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**Pride in Place Programme – Governance Model**

Relevant Portfolio Holder	Councillor Sharon Harvey Portfolio Holder for Regeneration and Environmental Services
Portfolio Holder Consulted	Yes
Relevant Assistant Director	Rachel Egan Assistant Director Regeneration & Property
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Wards Affected	Greenlands & Lakeside Matchborough & Woodrow
Ward Councillor(s) consulted	Yes
Relevant Council Priority	All Council priorities apply
Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	

**1. RECOMMENDATIONS**

**The Executive Committee is asked to RESOLVE that:-**

- 1) Authority to recruit and appoint an independent chair of the Greenlands and Woodrow Pride in Place Neighbourhood Board be delegated to the Assistant Director Regeneration & Property following consultation with the Portfolio Holder for Regeneration and Environmental Services and in agreement with the MP for Redditch and the Villages;**
- 2) Authority to approve the final membership of the Greenlands and Woodrow Pride in Place Neighbourhood Board be delegated to the Assistant Director Regeneration & Property following consultation with the Portfolio Holder for Regeneration and Environmental Services and in agreement with the MP for Redditch and the Villages; and**
- 3) The Council agrees to act as Accountable Body for the Pride in Place Programme and adopt programme governance arrangements.**

**2. BACKGROUND**

- 2.1 Pride in Place is the Government's flagship communities programme designed to empower local people to shape the future of their neighbourhoods.
- 2.2 The programme provides up to £20 million over 10 years per area for local communities to drive change and reshape their neighbourhoods for the better.
- 2.3 In September 2025 the Government announced a second phase of the programme that would benefit a further 169 areas. An area that covers parts of Greenlands and parts of Woodrow has been selected to receive Pride in Place funding. Appendix 1 is a map showing the qualifying area.
- 2.4 In December 2025, a prospectus was published providing guidance on how the funding could be used and the governance structures that should support delivery of the programme.

**3. OPERATIONAL ISSUES**

- 3.1 The Pride in Place programme is designed to be community led. Decisions as to how the money will be spent will be made by a neighbourhood board following extensive consultation with the community.
- 3.2 To secure the funding, the Neighbourhood Board must define a vision for the area and prepare a neighbourhood plan identifying the communities' priorities and activities to deliver these priorities. The Board must demonstrate that the neighbourhood plan has been developed in response to meaningful and inclusive engagement with the community. The Neighbourhood Plan must be submitted to MHCLG, for approval, by 30 November 2026.
- 3.3 The Local Authority's main role is to act as accountable body for the funding for the duration of the programme. However, it also has a key role in establishing the Neighbourhood Board.
- 3.4 The establishment of a neighbourhood board begins with the recruitment of an independent chair. The guidance advises that this is the joint responsibility of the Local Authority and MP.

- 3.5 The Chair must be someone who has a deep connection to the area; they may be from Greenlands or Woodrow, or live or work in the area. They cannot be an elected representative. MHCLG has provided a template job description which officers have adapted to greater reflect the nature of the role required in Greenlands and Woodrow. Appendix 2 is the job description for the role of Chair.
- 3.6 The recruitment process must be expansive and open to all. It should attract established community leaders as well as people who may not have engaged with local services or groups previously.
- 3.7 The opportunity will be advertised widely using a number of methods which could include online, posters in shop windows, bookbag flyers, social media, through partners and word of mouth.
- 3.8 All promotion will direct interested parties to a landing page on the Council's website which will include an online application form. Applicants will be asked to provide an up-to-date CV detailing their suitability for the role and 2 references, one of which must be from a resident.
- 3.9 Shortlisting and interviews will be carried out by a panel comprising a senior officer, the MP, a Member for Greenlands and Lakeside ward and a Member for Matchborough and Woodrow ward. It is intended that all ward Members will have an opportunity to meet the shortlisted candidates.
- 3.10 Appropriate due diligence will be carried out by the local authority before any appointment is confirmed.
- 3.8 Once a Chair has been appointed, it is their responsibility to lead on the recruitment of the board. The board must have a minimum of 8 members and, whilst there is no defined membership, must include the local MP and at least one Member. It is proposed that the board will include 2 Members – one from Greenlands and Lakeside ward and one from Matchborough and Woodrow ward. Other board members could include community leaders; local businesses or social enterprises; cultural, arts, heritage and sporting organisations; and public agencies and anchor institutions. The majority of board members (at least 51%) should live or work within the boundaries of the neighbourhood.
- 3.9 The final membership of the board must be approved by the MP and local authority.

