

Pride in Place New Normanton

Board Meeting Minutes

Date: Monday 17 August 2026

Time: 13:00–15:00

Location: Normanton Library, Almond Street, Derby, DE23 6LX

Chair: Mike Ainsley

Name	Organisation/Representation
Mike Ainsley	Chair Pride in Place Board
Baggy Shanker	MP
Lorna Simpson	Board Member
Edward Nkwelle	Board Member
Shokat Lal	Board Member
Yasmin Yasin	Board Member
Shiraz Khan	Ward Councillor (Observer)
Balbir Sandhu	Ward Councillor (Observer)
Sarah Edmundson	Derby City Council – Neighbourhood Team (Observer)
Steph Holt	Derby City Council – Neighbourhood Team (Observer)
Jonathan Till	Derby City Council – Neighbourhood Team (Observer)
Mel Elliot	Derby City Council – Change Team (Observer)
Sarah Redman	Derby City Council – Change Team (Observer)
Apologies	
Steven Pryce	Board Member

1. Welcome and Introductions

The Chair welcomed everyone to the first Pride in Place New Normanton Board meeting and led introductions. There were no declarations of interest.

Board members introduced themselves and outlined their roles and connections to the “New Normanton” community. It was emphasised that members were there as individuals representing the community, rather than the organisations they may be associated with.

Members shared a range of priorities and aspirations for the area, including:

- Making the most of the Pride in Place funding to help the community thrive.
- Improving the appearance of the area and creating cleaner, tidier and safer neighbourhoods.
- Strengthening community pride and encouraging residents to take pride in their homes and surroundings.
- Improving opportunities for children and young people.
- Supporting skills, employment and education opportunities.
- Ensuring that residents' voices are represented in decisions about the future of the area.
- Strengthening community facilities and making better use of existing community assets.
- Improving local wellbeing and addressing inequalities.

MA highlighted the importance of taking a long-term view and considering how Board members would want New Normanton to look and feel in ten years' time. The ambition discussed was for a cleaner, safer and thriving community, with stronger employment opportunities, improved skills and education, greater community pride and stronger local leadership.

SK discussed the significant differences in life expectancy between areas of Derby and the desire for Pride in Place to contribute to tackling some of the underlying inequalities affecting residents.

BSh congratulated everyone appointed to the Board and thanked everyone for applying. He highlighted the significance of the investment and stressed that the funding is for the community and should be led by the community. The Board has an important collective responsibility to ensure that the money is spent wisely and reflects the priorities and voices of local residents.

SE explained the role of the accountable body. The Council is legally and financially responsible for ensuring Pride in Place funding is managed in accordance with MHCLG requirements, with appropriate governance, assurance and oversight. It holds the funding on behalf of the programme while enabling the Neighbourhood Board to make decisions on local priorities and investment.

2. Pride in Place: Vision and Legacy

MA provided an overview of the Pride in Place programme, including the opportunity for up to £20 million of investment over ten years as part of the wider national programme.

The Board discussed the programme's community-led approach and the importance of ensuring that residents have a meaningful role in shaping how the funding is used.

The Board's role will include:

- Leading the development of a ten-year Pride in Place plan.
- Overseeing investment and delivery priorities.
- Ensuring community voices influence decisions and outcomes.
- Supporting sustainable, long-term change.
- Building community pride and creating a positive legacy for future generations.

The three key programme goals were noted:

1. Stronger communities
2. Thriving places
3. Community-driven change

Members recognised the opportunity to take a long-term approach rather than focusing solely on short-term projects.

3. Board Membership and Boundary

MA explained that a small Board had initially been selected to enable the programme to get started, with members chosen for their commitment and connection to the community.

The Board discussed whether the current membership provides an appropriate balance of representation. Members felt that the current Board provides a strong starting point but agreed that membership should be reviewed as the programme develops, particularly where gaps in representation are identified.



The Board recognised the importance of:

- Greater representation from women and young people.
- Ensuring the Board reflects the diversity of the local community.
- Involving people with relevant skills and lived experience.
- Supporting Board members through appropriate training and development.
- Creating workstreams where Board members and others can contribute to specific areas of activity.
- Ensuring accessibility and inclusive participation.

It was noted that there had been a strong level of interest in joining the Board.

Applicants who were unsuccessful had been advised that there may be opportunities to become involved in the programme in future.

Boundary

The Board considered the proposed Pride in Place boundary and whether it should be expanded.

BSh explained that the boundary was determined through the national Pride in Place team at MHCLG, rather than through existing council ward boundaries. He shared his view of the opportunity to have a greater impact across Derby South, particularly in tackling deprivation and strengthening community cohesion. EN and LS shared experience of young people who tend to go further than their immediate area to access activities.

A map was circulated showing a proposed expanded area, including parts of Sunnyhill, Old Sinfin, War Memorial Village, Osmaston, Alvaston and areas towards the City Centre.

The current area has a population of approximately 11,000, with the programme guidance recommends an area of up to approximately 15,000 people. The proposed expansion would significantly increase the geographical area and number of residents who could potentially benefit.

SE explained that the existing boundary and “New Normanton” title was based on the MSOA area selected by MHCLG. The guidance has also been clear that it will be acceptable for a board to fund things outside of the defined area, if they can clearly demonstrate that it will have an impact on residents inside the boundary. According to the guidance, the boundary can be changed where there is a clear rationale demonstrating how expansion would benefit people within the Pride in Place area. The proposed boundary needs to be submitted within the return due to MHCLG by 28

August and would ultimately require approval through the appropriate ministerial process.

The Board discussed the potential benefits of a larger boundary, including the ability to benefit more residents and potentially strengthen opportunities to attract additional external funding. The risks associated with the proposed expansion, including that the funding will not have as great an impact on a concentrated area, and SE advised that there is a possibility that it may not be approved due to it not being “in the spirit of the programme”, were also acknowledged.

