Minutes of the meeting of the Pride in Place Neighbourhood Board
Pride in Place Sheppey East
Monday 12th October 2026 at 7.00pm
Teams Online Meeting

Present:
Garry Ratcliffe (Chairman); Bobbie Taiano; Tracy Rogers; Serena Williams; Peter Constant; Lee Jarmain; Gary Hunt; Nathan Wood; Nicola Waghorne; Lee-Anne Moore and Kevin McKenna.

In Attendance:
Danny Mays (Programme Manager); Ashley Jones (Community Engagement Officer); Chris White (Minute Taker)

Apologies: BobbieTiano; Dean Grace Hicks and Jamie Woodrow

The Board reconvened to continue discussion of the vision, draft Pride in Place Plan, draft Investment Plan, branding and communications. The original agenda numbering is retained. These minutes should be read alongside the minutes of 8th October 2026.

1 Welcome
The Chair Garry Ratcliffe welcomed members and attendees to the online meeting and reiterated he was looking for the meeting to last for one hour.
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2. Disclosure of interests

The Chair invited members to declare any additional interests. No additional declarations of interest were made.

3. Chair Update
The Chair reported an extremely positive meeting held earlier that day with senior officers of Swale Borough Council (SBC), attended by the Chair, Danny Mays and Ashley Jones. SBC emphasised that the programme should be community led and that its role was to support, facilitate and provide advice on compliance, rather than lead the project.

Danny reported that programme financial decisions would remain with the Board, with updates provided to the Council's Policy and Resources Committee. SBC had offered to help with access to other stakeholders, including discussions with Kent County Council about use of the Family Hub.

.**4. Draft Pride in Place Plan and Draft Investment Plan**

Danny Mays, Programme Manager explained that the two plans would be submitted to central government for consideration and approval. Approval would unlock the first investment phase, amounting to £6.2 million, with funding released through annual allocations. Both drafts draft followed the government template and guidance. The five themes reflected the engagement undertaken to date:

- transport and connectivity
- health and access to services
- young people
- year-round community spirit
- community safety.

The plans included suggested interventions and indicative ideas to show the intended direction of work. They were a starting point, with further engagement and co-design needed to refine projects and costs.

Danny would seek an informal review with central government before the formal submission, continue consultation with Swale Borough Council as the accountable body, and incorporate further community feedback. A final draft of both plans would return to the Board at the next meeting on 5th November 2026 for consideration and approval prior to submission.

Existing facilities and community assets The Chair proposed that the programme should first assess how existing groups, organisations and facilities could be supported, improved and made more accessible before committing substantial funding to any major new facilities or projects. Examples included village halls, the Family Hub, the community hub and Eastchurch Cricket Club.

Members supported examining existing assets and their suitability. They highlighted the need for an audit of facilities and an understanding of barriers to use, including promotion, opening hours, accessibility and relationships between organisations. The Chair clarified that new facilities remained an option where evidence demonstrated a need.

Members discussed the Board's role in coordinating resources and helping existing organisations develop sustainable activity. Targeted support or seed funding could enable improvements without the programme necessarily becoming the main investor or operator.

Agreed approach Further work on the plan should reflect the value of existing community assets, coordination and evidence of gaps before major investment decisions are made. Members requested a visual map showing facilities, resources and areas reached through engagement, to identify gaps and opportunities. Nathan Wood had compiled publicly available information and offered to add Ashley's local findings. Ashley confirmed that a community-engagement heat map was already planned. Members noted that mapping should take account of population density as well as geography. Danny agreed to check the population data sources and broaden the plan's description to cover long-stay residents, tourism and potential housing development.

Action Ashley and Nathan to bring together the available asset information and engagement findings to support mapping and identify gaps.

Measures of success Kevin raised concern that some draft performance indicators might be difficult to attribute to this programme or depend more heavily on other initiatives. Measures should reflect the intended outcomes rather than simply be easy to count. Danny confirmed that the draft indicators were initial proposals and could be refined to describe the intended approach to monitoring, evaluation and learning more clearly.

