

# **HARTLEPOOL BOARD**

## **AGENDA**

Friday 4 July 2025, 9.00am to 10:30am

Council Chambers,  
Civic Centre, Hartlepool, TS24 8AY

| <b>Item</b> |                                                                                            | <b>Lead</b>                                         |
|-------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------|
| <b>1.</b>   | Welcome, Introductions and Apologies                                                       | Chair                                               |
| <b>2.</b>   | Conflicts of Interest                                                                      | Chair/All                                           |
| <b>3.</b>   | Minutes and Actions from the Last Meeting                                                  | Chair                                               |
| <b>4.</b>   | Workshop on Hartlepool Place Brand Narrative                                               | CT Consults                                         |
| <b>5.</b>   | Proposal from Layer Studio                                                                 | Gemma Ptak                                          |
| <b>6.</b>   | Update on Plan for Neighbourhoods and Hartlepool Opportunities Partnership (Verbal Update) | Iain Caldwell,<br>Juli Simons and<br>Scott Campbell |
| <b>7.</b>   | Any Other Business                                                                         | All                                                 |
| <b>8.</b>   | Date/Time of Next Meeting                                                                  |                                                     |

Next Meeting:

Friday 1 August 2025 9:00-10.30am

Council Chambers, Hartlepool Borough Council

**Hartlepool Board**  
**Friday 4 July 2025 at 9.00am**

**Meeting Notes**

**Attendees – Board Members:**

Sacha Bedding – Wharton Trust  
Jonathan Brash MP – Member of Parliament for Hartlepool (Deputy Chair)  
Iain Caldwell – Hartlepool Opportunities Partnership  
Phil Douglas – Curious Arts  
Christine Eddowes – Hartlepool Inter Faith Group  
Darren Hankey – Hartlepool College of Further Education  
Cllr Pamela Hargreaves – Chair of Economic Growth & Regen Committee (Vice Chair)  
Haani Hasnain – Harmonised World (Vice Chair)  
Karen Hawkins – Integrated Care Board  
Oliver Huermann – Member of Youth Parliament  
Carl Jorgeson – Hartlepool Sport  
Cllr Karen Oliver – Chair of Neighbourhood Services Committee  
Dave Preston – Cleveland Fire Brigade  
Martin Raby – The Northern School of Art  
Juli Simons – Hartlepool Community Trust  
Matt Storey – Cleveland Police and Crime Commissioner  
Malcolm Walker – Chair of the Hartlepool Board  
Kathryn Whittle – Thirteen Housing

**Other Attendees:**

Scott Campbell – Hartlepool Borough Council  
Becky Childs - Hartlepool Borough Council  
Connor Kerr - Hartlepool Borough Council  
Gemma Ptak – Hartlepool Borough Council  
Lisa West – Hartlepool Borough Council  
Amy Lewis – CT Consults  
Andrew Palmer – CT Consults

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| <b>1.</b> | <b>Welcome, Introductions and Apologies</b><br><br>MW welcomed everyone to the Hartlepool Board. Apologies have been received from Cllr Brenda Harrison, Neil Harrison, Denise McGuckin, and Julian Penton.                                    | <b>Documents</b>                                                                                                             |
| <b>2.</b> | <b>Conflicts of Interest</b><br><br>Iain Caldwell, Juli Simons, and Carl Jorgeson declared a conflict of interest in relation to Agenda Item 6.                                                                                                |                                                                                                                              |
| <b>3.</b> | <b>Minutes and Actions from the Last Meeting</b><br><br>CJ and HH stated that the minutes from the last meeting did not fully record the challenges that were made in some of the discussions. Other than this, the minutes were accepted as a | <br>HB Meeting Notes -<br>13.06.25.docx |

