**Minutes of the Inclusiveness and Engagement Task Group**

**15 Lower Street, Haslemere**

**On 28th January 2013**

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

**Apologies:** Jane Hinton, Ann Finlayson, Marion Meechan, Clive Rollinson, Lesley Banfield

**Neighbourhood Planning Forum - Launch Time Line** pg1

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| --- | --- | --- | --- |
| Pre Launch | Launch day | Post launch | Referendum |
| * Email cascade January:
* with launch date
* a statement about a vision for your town? Including what localism can do for your town
* with road maps attached
* also asking individuals to come and join the team ,bringing specialists skills with them
* Email to all towns organisations, Churches, schools,Individuals, Residents Associations & focus on hard to reach groups
* Leaflets distributed through out the town as well
* Need to decide on launch day? - want a day event that whole families can come to; an event that is interactive
* Need to design a spreadsheet with everyone’s skill set e.g has anyone designed a website before or run a competition? what realistically time wise can they contribute to the publicity machine?...pg2
 | * People need to firmly decided what they can commit to.
* The success of the launch day will depend on this group (NPF)being able to commit time & energy to the activities of the launch date and the publicity machine.
* Different rooms will have different activities, guest speaker, Pictures of old Haslemere flickering on the screen (David O’Brein , still to ask)
* Display boards of everything that is good about our town, Display of everything that is bad about our town, Display of what we could achieve under the new localism act, display of successful Towns– DATE OF REFERENDUM
* Leaflets – What is good about our town (feedback from (launch on 28th Sept), what is bad about our town, and how the localism bill can help the towns people design a blue print...pg2.
 | * Leaflets and Posters everywhere
* Every person living in Haslemere Urban District Town must be speaking about localism and the date of the referendum embedded in their heads.
* Build your own town competition still running.
 | * Referendum day 900 people
* Announce of winner of the “build your own town competition”.
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**Launch Time Line** pg2

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| --- | --- | --- | --- |
| Pre Launch | Launch day | Post launch | Referendum |
| * Need spreadsheet with lists of towns organisations, email address & point of contact
* Posters in town, every shop must have leaflets (need to coordinate all the information we have to design a professional leaflet taking into account the feedback from the first launch date & what localism can do for a vision for our town.
* Need to clarify what budget we have for publicity?

Need to decide what publicity to use:* Internet website **(need professional help),** Social media (facebook etc.
* Thoughts can be logged
* Questionaire on website **(need professional help)**
* Professional leaflet design
* Leaflets distributed to the Town Centre
 | * & vision for their town which can be implemented under the new legislation. (will need professional help designing leaflet, pictures of old Haslemere, fringe festival etc., all that is good about Haslemerem, perhaps use data from Haslemere Design statement**)& DATE OF REFRENDUM** – **PLUS BUDGET**
* Build your own Town competition – get schools involved via confederation of schools. Get the whole Town & individuals involved. (Will need professional help in how to design & run a competition) **– PLUS BUDGET & PLUS PRIZE**
* Competition should be launched on launch day.
* Would be great to have a model village of our town – could set up a board with a train track running through a model village?
* Offer an English tea, cucumber sandwhiches and scones.
 | * Leaflets and Posters everywhere
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**Launch Time Line** pg3

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| --- | --- | --- | --- |
| Pre Launch | Launch day | Post launch | Referendum |
|  | * Plaster scene or clay model building event for children, relaxing music playing in the background – BUDGET NEEDED
* Have a video running on screen on what Localism can do for you, If we decide to run workshops – what would this involve (will need professional help & budget)
* On launch date must have people available to chat, casually dressed ready to engage!
* Volunteers standing with large poster boards directing people to the launch venue
* How many launch days will we have?
* Will need to have mini launch days in Grayswood/Hindhead and Beacon Hill.
 | * Leaflets and Posters everywhere
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