

Birkenhead Central Pride in Place Board Meeting Minutes

Date: 09.07.2026

Time: 16:00

Location: Magenta Living

Chair: Liam Kelly

PRIDE IN PLACE

LED BY YOU – BACKED BY UK GOVERNMENT

1. Attendance

Present

- Liam Kelly, Chair
- Alison McGovern, MP
- Amy Butterworth
- Philip Barton
- Mohammed Haque
- Sabra Ahmed
- Rob Cumine
- Helen Collinson
- Jayne Wilson
- Craig Pennington
- Lizzie Edge
- Duane Chong
- Pauline Cocker
- Pat Cleary

Apologies

- Ruth Rundle

In Attendance (non-board members)

- Kate Pierce, Wirral Council
- Louise Cross, secretariat
- Jaime Shaw, Magenta Living
- Jo Harrop, PLACED
- Fiona Shaw, Wordscape
- Dave Lloyd, Wordscape
- Noel Hutchinson, MP Office

Agenda Item	Discussion, Decision, Notes	Action item
1	Welcome and intros	
2	The Pride in Place Programme Separation of: 1) Investment Programme of £2million, over 10 years 2) Philosophy of Community-led power <i>Stronger Communities</i> - Being part of something. Translating Govt jargon to the local level and specific and relevant to our local area. Social and economic legacy. - Being generous. Compassionate, loving, kind, fair, <i>Thriving Places</i> - We have safe places but we don't enter each other's spaces. How to bring down the barriers that stop people accessing our assets. How do we increase the crosspollination of audiences between our spaces? - Capacity funding to allow collaboration of services and organisations. - Invitations to enter each other's spaces. - Thriving businesses and civil society. - Protecting history and heritage - Different areas within the boundaries will have vastly different needs. Some will be more residential,	

	some are high street - Grot spots will be crucial to address to "pride in place" <i>Taking back Control</i> - Raising aspirations, managing expectations - How do people find out about these spaces - Voices being heard. Consultation fatigue. Combatted by accountability. Articulating clearly to local people so they can see how decisions are being made. Transparency. - Quick fixes to build trust. - Building trust, feeling pride, belonging to the process and measurable outputs - Longevity of funding and stability outside of the funding window - "Taking back control" as a problematic phrase, reclaiming the terminology. - People are put off by anything they see as authority. - Taking back control in a macro and micro way - Outside of the council, outside of politics. Genuinely bottom up - What control, and from who ACTION - share board expectations document	1
3	Agreement of Terms and Conditions No objections. Unanimous decision to adopt the terms of reference.	
4	Boundary Amendments Discussion on where the boundaries for Central Birkenhead should lie as any revisions need to be submitted to gov't: - Include the Birkenhead park to enhance opportunities in context of UNESCO bid - Include Balaenda - Include the Priory - Include Hind Street where the community isn't there yet but will be in the future - Include community around whetstone lane which represents quite a diverse community and would tidy up the boundary line - Include all "Birkenhead" stations - Include Holybank lane to include both schools in the area of the boundary, as one of the schools is included and one isn't.	

	- Discussion about whether to include the priory and the library - What is "pride in place" - The people's park is Birkenhead Park. Pride in the area. Engagement and events can therefore be hosted in park - Discussion on how the Birkenhead central line meets the Seacombe PiP boundary. - Suggestion to include the Williamson Gallery - How can we reconnect the park with those who live around it? How is the housing around Birkenhead park not desirable with this key asset around it. Reconnect a sense of ownership. Not about spending capital but creating a sense of ownership, pride in place. - Community feedback is that people feeling strongly about including Birkenhead Park and Balaenda <i>proposed boundaries</i> - Tidies up the lines - Includes the important assets - Deen Centre, Stations, Park, Priory, Library - Include the communities around those assets DECISION - agreement to propose "purple boundary" to MHCLG with compromise around community around the Williamson Gallery if there is push back from MHCLG ACTION - submit boundary revision to gov't	2
5	Mission, Vision, Values Discussion: - How to build sustainability of funding into the programme for longer term impact - Clarity and expectation management for the community is a priority. - Citizens assembly for decision making beyond consultation - Playbook as an operating system	
6	Communications and Engagement PLACED shared presentation on engagement plan ACTION - Share PLACED presentation Discussion over the need for an external engagement partner. This will be returned to this meeting in future	3

	meetings. The board brings with them a wide understanding of their community of interest. The government requires a high standard of evidence for the plan submission. These are not mutually exclusive. There will also be Task and Finish Group on this matter .	
7	Date of the next meeting Feedback around meetings dates and timings will be asked via email ACTION ALL- submit feedback around dates and timings for board meetings	4

<u>Action</u>	<u>Description</u>	<u>Who</u>
1	Share board expectations document	KP
2	Submit boundary revision	LK, KP
3	Share PLACED presentation	LC
4	submit feedback around dates and timings for board meetings	All