PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT

Whitehouse Neighbourhood Board

Agenda and Supporting Documents

Date:	Wednesday 4 November
Time:	18:00 – 19:30
Venue:	Whitehouse Community Primary School
Members:	Glen Chisholm Isaac Turay Jannice Simpson Jared Birt Jess March (Chair) Mahmut Ozturk Martin Bignell Sarah Battistetti Sean Fountain Westbourne High School representative – Martin Higgon / Matt Mason Whitehouse Ward Councillor representative – Cllr Lucy Trenchard
Apologies:	Chrissie Geeson, Assistant Director – Programme Delivery, Ipswich Borough Council Laura Meadows, Pride in Place Programme Manager, Ipswich Borough Council Natalie Irish Patrick Spencer MP
Other Attendees:	Sharon Earp, Office of Patrick Spencer MP
Attendees to note that this meeting may be recorded	

STANDING ITEMS			
1.	Welcome and Apologies for absence (18:00 – 18:02)	JM	
2.	Declarations of interest (18:02 – 18:04)	JM	To declare any interests relating to agenda items
3.	Minutes of the Previous Meeting	JM	To approve the previous minutes

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<tr>
<td></td>
<td>and Update on Action Points (18:04 – 18:08)</td>
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<td>To discuss updates on action points from the last meeting:
<table>
<tr><th>Actions from the last meeting</th><th>Update</th></tr>
<tr><td>LM to provide written information about the differences between the Pride in Place Impact Fund and the Pride in Place Programmes.</td><td>Complete</td></tr>
<tr><td>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.</td><td>Complete – This has been circulated to the group and agreed between meetings.</td></tr>
<tr><td>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.</td><td>In Progress – feedback has been provided to Volunteering Matters, we are awaiting the final branding.</td></tr>
<tr><td>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.</td><td>In Progress</td></tr>
<tr><td>Each working group to review and update the Terms of Reference accordingly, setting out its objectives and scope.</td><td>In Progress – the Community Engagement & Outreach and Research, Data & Insight Working Groups Terms of Reference can be found in Appendix A.</td></tr>
<tr><td>LM to prepare a summary of the key discussion points and emerging priorities identified through the local insight gathered to date.</td><td>Complete</td></tr>
<tr><td>LM to send across the guidance from Government on what needs to be included within the Pride in Place Plan.</td><td>Complete</td></tr>
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<td>4.</td>
<td>Updates from Working Groups (18:08 – 18:10)</td>
<td>All</td>
<td>To note updates from each of the working groups, see written updates provided in Appendix B.</td>
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DISCUSSION ITEMS			
5.	Introduction to today's workshop (18:10 – 18:15)	JM	To provide an overview of the purpose of today's workshop activities, which will support the development of Sections 1, 2 & 5 of the Pride in Place Plan (see guidance in Appendix C).
6.	Activity 1: Priorities for Change (18:15 – 18:55)	All	To review the WE ARE framework (Appendix D). Then in small groups, with each group focusing on one priority from the WE ARE framework, discuss: • What are the biggest challenges facing residents under this theme? • What strengths or assets already exist? • What would success look like in ten years' time? • What practical changes could help achieve this? • What could the Board realistically influence or support?
7.	Activity 2: Visioning exercise (18:55 – 19:15)	All	To discuss the 10-year vision for Whitehouse: • What will the neighbourhood look and feel like? • How will life be different? • What will success look like?
8.	Activity 3: Place and People (19:15 – 19:25)	All	In small groups, discuss: • What are the key features of the area? (A map of the area can be found in Appendix E) • What is important to know about the area's history? • What defines the area's identity today?
ROUND UP (19:25 – 19:30)			
9.	Any Other Business (AOB) and Action Points	All	
FUTURE MEETINGS			
The first Wednesday of every month: • Wednesday 2 December, St Thomas the Apostle's Church • Wednesday 6 January, venue TBC • Wednesday 3 February, Early Years @ Highfield			

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Appendix A – Draft Working Group Terms of References

Terms of Reference for Community Engagement and Outreach Working Group

1. Purpose

Pride in Place is a community led programme focused on delivering transformational change in the Whitehouse Ward. The Community Engagement and Outreach Working Group will aim to actively engage with and involve all residents of Whitehouse in the decision-making process. By creating and fostering inclusive two-way communications we will ensure that local knowledge, needs and aspirations directly drive the programme.

