarations of Interest No declarations relating to the agenda items were raised. Sarah Battistetti (SB) shared that the Flying Horse has received funding through the Pride in Place Impact Fund. Councillor Lucy Trenchard (LT) highlighted some confusion among residents between the Pride in Place Impact Fund and the

Whitehouse Pride in Place Programme, and explained the differences between the two initiatives. She advised that discussions have taken place with the Leader of Ipswich Borough Council about strengthening communications to make the distinction clearer.

LM noted that there can sometimes be confusion between the two initiatives due to their similar names, despite them being separate programmes with different objectives, governance arrangements and funding mechanisms. **AP1: Laura Meadows (LM) to provide written information about the differences between the programmes, so Board members are aware and can answer any queries should they arise in the community.**

Post-meeting clarification:

The Pride in Place Programme

- *A long-term government-funded programme focused on improving pride, belonging and opportunities in specific neighbourhoods over the next 10 years.*
- *Whitehouse was awarded up to £20mi of funding through the Pride in Place Programme in March 2026 as part of the Phase 2 extension programme.*
- *Led by local Neighbourhood Boards, bringing together residents, community groups, public services and businesses to make decisions. Decisions should be community-led. Activities involve community engagement, gathering evidence, developing a Pride in Place Plan and delivering projects over several years.*
- *Aims to create lasting, transformational change shaped by local people.*

Pride in Place Impact Fund

- *A separate funding pot that supports small, community-led projects to make a visible difference more quickly. In Ipswich, funding was focused on improving community spaces, public spaces, and high street and town centre revitalisation.*
- *A town centre-wide programme, with all funding required to be allocated by March 2027. Funding decisions are made by Ipswich Borough Council as the Accountable Body, in collaboration with local MPs and other stakeholders.*
- *Applications opened in January 2026 and closed in February 2026.*

Glen Chisholm (GC) said this demonstrates the importance of effective engagement with local residents and the need to develop a clear identity for Pride in Place in Whitehouse, so residents better understand the Board's role and

	objectives. JM suggested that media training could be beneficial for Board members in the future.														
3.	Minutes of the Previous Meeting and Update on Action Points The group approved the minutes of the previous meeting. JM provided an update on the outstanding action points: <table border="1"> <thead> <tr> <th>Actions from the last meeting</th><th>Update</th></tr> </thead> <tbody> <tr> <td>LT to liaise with the Big Local Trust to check whether the owl mural can be used.</td><td>Complete</td></tr> <tr> <td>All Board members to provide any further feedback on the branding proposals.</td><td>Complete</td></tr> <tr> <td>The Board to put together a social media working group, who should develop a social media and communications brief, following which support could be commissioned or volunteers recruited.</td><td>Complete</td></tr> <tr> <td>JM to finalise the copy for the press release</td><td>In Progress – waiting for Board Members to complete their profiles</td></tr> <tr> <td>All Board members to read the Community Engagement Toolkit and come to the next meeting prepared to discuss potential approaches to engagement.</td><td>In Progress</td></tr> <tr> <td>Any Board members interested in becoming Deputy Chair to contact JM directly.</td><td>Complete</td></tr> </tbody> </table> JM provided an update that Councillor Lucy Trenchard and Glen Chisholm had both put themselves forward for the role of Deputy Chair. JM asked the Board whether they were happy to appoint both candidates as Deputy Chairs. Following a vote, the Board unanimously agreed to appoint them both as Deputy Chairs.	Actions from the last meeting	Update	LT to liaise with the Big Local Trust to check whether the owl mural can be used.	Complete	All Board members to provide any further feedback on the branding proposals.	Complete	The Board to put together a social media working group, who should develop a social media and communications brief, following which support could be commissioned or volunteers recruited.	Complete	JM to finalise the copy for the press release	In Progress – waiting for Board Members to complete their profiles	All Board members to read the Community Engagement Toolkit and come to the next meeting prepared to discuss potential approaches to engagement.	In Progress	Any Board members interested in becoming Deputy Chair to contact JM directly.	Complete
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4.	Updates from Working Groups JM updated the Board on the three working groups currently in place: the Community Outreach Working Group, Data and Insights Working Group, and Social Media and Communications Working Group. <u>Social Media and Communications Working Group</u> GC reported that he and Isaac had met to begin developing a brief for social media and communications support. The group felt that an independent partner would be needed to help establish and manage social media channels and communications activity, as delivering this work would be a significant undertaking for Board members to manage themselves.														

