

St Ives Area Neighbourhood Plan Inclusivity Group Minutes

Date of Meeting: 24th July 2013, 7pm

Venue: St Ives Guildhall, Committee Room

Present

Ric Walker	(Chair)
Maxine Armstrong	(St Ives Town Council)
Tony Beavan	(St Ives)
Lucy Hackett	(Clerical Officer)
Matt Hayton	(St Ives)
Morag Robertson	(St Ives Town Council)

Issues

1. E – newsletter

Some information has been received from the Culture and Heritage and the Housing Topic Groups, this can help form the beginning of the e-newsletter. It is hoped more information will be received from other topic groups.

Subscription to the newsletter was also discussed. It was agreed that people who have already provided their email address could be part of the initial e-mailing list with the option to opt out if desired. Morag will also look into enabling people to subscribe via the Neighbourhood Plan website.

Actions:

- 1) Morag to put subscription form on the NP website**
- 2) Morag and Lucy to meet to develop newsletter further**
- 3) Ric and Tony to draft content and email to topic groups for feedback.**

2. Survey Distribution

It was agreed that a survey to the whole Parish would be useful and could be combined with a postal newsletter.

Ric has researched the cost of Freepost envelopes. It would be a standard fee of £88 plus 28 pence for each second class returned envelope. The cost of doing this would also need to include the initial mail out costs to approximately 7000 households.

Lelant are quite keen to deliver the information themselves. This may reduce the distribution costs.

Action :

- 1) Tony to find out distribution costs omitting Lelant.**
- 2) Ric to find out if software is needed to print the Freepost envelope**

3. Survey Design and Analysis

The group discussed how the survey would be designed and the importance of ensuring results can be effectively analysed. Survey Monkey was discussed and it was recognised that this would mean a subscription cost as the free service may be too limiting. In the past, Penwith District Council via their Community Regeneration Officer provided access to their own survey software free of charge. It is unsure whether this could be offered again.

Action: **1) Lucy to ask Chandelle Randall (Community Network Manager) about access to free survey software**

4. Communication with Community Groups

Tony has drafted a letter to be sent to local community groups with the intention of increasing diverse engagement. Slight amendments were suggested. Lucy will then send out to community groups

Action: **1) Tony and Ric to finalise letter to groups**
2) Ric to work on address labels
3) Lucy to send out letter to community groups

5. Logo

The group discussed how a logo would be useful now correspondence and marketing is beginning to be developed. Morag has Illustrator software

Action: **1) Morag to develop logo ideas**

6. Local Events

The group felt attending local events could provide an opportunity to raise the profile of the NP process. Matt has researched events coming up over the next few months and presented them to the group.

Action: **1) Matt to follow up and contact event organisers to request a stand/table**

7. Publicity

A list of places which may accept posters and literature has been started but needs detail adding and expanding. It was thought that the Steering Group could help to do this and share out the distribution

The group discussed designing and printing marketing material for events. The Times and Echo could print 7000 folded leaflets for £370. It was thought that literature should pay reference to the Referendum

Action: **1) Morag and Lucy will meet to design postcards /posters**
2) Maxine to include this in next Steering Group agenda

8. Communication Strategy

Action: **1) Lucy to amend the Communication Strategy following decision made by Town Council against having a dedicated Clerical Officer to the NP**

9. Terms of Reference

A Terms of Reference for the Inclusivity Group needs to be developed.

Action: Lucy to email Ric a sample Terms of Reference to adapt for the Inclusivity Group

10. Date and Time of next meeting

Wednesday 21st August, 7pm, St Ives Guildhall

Meeting closed at: 21:00 Chairperson's signature: Ric Walker