2. Community Engagement Objectives

- To identify the When, What, Why, Who and How for all community engagement such that at each key stage of the programme an appropriate engagement approach is identified and implemented
- To organise publicity and run events to ensure that all members of the Whitehouse community are aware of the Pride in Place programme and their role in shaping the programme
- To maintain continuous engagement with the community during the lifetime of the programme using appropriate engagement approaches relevant to the programme phase and considerate of budget constraints
- To ensure that engagement continues to be a two-way process ensuring that local people feel engaged and involved in setting priorities and decision making, and have the means and opportunity to do so
- Ensure that people who do not normally attend meetings or formal consultations are reached
- To ensure that engagement approaches are effective in both reaching the target audience, and achieving desired outcomes of the engagement activity
- Through continuous two-way communication build pride, ownership and personal investment in the wider community
- To work closely with the social media working group to ensure all Community Engagement events and messages are appropriately publicised

3. **Core audience**
   The primary audience is everyone who lives, works, studies, volunteers or runs an organisation in Whitehouse. Engagement approaches must aim to reach as

   wide an audience as possible to ensure that all sections of the community can be involved. This must ensure that all age ranges are considered from early years through to the elderly, those with disabilities, members of ethnic communities and those who feel overlooked or who are less likely to engage with formal events and meetings.

4. **Engagement Approaches**
   At each stage of the programme and during programme phases there will be the need to identify the most appropriate engagement approach. The approach taken will be shaped by what the communication is trying to achieve, who the target audience is and what the desired outcomes are. The approach will also be driven by the available budget and whether 'incentives' are to be considered. Different approaches will be taken, but may take the form of one or more of the following possible methods
   - Public meetings
   - Drop in's
   - Focus Groups
   - Workshops
   - Posters
   - Banners
   - Targeted door to door leafletting
   - Targeted door to door contact
   - Stalls at specified locations e.g. Supermarkets, Shopping Parades etc.
   - Schools and Community Newsletters
   - Community Groups
   - Social media (reference the Social Media Working Group)

5. **Membership**
   - Membership may include:
     - Neighbourhood Board Members.
     - Youth Collaborators.
     - Representatives from VCFSE or partner organisations.
     - Residents with relevant interests or expertise.
     - Subject matter experts invited to support the Working Group.
   - Members may be recruited through open expressions of interest, nominations or direct invitations. The Neighbourhood Board will seek to ensure membership reflects a broad range of experiences, backgrounds and perspectives from across the local community.

- The Neighbourhood Board may appoint, remove or replace Working Group members as necessary.

6. **Chairing Arrangements**
   - Each Working Group will appoint a Chair from amongst its members or as nominated by the Neighbourhood Board.
   - The Chair will:
     - Convene and lead meetings.
     - Agree meeting agendas.
     - Encourage constructive and inclusive discussion.
     - Ensure actions are recorded and progressed.
     - Act as the link between the Working Group and the Neighbourhood Board.
     - Present recommendations and updates to the Board on a monthly basis, or more frequently as required.
   - In the Chair's absence, members may nominate a deputy for that meeting.

7. **Meetings**
   - Meetings will be arranged as required to progress the Working Group's objectives.
   - Meetings may be held in person, online or in a hybrid format, as agreed by the Working Group. For in-person meetings, venues and meeting times should be chosen with accessibility and inclusivity in mind.
   - Agendas and supporting papers should be circulated in advance wherever possible.
   - A record of key discussions, actions and recommendations will be maintained.
   - The Working Group may invite guests or specialists to attend meetings where beneficial.

8. **Decision-Making and Delegated Authority**
   - The Working Group will aim to operate by consensus, and to keep the Neighbourhood Board up to date with discussions and progress made.
   - The Working Group may:
     - Explore ideas and opportunities.
     - Develop proposals and recommendations.
     - Undertake research and engagement activity.
     - Monitor progress against agreed actions.
   - The Working Group will not:
     - Approve expenditure or commit Pride in Place funding.
     - Enter into contracts or agreements.

- Make decisions on behalf of the Neighbourhood Board.

- All recommendations will be submitted to the Neighbourhood Board for consideration and approval.

9. **Reporting and Accountability**
   - The Working Group is accountable to the Neighbourhood Board. The Working Group will:
     - Provide monthly updates to the Board or more frequently if requested.
     - Escalate risks, issues and barriers to delivery.
     - Report on progress against agreed actions.
     - Submit recommendations to the Board for approval where appropriate.
   - The Neighbourhood Board may review, amend or reject any recommendation made by a Working Group.

