

[illegible]

| Agenda Ref | Item                                                                                                                                                                                                                                                                                                                                                                                                         | Action                                                   |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| <b>1.</b>  | <b>Welcome &amp; Introductions</b>                                                                                                                                                                                                                                                                                                                                                                           |                                                          |
|            | GH welcomed back all Board members, a short re-introduction took place round the table for those Panel members who are attending for the first time.                                                                                                                                                                                                                                                         |                                                          |
| <b>2.</b>  | <b>Apologies</b>                                                                                                                                                                                                                                                                                                                                                                                             |                                                          |
|            | Hamish Falconer MP, Angela Andrews, Amanda Humphries/Nicholas Smith, (NHS Representative), Jo Fortune/Philip Baker Police (Representative), Dianne Slapp                                                                                                                                                                                                                                                     |                                                          |
| <b>3.</b>  | <b>Declarations of interest</b>                                                                                                                                                                                                                                                                                                                                                                              |                                                          |
|            | MH declared a potential interest in Agenda Item 5, as Lincoln City Foundation have been appointed to conduct some youth engagement with Schools in the area which will feed into the Investment Plan.                                                                                                                                                                                                        |                                                          |
| <b>4.</b>  | <b>MHCLG Update</b>                                                                                                                                                                                                                                                                                                                                                                                          |                                                          |
|            | FP shared an update received from MHCLG on 25/08/26, stating that the Governance and Boundary submission for your area, <b>Birchwood West</b> , has been reviewed and approved by the Ministry.<br><br>MHCLG stated they will be in touch to discuss the assessment feedback (if any) and answer any questions we may have.                                                                                  |                                                          |
| <b>5.</b>  | <b>Focus Consultants – Investment Plan Guidance</b>                                                                                                                                                                                                                                                                                                                                                          |                                                          |
|            | MM explained that Focus Consultants have been appointed to assist with the submission and formulation of the Investment Plan, and explained Heather Frecklington will be our point of contact for this work. HF introduced herself and gave an overview of her role and experience. ( Handouts were circulated and will be distributed with the minutes)                                                     |                                                          |
| <b>6.</b>  | <b>Social Media &amp; Community Engagement Update</b>                                                                                                                                                                                                                                                                                                                                                        |                                                          |
|            | MD explained that the Sub Committee met on the 11 <sup>th</sup> August, and a number of discussions took place. MD updated the Board on the progression of the necessary policies required for the online presence of the Board. MD has currently drafted a 52 Week Social Media Planner, Content and Campaign Planner, Social Media Governance Framework, Social Media Platform Analysis and a Social Media | MD to book demos of the social media platform providers. |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|           | <p>Strategy for 2026 which will be updated yearly. MD explained that all of these documents are draft and changes can be made accordingly, she expressed the desire for feedback on these documents to ensure full Board cooperation. After discussion at the Sub-Committee a Procurement Brief and supplier scoring and evaluation document have been circulated with the Sub-Committee, the group are currently looking at social media platform providers in accordance with the LA's advice regarding the Procurement Act and relevant supplier appointment policies. Currently there are two suppliers favoured, demos of these platforms will be booked in by MD for SO, MC and KM to attend.</p> <p>MD provided an update to the Board regarding the Logo Competition currently underway, there is a post box at Lincolnshire Co-op Birchwood Food Store for entries to be posted in. FP explained that all schools in the area have been informed of the competition and sent an electronic copy of the entry form, this will be going out on their online parent-teacher communication platforms.</p> <p>MD reaffirmed the importance of face to face communication, after a concern from BC that the focus was solely on social media which is not utilised by all members of the community. MD assured the Board that while the current focus of the Board is policy implementation to ensure an online presence for the programme, this will not be the sole focus of the Social Media and Engagement Sub-Committee going forward and once the necessary documents are in place then other forms of engagement tools would be utilised. MM took this opportunity to remind the Board of the door-to-door leafleting that will be taking place on the 4<sup>th</sup> September, the flyer informing residents of the programme has a QR code linking to a survey for members of the community to provide feedback and inform the funding priorities for the area, this will feed into the Investment Plan.</p> |  |
| <b>7.</b> | <b>Police Update</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
|           | Given the apologies received by both representatives from Lincolnshire Police, the agenda item has been moved to the next Board meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
| <b>6.</b> | <b>Date &amp; Venue of Next Meeting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|           | <p>The next meeting of the Board will be Tuesday 6<sup>th</sup> October at either the Boiler House or Birchwood Scouts Hut, TBC.</p> <p>The date has been moved from the originally proposed agenda date of Friday 25<sup>th</sup> September to allow representatives from the NHS to attend given Friday is a practice day for these Board members, this was confirmed and approved by the rest of the Board members.</p>                                                                                                                                                                                                                                     |  |
| <b>7.</b> | <b>AOB</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
|           | <p>MM explained that Toby Ealden, from Zest Theatre had been invited along to the Board meeting to explain the structure of their organisation and how youth involvement in leading decision making is fully incorporated into the design of the organisation and that young people inform and approve plans for projects. TE explained that if an idea isn't liked then it will not go to their Trustees for approval.</p> <p>GH thanked all members for their attendance at the meeting, and their commitment to improving the area and the programme and those that have volunteered to take part in the leafleting on Friday 4<sup>th</sup> September.</p> |  |

