

# Pride In Place: Heartsease and Pilling Park

## Neighbourhood Board Chair: Recruitment Pack

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## About Pride in Place

Pride in Place is a UK Government scheme that gives up to £20 million to selected neighbourhoods to help improve their local area. It lets local people decide what matters most, such as improving green spaces, setting up new community facilities, or supporting local services and projects.

Two areas of Norwich of Norwich which have been selected by the government to receive this funding. These are:

- Bowthorpe and West Earham
- Heartsease and Pilling Park

New neighbourhood boards, made up by a majority of independent people who live or work in those areas will be established. These boards will have responsibility for engaging with local communities and making decisions on how to spend the funding.

The Neighbourhood Boards should lay the foundations for community-led partnerships that continue to drive change well beyond the ten years of funding. The money provided by the Programme should sow the seeds for longer-term transformation, with communities using it to: take ownership of assets to ensure they benefit local people or bring in revenue; crowd in philanthropic funding; or leverage in social investment, so that Neighbourhood Boards leave a lasting legacy in each area.

A brief timetable of the first steps of the project are outlined below:

- February 2026: recruitment of chairs for each area
- March to June 2026: recruitment of neighbourhood board members
- April to October 2026: community engagement to understand priorities of those who live and work in each neighbourhood. This engagement will inform the Pride in Place plan, a document produced by the neighbourhood boards which will outline a 10 year vision for the area alongside an initial 4 year investment plan.
- November 2026: submission of Pride in Place plans to government for approval.

## Role advert: Heartsease and Pilling Park Neighbourhood Board Chair

We are looking for a passionate and well-connected community leader to take on the voluntary role of Independent Chair for the new Heartsease and Pilling Park Neighbourhood Board.

This is a rare and meaningful opportunity to help shape the long-term future of your neighbourhood. As Chair, you will bring local people, organisations and partners together to co-create a shared vision for the area. You should have a strong commitment to the neighbourhood, an ability to listen, and your determination to champion the community's voice should shine through. Neighbourhood Boards should lay the foundations for community-led partnerships that continue to drive change well beyond the ten years of funding and as Chair it will be your responsibility to create that lasting legacy.

The ideal Chair is trusted, calm and collaborative, able to unite diverse perspectives, navigate differences with care, and represent the neighbourhood externally with confidence and integrity. The Chair must be someone who is 'from', living or working in the area, holds a prominent role in the community or who has a passion for the neighbourhood.

Whilst this is a voluntary role, similar to that of a school governor or charity trustee, to ensure that the Neighbourhood Board has the right leadership, and to open the position up to candidates who might otherwise be unable to put themselves forward, payment may be provided to remunerate Chair time.

The Chair will be expected to sign up to a code of conduct outlining the principles of working in a public position. This is included in this pack.

If you're passionate about your community and ready to lead positive change, we want to hear from you. Step forward and help shape the future of your neighbourhood.

## How to apply

To apply, please submit your CV and a covering letter of no more than 300 words explaining why you have a deep connection to the area and why you would be well suited to the role. Applications should be submitted via email to [community@norwich.gov.uk](mailto:community@norwich.gov.uk) by 23:59 on Sunday 15 February. As we are recruiting Chairs for two areas, please make it clear in your application that you are applying for the role of Chair of the Heartsease and Pilling Park Neighbourhood Board. Please also let us know of any accessibility requirements and include your email, phone number and home address.

## Recruitment timetable

Interviews will take place in the neighbourhood on Friday 20 February with candidates being informed whether they have been selected for interview no later than Tuesday 17 February. The interview panel will be chaired by Alice Macdonald MP and include representatives from Norwich City Council and the local community.

## Role description

**Purpose of the role:** To lead the Heartsease and Pilling Park Pride in Place Board. This will be someone who can bring the community together to share their ideas in an open and collaborative way. The Chair's main job is to be a champion for Heartsease and Pilling Park and to represent the community-led spirit of the programme. The Chair should have a deep connection to their area and can be new to this kind of work. What matters most is a commitment to seeing change through and improving the lives of those in the community.