10. **Standards of Conduct**
    - Working Group members shall uphold the same standards expected of Neighbourhood Board Members and must comply with the Neighbourhood Board Code of Conduct and any policies adopted by the Board.
    - Any issues relating to conduct will be managed by the accountable body, which will undertake an independent assessment of any steps required.

11. **What success looks like**

The success of Community Engagement and Outreach should ultimately be measured by the level of attendance and/or participation at public events whether that be public meetings, drop in's or other public engagements. Also by the reach achieved across various demographics whether that be age, gender, ethnicity etc.

The Pride in Place programme should be well known across the community and engagement and input be from as wide a demographic as possible dependant on the target audience.
Performance will be reviewed regularly to understand which type of engagement derives the greatest level of participation and public response to ensure that engagement is successfully reaching the target audience and is effective in achieving desired outcomes.

12. Review

10.1. These Terms of Reference will be reviewed annually, or sooner if required by changes in programme guidance, governance arrangements or Board requirements.

10.2. Any amendments must be approved by the Neighbourhood Board and the accountable body.

13. Effective Date

11.1. This Terms of Reference is effective as of 04/11/2026.

Terms of Reference for Whitehouse Pride in Place Research, Data and Insights Working Group

1. Purpose

- The purpose of the **Research, Data and Insights** Working Group is to support the Whitehouse Pride in Place Neighbourhood Board in delivering its vision, priorities, investment plan and programme objectives.
- Working Groups are established by the Neighbourhood Board to focus on specific themes, projects or areas of activity requiring more detailed discussion and development than can be accommodated through Board meetings.
- The Working Group operates under the authority of, and is accountable to, the Neighbourhood Board. Subject to approval of these Terms of Reference, it may make operational decisions within its agreed remit, provided these have no financial implications and do not commit funding or additional resources. It does not replace the role of the Neighbourhood Board or determine matters reserved for the Board.

2. Objectives

- The Research, Data and Insights Working Group will:
  - Build an evidence-based understanding of Whitehouse, bringing together existing data and community insights to understand local strengths, needs, aspirations and priorities.
  - Identify gaps in knowledge and areas for further exploration, using available evidence to develop relevant lines of enquiry and support the design of community survey questions.

- Analyse and interpret data and community feedback, providing clear, balanced insights to inform the Neighbourhood Board's priorities, investment decisions and activities.
- Support the assessment of progress and impact, helping the Board understand changes over time and whether its activities are achieving their intended outcomes.

3. Scope

- The specific remit of the Research, Data and Insights Working Group shall be to:
  - Review existing data and evidence, including local statistics, previous research, consultation findings and relevant information available from partners.
  - Identify evidence gaps, emerging themes and key lines of enquiry, distinguishing between what is already known, what needs clarification and what requires further exploration.
  - Support the design of surveys, developing clear, neutral and relevant questions that address gaps in existing data or explore identified themes in greater depth. Consider how responses will be analysed so that questions generate useful information.
  - Work with the Community Engagement & Outreach working group, sharing proposed questions and the reasons for asking them, while leaving the planning and delivery of engagement to that group.
  - Analyse survey results and other community feedback, bringing these together with existing evidence to identify patterns, differing perspectives and implications for the Board.
  - Assess the quality and limitations of the evidence, including gaps, potential bias and how far findings reflect the wider Whitehouse community.
  - Present accessible findings and recommendations to the Board, clearly distinguishing between evidence, interpretation and matters requiring further investigation.
  - Recommend measures for monitoring progress, using available data and subsequent findings to help assess the outcomes of the Board's activities and investment.

- The Research, Data and Insights Working Group will support survey design by using existing evidence to identify information gaps, develop lines of enquiry and formulate questions. It will analyse and interpret the resulting data. It will not be responsible for distributing or administering surveys, collecting responses, or planning and delivering community engagement, including decisions about how, when, where and with whom engagement

takes place. These responsibilities sit with the community engagement working group.

- Any changes to the remit must be approved by the Neighbourhood Board.

4. Membership

- Membership may include:
  - Neighbourhood Board Members.
  - Youth Collaborators.
  - Representatives from VCFSE or partner organisations.
  - Residents with relevant interests or expertise.
  - Subject matter experts invited to support the Working Group.
- Members may be recruited through open expressions of interest, nominations or direct invitations. The Neighbourhood Board will seek to ensure membership reflects a broad range of experiences, backgrounds and perspectives from across the local community.
- The Neighbourhood Board may appoint, remove or replace Working Group members as necessary.