LM provided an overview of Ipswich Borough Council's procurement process and suggested combining the social media and website requirements into a single specification to reduce the number of procurement exercises required.

Sharon Earp (SE) recommended developing a specification and advertising the opportunity through Suffolk Sourcing, allowing any interested organisations to apply. The group voted in favour of undertaking an open procurement process, recognising that this would provide a range of options and help identify the most suitable supplier.

The group also discussed the need for ongoing support once communications channels are established, including monitoring social media comments and maintaining website content.

GC highlighted examples of communications approaches being used in other Pride in Place areas and asked whether opportunities could be created to connect and share learning with other neighbourhoods involved in the programme.

The group agreed to progress the Social Media and Communications Brief for the development of social media channels, a website, and one year of ongoing support and maintenance. The group also agreed to commence procurement of a delivery partner as soon as possible. **AP2: LM to work with GC and Isaac Turay (IT) to develop the Social Media and Communications brief into a formal procurement specification covering the establishment and ongoing management of social media channels and a website.**

A brief discussion was held on the Version 3 branding proposals developed by Volunteering Matters, for which feedback had been received from the majority of Board Members via email. LM suggested that the Social Media and Communications Working Group take responsibility for progressing the branding work with Volunteering Matters and finalising the designs on behalf of the Board.

The Board agreed that finalising the branding is an important next step, as it will provide the foundation for future communications activity. A final branding package is required before the Board can proceed with the development of its social media channels, website, and wider promotional materials. **AP3: LM, GC and IT to work with Volunteering Matters to share the Board's feedback and progress the finalisation of the Whitehouse Pride in Place branding.**

Community Outreach Working Group

LT advised that the group had held its first meeting, with initial discussions focusing on upcoming youth hack events. The group recognised the need to

identify target audiences before determining the most effective methods of engagement and noted some overlap between the objectives of the Community Outreach and Social Media and Communications working groups.

LT emphasised the importance of face-to-face engagement to raise awareness of Pride in Place, introduce Neighbourhood Board members, explain the Board's objectives, and discuss how residents would like to be engaged in future.

Matt Mason (MM) suggested holding a community drop-in event. LT noted that while drop-ins can be useful, they often attract only a limited section of the community and may not provide a representative view of local residents. JM suggested opening future Neighbourhood Board meetings to the public.

Several ideas for outreach activity were discussed, including taking engagement activities directly into the community rather than relying on residents attending events. MM suggested using an ice cream van to engage residents across different parts of the neighbourhood, while SB offered the use of a minibus to help the Board reach different areas of Whitehouse. Jannice Simpson (JS) proposed speaking directly with residents outside local supermarkets, shopping areas and other busy community locations to gather views and raise awareness of Pride in Place.

LT stressed the importance of developing a visible presence across the neighbourhood through consistent branding, signage and promotional materials. SE suggested that the Board should focus initially on the basics, including introducing Board members to residents and clearly communicating the Board's role and objectives, before progressing to larger-scale engagement activities and events.

JM recommended that the Community Outreach Working Group should develop these discussions further and prepare a brief setting out proposed next steps.

AP4: The Community Outreach Working Group to develop a brief setting out its proposed approach to community engagement over the coming months, including target audiences, engagement methods, key messages, and recommended activities for raising awareness of Pride in Place and gathering resident feedback.

The group also discussed the need for promotional materials, including roll-up banners and branded merchandise such as high-visibility clothing. LM confirmed that she can purchase these items for the Board once the branding has been finalised with Volunteering Matters.