**The independent Chair is best when they are actively involved, trusted, and able to bring people together. This could be someone who:**

- Is deeply connected to their community and very committed to making it an even better place to live.
- Can bring together different types of people from across their community, to shape a shared idea for the future of their place.
- is trusted locally and will be respected as a leader – even if this is their first leadership role.
- Ensures that all voices are heard and that Board discussions are collaborative.
- Is good at finding agreement, navigating conflict calmly and fairly, never allowing strong personalities to get in the way of progress.
- Brings together community groups and focuses on community engagement as the heart of the programme.
- Is clear about what they don't know and looks at how to include people on the board to fill these gaps.
- Thinks outside of the box and creatively about solutions to problems and ways to draw in the community.
- Acts as the public face of the board, and brings figures of different political stripes together.

**The Chair should not be:**

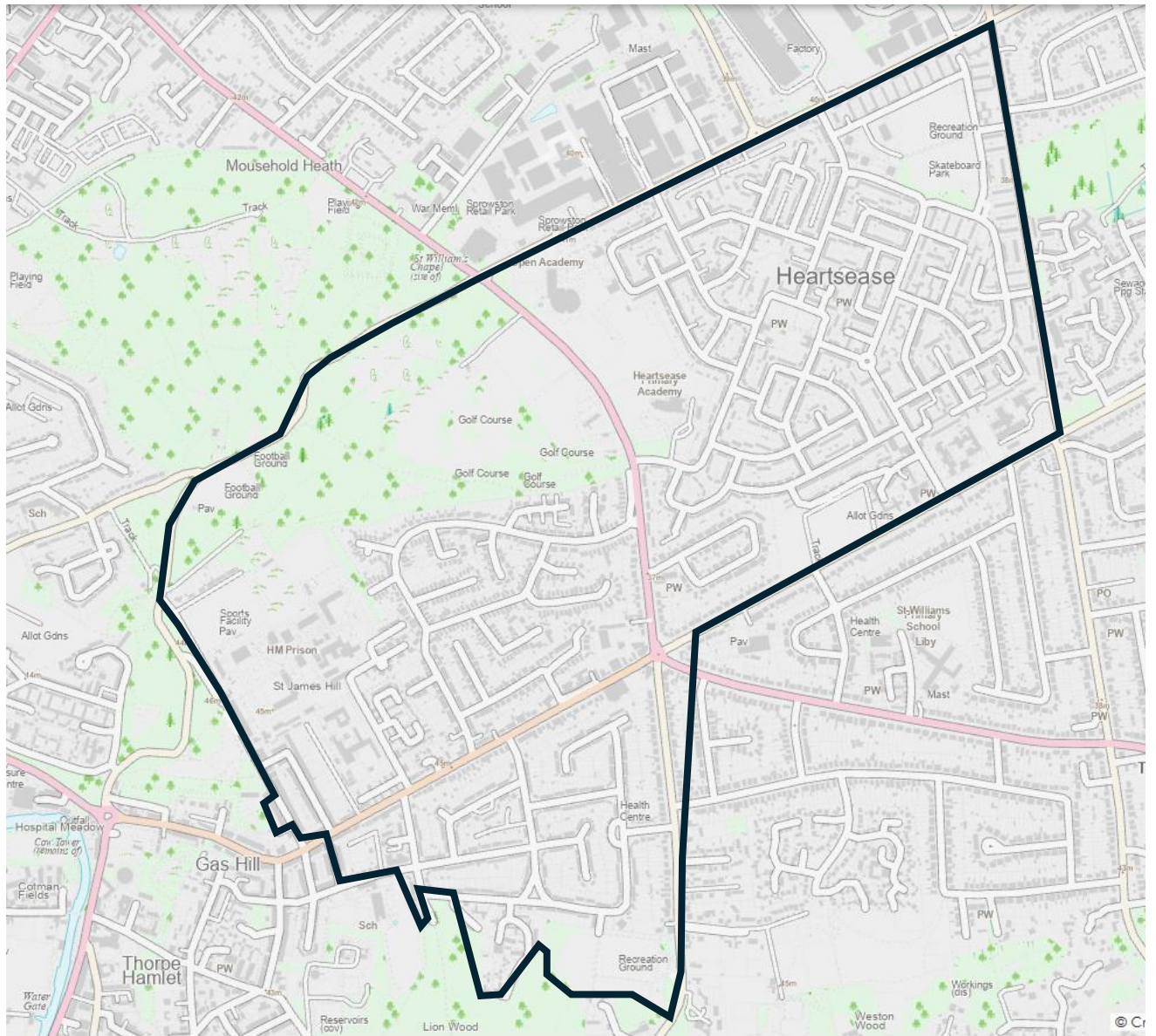
- A gatekeeper; the Board should have many voices, including ones that differ from the Chair's.
- Someone who pushes their own priorities– this is about what the community wants.
- The only decision-maker or expert in the room.
- responsible for day-to-day actions – they should have oversight.