5.Chairing Arrangements

- Each Working Group will appoint a Chair from amongst its members or as nominated by the Neighbourhood Board.
- The Chair will:
  - Convene and lead meetings.
  - Agree meeting agendas.
  - Encourage constructive and inclusive discussion.
  - Ensure actions are recorded and progressed.
  - Act as the link between the Working Group and the Neighbourhood Board.
  - Present recommendations and updates to the Board on a monthly basis, or more frequently as required.
- In the Chair's absence, members may nominate a deputy for that meeting.

6.Meetings

- Meetings will be arranged as required to progress the Working Group's objectives.
- Meetings may be held in person, online or in a hybrid format, as agreed by the Working Group. For in-person meetings, venues and meeting times should be chosen with accessibility and inclusivity in mind.
- Agendas and supporting papers should be circulated in advance wherever possible.
- A record of key discussions, actions and recommendations will be maintained.

- The Working Group may invite guests or specialists to attend meetings where beneficial.

7.Decision-Making and Delegated Authority

- The Working Group will aim to operate by consensus, and to keep the Neighbourhood Board up to date with discussions and progress made.
- The Working Group may:
  - Explore ideas and opportunities.
  - Develop proposals and recommendations.
  - Review existing evidence, support survey design, and analyse data and community engagement findings.
  - Agree lines of enquiry, proposed survey questions and approaches to data analysis, provided these have no financial implications, remain within its agreed remit and respect the responsibilities of the community engagement working group.
  - Monitor progress against agreed actions.
- The Working Group may not:
  - Approve expenditure, commit Pride in Place funding or make any other decision with financial implications.
  - Commit additional resources or enter into contracts or agreements.
  - Determine investment priorities or make decisions on matters reserved for the Neighbourhood Board.
  - Make decisions about the planning or delivery of community engagement, which remain the responsibility of the community engagement working group.

7.4. Operational decisions made within the Working Group's agreed authority will be recorded and reported to the Neighbourhood Board. Proposals with financial implications, requiring additional resources or relating to matters outside the group's authority must be referred to the Neighbourhood Board for consideration and, where appropriate, approval through the agreed governance arrangements, including any required approval by Ipswich Borough Council as accountable body.

8.Reporting and Accountability

- The Working Group is accountable to the Neighbourhood Board. The Working Group will:
  - Provide monthly updates to the Board or more frequently if requested.
  - Escalate risks, issues and barriers to delivery.
  - Report on progress against agreed actions.
  - Submit recommendations to the Board for approval where appropriate.

- The Neighbourhood Board may review, amend or reject any recommendation made by a Working Group.

9.Standards of Conduct

- Working Group members shall uphold the same standards expected of Neighbourhood Board Members and must comply with the Neighbourhood Board Code of Conduct and any policies adopted by the Board.
- Any issues relating to conduct will be managed by the accountable body, which will undertake an independent assessment of any steps required.
- The Working Group will handle, analyse and share personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the accountable body's agreed information governance arrangements. Access to personal data will be limited to what is necessary for the group's work, and findings will be reported in a way that protects individuals' confidentiality.

10.Review

10.1. These Terms of Reference will be reviewed annually, or sooner if required by changes in programme guidance, governance arrangements or Board requirements.

10.2. Any amendments must be approved by the Neighbourhood Board and the accountable body.

11.Effective Date

11.1. This Terms of Reference is effective as of 4th November 2026.

Appendix B – Written updates from the Working Groups

Updates written as of 28/10/2026

Social Media and Communications Group:
Since the last meeting, Isaac and Glen met with Laura to draft the specifications for the Pride in Place website, social media channels, and an associated 12-month support package. These specifications were subsequently circulated to Board members for review and comment and will be used to support the procurement process for securing an appropriate delivery partner.

In addition, Isaac and Glen were introduced via email to Cate, Communications Manager for the Volunteering Matters. This introduction enabled us to share the Board's feedback on the proposed branding and identity work, with the aim of finalising the branding materials and ensuring they reflect the Board's preferences and aspirations for the programme. The finalised branding materials are expected imminently.

Community Engagement & Outreach:
Awaiting written update.

