

## **MINUTES: Initial Topic Group Meeting – Inclusivity 9 May 2013**

### **Present**

Morag Robertson	morag@blue-earth.co.uk	St Ives, Town Councillor, marketing and communications specialist
Ric Walker	ricw99@gmail.com	St Ives
Tony Beavan	anthonycharlesbeavan@gmail.com	St Ives, ex-parish councillor in South East
Maxine Armstrong	maxinearmstrong@stivestowncouncil.co.uk	St Ives, Town Councillor

### **Appointments**

The above people will form a core Inclusivity Group, with Ric Walker as Chair.

### **Issues**

Key issues of concern for the neighbourhood plan are:

#### External Communication:

- Make sure people don't 'fall through the net' in neighbourhood plan (NP) consultations;
- Inclusivity = core of the democratic process. NP should be a popular process;
- Allow individuals within the community to determine their own future;
- Full community consultation is always an objective, but has never been completely achieved;
- We need to find creative ways of reaching people as an imperative for the NP;
- Inclusivity from the start is vital as the NP is to be taken to community referendum once it is created.

#### Internal Communication:

In addition to the above, it was noted that there will be overlap in the NP structure. There will always be overlap in any structure, so the key challenge is how to manage it? The following will be important:

- Group Chairs will be key to internal communication;
- Vice Chairs could sit on an Inclusivity Group that coordinates group consultation activities;
- The standard minute format contains a Chairman's introduction and a standing section for 'Community Engagement' activities.

The following discussions moved along three main lines:

1. What should the NP message be?
2. How do we achieve full community consultation?
3. Who do we target?

1. What should the NP message be?

- There will be something at the end of the NP process, i.e. a statutory document that will form part of the National Planning Policy Framework; a real policy document;
- It is different to previous strategies and documents that have been created, and has the potential to translate some of their content into policy;
- The NP is exciting!
- Create a short NP 'strap line', e.g. St Ives is special/beautiful/unique, let's keep it that way!
- Present the NP in bite-size chunks.

## 2. How do we achieve full community consultation?

Some general principles:

- We need to go out to people, not expect them to come to central meetings;
- Present the NP in bite-size chunks;
- Use local people for consultation and use local expertise, as a principle before hiring outside advisors;
- Face to face conversation is the most effective method of communication;
- Maintain a big online presence, to save on resources;
- Use social media sensitively when reaching out to young people;
- Topic groups need to be supported in their consultation activities;
- As members of NP working groups, our own individual actions in informing people about the NP can be a useful check on the overall inclusivity of the NP.

More specific communication strategies:

- i) Online presence;
  - Separate Neighbourhood Plan website,
  - Facebook
  - Twitter,
  - E-newsletters,
  - Community noticeboard,
  - St Ives TV
- ii) Paper resources – leaflets, newsletters – and supply regularly to central locations, e.g. doctors surgeries, churches, library, cafes etc.
- iii) Regular adverts and press releases to The Cornishman and Times and Echo.
- iv) Radio, e.g. Penwith Radio (Rob Jenkin)
- v) Plays and films
- vi) Street parties
- vii) Community events, e.g. Ayr Field day, May Day, Lifeboat Day etc.
- viii) Mobile Community Desk;
  - With NP resources;
  - To collect details of interested people and direct them to the appropriate groups;
  - Ric and Tony to look into this in more detail.

## 3. Who do we target?

- Community groups;
- Individuals who are not necessarily part of a community group;
- Youth Town Council;
- Schools;
- Other.....

Some of these activities will have budget implications. The Inclusivity group will start to look into the options and present them to the Steering Group for consideration.

As a starting point, the following **ACTION POINTS** were decided:

- Morag will source quotes locally for website design and maintenance;
- Tony and Ric will devise a plan of action for the Community Desk;
- Lucy will compile a comprehensive list of community organisations in St Ives;
- Lucy will write up the minutes of the meeting, which will form the basis of a Communications Strategy for the Steering Group to take forward.

Contact Lucy Hackett on:

[stives.n.plan@gmail.com](mailto:stives.n.plan@gmail.com)

or in the Town Clerk's office and on 01736 797840 (Tues and Wed)

or contact the Town Clerk on:

[stivestowncouncil@gmail.com](mailto:stivestowncouncil@gmail.com)

01736 797840.