**Skills of a good Chair:**

- Fair and balanced, ensuring that all voices are heard
- Good at support conversations, particularly when people don't all agree
- Open to learning, feedback and development, and an interest in mentoring and upskilling others
- Welcoming, open and listens deeply to others
- Calm under pressure and manages conflict well
- Has time to prioritise the role

In most circumstances we expect this role to be voluntary, similar to that of a school governor or charity trustee. However, to ensure that Neighbourhood Boards have the right leadership, and to open the position up to candidates who might otherwise be unable to put themselves forward, a payment may be provided from the programme's dedicated capacity funding to remunerate Chair time. More detail on this can be found in the [programme prospectus](#).

## Map of the Heartsease and Pilling Park Pride in Place area



# Neighbourhood Board members code of conduct

## Introduction

This code of conduct is based on the Local Government Association's (LGA) Model Councillor Code of Conduct. The role of board member of a neighbourhood board is a public role in civic society with the board representing the residents of that neighbourhood. The role consequently requires many of the same behaviours and principles which councillors must abide by.

## Definitions

For the purposes of this Code of Conduct, a "board member" means a member or co-opted member of a neighbourhood board or a directly recruited chair of the board. A "co-opted member" is defined as "a person who is not a member of the neighbourhood board but who

- a) is a member of any committee or sub-committee of the neighbourhood board, or;
- b) is a member of, and represents the neighbourhood board on, any joint committee or joint sub-committee of the neighbourhood board;

and who is entitled to vote on any question that falls to be decided at any meeting of that committee or sub-committee".

For the purposes of this Code of Conduct, "neighbourhood board" is the board established to oversee the Pride in Place programme in either the Bowthorpe and West Earlham area or the Heartsease and Pilling Park area.

## Purpose of the Code of Conduct

The purpose of this Code of Conduct is to assist you, as a board member, in modelling the behaviour that is expected of you, to provide a personal check and balance, and to set out the type of conduct that could lead to action being taken against you. It is also to protect you, the public, fellow board members and the reputation of the neighbourhood board. It sets out general principles of conduct expected of all board members and your specific obligations in relation to standards of conduct. The LGA encourages the use of support, training and mediation prior to action being taken using the Code. The fundamental aim of the Code is to create and maintain public confidence in the role of a board member and the neighbourhood board.

## General principles of board member conduct

Everyone in public office at all levels; all who serve the public or deliver public services, including ministers, civil servants, councillors, local authority officers and those who stand on independent neighbourhood boards; should uphold the Seven Principles of Public Life, also known as the Nolan Principles.

Building on these principles, the following general principles apply to the role of neighbourhood board member.

In accordance with the public trust placed in me, on all occasions:

- I act with integrity and honesty
- I act lawfully

- I treat all persons fairly and with respect; and
- I lead by example and act in a way that secures public confidence in the role of a board member.

In undertaking my role:

- I impartially exercise my responsibilities in the interests of the local community
- I do not improperly seek to confer an advantage, or disadvantage, on any person
- I avoid conflicts of interest
- I exercise reasonable care and diligence; and
- I ensure that public resources are used prudently in accordance with my neighbourhood board's requirements and in the public interest.