Research, Data & Insights:
No further updates.

Appendix C – Sections 1, 2 & 5 of the Pride in Place Plan

From Pride in Place Programme : 10-year vision content checklist - GOV.UK

Section 1: The 10-year vision
[Guide 250-500 words]
Short vision statement for your place over the next decade:

- What will the neighbourhood look and feel like?
- How will life be different?
- What will success look like?

Section 2: Place and people
[Guide 500-750 words]
Each place will have its own interpretation of what is core to the identity of the area, and you should adapt the following suggestions according to what matters to your place.

- You may wish to include a short description of your area

    - Its geography; history; identity; and story so far
- You must include a map of the agreed boundary
    - This must match the correct geographic boundary for your place, as agreed in your Neighbourhood Board and Boundary submission

Section 5: Priorities for change

[Guide 500-750 words per priority]

You should include details of what overarching themes you wish to prioritise, as identified by your community engagement and broader evidence base. For each priority, consider:

- Why does it matter?
    - What challenge or opportunity is this priority responding to?
- How did residents shape this priority?
    - How did community engagement influence this priority and your proposed approach?
- What does success look like?
    - How will residents, businesses or communities experience the neighbourhood differently if this priority is successfully delivered?
- What is your approach?
    - What interventions, actions, or investments will contribute to achieving this priority?

Appendix D – WE ARE framework

Draft Vision, Mission and Priority Framework for Board Consideration - WE ARE

Following the Whitehouse Neighbourhood Board workshop held on Wednesday 7 October, and a review of the workshop discussions and analysis undertaken, Jess has developed an initial proposal for Whitehouse Pride in Place's Vision, Mission and a framework for its priorities.

The intention is to begin bringing together the key themes emerging from the evidence gathered to date, workshop discussions, and resident feedback into a clear and accessible framework that can help guide the development of the Pride in Place Plan and future communications and engagement activity.

The below ideas are intended as a starting point for discussion and are not final. Board Members are invited to review the proposals below and provide feedback on whether they feel the framework reflects the priorities and aspirations of the Whitehouse community.

Draft Vision

Whitehouse will be a connected, thriving community that takes pride in our area.

This vision seeks to capture the Board's ambition for Whitehouse as a place where people feel connected to one another, proud of where they live, and able to access opportunities that help them thrive.

Draft Mission

Led by you. Working for Whitehouse.

The proposed mission emphasises the importance of community leadership and the Board's commitment to ensuring local residents remain at the heart of decision-making and neighbourhood improvement.

Draft Strategic Framework

WE ARE Whitehouse

To provide a simple and memorable way of communicating the Board's focus, it is proposed that priorities are grouped under the **WE ARE** framework:

Wellbeing

Supporting healthier, safer and stronger communities where residents feel connected, supported and able to thrive.

Environment

Creating a cleaner, greener and more attractive neighbourhood that residents can take pride in.

Accessibility

Improving access to opportunities, information, services and support so that all residents can participate fully in community life.

Recreation

Enhancing opportunities for leisure, culture, creativity, sport and community activity that bring people together.

Education

Supporting learning, skills development and opportunities that help residents achieve their potential.

Cross-Cutting Theme: Young People

While feedback and engagement activity to date has highlighted the importance of supporting young people, it is proposed that this sits as a cross-cutting theme across all five pillars rather than as a standalone priority.

This recognises that the needs and aspirations of young people are closely linked to wellbeing, environment, accessibility, recreation and education, and should therefore be considered throughout all aspects of the programme.

Initial Branding Concept

The framework could be reflected through a simple identity that communicates the Board's priorities and ambitions:

WE ARE
WHITEHOUSE
PRIDE IN PLACE
Led by you. Working for Whitehouse.