Decision:

The Board agreed to support the expansion of the Pride in Place boundary as proposed by BSh, subject to the required approval process.

Action: A clear rationale for the proposed boundary expansion is to be prepared for submission.

Ward Councillor Representation

The Board also discussed representation from Derby City Council ward councillors.

Decision:

The Board agreed that two ward councillor representatives should be invited to join the Board.

Action: Mike Ainsley to write to the Leader of Derby City Council, Nadine Peatfield, and the DCC Section 151 Monitoring Officer regarding councillor representation, recommending that Cllr Shiraz Khan and Cllr Balbir Sandhu be selected for this board.

The Board also discussed the importance of ensuring that Pride in Place connects with other existing programmes and funding opportunities, including the Mayor's Fund and Team Derby, to avoid duplication and ensure that activity is joined up.

4. Engagement and Communications

A draft engagement strategy was shared with board members, which outlines principles and overview of methods. JT provided an overview on the proposed Pride in Place engagement approach, including learning from the Chaddesden West programme which is a few months ahead of New Normanton.

SE shared the importance of ensuring that engagement is broad, reaches seldom-heard groups, has feedback loops to update the community on progress and decisions made, utilises creative methods, and continues throughout the duration of the programme. DCC officers have sought support from Community Action Derby (CAD) to bring a group



of community leaders together to begin to think about engagement. Board members to be invited to this meeting.

SL and BSh discussed their desire to ensure that funding is not spent on consultants from outside of Derby to lead engagement, as some other programmes have chosen to do nationally. SE recommended that the Board do utilise community groups and organisations to support the engagement and recognise that this will require some budget. All board members agreed with this approach.

Existing community assets and organisations identified through the DCC Locality 3 Neighbourhoods team will be used as a starting point, with further assets, groups and networks to be identified by the Board. BSa asked that the Indian Community Centre be included.

YY recommended that the Board consider social media, faith groups and community radio as methods of engagement.

LS raised the importance of utilising local spaces, such as community centres.

SL advised of the need to consider data that the Council and other organisations already hold.

Members highlighted the potential for community centres and other local venues to provide accessible opportunities for residents to share their views.

It was recognised that Board members and trusted local community representatives should play an important role in helping to reach residents and encourage participation.

The Board agreed that further work was required to develop the engagement approach and ensure that it is inclusive and representative of the wider community.

Decision:

The Board agreed that a Community Engagement Working Group should be established to explore and coordinate further engagement opportunities with representatives of the wider community.

Action: Develop proposals for the membership and role of the Community Engagement Group.

Board members to provide the Accountable Body with details of groups/individuals that they recommend involving in engagement activity.

DCC Officer to forward invite to CAD meeting with community leaders regarding engagement.

5. Pride in Place Budget and Governance

The Board considered the governance arrangements for the Pride in Place programme, including the Terms of Reference, funding allocation principles and the role of the Board in overseeing investment.

The importance of being clear about what Pride in Place funding can and cannot be used for was discussed. Whilst £20m over 10 years is a lot of money, members recognised that the programme cannot address every issue within the community.

Potential priority areas for investment were discussed, including:

- Public spaces and the local environment.
- Community hubs and facilities.
- Youth and family support.
- Local services and wellbeing.
- Business, skills and employment opportunities.

The Board considered the initial £150,000 allocation for engagement and quick wins.

Decision:

The Board agreed to allocate:

- £25,000 for community engagement
- £125,000 for quick wins

The Board recognised that quick wins should provide visible and meaningful improvements for residents while contributing to the longer-term Pride in Place vision.

Further discussion and development of proposals for quick wins will take place as the programme progresses.

6. Next Steps and Actions

The Board reviewed the immediate actions arising from the meeting.

Agreed actions

Action	Lead	Timescale
Prepare rationale for proposed Pride in Place boundary expansion	DCC / Pride in Place team	Before 28 August

Action	Lead	Timescale
Progress approval process for expanded boundary	DCC / Pride in Place team	28 August
Write to DCC Leader and Section 151 Monitoring Officer regarding two ward councillor representatives	Mike Ainsley	TBC
Develop Community Engagement Group	Pride in Place team / Board	TBC
Identify further community assets, groups and networks for engagement	Pride in Place team / Board members	Ongoing
Develop proposals for use of the £125,000 quick wins allocation	Board / Pride in Place team	TBC
Consider training, support and accessibility needs of Board members	Board / DCC	Ongoing
Identify gaps in Board representation, particularly women and young people	Board	Ongoing
Link with Baggy Shanker MP's PA to identify suitable dates for the next Board meeting and circulate options to Board members.	Steph	ASAP

Future meetings

The Board agreed that the next meeting should take place in approximately one month.

Baggy Shanker MP advised that Fridays are generally preferable when Parliament is sitting, although his availability can vary when Parliament is not sitting. His PA, will be contacted to help identify suitable dates.

7. Summary of Key Decisions

The Board agreed:

1. To support the proposed expansion of the Pride in Place boundary, subject to the required approval process.
2. To seek two ward councillor representatives for the Board.

3. To establish a Community Engagement Group to strengthen engagement with the wider community.
4. To allocate £25,000 to community engagement.
5. To allocate £125,000 to quick wins.
6. To review Board membership and representation as the programme develops, with particular consideration given to increasing representation from women and young people.
7. To hold the next Board meeting in approximately one month's time.
8. To approve the temporary Terms of Reference.
9. To approve the Engagement Strategy for the return due on 28 August.

The meeting closed with thanks to all Board members for their contributions and commitment to ensuring that Pride in Place delivers meaningful, community-led change for Normanton and the wider area.

Next meeting: Date to be confirmed.