### **Application of the Code of Conduct**

This Code of Conduct applies to you as soon as you accept your role as a board member or attend your first meeting as a co-opted member and continues to apply to you until you cease to be a board member.

This Code of Conduct applies to you when you are acting in your capacity as a board member which may include when:

- you misuse your position as a board member
- Your actions would give the impression to a reasonable member of the public with knowledge of all the facts that you are acting as a board member;

The Code applies to all forms of communication and interaction, including:

- at face-to-face meetings
- at online or telephone meetings
- in written communication
- in verbal communication
- in non-verbal communication
- in electronic and social media communication, posts, statements and comments.

You are also expected to uphold high standards of conduct and show leadership at all times when acting as a board member.

Your accountable body, which initially will be Norwich City Council, has responsibility for the implementation of the Code of Conduct, and you are encouraged to seek advice from your accountable body on any matters that may relate to the Code of Conduct.

### **Standards of board member conduct**

This section sets out your obligations, which are the minimum standards of conduct required of you as a board member. Should your conduct fall short of these standards, a complaint may be made against you, which may result in action being taken.

Guidance is included to help explain the reasons for the obligations and how they should be followed.

## **General Conduct**

The general conduct guidance follows below:

### **1. Respect**

#### **As a board member:**

##### **1.1 I treat other board members and members of the public with respect.**

##### **1.2 I treat officers of the accountable body, employees and representatives of partner organisations and those volunteering for the neighbourhood board with respect and respect the role they play.**

Respect means politeness and courtesy in behaviour, speech, and in the written word. Debate and having different views are all part of a healthy democracy. As a board member, you can express, challenge, criticise and disagree with views, ideas, opinions and policies in a robust but civil manner. You should not, however, subject individuals, groups of people or organisations to personal attack.

In your contact with the public, you should treat them politely and courteously. Rude and offensive behaviour lowers the public's expectations and confidence in board members.

In return, you have a right to expect respectful behaviour from the public. If members of the public are being abusive, intimidatory or threatening you are entitled to stop any conversation or interaction in person or online and report them to the neighbourhood board, the relevant social media provider or the police. This also applies to fellow board members, where action could then be taken under the Board Member Code of Conduct.

### **2. Bullying, harassment and discrimination**

#### **As a board member:**

##### **2.1 I do not bully any person.**

##### **2.2 I do not harass any person.**

##### **2.3 I promote equalities and do not discriminate unlawfully against any person.**

The Advisory, Conciliation and Arbitration Service (ACAS) characterises bullying as offensive, intimidating, malicious or insulting behaviour, an abuse or misuse of power through means that undermine, humiliate, denigrate or injure the recipient. Bullying might be a regular pattern of behaviour or a one-off incident, happen face-to-face, on social media, in emails or phone calls, happen in the workplace or at work social events and may not always be obvious or noticed by others.

The Protection from Harassment Act 1997 defines harassment as conduct that causes alarm or distress or puts people in fear of violence and must involve such conduct on at least two occasions. It can include repeated attempts to impose unwanted communications and contact upon a person in a manner that could be expected to cause distress or fear in any reasonable person.

Unlawful discrimination is where someone is treated unfairly because of a protected characteristic. Protected characteristics are specific aspects of a person's identity defined by the Equality Act 2010. They are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

### **3. Confidentiality and access to information**

**As a board member:**

- **3.1 I do not disclose information:**
  - **a. given to me in confidence by anyone**
  - **b. acquired by me which I believe, or ought reasonably to be aware, is of a confidential nature, unless**
    - **i. I have received the consent of a person authorised to give it;**
    - **ii. I am required by law to do so;**
    - **iii. the disclosure is made to a third party for the purpose of obtaining professional legal advice provided that the third party agrees not to disclose the information to any other person; or**
    - **iv. the disclosure is:**
      - **1. reasonable and in the public interest; and**
      - **2. made in good faith and in compliance with the reasonable requirements of the neighbourhood board; and**
      - **3. I have consulted the accountable body prior to its release.**

**3.2 I do not improperly use knowledge gained solely as a result of my role as a board member for the advancement of myself, my friends, my family members, my employer or my business interests.**

**3.3 I do not prevent anyone from getting information that they are entitled to by law.**

Neighbourhood boards must work openly and transparently, and their proceedings and printed materials are open to the public, except in certain legally defined circumstances. You should work on this basis, but there will be times when it is required by law that discussions, documents and other information relating to or held by the neighbourhood board must be treated in a confidential manner. Examples include personal data relating to individuals or information relating to ongoing negotiations.