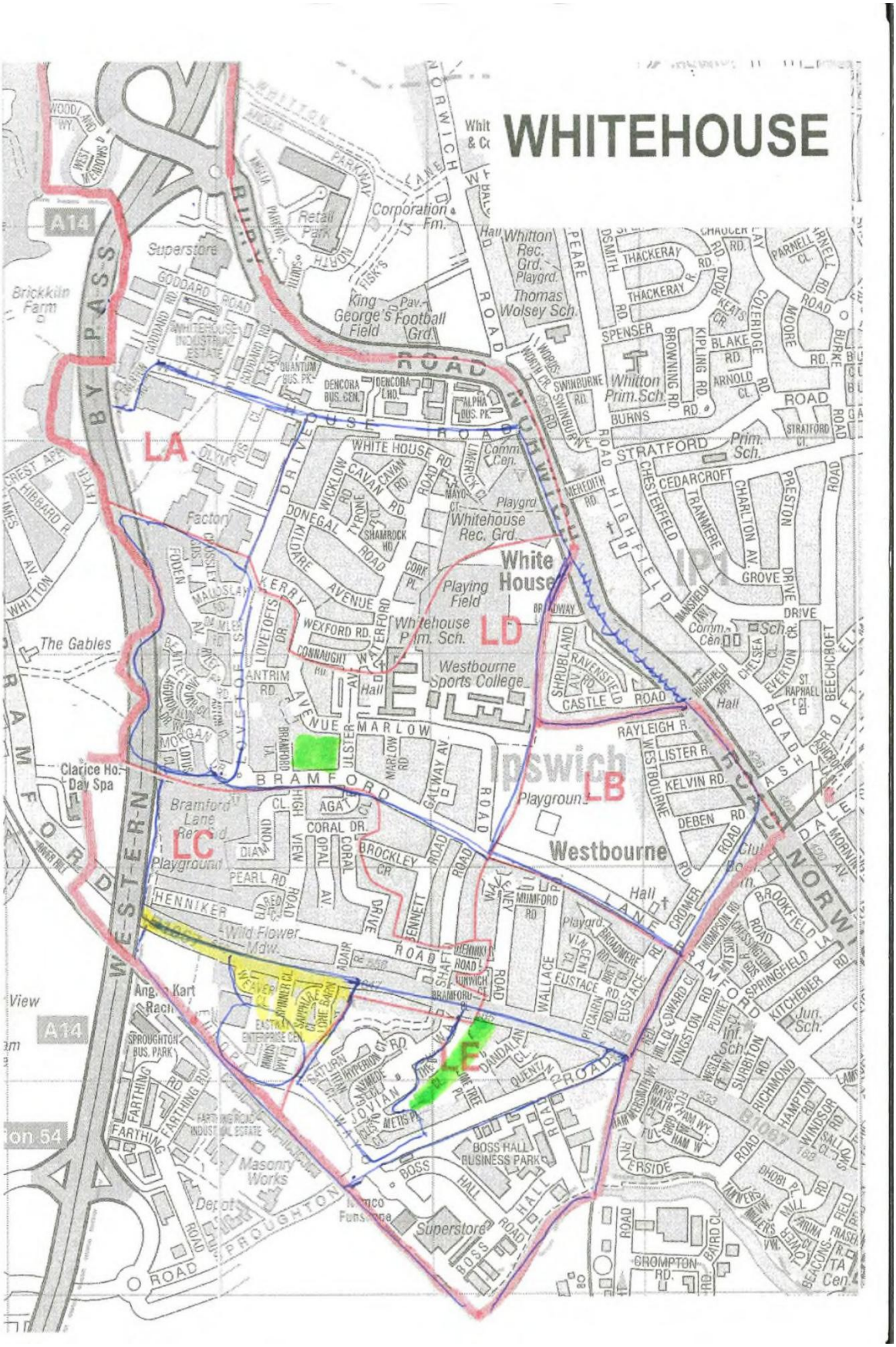
It is proposed that the existing Whitehouse branding and colour palette continue to be developed, with individual colours assigned to each of the WE ARE themes to support future communications, engagement and promotional materials.

Proposed Next Steps

1. Board Members review and provide feedback on the proposed Vision, Mission and WE ARE priority framework.
2. The Data & Research Working Group develops questions and approaches to test whether residents agree with these emerging priorities.
3. The Community Outreach and Social Media & Communications Working Groups gather wider community feedback.
4. Findings are reviewed and any amendments made to the framework.
5. The final Vision, Mission and priorities are embedded within branding, communications and community engagement activity.
6. The agreed framework is used to help shape the Whitehouse Pride in Place Plan.

Feedback Requested

Board Members are invited to consider:

- Does the proposed Vision reflect the long-term ambition for Whitehouse?
- Does the Mission capture how the Board wishes to work with local residents?
- Do the five WE ARE themes reflect the emerging priorities identified through evidence and engagement to date?
- Are there any important themes, opportunities or challenges that you feel are missing?
- Do you agree that young people should be treated as a cross-cutting theme rather than a standalone pillar?

Appendix E – Whitehouse Map