Data and Insights Working Group

	No update was provided, as the group has not yet met. JS expressed an interest in joining the working group. JM introduced the draft Working Group Terms of Reference, which has been developed to help each working group define its purpose, scope, roles, responsibilities, and ways of working. JM suggested that the Terms of Reference would provide a useful framework to support the working groups in establishing clear objectives and progressing their respective work programmes. The Board were invited to feedback, after which each working group will be asked to review and amend the document as necessary, adding information specific to their area of work and proposed activities. AP5: Each working group to review and update the Terms of Reference accordingly, setting out its objectives and scope.
5.	Social media & communications brief This item was covered during the previous agenda item relating to Updates from Working Groups.
6.	Interactive workshop: Reviewing local insight and identifying priorities JM and LM introduced the session as an opportunity to review the local insight collated to date, including feedback from resident engagement surveys and youth hacks conducted by Volunteering Matters, an overview of findings from the VCFSE workshops facilitated by Community Action Suffolk (CAS), and Suffolk Observatory data relating to Whitehouse. LM explained that the purpose of the workshop was to review the evidence gathered to date, begin identifying key priorities for Whitehouse, and discuss approaches to ongoing resident engagement. The aim of the exercise was to ensure that the Pride in Place Programme remains community-led and reflects the issues, priorities and opportunities that matter most to local residents. It also provided an opportunity for Board members to begin gathering the evidence and insights needed to inform the development of the Pride in Place Plan. The Board split into four groups to review the available data and local insight, considering: What does the evidence tell us? What information is missing or remains uncertain? What might this suggest for the Board’s emerging priorities? After 25 minutes of discussion and breakout group activities, the Board came together to share an overview of the key findings: • MM reported on behalf of the group that reviewed Suffolk Observatory data. Emerging priorities included young people and qualifications, sustaining good health, and raising aspirations for all residents. The group

	noted a disparity between what people are reporting about health and what is being observed on the ground. In education, there are higher than average numbers of people with Level 1 and 2 qualifications, but also a higher than average number of people with no qualifications at all. The group questioned whether this could be age-related and agreed that further information would be helpful. A positive finding was that people are travelling shorter distances to work, with many travelling on foot. This suggests that people are living and working in Whitehouse, highlighting local business and employment opportunities. • SB provided an overview of the discussion from the group that reviewed resident survey feedback gathered through Volunteering Matters' engagement work. Key themes included the need for more activities for young people, a community hub, and improved accessibility. While some residents highlighted a lack of local services, many had not specified what services they would like to see. There was also a perception of high crime levels, with some residents reporting that they do not feel safe in the area. Participants expressed a desire for more employment and training opportunities. The group also discussed the geographical spread of survey responses and noted the lack of feedback from residents in the north and south of the ward. • Natalie Irish (NI) shared feedback from the group that reviewed insights gathered through the VCFSE engagement workshop facilitated by Community Action Suffolk. The report was considered highly insightful, with emerging priorities including a multi-use community space; better use of green spaces, not solely focused on play equipment but designed to meet a wider range of needs; a joined-up information hub where residents can easily find out what is happening locally; and building on existing community assets and resources. The group felt that much of the insight reflected the views of young people and families, with less representation from older residents. GC also noted that there can be a difference between perception and reality, with some residents identifying gaps in local provision where services do already exist but are not widely known about. • Jared Birt (JB) gave an overview of the discussions held by the group that reviewed insights gathered during the youth hack at Westbourne Academy. Common themes included valuing local green spaces, shops, and opportunities to spend time with friends. Young people expressed concerns about the condition of streets, parks, and play areas, which they felt were run down. They also highlighted a lack of local activities, sporting facilities, and community spaces, particularly those that are free to access. There was strong support for employment programmes and job schemes to help young people access work opportunities. Emerging priorities included improving parks and play areas, creating and enhancing
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community spaces, increasing local job opportunities, and improving the overall appearance of the area.

Emerging priorities identified through discussions included supporting young people and improving opportunities such as access to activities, education, training and employment; the development of community hubs and spaces; and improvements to parks, play areas and green spaces.

AP6: LM to prepare a summary of the key discussion points and emerging priorities identified through the local insight gathered to date.

Scans of the worksheets completed during the workshop activities can be found below.

Matt
 Jannice
 Laura

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Whitehouse – Reviewing Local Insight Workshop 07/10/2026

Reviewing: Suffolk Observatory Data
 Supporting documents: Whitehouse Data Profile (infographic within agenda packs); Suffolk Observatory data and crime profile

What does the evidence tell us? *noticed there are bigger families living in a house*

What does the data tell us about the strengths of the area?	Where do the greatest inequalities or gaps appear to exist?	Which indicators should concern us most and why?	Which findings would you want residents to help explain or provide context for?
- L2 education - higher than national average. - More than average young people are doing apprenticeships. - More students than national. - High % of home ownership. - Good health - not as good perceptions of health. - Good travel to work - get leave easier than other workplace. Good transport links. - lots of ppl travelling to work or foot people are living in Whitehouse local opps.	Young people - education, higher level quals, more people with no quals.	- L3 + L4 quals lower than average. - High proportion of residents with no qualifications. - People are able to retire. - lots of long-term sick/disabled, cars - looking after home. - Whitehouse had highest levels of exclusions across the East Angles.	Health - disparity between what people are reporting vs what's being seen on the ground.