## Birchwood Gap Analysis

### Groups Under-Represented or Not Yet Reached Effectively

#### 1. Secondary-aged young people (11–17)

- Minimal structured engagement
- Critical given ASB concerns and youth provision gaps

#### 2. Disabled residents and carers

- No targeted engagement
- Accessibility issues need deeper exploration

#### 3. Older residents

- Lower participation in surveys and events
- Need more insight on mobility, health and amenities

#### 4. Residents in the most deprived micro-areas

- Engagement skewed towards families attending events
- Need targeted outreach and neighbourhood-based engagement

#### 5. People affected by ASB or involved in youth risk behaviours

- No direct engagement
- Essential for shaping safety interventions

#### 6. Local businesses and employers

- No structured engagement

#### 7. Health and social care partners

- Limited involvement
- Important for wellbeing, family support and community resilience

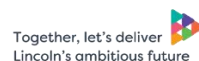
#### 8. Residents disengaged from civic processes

- 66% of residents report not being consulted in the past year
- Need new approaches to reach those who avoid formal consultation

## Stakeholder Mapping

| Stakeholder Group       | Who Was Engaged                                                                 | Methods Used                                                                                                                                                                                                                                                                                                              | Key Issues Raised                                                                                                                                                                                                                                                                                                                                                                          | Gaps in Representation                                                                                                                                                                                                      |
|-------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Residents (Adults)      | Residents across Birchwood West and wider Birchwood; mixed ages and backgrounds | <ul style="list-style-type: none"> <li>• PiPP Benchmarking Survey (Feb 2026)</li> <li>• PiPP Deep Dive Survey (Jan 2026)</li> <li>• Fun Day “Love Letters to Birchwood” engagement</li> <li>• Open-text responses</li> <li>• Big Local evaluation interviews</li> <li>• Expressions of interest for PiPP Board</li> </ul> | <ul style="list-style-type: none"> <li>• Safety &amp; ASB (off-road bikes, gangs, intimidation)</li> <li>• Need for meaningful youth activities</li> <li>• Parks &amp; public realm improvements</li> <li>• Lack of amenities (public toilets, health services, banking)</li> <li>• Transport issues (congestion, unsafe footpaths)</li> <li>• Desire for more community events</li> </ul> | <ul style="list-style-type: none"> <li>• Lower engagement from 55+ residents</li> <li>• Limited input from residents with disabilities</li> <li>• Under-representation of residents in most deprived micro-areas</li> </ul> |
| Children & Young People | Primary-aged pupils (Years 3–5); some younger/older pupils                      | <ul style="list-style-type: none"> <li>• Pupil Voice Survey</li> <li>• Fun Day youth activities</li> <li>• Historic Big Local youth consultations</li> </ul>                                                                                                                                                              | <ul style="list-style-type: none"> <li>• Demand for sports facilities, water play, skatepark</li> <li>• Creative spaces (music, art, dance)</li> <li>• Safety in parks</li> <li>• Places to meet friends</li> </ul>                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Limited engagement with 11–17 age group</li> <li>• No targeted engagement with NEET young people</li> <li>• No engagement with young people affected by ASB</li> </ul>             |