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|    | <p>true reflection of the last meeting. The actions from the last meeting were also highlighted by MW.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                    |
| 4. | <p><b>Workshop on Hartlepool Place Brand Narrative</b></p> <p>Andrew and Amy from CT Consults introduced the place brand workshop, talking about their progress last year and the aims of the session today. They delivered a brief presentation stating that a place brand is not a logo or a font, it is a set of shared values and common goals that give focus to a place and the people. These should be special and will articulate the unique identity and ambition of Hartlepool. The place brand is about influencing people's perceptions by sending a united message, without filtering the distinctiveness of Hartlepool.</p> <p>Following the workshop today, CT Consults will summarise all of the feedback and will then have individual consultations with board members over the Summer. There will then be a wider masterclass with all stakeholders across the town which will take place in September.</p> <p>Andrew and Amy facilitated a 'place wheel' exercise to build understanding of how a place brand can support the work of the Board. In pairs, board members mapped from 0 to 10 where they felt Hartlepool currently was against twelve place categories including vision, infrastructure, partnerships, and marketing/communications.</p> <p>Members were then asked to feedback with JB commenting on a lack of connections between different bodies such as Hartlepool Development Corporation and Tees Valley Combined Authority, as well highlighting political disparity. CE added that the average person does not understand the different agencies and what they actually do.</p> <p>SB added that locally there is increasing polarisation politically. PH commented that there is a willingness to work together across the town, and there was a need to be more positive.</p> <p>KO highlighted the positive impact that Community Development Workers had when they were in place a number of years ago particularly on community cohesion.</p> <p>DH said that the town had humility and a hardworking ethos, with a lot of good stuff happening, with strong educational institutions and businesses that should be celebrated.</p> |  <p>CTC Hartlepool Place Brand Briefing.pdf</p> |

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|    | <p>Amy concluded the workshop by highlighting her positive personal view of the town as a visitor and highlighted the next steps with the process being led by the Board.</p> <p>Following the meeting, CT Consults shared the attached briefing which summarises all of the discussions which took place and combines each of the individual wheels completed by members to provide a current place wheel for Hartlepool.</p> <p><b>ACTION:</b> Members to inform GP if they do not want their contact details to be shared with CT Consults.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                |
| 5. | <p><b>Proposal from Layer Studio</b></p> <p>GP stated that following the last meeting, there have been further discussions with Layer Studio. This has involved representatives from HOP and Hartlepool Community Trust so that any commissioned work is aligned to the community and stakeholder engagement taking place through the Plan for Neighbourhoods.</p> <p>These conversations have led to a formal proposal being submitted by Layer Studio which has been shared with members, and the proposed cost has reduced to £13,500. If approved, Layer Studio will lead on data and spatial mapping which will complement the other commissioned work through the Plan for Neighbourhoods.</p> <p>GP stated that, since the last meeting, Government have published technical guidance on what needs to be included within 10-year Regeneration Plans. This will be covered in the next agenda item but further highlights the benefits from the specialist expertise from Layer Studio.</p> <p>To provide assurance to members, GP and SC have spoken to officers from St Helens Council who commissioned Layer Studio last year originally for their Long Term Plan for Towns. They strongly endorsed Layer Studio and highlighted how their local intelligence and insight on spatial planning has been crucial for their Neighbourhood Board.</p> <p>CJ commented that he had concerns after the original presentation but following the revised proposal now feels like it is a fair price. SB asked if the work could not just identify issues or challenges but also the strengths within local neighbourhoods which was agreed by GP.</p> <p>HH commented that having case studies of similar work they have undertaken would be useful. GP confirmed that she has seen examples of their work in closed meetings, but their</p> |  <p>Layer Studio<br/>Proposal CONFIDENT</p> |

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|    | <p>work is commercially sensitive which limits the wider sharing of it. IC commented that he has seen case studies on their website which are insightful, and KO and PH expressed their support for the proposal.</p> <p>MW facilitated a formal vote on the funding proposal from Layer Studio.</p> <ul style="list-style-type: none"> <li>• Those for: SB, JB, IC, PD, CE, DH, PH, HH, KH, CJ, KO, DP, MR, JS, MS, MW and KW.</li> <li>• Those against: None.</li> <li>• Those abstaining: None.</li> </ul> <p>MW confirmed that the proposal has been unanimously agreed by the Hartlepool Board.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                       |
| 6. | <p><b>Update on Plan for Neighbourhoods and Hartlepool Opportunities Partnership (HOP)</b></p> <p>MW stated that the agenda item has two elements and to start GP presented an update report on the Plan for Neighbourhoods. This provided an overview of the programme including the strategic objectives, key themes, roadmap, and the submission requirements for the 10-year Regeneration Plan. GP shared a breakdown of how much of the dedicated capacity funding has been committed so far and that there is capacity funding of circa £125k remaining to support the Plan for Neighbourhoods.</p> <p>MW then moved to the second part of the agenda item with IC providing a verbal update on HOP. He confirmed that recruitment has commenced for the role of Independent Chair and expert support is going to be provided by Middlesbrough Voluntary Development Agency. The governance framework is also being pulled together, and a communications plan is being developed with Trustees.</p> <p>JS then updated on the community and stakeholder engagement with a plan being pulled together which will last until the second week of September. A team of people including volunteers will be having conversations with residents across the town with support from other community groups. The engagement is roughly a 15-minute survey, or conversation, asking the priorities of residents. Initial conversations have already been useful, for example, indicating that people find the word 'cohesion' hard to understand so in the survey this has been changed to 'community togetherness.' The aim is to speak to at least 1,200 people including underrepresented groups, with at</p> |  <p>PfN Update<br/>Report.docx</p> |

