

## **Sandy Neighbourhood Plan Steering Group**

**Thursday 29 April 2021 at 7pm via Zoom**

### **Meeting Minutes**

**Present:** Nigel Aldis, Robert Baker, Richard Barlow, Anne Elliott-Flockhart, Amanda Gibson (Chair), Arnold Gilpin, Joanna Hewitt, Chris Patterson and Anne Ramsay.

**Apologies:** Tim Gardiner and Gary Wearing.

#### **1. Branding**

Rob shared the marketing groups ideas for branding which can be used on posters and leaflets.

The designs are simple and consistent in format with logo & contact details, picture placement, a big subject header with a few lines of explanatory text underneath, a consistent footer and the same colours throughout. The templates for the posters are on Dropbox and are set up so the footer is permanently in place. The poster is set up to be A3 size with no margins and with the footer taking up 7.4cm at the bottom leaving 34.6cm above.

Rob also shared some teaser posters that Tim had designed with images from around the town and some emotive quotes. Arnie had designed a teaser with an image of Salvador Dali on, very eye catching.

All present agreed to use the branding proposed. The Chair thanked all those that had worked on this.

#### **2. Poster/Leaflet/Questionnaire Content**

Another member asked what the groups objective for the event is. It was felt that we need to introduce ourselves, inform the public about what a neighbourhood plan is, give an idea of timescales and capture some feedback which

will inform further consultation. We also need to encourage people to take part in the consultations.

The display boards have four panels which can hold twenty-four posters with either two A3 posters or one A2 map on each panel. Suggestion that the panels will be configured in landscape otherwise the lower panels will be too low, however we should probably trial this. The boards can be used in different ways depending on the weather on the day and they can be weighted down using weights borrowed from the council.

Posters to include:

- Who we are
- What is a neighbourhood plan
- Maps – NP area, constraints map & one other
- Why do we need a NP
- Category boards interspersed with photo boards
- Links to social media
- Sandy demographics / Sandy by numbers
- Word clouds

One set of posters to cover one side, which can be duplicated on the other side. The posters can be fixed to the boards with pins or Velcro. Posters can be laminated. The Council office may be able to help print and laminate the A3 posters, but they won't be able to print A2 maps.

Posters need to be the right balance between eye catching and information. The group agreed that the icons on the example posters were quite eye catching, but these could be interspersed with photo boards that illustrate the topics. Nigel has a lot of photo's that can be used, illustrating the good and bad. Tim has already shared some photos on Dropbox, but the format needs to be changed so that others can open them. Photo's need to be A5 for the display boards.

We don't need lots of content, just a little bit of information with a few high-level questions. **Amanda, Joanna, Rob** and **Chris** will pull together content and questions for the posters using Nigel's posters, feedback and information from Locality.

The leaflet will serve a dual purpose, it will tell people about the NP, with the social media details and include the questionnaire that people can take away, fill in in their own time and return via the post. It was decided to get 1000 leaflets printed, by Lion Press, whatever doesn't get used on the day can be left at the library, shops and restaurant's round the town.

The questionnaire needs to be quite simple, using Arnie's vox poll questionnaires. **Amanda** will pull together some questions and send round to the group.

Content for posters, leaflet and questionnaire needs to be ready to be signed off at the meeting on 20 May, with the event being 10 days later.

### **3. Event**

A member asked about the craft event on 31 May. The event will start at 11am and finish at 5pm. The Market Square will be closed to traffic and there will be up to 20 stalls spread out around it. The event is part of the Greensand Festival. Sandy businesses will be encouraged to open on the day. The NP group will be based at the community stand and at the other end of the Market Square will be the Safer Central team. Members of the NP should share the craft event either on social media or by word of mouth to get a good turnout.

A member asked if we had a list of places that posters could be displayed. **Anne EF** has one that she will add to Dropbox.

Richard asked if anyone had any other feedback on the press release, as that needs to go out soon.

A member asked if we were still going to try and show the video at the event. The community stand has electricity. Amanda said that she had a monitor, but would need speakers to be able to hear the music, so unless we can get hold of some speakers we might not be able to do this.

A member asked if we would be able to borrow the council's A frame to display a poster to encourage people to come and see the group at the stand. **Anne EF** will ask.

We will need to sort out a rota for the event, as we won't all need to be there for the whole day. Posters can be placed on the boards the Friday before in the council chamber. But we will need people to set up and pack away as well as be there throughout the day.

We will need badges/lanyards showing that we are members of the steering group, with the logo. **Anne EF** will see if the council has any the group can borrow for events. We will also need clipboards so we can fill in questionnaires. Again **Anne EF** will ask if we can borrow the council's clipboards. **Amanda** has biro's that can be used.

A member reminded us that we should also be sending a "round robin" email to clubs and Churches in the near future. Once we have the content for the leaflet this could be used as the basis for the initial communication.

#### **4. Grant Funding**

The Chair had received an email from Tom Price, the Neighbourhood Plan Officer at Central Bedfordshire Council, about new funding that is available for groups undertaking a neighbourhood plan, to help pay for technical support for projects that would improve the High Street.

If the group is interested then we need to express an interest, but the deadline to apply is 16 May, which isn't far away.

The group wondered if we would need to identify projects at this point or whether we could apply for funding that could be used after further consultation with residents.

The Chair informed the group that she has a meeting with Tom Price on Tuesday, to discuss progress so far, and will ask them about the scope of the funding. The **Chair** will send the information out over the weekend for people to take a look at. **Joanna, Richard, Chris and Arnie** agreed to give feedback on the this.

#### **5. Date of Next Meeting**

The next meeting is 20 May 2021 at 7pm via zoom.