Action Danny to review the proposed indicators and clarify their provisional status in the next draft.

5. Branding and Marketing of the Pride in Place Programme
Members discussed how to establish the programme's identity, website, possible app and social media presence. Nathan favoured using available technology and board expertise to produce materials in house at minimal cost. Nicola supported considering that approach and retaining control of the website.

Other members supported investing in professional communications support, citing the importance of effective promotion, members' limited time and the need for ongoing management. The Chair emphasised that commissioning would need to address continuing maintenance and delivery as well as initial design and setup.

Serena expressed interest in the app previously shared by Lee and requested information on setup and ongoing costs. Members also stressed the need to understand current technology and reasonable delivery times when assessing external proposals.

Outcome No provider, budget or delivery method was approved. Further discussion would take place before the next board meeting, recognising the need to establish branding, marketing and communications very promptly.

Action the Chair to speak with members individually about branding and marketing, beginning with Nathan, and progress the options before the next meeting.

6. Vision, Aims and Priorities
The Chair shared the 'Our Vision' document with the headline:

'Proud, connected and open all year'
Five supporting themes were proposed:

- Connected
- Healthy
- Inspired
- All Year
- Safe

Board members reviewed the Chair's draft vision statement and generally welcomed its structure and opening statement. Suggestions included the following:

- Make inclusion clear for people of different ages, backgrounds and abilities, with opportunities to learn, create, volunteer and participate.
- Describe connectivity as easy and accessible connections with people and services, including travel on foot alongside other transport options.
- Emphasise resources that promote good health, access to care and support, mental wellbeing and inclusive physical activity.
- Strengthen the focus on young people's sense of purpose, aspirations and opportunities
- Describe a welcoming and active community throughout the year, with accessible meeting places and regular social, cultural and recreational activities.
- Reflect local history and heritage, including aviation.
- Consider environmental care, clean public spaces and avoidable light pollution
- Bring out economic prosperity and ambitions for both individuals and the area.
- Use Minster on Sea to clearly state which part of the parish falls into the programme

Members discussed whether the "Inspired" priority should refer specifically to young people or to all ages. The Chair and several members favoured retaining a clear youth focus because it reflected community feedback. Other members stressed that this should sit within an inclusive wider vision and should not suggest that older people or people with disabilities would be overlooked.

The Chair noted that the vision should express the programme's main priorities rather than attempt to include every characteristic or possible activity. Several members supported keeping the headline statement concise, with detail developed beneath it and within the plan. Ashley highlighted the skills, knowledge and initiatives already present in local community groups and the voluntary sector. Better communication and pooling of resources could support inclusion. The Chair proposed reflecting the value of local expertise in the revised statement.

7. Next Steps
The Chair would circulate the second draft of the vision document. Danny would revise the plans using Board feedback, undertake the further review and consultation described under item 5, and prepare the final draft for the next Board meeting on 5th November. Community engagement and asset mapping would continue and branding options would be progressed between meetings.

8. Any Other Business
Nicola advised that she and Tracey would be at Eastchurch Village Hall the following evening from 5.00 pm to 7.00 pm for a community meet-and-greet session. Other members were invited to attend.

Board discussion following the officer's departure
After Ashley Jones and Danny Mays left the meeting, the Chair proposed the board give their agreement to extending the fixed-term staff contracts due to end on 31st March 2027. He noted that the draft Investment Plan included three years of revenue provision for the two roles and emphasised the value of continuity for delivery of the programme.

Members expressed support in extending the fixed term contracts for Danny Mays and Ashley Jones and this was agreed by all members present

Action: Following the agreement of the neighbourhood board to extend the fixed term contracts of the staff the Chair said he would set the process in motion.

9. Date of Next Meeting:
The next scheduled face to face meeting will be held on Thursday 5th November 2026 starting at 7.00 pm at - **Eastchurch Cricket Club, ME12 4BN**
The entrance to the cricket club is partially concealed and accessed through a driveway located between two houses on the left- hand side of the high street.
There is ample parking at the venue.
Refreshments available from 6.45 pm

The meeting closed at 8.04pm