PRIDE IN PLACE
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Barking & Dagenham

CENTRAL PARK & FRIZLANDS LANE

Final Minutes Agreed by Board 11th November

Tuesday 27th October 2026 5pm
Heath Park Community Centre

Attendees
Board Members
Nelson Adeoti (NA) – Vice Chair who chaired the meeting
Kim Watts (KW)
Karen West-Whylie (KWW)
Deborah Larkin (DL)
Olivia Virag (OV)
Paul Warner (PW)
Simon Perry (SP)
Nicole Vardon-Martin (NVM)

Observers/Guests/Accountable Body
David Harley (DH)

Minutes

1. **Welcome and Apologies**
   The Chair welcomed the Board and confirmed it was quorate.

Apologies received: Margaret Mullane MP, Amy Sivetoglu (Chair) (AS), Cllr Ingrid Robinson (IG), Frank Ambei (FA).

Declarations of Interest
The Chair asked for Declaration of Interest – KWW regarding Heath Park and December event.

2. **Previous Meeting Minutes**

Minutes were agreed with minor amendments.

3. **Community Dig**

NVM summarised her report highlighting this was an opportunity to raise the profile of both Dagenham Farm and Pride in Place. Board agreed to £2396 Dagenham Farm costs recognising there would be additional costs not yet fully determined for portaloo, catering, potentially First Aider and marketing/signage. Suggested headline total

budget of £3,500. Looking at 11-2pm event with capacity for 50 people. Different days were discussed – Sundays difficult for Dagenham Farm and Board felt weekday would limit attendance therefore Saturday 5th December favoured.
Risk assessment and potential mitigation measures for elderly residents needed for venue.
Discussion of use of a photographer - if Social media person in place they could take photos and do short clips.

Board discussed catering and whether to use a caterer or to purchase from supermarket – prices to be gained from caterers and Board decide.

4. **Survey Update**

Chair provided update on Whats App with 106 completed surveys and the start of some emerging themes. Very few young people had completed the survey but schools involvement will be gearing up which should increase this.

Goodthing's proposal was discussed but rejected as not required at the moment. Alternative of utilising Board members connections with schools and potentially involving local artists. AS is going to speak to Tony Roe (Borough Headteacher and on Barking PIP Board) and William Bellamy school regarding engagement. PW to contact Robert Clack and Trinity.

5. **December Event**

KWW has secured price of £390 for 15 ft Christmas tree from Real Christmas Tree company. Electrician had visited today to quote for external power supply. KWW summarised her report which was added to Goernance360 and further develops AS's version. Board debated scope for a bit more ambitious with external marquee to provide additional space and be more noticeable to attract interest. KWW's £6,000 budget set out was just for internal activities as set out.

Noted that the date of 12th December clashes with Dagenham Fire Station Christmas fayre.
Board consensus was extended budget from £6K to max £25K but ideally around £20K (KWW did not take part in vote due to Conflict of Interest). Board agreed budget extension to cover marquee and include free food offer. Importance of having space for Pride in Place engagement and school logo design work agreed.

11-4pm agreed by Board. KWW to liaise with Chair on her return from leave and expand on her paper.

6. **Finance/Expenditure and Decision Log**

No additional spend since last meeting.

7. **Social Media Manager**

Six responses received. AS, KWW, AA and NVM to be involved in interviews shortly. Scope for SLA on response times.

8. **New Ideas**

DL raised potential for a 'pamper day' offering free haircuts etc. KWW mentioned existing health pop -up events could be extended even including employment support.

OV raised working with charity Trees for Cities and scope for greening.

SP raised scope for murals on walls engaging young people.

Ideas of a small grants programme raised.

With time limited, Board agreed a whole session post engagement would be dedicated to ideas discussion. DH raised some council buildings which could be utilised – can bring paper to future meeting.

9. **AOB**

No AOB raised.

Key Actions

Action	Owner
Finalise revised resident survey	Chair / supporting officers
Build online survey and generate QR code	Shanice/Karen (BEC)
Prepare survey materials (leaflet/poster) for upcoming engagement opportunities	Chair / Board
Explore Morrisons support for survey incentive/prize	Nicole
Establish Facebook and Instagram accounts	Nelson
Determine approach to ongoing social media management/moderation	Board
Progress dedicated Pride in Place email/domain	Chair
Progress interim secretariat support and longer-term options	Chair / BEC / Council

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Explore engagement materials including banners, gazebo, high-vis/lanyards and printing	Chair/ Board
Identify potential community gardens/spaces for quick-win improvements. See What's App approval for Community dig event expenditure	Nicole
Explore donation of surplus plants/cuttings from Barbican	Nelson
Clarify what environmental/cleanliness interventions can be funded without duplicating existing council responsibilities	Council / supporting officers to attend future mtg
Develop the purpose and potential format of a December community event before committing expenditure	Board
Secure examples of Neighbourhood Plans from elsewhere	David
Review Governance 360 trial	Board (B4 30/09)
Establish future Board meeting dates further in advance	Chair / supporting team
Collate previous consultations and secondary data to inform the Pride in Place plan	Council / supporting team
From 29/09/26	
Send Register of Interest form to those that hadn't completed it yet	DH
Candidates for Vice Chair to make themselves known to the Chair for What's App vote	Board
Board members to review and comment on Engagement Plan	Board members
Facilitate call with Young Mayor	David
DL/NA to contact faith and community groups	DL/NA
NA to approach local running groups	NA
OV to highlight any litter picking event in coming months	OV
Chase Oxlow Lane shop regarding prices	DL
Price of utilising advertising hoarding opposite BHLC	DH
Seek potential Social media freelance contractors	NA
From 15/10/26	
KW to complete remaining Register of Interests	DH/KW
Facilitate MPs Freepost facility for distribution of survey to every home	AA
Options for Project Manager/Event organiser for Christmas event	DH/KWW
Arrange Social Media manager interviews	AS
From 27/10/26	

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Chair to speak to Tony Roe and William Bellamy Re: Schools engagement	AS
Seek to engage Robert Clack + Trinity Schools	PW
Further develop Festive event proposal based on increased budget and Board discussion	KWW/AS