### **4. Disrepute**

**As a board member:**

**4.1 I do not bring my role or the neighbourhood board into disrepute.**

As a board member, you are trusted to make decisions on behalf of your community and your actions and behaviour are subject to greater scrutiny than that of ordinary members of the public. You should be

aware that your actions might have an adverse impact on you, other board members and/or your neighbourhood board and may lower the public's confidence in your or your neighbourhood board's ability to discharge your/its functions. For example, behaviour that is considered dishonest and/or deceitful can bring your neighbourhood board into disrepute.

You are able to hold the neighbourhood board and fellow board members to account and are able to constructively challenge and express concern about decisions and processes undertaken by the council whilst continuing to adhere to other aspects of this Code of Conduct.

## **5. Use of position**

**As a board member:**

**5.1 I do not use, or attempt to use, my position improperly to the advantage or disadvantage of myself or anyone else.**

Your position as a member of the neighbourhood board provides you with certain opportunities, responsibilities, and privileges, and you make choices all the time that will impact others. However, you should not take advantage of these opportunities to further your own or others' private interests or to disadvantage anyone unfairly.

## **6. Use of neighbourhood board resources and facilities**

**As a board member:**

**6.1 I do not misuse neighbourhood board resources.**

**6.2 I will, when using the resources of the neighbourhood board or authorising their use by others:**

- **a. act in accordance with the neighbourhood board's requirements; and**
- **b. ensure that such resources are not used for political purposes unless that use could reasonably be regarded as likely to facilitate, or be conducive to, the discharge of the functions of the neighbourhood board or of the office to which I have been elected or appointed.**

You may be provided with resources and facilities by the neighbourhood board to assist you in carrying out your duties as a board member.

Examples include:

- office support
- stationery
- equipment such as phones, and computers
- transport

These are given to you to help you carry out your role as a board member more effectively and are not to be used for business or personal gain. They should be used in accordance with the purpose for which they have been provided and the neighbourhood board's own policies regarding their use.

## **7. Complying with the Code of Conduct**

**As a board member:**

**7.1 I undertake Code of Conduct training provided by my neighbourhood board.**

**7.2 I cooperate with any Code of Conduct investigation and/or determination.**

**7.3 I do not intimidate or attempt to intimidate any person who is likely to be involved with the administration of any investigation or proceedings.**

**7.4 I comply with any sanction imposed on me following a finding that I have breached the Code of Conduct.**

It is extremely important for you as a board member to demonstrate high standards, for you to have your actions open to scrutiny and for you not to undermine public trust in the neighbourhood board or its governance. If you do not understand or are concerned about the neighbourhood board's processes in handling a complaint you should raise this with your accountable body.

## **8. Protecting your reputation and the reputation of the neighbourhood board**

### **8. Interests**

**As a board member:**

**8.1 I register and disclose my interests.**

The accountable body is required to establish and maintain a register of interests of members of the neighbourhood board.

You need to register your interests so that the public, local authority employees and fellow board members know which of your interests might give rise to a conflict of interest. The register is a public document that can be consulted when (or before) an issue arises. The register also protects you by allowing you to demonstrate openness and a willingness to be held accountable. You are personally responsible for deciding whether or not you should disclose an interest in a meeting, but it can be helpful for you to know early on if others think that a potential conflict might arise. It is also important that the public know about any interest that might have to be disclosed by you or other board members when making or taking part in decisions, so that decision making is seen by the public as open and honest. This helps to ensure that public confidence in the integrity of local governance is maintained.