What's missing or uncertain?

Are there any gaps in the evidence? Whose voices might be missing? Are there any findings that need further investigation? What additional information would help us better understand this issue?

- Whitehouse is less diverse than expected, but CYP from other areas are more diverse and come to the area.
- 0.3% Sick but Sought Sick we local.
- Who are the people with no qualifications? Need to look at NEET data.

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Reviewing: Suffolk Observatory Data

Supporting documents: Whitehouse Data Profile (infographic within agenda packs); Suffolk Observatory data and crime profile

What issues appear most important for local people and communities? Which findings feel most relevant to the Pride in Place programme? Where could the Board add value or make a difference? What opportunities should we explore further? What potential priorities are emerging?

Lucy
Mahmut
Jared

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Reviewing: Volunteering Matters Insight from Youth Hack at Westbourne Academy

Supporting documents: Youth hack summary (within agenda)

Are there any gaps in the evidence? Whose voices might be missing? Are there any findings that need further investigation? What additional information would help us better understand this issue?

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Whitehouse – Reviewing Local Insight Workshop 07/10/2026

Reviewing: Volunteering Matters Insight from Youth Hack at Westbourne Academy

Supporting documents: Youth hack summary (within agenda)

What might this suggest for the Board's emerging priorities?

What issues appear most important for young people? Which findings feel most relevant to the Pride in Place programme? Where could the Board add value or make a difference? What opportunities should we explore further? What potential priorities are emerging?

• Improve Parks + Play Areas
• ~~the green street scene~~

Develop Sports + leisure activities/facilities

Community Hub + Youth Centre

Create Job Opportunities in Local Area.

Improve Safety

Improve run down appearance of the area, eg. car parking, verges etc.

Sarah, Sean, ~~Ben~~
Jess

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Whitehouse – Reviewing Local Insight Workshop 07/10/2026

Reviewing: Volunteering Matters Feedback and Responses from Resident Survey

Supporting documents: Volunteering Matters Overview of Responses (info in agenda pack and separate report), A3 sheets with raw data displaying all responses received

What does the evidence tell us?

What do residents value most about Whitehouse?

They do value the community - but want it to look nicer

What issues are residents most concerned about?

- Crime
- Feeling safe
- CCTV
- Lighting
- Parking
- Overgrown verges
- Parks - run down

What ideas and solutions are residents already suggesting?

parks
Community / youth resources

Are there any recurring themes?

Visual
- parks
- Better image
- verges etc.
"prettier"

What's missing or uncertain?

Are there any gaps in the evidence? Whose voices might be missing? Are there any findings that need further investigation? What additional information would help us better understand this issue?

Top of bottom of map -> focus using Mini bus drop offs?
Only 128 responses out of 9000! 1.39%
Primary schools + High.
Drop points - Mini bus + gogobo -> signs

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Whitehouse – Reviewing Local Insight Workshop 07/10/2026

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Supporting documents: Volunteering Matters Overview of Responses; A3 sheets with raw data displaying all responses received to date

What might this suggest for the Board's emerging priorities?

What issues appear most important for local people and communities? Which findings feel most relevant to the Pride in Place programme? Where could the Board add value or make a difference? What opportunities should we explore further? What potential priorities are emerging?

Visual improvement	Free activities + (Parks)	Community hubs local services? Accessibility
Youth hubs	Safety Crimes lighting CCTV	Employment Education Training

Glen
Natalie
Sharon

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Whitehouse – Reviewing Local Insight Workshop 07/10/2026

Reviewing: Voluntary, Community, Faith and Social Enterprise (VCFSE) groups feedback from Community Action Suffolk engagement workshop

Supporting documents: CAS summary (within agenda pack), full 30-page report

What does the evidence tell us?

