Sandy Neighbourhood Plan Steering Group

Thursday 20 May 2021 at 7pm via Zoom

Meeting Minutes

Present: Nigel Aldis, Robert Baker, Richard Barlow, Anne Elliott-Flockhart, Tim Gardiner, Amanda Gibson (Chair), Joanna Hewitt, Ruth Lock, Chris Patterson, Anne Ramsay and Gary Wearing.

Apologies: Arnold Gilpin.

1. **Review and approve the minutes from 15 April and 29 April 2021**
   The minutes from both meetings were approved.

2. **Launch Event – 31 May 2021**
a) **Pre-awareness**
   QR Code
   Tim explained that he had created a QR code for the NP group which can be used on all documents. A QR code can be scanned by a smart phone and will take people to a Linktree page where there will be links to the groups page on the council website, the groups social media accounts and to any leaflets or surveys.

   Digital survey
   Tim had drafted the questions Nigel had prepared into Survey Monkey, but to add a logo, extra answer boxes or to have more than 10 questions would cost between £32 -£99 per month.

   However, a survey in Google Forms can include all those features. Google Forms is free to use, has an analytics tool and the data can be exported to an Excel spreadsheet. Tim showed the group how the data would look in a spreadsheet.

   All members agreed that we should use Google Forms.

Social Media

The social media accounts will go live from Friday 21 or Monday 24 May. The logo has been adapted for use with the social media accounts. A cover photo has been added on Facebook. We will need contact details for Facebook. **Tim and Rob** will monitor the social media accounts.

The video will be launched and shared on the Sandy FB pages. Please can **all members** with social media accounts share once they are live.

b) Posters

Members went through the posters that Rob had created one by one, which Rob edited as we went.

Strapline

The strapline was amended to include the QR code.

Housing and Land Use

Suggested and agreed changes:
- Change question to: How Should Sandy use its land? Housing? Recreation? Allotments? Shops? Industry?

Infrastructure

Suggested and agreed changes:
- Change waterdrop to tap to demonstrate water
- Change question to: What should our focus be? Transport? Health? Green Energy? Broadband?

Environment

Suggested and agreed changes:
- Add icons to demonstrate traffic and litter
- Change question to: What would improve Sandy's environment? Green Spaces? Flood Plains? Litter? Protected spaces? Traffic?

Retail and Business

Suggested and agreed changes:

- Change questions to: How could we attract more businesses? Where should these be located? What type of retail would you use?

Leisure and Culture

Suggested and agreed changes:

- Change holly icon to musical note icon
- Change questions to: What leisure facilities would you use? Are there suitable and affordable facilities for cultural events?

Employment and Training

Suggested and agreed changes:

- Change question to: How do we support education for all and local job creation and retention?

Crime and Safety

Suggested and agreed changes:

- Change questions to: What crimes worry you in Sandy? How safe do you feel in Sandy? What could make you feel safer?

Sandye Place

Suggested and agreed changes:

- Change question to: How should the site, buildings and facilities be used for the future?

What is a Neighbourhood Plan

Agreed with no changes.

Why have a Neighbourhood Plan

Suggested and agreed changes:

- Change wording to include: Influences how land is used

Get Involved
Agreed with no changes.

Sandy by Numbers
The purpose of these posters is to show residents some of the data about the town that they might not realise. These could be condensed to one page or scattered between the boards to get people thinking.

Suggested and agreed changes:
- Change public houses from 4 to 5
- There was some discussion regarding the number of takeaways and restaurants as some cross over. It was decided restaurants would include places you could sit in to eat, even if they do takeaways, but takeaways would only include places that didn't have sit in facilities. **Anne EF** would collate a list and circulate to the group.
- Change petrol stations from 1 to 2
- Change dwellings to population of 12,600

Three things people hate about Sandy word cloud
Suggested and agreed changes:
- Take out references to other places
- Qualify some of the other words such as decline of Sandye Place rather than just Sandye Place

Three things people love about Sandy word cloud
Suggested and agreed changes:
- Take out references to other places
- Differentiate road from summer flowers

Quotes posters
All agreed with no changes. These will be shared on social media as a teaser before the event. The posters can be used throughout the process to keep people interested and thinking.

Salvador Dali poster
Unfortunately, the Salvador Dali picture cannot be used, it was agreed to change the picture to Kitchener.

Maps
It was agreed that two maps would be used:
- The designated neighbourhood plan map
- The map showing Sandy's constraints

Joanna agreed to proof-read and sign off on the posters. She will also visit the post office to ascertain what size posters could be displayed there.

c) Questionnaire
All agreed that they were happy with the questions and to use google forms for the digital survey.

d) Leaflets and handouts
The leaflet will have the Kitchener image on the front. Inside there will be a description of a NP and the questions. The back will include the designated area map and the strapline including the QR code. It was agreed that 1000 would be printed, but to see how much more it would cost to print 1500. Any leftover leaflets can be given to the library, shops and sent to clubs in Sandy.

Joanna will contact Lion Press to arrange printing of the leaflets and A2 maps. All other printing will be done at the Town Council.

e) Press Release
Richard had drafted a press release which has been edited by Amanda. **Anne EF** will send out the press release.

f) Stand Rota
The stand will need to be manned from 9.30am – 6pm to include set up and pack away time. Please let Amanda know your availability to help.

Amanda and Joanna will be at the Council offices at 10am on Friday 28 May to prepare the noticeboards. Please let Amanda know if you can help.

Clipboards have been ordered, badges have been prepared and Amanda has pens that can be used.

The Chair thanked Tim, Rob and the marketing team for their work on the posters and Nigel for preparing the questionnaire.

3. **Grant Application**

The Chair informed the group that she had submitted a grant funding application to Locality for High Street Regeneration & Social Infrastructure funding. If successful the first stage would be an assessment of the scheme and if this is deemed to have a high probably of success then we could receive the grant of up to £15k for technical support to develop the improvement plan. Whilst we are early on in our NP process, it was felt it was too good an opportunity to miss out on. Even if the group is unsuccessful, it was a useful process to have undertaken and our NP is now registered with Locality for future funding applications.

4. **AOB**

Nothing was raised.

5. **Date and time of next meeting**

The next meeting will be held on 17 June 2021 at 7pm, on Zoom. If anyone feels the need for an extra meeting before the launch event on 31st please let the Chair know.