

Sandy Neighbourhood Plan Steering Group

Thursday 18 March 2021 at 7pm via Zoom

Meeting Minutes

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

Apologies: There were none.

1. Review and approve minutes from 18 February 2021

The minutes from the previous meeting were approved as a correct record.

2. Project Plan and Budget

The project plan had been circulated to members previously. The purpose of the plan is to provide an overall timeline with milestones by which we can monitor progress. The timeline is aspirational and will be firmed up by working groups for each of the main items to be completed. The current tasks are based on Central Bedfordshire Council's neighbourhood plan guide, though it was noted that this is a guide and not a directive. Only one person will edit the masterplan but all can view. The Chair suggested that the initial plan be shared with Tom Price for his feedback.

Anne EF will print a hard copy for Ruth.

Having looked at other plans it was noted that they generally take around three years with the last year being consultation and referendum.

Sandy is more complex than other towns so the plan may change once consultations starts, but it was noted that different aspects of the plan can be carried out in parallel and that the tasks are not all sequential. The group can start putting the plan structure together while the initial consultation is still going ahead.

It was noted that it will also depend on how much engagement the group gets as we must provide evidence that we have given the opportunity for everyone to participate and this may take more time.

The group noted that it was a fantastic document that would be reviewed at each meeting.

Gary talked the group through the planning tool called Infinity Cards. The tool is a way to capture the tasks that need to be done and provides a common portal to allow all members of the steering group to view them. It was noted that this will not replace the minutes but will allow actions to be easily tracked.

Each task is “written” on a card which is aligned to the headings on the project plan. Each task can say who it is assigned to, a due date can be added, links to documents on Dropbox can be added and it can be marked off once it’s complete.

There are several different ways of looking at the tasks. Members can look at all of them, or they can look for tasks assigned to a group or a person, they can filter out any that are complete.

Anyone can edit the cards but it was noted that not everyone will feel comfortable with the technology. Each working group can assign someone to upload the tasks to the tool or Gary is happy to do it on behalf of the group. Only members of the steering group will have access to this tool.

A member of the group was concerned about accidentally deleting things. When you delete something a message pops up to say do you want to delete it and you can undo at this stage. Alternatively, the tool can be set up so not everyone can delete items.

It was felt this was a great tool so as not to lose track of things, even if members left the group members would still be able to see the tasks.

Gary will send a link to the tool with details of how to navigate it, so that everyone can have a play with it. At the moment it is set up via Gary’s work account, but this can be used as a trial run until everyone has had a chance to explore it. If the group feels it is the right tool then an account can be set up, there is a one off cost of \$149. Any work already done can be transferred across.

The Chair thanked Chris and Gary for their work on this.

3. Social Media Policy and Advertising Costs

The group has profiles on Facebook, Twitter and Instagram.

You can't limit geographical range on Twitter but you can on Facebook and Instagram. The minimum range for Facebook is 17km but you can really target the demographic. Instagram can target a 5km range.

The more you pay for advertising the bigger reach you will have. Costs are per post, so the group won't want to boost all posts, potentially this will be for advertising the consultation or up coming events. Costs start at 73p per day.

It was felt that this would be good to show that a wide range of people have had the opportunity to take part in the consultation.

In general it was felt that the group should be posting a couple of times a week in the first instance with more in the run up to consultation. Each post can be scheduled to reach a maximum audience. Members can then share the posts with friends and other relevant groups.

There was some discussion as to whether people should be able to comment on posts and it was felt that the group needs to promote discussion, but each account will be monitored to remove anything derogatory. The group will need to find a way to capture the comments from social media as evidence.

The group will need some nice photos for social media. Members can either send them directly to Rob or upload them to Dropbox. It was noted that the Historical Research Group can share some of their photos and Nigel has a collection of photos that can be used. Amanda has a contact for someone who has drone footage of Sandy.

Amanda, Rob and Tim will be the admins for the social media accounts.

4. Logo for NP Group

Arnold showed the group some logo's that he had been working on with Joanna. The group chose the one with an S in four blocks of colour. They would like the words live, work, play along the line of the S. A

member suggested that a common typeface is used for anything the group does, including the logo – it was decided to use Arial.

Arnold will make the changes and email round for approval ASAP.

5. Engagement Plan Stage 1

Once the logo is agreed the group can start using the social media accounts.

The group will create a video montage to introduce the neighbourhood plan group, which won't take long to put together. It was mentioned that it would be good to get the video played in the doctor's and dental surgeries, in the library as well on social media. It was suggested that a computer screen could be put up at a window in the town council window to show the video on.

Community groups can be contacted via the council's community groups list. There could be a leaflet for schools to send out in bookbags or via email.

Ruth will ask at the post office if the group could advertise on one of the boards above the counters. **Post meeting note** - this has been agreed with the Post Office, there won't be any charge.

Joanna will try and get window space in the town centre businesses for the neighbourhood plan when she approaches them regarding Greensands Country Festival.

The group could get banners made up, the council recently got some banners made so they could be asked how much they cost and where they got them from.

Other places to advertise are on the noticeboards around the town, at Tesco and at the Co-op. It would also be good to advertise at the station.

Arnold volunteered to help with content for advertising.

6. Engagement Plan Stage 2

Nigel shared the poster he has been working on which includes broad categories for the consultation. It was suggested that Sandye Place and

Crime and Safety be divided into two boxes, which could then be the colours of the logo. Sandye Place is a hot topic which will make people want to participate in the consultation. **Nigel** will work on the poster and bring back to the April meeting for approval.

The community stand is booked for the 31 May. The working group are looking at options to display information at the event, they need to be prepared for bad weather. The group needs to flesh out the information to go on the display.

Nigel had also prepared an initial questionnaire. **Nigel** will send to members to make sure it's asking the right questions. It was felt that gender might not be relevant but age would be.

A member asked when the data from the 2021 Census would be available.

The working group had considered getting T. shirts or badges for the steering group to wear at consultation events. The **working group** will continue to work on this once the logo has been approved.

7. Maps and Local Data

Anne EF chased Tom Price regarding the maps to be told that he hadn't received them yet. He was about to go on annual leave so he will chase on his return. **Anne EF** will check in with him once he's back from leave.

8. Press Release

The group needs to do a press release regarding who they are and what they are planning on doing.

The press release contact list is on Dropbox, in addition it would be good to send the release to The Villager, Sandy Local and Inside East Beds magazines.

Nigel and Richard will put something together and share with the group. Once agreed the copy can be used on social media.

9. Next Meeting

The next meeting will be held on 15 April at 7pm via Zoom.