What are organisations seeing on the ground? - Lack of facilities for young people - Older voice not very apparent in the findings. - Green space & recreation areas are valuable assets.	What needs are organisations hearing about most frequently? - Demand for accessible places to meet, socialise & participate - Health inequalities - Practical barriers limiting participating	Where are the gaps in provision, support or community infrastructure? - Joined up, locally focused service offers.	Which issues appear most urgent from a VCFSE perspective?
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What's missing or uncertain?

Are there any gaps in the evidence? Whose voices might be missing? Are there any findings that need further investigation? What additional information would help us better understand this issue?

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Someplace local to meet - community space / multi-use. LD However need to do an audit of what is out there.	- Green areas - not just putting in equipment but making them multi-use & accessible, not just for play but also space to walk etc.	- A joined up, locally focused place to find information & services, easily accessible. Not just a website, but also a physical place - Community hub, library.
Building on existing community resources - strengthening access, awareness & reducing barriers to participation (cost, transport, digital exclusion, language)		

LM concluded with an overview of the Pride in Place Plan, which needs to be submitted to Government in February 2027 and will determine the release of funding in April 2027 to commence delivery. LM proposed the following timeline to keep the Board on track with reaching the deadline:

- October 2026 – Review local insight gathered to date, identify key findings and emerging Board priorities, and commence community engagement activity led by the Neighbourhood Board.
- November 2026 – Gather any additional evidence required and agree the Board's priority themes.
- December 2026 – Explore potential projects and investment opportunities aligned to the agreed priorities, and begin developing the draft 10-year Vision and 4-year Investment Plan.
- January 2027 – Review, refine and finalise the Pride in Place Plan, including Board sign-off.
- February 2027 – Submit the Pride in Place Plan to Government.

AP7: LM to circulate the Government guidance for the Pride in Place Plan. All Board Members to review the required components of the Plan and familiarise themselves with the Government checklist.

Post-meeting clarification:

The guidance can be found at [Pride in Place Programme: Plans for Phase 2 places - GOV.UK](#). Please note that a detailed content checklist for the

	<i>Investment Plan is not yet available, but we understand this will be issued shortly.</i> The group discussed the challenges of submitting the report by the deadline in February and suggested reviewing examples from other areas. JM advised that other areas have earlier submission deadlines, which may provide an opportunity to review their plans once they have been submitted. The group also highlighted the need to sense-check the data and feedback with a wider cross-section of the local community, recognising the importance of understanding the difference between perception and reality.
7.	Any Other Business (AOB) The group discussed that meetings have tended to run longer than planned and that there is limited time between now and the Pride in Place Plan deadline. SE emphasised the importance of Board Members arriving promptly and being ready to start at 6.00pm sharp to make the best use of the time available. The group also discussed whether the next few meetings should be extended to two hours to allow sufficient time for discussion and decision-making. NI to send apologies for the next meeting.
DATE OF NEXT MEETING	
Wednesday 4 November, 18:00 – 19:30, venue TBC. Future meeting dates: • Wednesday 9 December, St Thomas the Apostle’s Church • Wednesday 6 January • Wednesday 3 February, Early Years @ Highfield	
DECISIONS TAKEN	
1. The Board appointed Cllr Lucy Trenchard and Glen Chisholm as Deputy Chairs. 2. The Board approved the Social Media and Communications brief and agreed for the Social Media and Communications Working Group to take this forward by developing a detailed specification for procurement, covering the establishment of social media channels and a website, as well as any ongoing support requirements. 3. The Board agreed for the Social Media and Communications working group to work with Volunteering Matters to finalise the branding.	
ACTION POINTS	
• AP1: LM to provide written information about the differences between the Pride in Place Impact Fund and the Pride in Place Programmes.	

- AP2: LM to work with GC and IT to develop the Social Media and Communications brief into a formal procurement specification covering the establishment and ongoing management of social media channels and a website.
- AP3: LM, GC and IT to work with Volunteering Matters to share the Board's feedback and progress the finalisation of the Whitehouse Pride in Place branding.
- AP4: The Community Outreach Working Group to develop a brief setting out its proposed approach to community engagement over the coming months, including target audiences, engagement methods, key messages, and recommended activities for raising awareness of Pride in Place and gathering resident feedback.
- AP5: Each working group to review and update the Terms of Reference accordingly, setting out its objectives and scope.
- AP6: LM to prepare a summary of the key discussion points and emerging priorities identified through the local insight gathered to date.
- AP7: LM to send across the guidance from Government on what needs to be included within the Pride in Place Plan.