| Stakeholder Group                     | Who Was Engaged                                                                         | Methods Used                                                                                                                                                                   | Key Issues Raised                                                                                                                                                                                                             | Gaps in Representation                                                                                                                                                                     |
|---------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Voluntary & Community Sector          | Local charities, youth groups, community centres, sports clubs, faith groups            | <ul style="list-style-type: none"> <li>• Big Local evaluation interviews</li> <li>• Fun Day participation</li> <li>• Grant-making interactions (LCF)</li> </ul>                | <ul style="list-style-type: none"> <li>• Volunteer fatigue</li> <li>• Need for modern community facilities</li> <li>• Funding stability</li> <li>• Desire for better coordination</li> </ul>                                  | <ul style="list-style-type: none"> <li>• Limited engagement with informal community groups</li> <li>• Limited insight from faith-based youth providers</li> </ul>                          |
| Council Officers & Elected Members    | City of Lincoln Council officers; ward councillors                                      | <ul style="list-style-type: none"> <li>• Big Local evaluation interviews</li> <li>• PiPP Board expression of interest process</li> <li>• Ongoing officer engagement</li> </ul> | <ul style="list-style-type: none"> <li>• Need for stronger governance</li> <li>• Capacity pressures</li> <li>• Alignment with wider city strategies</li> <li>• Infrastructure concerns (transport, ASB, amenities)</li> </ul> | <ul style="list-style-type: none"> <li>• Limited engagement with county-level services (transport, youth justice, health)</li> </ul>                                                       |
| Delivery Partners & Service Providers | Youth workers, leisure providers (GLL), housing associations, community safety partners | <ul style="list-style-type: none"> <li>• Big Local evaluation interviews</li> <li>• Fun Day partnership delivery</li> </ul>                                                    | <ul style="list-style-type: none"> <li>• Facility limitations</li> <li>• Need for long-term planning</li> <li>• Desire for clearer roles and shared delivery models</li> </ul>                                                | <ul style="list-style-type: none"> <li>• Limited engagement with health providers, mental health services, social care</li> <li>• No structured engagement with local employers</li> </ul> |



| Stakeholder Group      | Who Was Engaged                                                            | Methods Used                                                                                                          | Key Issues Raised                                                                                                                                                         | Gaps in Representation                                                                                                                                |
|------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Businesses & Employers | Local shops, small businesses, service providers                           | <ul style="list-style-type: none"><li>• Open-text survey responses</li><li>• Informal engagement at Fun Day</li></ul> | <ul style="list-style-type: none"><li>• Safety around shopping precinct</li><li>• Desire for improved public realm</li><li>• Concerns about ASB affecting trade</li></ul> | <ul style="list-style-type: none"><li>• No structured engagement programme</li><li>• No employer-focused consultation</li></ul>                       |
| Seldom-Heard Groups    | Residents with disabilities, carers, older residents, disengaged residents | <ul style="list-style-type: none"><li>• Fun Day informal conversations</li><li>• Open-text responses</li></ul>        | <ul style="list-style-type: none"><li>• Accessibility concerns</li><li>• Safety at night</li><li>• Need for more inclusive facilities</li></ul>                           | <ul style="list-style-type: none"><li>• No targeted engagement</li><li>• Limited representation in surveys</li><li>• No structured outreach</li></ul> |

