**DRAFT**

Notes of the Inclusiveness and Engagement Meeting held at 15 Lower Street, Haslemere on Thursday, 10th January 2013 at 09.30

**Present:** Ann Finlayson, Nikki Barton, Maria Mateo, Victoria Leake

**Apologies:** Clive Rollinson, Marion Meecham, Jane Chandler, Lesley Banfield

**Notes of previous meeting:**

The notes of the meeting held on 28h November 2012 were accepted as an accurate record of what was discussed at that meeting.

**Mattes arising**: It was decided that we were not the group to carry forward the Website. This has now been delegated to the Planning the Plan group. Philip Clifford-Brown has been invited to attend the Planning the Plan group meeting this coming Monday, 14th January as well as to attend the branding meeting on Tuesday, 29th January which we think may end being held at Matthew's. It would be great if someone from IAE (Inclusiveness & Engagement Group) could attend that meeting as well to discuss the design of the post card with an expert.

**Meeting Notes**:

* **Key Points:**

A DRAFT launch program was designed with 4 Different Phases (see below): Pre-Phase, Phase 1, Phase 2, Phase 3

The dates of the Launch were reviewed and it was decided to cancel the date in the Haslemere Museum on the 23rd March and instead the two dates reserved are Saturday, 27th April and 15th June 2013 at the Haslemere Hall.

Members of the group would go away and think of a layout for the postcard keeping in mind the branding evening on the 29th January 2013.

The timing of the Phasing would be decided at the date of the next meeting on the 17th January 2013 at 09.30 Lower Street. All are welcome.

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| Pre-Phase | Phase 1 | Phase 2 | Phase 3 |
| **Objectives**   * 27th September * Test Community Interest * Engage Volunteers * Test Geography | **“Data” Collection**   * Issues * Likes * Engagement: People, Volunteers * Design of Process * Keeping Communities informed | **Analysis/New Ideas**   * Scenario testing   + Time   + External Influences   + Internal Changes * Building Information for Analysis * Keeping Communities informed | **Evaluation/Making the Plan**   * Evaluating Ideas & Issues Plans * Bringing Plan together * Referendum * Keeping Communities informed & Engaged |
| **Activities**   * Likes – A-Z * Issues * Geography in Groups * Sign-Ups   Get Schools involved via confederation of schools. Will need professional help in how to run and design a competition. Need PO BOX, drop boxes, Website, Point of Contact, Email address, Telephone Number  When? Order?What do we need? Who?Volunteers?Timeline  Attend Branding meeting on 29th Jan (Matthew) who are also talking about a Strapline & to discuss Postcard. Alternative why 20mphzone would be good for Haslemere letter to local MP  **Audiences:**  SCC, Waverley, Residents, Young People, Children, Schools, Mums, Church, Sports, Health, Seniors, Commuters, “hard to reach” | **Launch(27th April,15th June, Saturdays)**   * Competition Incentives (Raffle @ launch) * Posters   Photo’s competition Favourite Building/site/setting in Haselemere. Bring photo to the launch where photo will be displayed (provide camera to the schools)  Postcards   * Children’s activities build your favourite building with lego, clay * Young People – develop a strap line * Website to include Mission statement, logo, outline of plan   Ad/Brochure competition to sell Haslemere as a Tourist destination.   * Database of communication channels, news groups etc (by steering group) * Pop-up shop (Ambassadors – during April) * Get workshop volunteers for phase 2 * Display boards * Refreshment, Scones * Speakers, film running about Localism * Leaflets distributed * Ambassadors to chat * Volunteers with poster boards directing people to the launch venue * Mini workshops on the day? * Different Rooms will have different activities, guest speaker, Pictures of old Haslemere flickering on the screen. * Display Boards of everything that is good about our town. Display board of everything that is bad about our town. Display of what we could achieve under the new localism act – display of successful towns * Pictures of Old Haslemere, Fringe festival.,etc all that is good about Haslemere (use data from Haslemere Design statement)   Post Card Handed out   * Parents evening | **Event(s) Bringing issue groups together**   * Competitions (Incentives) * Design of workshops   + Scenario testing:     - Time     - By changes likely     - By needs & issues   + Mapping   Timetable, Link People, Workshop Leaders (training), Creating the models   * + Online Survey * Historical Story Telling past/present * School Competition 07/08 * Walks (Summer)/Workshops * Fit in with other groups/events like Haslemere Festival (May); Food Festival; National Trust (calendar of events); Haslemere Market (monthly); September (food festival)   A Haslemere sentence.   * Twitter Competition   Separate Post Cards to Business’s inviting them to a Business Breakfast will have a guest speaker to talk about what “Localism can do for you”.   * Business Breakfast * Posters displayed in the Town | **Celebration/Plan Sharing**  Name the Plan.   * Competition (Incentives) * Pop up shops * Testing ideas – levels of governance * Referendum |