**Appendix B** sets out the detailed provisions on registering and disclosing interests. If in doubt, you should always seek advice from your accountable body.

## **9. Gifts and hospitality**

**As a board member:**

**9.1 I do not accept gifts or hospitality, irrespective of estimated value, which could give rise to real or substantive personal gain or a reasonable suspicion of influence on my part to show favour from persons seeking to acquire, develop or do business with the neighbourhood board or from persons who may apply to the neighbourhood board for any funding or other significant advantage.**

**9.2 I register with the accountable body any gift or hospitality with an estimated value of at least £50 within 28 days of its receipt.**

**9.3 I register with the accountable body any significant gift or hospitality that I have been offered but have refused to accept.**

In order to protect your position and the reputation of the neighbourhood board, you should exercise caution in accepting any gifts or hospitality which are (or which you reasonably believe to be) offered to you because you are a board member. The presumption should always be not to accept significant gifts or hospitality. However, there may be times when such a refusal may be difficult if it is seen as rudeness in which case you could accept it but must ensure it is publicly registered. However, you do not need to register gifts and hospitality which are not related to your role as a board member, such as Christmas gifts from your friends and family. It is also important to note that it is appropriate to accept normal expenses and hospitality associated with your duties as a board member. If you are unsure, do contact your accountable body for guidance.

## **Appendix A – The Seven Principles of Public Life**

The principles are:

### **Selflessness**

Holders of public office should act solely in terms of the public interest.

### **Integrity**

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must disclose and resolve any interests and relationships.

### **Objectivity**

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

### **Accountability**

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

### **Openness**

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

### **Honesty**

Holders of public office should be truthful.

### **Leadership**

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

## Appendix B Registering Interests

Within 28 days of becoming a member or your re-election or re-appointment to office you must register with the accountable body the interests which fall within the categories set out in **Table 1 (Disclosable Pecuniary Interests)** which are as described in “The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012”. You should also register details of your other personal interests which fall within the categories set out in **Table 2 (Other Registerable Interests)**.

**“Disclosable Pecuniary Interest”** means an interest of yourself, or of your partner if you are aware of your partner's interest, within the descriptions set out in Table 1 below.

**"Partner"** means a spouse or civil partner, or a person with whom you are living as husband or wife, or a person with whom you are living as if you are civil partners.

1. You must ensure that your register of interests is kept up-to-date and within 28 days of becoming aware of any new interest, or of any change to a registered interest, notify the accountable body.
2. A ‘sensitive interest’ is as an interest which, if disclosed, could lead to the board member, or a person connected with the board member, being subject to violence or intimidation.
3. Where you have a ‘sensitive interest’ you must notify the accountable body with the reasons why you believe it is a sensitive interest. If the accountable body agrees they will withhold the interest from the public register.

### Non participation in case of disclosable pecuniary interest

4. Where a matter arises at a meeting which directly relates to one of your Disclosable Pecuniary Interests as set out in **Table 1**, you must disclose the interest, not participate in any discussion or vote on the matter and must not remain in the room unless you have been granted a dispensation. If it is a ‘sensitive interest’, you do not have to disclose the nature of the interest, just that you have an interest. Dispensation may be granted in limited circumstances, to enable you to participate and vote on a matter in which you have a disclosable pecuniary interest.

### Disclosure of Other Registerable Interests

5. Where a matter arises at a meeting which **directly relates** to the financial interest or wellbeing of one of your Other Registerable Interests (as set out in **Table 2**), you must disclose the interest. You may speak on the matter only if members of the public are also allowed to speak at the meeting but otherwise must not take part in any discussion or vote on the matter and must not remain in the room unless you have been granted a dispensation. If it is a ‘sensitive interest’, you do not have to disclose the nature of the interest.

### Disclosure of Non-Registerable Interests

6. Where a matter arises at a meeting which **directly relates** to your financial interest or well-being (and is not a Disclosable Pecuniary Interest set out in Table 1) or a financial interest or well-being of a relative or close associate, you must disclose the interest. You may speak on the matter only if members of the public are also allowed to speak at the meeting. Otherwise you must not take part in any discussion or vote on the matter and must not remain in the room unless you have been granted a dispensation. If it is a ‘sensitive interest’, you do not have to disclose the nature of the interest.

