Dear All,

We had a very helpful gathering at the Mill Tavern last night which focused on clarifying what we want the public to get out of the HV Launch Day and what HV needs to get from the visitors who attend. This led on to a discussion of what the content of the launch displays should be, how we should attract people to the launch on the day and thoughts on post-launch follow up. I do not propose to produce minutes but the following is a summary of the key conclusions:

We want the visitors to the Launch Displays to take away:

* An understanding that Localism is something big and can make a real difference. It’s not just Haslemere, it’s happening all over the country
* A feeling that HV is genuinely open to and welcoming of their individual involvement
* An outline understanding of the process and organisation proposed
* An understanding how they can get involved
* A desire to get involved
* Their imagination excited by glimpses of possible outcomes

We must ensure that visitors do not leave feeling that:

* HV is in any way closed or run by a self interested group
* We (the OG) feel we know all the answers
* HV is unelected therefore it has no mandate/legitimacy
* They ( the public) will not be listened to
* HV is already wedded to the views of any one member group

 To get these messages across it was agreed that, at the launch, the visitor should progress through four presentation “zones” as follows:

1. The “Localism” Zone – with displays answering:
   * What is Localism?
   * So what are others doing? (Websites of Neighbourhood Forums/ Map with locations of all NFs around the UK etc )
   * Why is it different from all the other local plans/initiatives that have failed?
   * Who is behind HV and what is the story so far?
2. The “Get Them Thinking” Zone - posing “John Moxon” questions and asking what other questions visitors think are important.

     Note: John has suggested the following questions but we will probably only pose a selection of them in the display:

        The physical gap between Haslemere and Wey Hill remains….Can it (should it) be bridged …if so how ?

        The A3 tunnel has created new opportunities for leisure and recreation in Hindhead and the area more generally. Do you agree or is it pie in the sky?

        The Victorians called this area “little Switzerland” because of the purity of its air. What steps should we take to safeguard and further enhance the local environment?

        The internet is impacting on all our lives…work patterns are becoming more flexible with an increasing number of people working at home. This trend no doubt has far reaching implications…how should we take them into account?

        The variety of shops is one of its attractions of the area  but, our high street is under pressure from the growth of new places to shop, internet shopping and the growing power of the larger groups. Should we (and can we) take steps to protect the retail mix we currently have?

        The number of people living here is growing (Waverley suggests an increase of nearly 10 % over the next 15 years….this needs to be checked) consequently more houses are needed but where should they go ?

        We are also an ageing population with one of highest figures for life expectancy in the country…the demand on our health and welfare services will therefore continue to grow .We need to insure that they are in place.

1. The “Fire the Imagination Zone” – Story boards with glimpses of possible future outcomes

        past, present and future scenarios for different locations/areas in the town and villages.

1. The “ Where do We Go From Here” Zone **–** Answering questions about HV ( the organisation) and about the planning process

        What sort of organisation is HV?

        Who can be a member?

        How can I become a member?

        How will consultation on the plan take place?

        What is the process for plan preparation?

        What is the timetable?

        How can I get involved?

**These thoughts need further development as a matter of urgency and I propose that the following groups take responsibility for developing the content and deciding the media to be used (i.e. Posters, Maps, Photos, Video, live presenter etc?)**

**Zones 1 & 2 – The Plan the Plan Group**

**Zone 3 – The Pop-up Group**

**Zone 4 – The Engagement Group with input from the Governance Group**

What do we want from visitors to the launch:

We concluded that we should not launch the main questionnaire for the plan at the launch but we should….

* Collect demographic data **– Plan the Plan Group to define what they want and how to collect**
* Ask for volunteers for – **Need volunteering cards – Engagement Group to develop**

Other Thoughts generated re Launch were:

* Advertise the launch before films at HH – **David Simons to discuss with Richard Oldham**
* Advertise HH on the screen at the Health Centre – **David Simons to approach Health Centre**
* Use the Town Crier on the day to direct people to HH – **Cyndy Lancaster to book**
* A Jazz Band to attract people to HH – **David O’Brien and Ken Griffiths to investigate**
* Use the presentational material after the launch at the fringe event on Lion Green on May 11th – **Ken G to confirm**
* Consider other locations for a travelling exhibit after launch– Haslewey, the Villages etc.? **Engagement Group to consider and report back**

**Please the check the bold sections for actions that involve you.**

The OG meeting next Tuesday Feb 26th will mainly be devoted to an update from the Plan the Plan group on the proposed plan template and on the planning process but we will devote part of the meeting to reviewing the above and determining that all necessary actions have been identified and allocated.

Thank you to all who attended and contributed to a very fruitful session!

Stewart