- 3.10 Details of the final membership of the board must be submitted to MHCLG for approval by 17 July 2026.
- 3.11 As accountable body for the funding, the Council is responsible for ensuring that public funds are distributed fairly and effectively and that funds are managed in line with the Nolan Principles of Public Life. It is also responsible for compliance with legal responsibilities in relation to subsidy control and procurement.

**4. FINANCIAL IMPLICATIONS**

- 4.1 All board roles are voluntary; however, reasonable expenses will be covered. These will be funded from the Pride in Place allocation.
- 4.2 The Council has received £150,000 Pride in Place capacity funding. Any costs associated with the recruitment will be funded through this money.

**5. LEGAL IMPLICATIONS**

- 5.1 The Council will act as accountable body for the Pride in Place Programme with responsibility for establishing the Neighbourhood Board and maintaining appropriate governance, assurance and oversight arrangements.
- 5.2. Acting as accountable body establishes a legal duty for the Council to ensure that grant funds are administered, spent and recorded in accordance with government conditions and applicable legislation. The Council will be responsible for ensuring that the funds are distributed fairly and effectively and that the funds have been managed in line with the Nolan Principles, Equality Act 2010, Public Sector Equality Duty and Managing Public Money principles.
- 5.3 The Interim Director of Finance is required to submit an annual statement to MHCLG confirming that they have actively applied all the necessary checks to ensure proper administration of funding particularly in respect to financial administration and transparency of governance.

**6. OTHER - IMPLICATIONS**

**Local Government Reorganisation**

- 6.1 Local Government Reorganisation may result in changes to the local authority's representation on the Neighbourhood Board.

**Relevant Council Priority**

- 6.2 Whilst the development of the Neighbourhood Plan for Greenlands and Woodrow is the responsibility of the Neighbourhood board, the funding can be used for a wide range of interventions. These include regeneration of areas; activities to ensure neighbourhoods are clean, green and safe; and improvements to housing. It is likely that all Council priorities will be supported by this programme.

**Climate Change Implications**

- 6.3 None directly arising from this report

**Equalities and Diversity Implications**

- 6.4 The recruitment of the Chair and Neighbourhood Board will be an open and transparent process designed to attract representation from all sections of the community.

**7. RISK MANAGEMENT**

- 7.1 Failure to appoint a Chair and Board will impact the delivery of the programme.

**8. APPENDICES and BACKGROUND PAPERS**

Appendix 1: Map of Greenlands and Woodrow Pride in Place Area  
Appendix 2: Role of Chair of Neighbourhood Board Job Description

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

**9. REPORT SIGN OFF**

<b>Department</b>	<b>Name and Job Title</b>	<b>Date</b>
Portfolio Holder	Cllr Sharon Harvey Portfolio Holder for Regeneration & Environmental Services	4/3/26
Lead Director / Assistant Director	Rachel Egan Asst Director Regeneration and Property	6/3/26
Financial Services	Debra Goodall Assistant Director – Finance & Customer Services	6/3/26
Legal Services	Nicola Cummings Principle Solicitor – Governance	6/3/26
Policy Team (if equalities implications apply)	Rebecca Green Policy Manager	6/3/26
Climate Change Team (if climate change implications apply)	Matthew Eccles Climate Change Manager	6/3/26