7. Where a matter arises at a meeting which **affects** –

- a. your own financial interest or well-being;

- b. a financial interest or well-being of a relative or close associate; or
- c. a financial interest or wellbeing of a body included under Other Registrable Interests as set out in **Table 2**

you must disclose the interest. In order to determine whether you can remain in the meeting after disclosing your interest the following test should be applied

8. Where a matter (referred to in paragraph 7 above) **affects** the financial interest or well-being:

- a. to a greater extent than it affects the financial interests of the majority of inhabitants of the ward affected by the decision and;
- b. a reasonable member of the public knowing all the facts would believe that it would affect your view of the wider public interest

You may speak on the matter only if members of the public are also allowed to speak at the meeting. Otherwise you must not take part in any discussion or vote on the matter and must not remain in the room unless you have been granted a dispensation.

If it is a ‘sensitive interest’, you do not have to disclose the nature of the interest.

This table sets out the explanation of Disclosable Pecuniary Interests as set out in the [Relevant Authorities \(Disclosable Pecuniary Interests\) Regulations 2012](#).

Table 1: Disclosable Pecuniary Interests

Subject	Description
<b>Employment, office, trade, profession or vocation</b>	Any employment, office, trade, profession or vocation carried on for profit or gain.
<b>Sponsorship</b>	Any payment or provision of any other financial benefit (other than from the neighbourhood board) made to the board member during the previous 12-month period for expenses incurred by him/her in carrying out his/her duties as a board member.  This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.
<b>Contracts</b>	Any contract made between the board member or his/her spouse or civil partner or the person with whom the board member is living as if they were spouses/civil partners (or a firm in which such person is a partner, or an incorporated body of which such person is a director* or a body that such person has a beneficial interest in the securities of*) and the neighbourhood board —

Table 1: Disclosable Pecuniary Interests

Subject	Description
	<p>(a) under which goods or services are to be provided or works are to be executed; and</p> <p>(b) which has not been fully discharged.</p>
<b>Land and property</b>	<p>Any beneficial interest in land which is within the area of the neighbourhood board.</p> <p>‘Land’ excludes an easement, servitude, interest or right in or over land which does not give the board member or his/her spouse or civil partner or the person with whom the board member is living as if they were spouses/ civil partners (alone or jointly with another) a right to occupy or to receive income.</p>
<b>Licenses</b>	<p>Any licence (alone or jointly with others) to occupy land in the area of the neighbourhood board for a month or longer</p>
<b>Corporate tenancies</b>	<p>Any tenancy where (to the board member’s knowledge)—</p> <p>(a) the landlord is the neighbourhood board; and</p> <p>(b) the tenant is a body that the board member, or his/her spouse or civil partner or the person with whom the board member is living as if they were spouses/ civil partners is a partner of or a director* of or has a beneficial interest in the securities* of.</p>
<b>Securities</b>	<p>Any beneficial interest in securities* of a body where—</p> <p>(a) that body (to the board member’s knowledge) has a place of business or land in the area of the neighbourhood board; and</p> <p>(b) either—</p> <p>(i) the total nominal value of the securities* exceeds £25,000 or one hundredth of the total issued share capital of that body; or</p> <p>(ii) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the board member, or his/ her spouse or civil partner or the person with whom the board member is living as if they were spouses/civil partners have a beneficial interest exceeds one hundredth of the total issued share capital of that class.</p>

\* ‘director’ includes a member of the committee of management of an industrial and provident society.

\* ‘securities’ means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

Table 2: Other Registrable Interest

You must register as an Other Registerable Interest :

- a) any unpaid directorships
- b) any body of which you are a member or are in a position of general control or management and to which you are nominated or appointed by your authority
- c) any body
  - (i) exercising functions of a public nature
  - (ii) directed to charitable purposes or
  - (iii) one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union) of which you are a member or in a position of general control or management