



# Neighbourhood Board Member Information Pack

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## 1. Introduction

Thank you for your interest in joining the Pride in Place Neighbourhood Board. Here you will find an overview of the role of board member, including the responsibilities, person specification and recruitment process.

## 2. What is Pride in Place?

Pride in Place is a government funding programme designed to put power into the hands of local people in some of the most in-need neighbourhoods in the UK, so that they can decide how to regenerate their local area. Each participating Pride in Place neighbourhood will receive up to £20 million over 10 years, giving communities direct control over funding to invest in projects that will make a real and lasting difference to the places where they live.

The Pride in Place programme is:

- Long-term: providing certainty and security of funding over 10 years.
- Flexible: allowing communities to spend their funding on the projects that matter most to them, in a way that works for them.
- Community-led: putting local people at the heart of decision-making, with residents having their say on the future of their neighbourhood.
- Supportive: empowering people to build the skills and confidence they need to deliver change in their communities

The guiding principle of the Pride in Place programme is that the long-term funding is intended to support communities in shaping their place, and prioritising funding, based on extensive community engagement around three core goals:

- Building stronger communities
- Creating thriving places
- Empowering people to take back control

Three areas of Wirral have been identified to receive funding:

- Central Birkenhead
- Seacombe
- Woodchurch

The programme puts residents in charge through Neighbourhood Boards and community engagement.

2026 focuses on convening the Neighbourhood board, undertaking a large-scale listening exercise, and co-producing a Pride in Place Plan for submission by November 2026.

### **3. Role of Neighbourhood Board members**

Each Neighbourhood Board will be led by an independent chair, and most members of the board will be people who live or work in the area or have a deep connection to it.

A Neighbourhood Board member acts as a community champion, helping to shape the future of their area by identifying local priorities, engaging residents, and contributing to decisions on how funding is invested to improve local infrastructure and services. The Board also act as a bridge between the community and Wirral Council.

Wirral Council will act as the Accountable Body for the Pride in Place funding during the initial phase of the programme, holding legal and financial responsibility for the management of funds and ensuring compliance with all statutory and funding requirements.

Over time, the programme has an ambition to increase local responsibility, with the potential for Neighbourhood Boards to take on greater delegated decision-making powers, and in later stages to assume more direct financial management responsibilities. Any such changes would be subject to agreement with Wirral Council, funders, and the necessary governance and assurance frameworks.

Board members are expected to:

- Actively participate in Neighbourhood Board meetings (expected to take place once a month) and be part of all relevant decision-making processes
- Carry out extensive engagement across the community to ensure that all voices are heard, including those who are less frequently represented or marginalised.
- Contribute to the development, delivery and monitoring of the Pride in Place Plan, ensuring it reflects shared community vision.
- Provide ongoing feedback and follow-up to the community groups engaged in the process
- Act as advocates for their Pride in Place area and the programme locally
- Work in partnership with Wirral Council as Accountable Body

- Act in the interests of the whole neighbourhood and not use their position to promote personal, organisational, or political advantage. All members must declare any interests that could influence decision-making, including employment, funding relationships, or elected office, and these will be managed in line with the Board's Code of Conduct.
- Agree a Terms of Reference for the Neighbourhood Board and operate in accordance with it once adopted.

#### **4. What sort of person is the Board looking for?**

To ensure a broad range of voices and perspectives boards must have at least eight members. The majority (at least 51%) of members should live or work within the boundaries of the neighbourhood, ensuring that the board is resident-led.

Appointments will aim to reflect the diversity of the neighbourhood, including age, ethnicity, gender, disability, and income background. If gaps are identified, targeted outreach may be used to ensure under-represented groups are encouraged to apply. Selection will consider both experience and the need for a balanced Board that reflects the local community.

What is important is your commitment to Pride in Place area and 'getting things done'.

You might fall into one of the following categories – but you might not. Everyone is welcome to apply. Some examples of Board members are set out in the Government guidance and include:

- a resident
- a businessperson
- a parent
- a young person
- a carer
- work in a local charity
- a retired person
- a local campaigner
- a philanthropist
- a representative from a school or further education college
- a representative from the NHS Trust
- a representative from a faith-based organisation
- a representative from a sports club
- an arts or cultural practitioner
- an innovator

There is no fixed idea about the role in the community or the profession or job that a potential board member might have. What is important is for the person to have a strong connection with the local community and is excited about the opportunity for meaningful change.

## **5. Person specification**

The ideal candidate will demonstrate the following criteria:

- Motivation and commitment to improving the area
- Understanding of local community issues
- Experience of community involvement, volunteering, or neighbourhood activity
- Strong communication and interpersonal skills
- Ability to work collaboratively with partners and residents
- Availability and the time to commit to the Board.

Successful candidates will be required to register any potential conflicts of interest. All Board members will be required to abide by a Code of Conduct and the Nolan Principles (Seven Principles of Public Life).

## **6. Time Commitment and Support**

The role will typically involve attending Neighbourhood Board meetings, undertaking community engagement and listening activities and putting in to action the plans that are agreed by the Neighbourhood Board. It is anticipated that there will be an average time commitment of at least one day per month, with additional time required during the first six months and during key consultation or decision-making periods. Time commitments may vary depending on project phases.

At this time the role is an unpaid voluntary position. However, reasonable expenses can be reimbursed - these may include travel, childcare costs and other reasonable expenses that enable members to attend. It is important to us that no-one feels excluded so please talk to us if you would like to apply but feel unsure if you are able to. Email [prideinplace@wirral.gov.uk](mailto:prideinplace@wirral.gov.uk).

It is expected that board members will have an initial term of two years.

## **7. How to apply for this role**

If you think that this role might be for you, please visit the Council's website and completed the form under the 'How to Apply' heading to express you interest.

You will be asked to:

- Say how you are connected to the geographical area and community that the Neighbourhood Board will represent
- Provide details of your address or place of employment

- Demonstrate your motivation and commitment to driving change and improve the lives of those in your community.

As an alternative your Expression of Interest can be made in the format of a video file. This should be no longer than 3 minutes and hosted online. Please share your link when making the submission.

Paper copies of the Expression of Interest form will also be available from Make Hamilton (Birkenhead), Diversity Hub (Seacombe) and Woodchurch Connect (Woodchurch) and at local launch events. Look out for details across social media platforms.

The closing date for submissions is **Friday 29<sup>th</sup> May 2026**.

### **What happens next**

Applications will be shortlisted by the Chair of the Board with support from the Council and the MP.

If shortlisted, you may be asked to provide further information before a decision can be made.

It is anticipated that the new Neighbourhood Boards will be in place by the end of June.

### **8. Further Information**

More details and background information can be found in the Pride in Place Programme prospectus;

[Pride in Place Programme prospectus - GOV.UK](#)

For an informal discussion please contact the Chair of the relevant Neighbourhood Board by email.

For **Seacombe** contact Nicky Fenton [chairatprideinplace.nickyf@gmail.com](mailto:chairatprideinplace.nickyf@gmail.com) or at Diversity Hub 67, Liscard Road, Liscard, CH44.

For **Central Birkenhead** contact Liam Kelly at [liam.kelly@makecic.org](mailto:liam.kelly@makecic.org) or at Make Hamilton, Argyle Street, Birkenhead, CH41.

For **Woodchurch** contact Jenny Allinson at [jennyallo@live.co.uk](mailto:jennyallo@live.co.uk) or via Woodchurch Connect, Woodchurch, CH49.