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|  | <p>least half being through face to face. The feedback has been that people enjoy having these conversations.</p> <p>IC stated that a recent session with partners and the Council had also identified more than 20 consultations which had taken place over the last few years, and the insight from these are going to be incorporated to add value to the work through Plan for Neighbourhoods.</p> <p>JS continued her update stating that the survey asks people where they would go in an emergency (such as during the recent power cut) which will be informative. Data will be analysed, with regular updates being shared through the landing page including the dates for engagement events.</p> <p>KO left the meeting at this point (10.15am)</p> <p>MW commented that he would like to see regular updates, and a copy of the engagement plan when it can be shared. JB agreed, as this engagement is the most important part of the process, and he would like it to be transparent so people to feel like they are part of the process. He also suggested an idea of residents being able to sign up to be a 'member' so they can get updates on what is happening through the programme in their own neighbourhood.</p> <p>HH commented that, on the subject of transparency, can we make the Plan for Neighbourhood Update a standing item on the agenda to monitor the progress of HOP alongside updates around financial spend and the timeline for submission of the Regeneration Plan. This will help members as we are now making funding decisions.</p> <p><b>ACTION:</b> Plan for Neighbourhood Update to be added as a standing item on the agenda for the Board.</p> <p>GP confirmed that the engagement plan is currently being finalised, and in advance of the next meeting it will be shared with all members of the Board. GP added that there will also be some homework as we will be asking board members to provide details of any engagement, consultations, or strategies so that we can understand the existing insight to add value to the work of HOP. In addition, we will be asking board members to support with the stakeholder engagement element of the plan by providing insight such as networks and partnerships that can be engaged as part of the Plan for Neighbourhoods.</p> <p><b>ACTION:</b> Community Engagement Plan will be circulated to members in advance of the next Hartlepool Board.</p> |  |
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|    | <p><b>ACTION:</b> Members to provide any existing strategies, engagements or consultations which can feed into the development of the Regeneration Plan.</p> <p><b>ACTION:</b> Contribute to the stakeholder mapping by identifying networks, partnerships and key groups that can be engaged by HOP as part of the Plan for Neighbourhoods.</p> <p>JS asked if members could promote the engagement through their own workplaces, networks, and organisations when the details are shared. SC added that there will also be two pages in the Hartbeat magazine to introduce the Plan for Neighbourhoods and the role of the Hartlepool Board. GP added that work has started on a communication plan, hence the attendance of some HBC Officers at today's meeting including the Council's Communications Team.</p> |  |
| 7. | <p><b>Any Other Business</b></p> <p>LW highlighted that the Hartlepool Pride event will be taking place this weekend on behalf of PD.</p> <p>GP stated that a group photo of board members is going to be taken at the end of the meeting which will then be part of our piece within Hartbeat.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
| 8. | <p><b>Date and Time of Next Meeting</b></p> <p>Following on from discussions about the meetings being held at different venues across Hartlepool, the next meeting will be held at Cleveland Fire Brigade. MW noted that any venues need to be acoustically inclusive for members. PH submitted her apologies for this meeting.</p> <p>The next meeting is currently scheduled for Friday 1 August 2025 from 9am to 10.30am.</p>                                                                                                                                                                                                                                                                                                                                                                                     |  |