**Notes of Meeting of the Haslemere Neighbourhood Plan Sub Group**

**‘Planning the Plan’**

**Held at Mill Tavern on January 14th, 2013**

**Present: Lesley Banfield (LB) - Chair,** Doug Chandler (DC), Matthew Bowcock (MB),

Kelan Hunt (KH) – Notes, John Moxon (JM), Ken Griffiths (KG).

**Joined by:** Philip Clifford-Brown (PCB)

**Apologies:** Nikki Barton (NB), Joe McDonald (JMc), David O’Brien (DO)

**Meeting Notes:**

**1. Matters arising**

Comment from JM that a precursor to developing the plan further we should be accurately trying to identify our neighbourhood demographic. Discussed in greater detail in AOB

**2. Website: Approach, Design Content and Timetable**

PCB joined for the meeting to hear the group’s ideas and respond to the request to develop a strategy for building the website for H&VV. Agreed that we should start with preparing a working brief for PCB.

LB led a discussion on appropriate web content and various thoughts were put forward, starting with a consensus that it is important to build the website framework without undue delay and create it in such a manner as to remain adaptable and user-friendly (simple) from the outset.

MB commented that the purpose of the website should be three-fold;

1. To inform the community
2. Contain a repository of shared information (including links to appropriate documents, eg. ‘Guide to Neighbourhood Plan’ and ‘Design Statement’ etc).
3. A community discussion area

The site should open with a welcoming homepage that contains the H&VV Mission Statement.

Other ideas for content included:

* Adding H&VV forum member photos but it was agreed that this could create an unnecessary division of ‘us and them’.
* An ideas box open to all users
* Survey capability ***( \_\_\_ to investigate feasibility of linking with ‘Survey Monkey’)***
* Podcasts / Twitter feeds / RSS etc

LB stressed the importance of the visual content and image to ensure it creates suitable appeal to visitors.

It was observed that in managing open access content a website moderator should be engaged and a secure process of registration/logging on etc. should be created. ***LB to talk with members of the Organizing Sub-Group on this matter.***

***LB volunteered to put together a draft brief covering the items discussed*** and the following timetable for delivery was agreed:

* 18 Jan 2013: LB to have prepared draft working brief and post on to Planning Sub-Group for review, editing and general agreement.
* 22 Jan 2013: Target date for feedback to LB from Planning Sub-Group
* 25 Jan 2013: LB / PCB to meet and discuss further to ensure PCB comfortable with brief
* 31 Jan 2013: PCB to have prepared a two page document, with appendices as necessary, outlining the structure, layout and content of the website. This to be shared across the Planning Sub-Group ahead of LB then sending on to the respective Chairs of the other Sub-Groups for onward consideration.
* 4 Feb 2013: LB to raise this topic for approval across the H&VV Forum at next meeting.

**3. Branding Meeting**

A separate meeting has been arranged to work on branding H&VV, although it was briefly discussed to establish content brief. Meeting should cover:

* Formal name to replace the H&VV working title
* Logo
* Strap-line
* Words of what we’re about

***KH and MB both know graphic designers whom they will contact to discuss working on the H&VV ‘image’ for the website and other branding***. KH mentioned that his contact wouldn’t be able to do the work *pro bono.*

**4. Neighborhood Plan Template**

Following the example set by the village of Denmead, it was agreed that their own Plan Document / Design Statement proved a good starting point for H&VV to begin preparing our own. The discussion focused around the process for bringing all H&VV Forum working groups together to focus on their specific areas of interest.

Course of action for developing the H&VV template was agreed whereby an individual brief for each group would be prepared that would contain:

* An introductory objective statement along the lines of ‘Output from this report will contain responses from the following headings’, being the eight or so headings of the Denmead template as follows:

1. Setting the Scene
2. What we found out
3. Opportunities and threats
4. Hopes and Fears (Engagement findings)
5. Central and Local Government’s aspiration for our Parish
6. Our Vision and Aims
7. Key Proposals
8. Delivery & implementation

* A statement that links the document to the specific terms of reference for the respective working group.
* Useful examples of the type of responses that were given in Denmead to help steer the groups.

***LB/DC agreed to work on draft brief document.***

The responses will then be gathered, reviewed and pulled together / moderated to create one master plan document. ***Person(s) to volunteer for this task in due course.*** No specific delivery timetable was agreed.

**5. Update on feedback from other working groups**

Inclusiveness & Engagement Group:

Launch plan is presently under discussion with further progress expected at next meeting (5th Feb).

Governance Group:

MB gave a brief update.

* A lawyer has been found who will work with H&VV on the legalities of setting-up the organization.
* Advised that it would seem there is some money available from the Town Council to contribute towards the H&VV launch, possibly as much as half of what is needed. Launch would cost perhaps £2,000 in all. (KG suggested that Keats Estate Agents may be willing to put forward the balance?)
* MB further advised that post launch the total cost of establishing the full H&VV entity would run to approx. £30,000 – to include costs of consultants etc.

**6. Any other business**

It was agreed that we should develop a risk register on issues that may be foreseen to get people thinking about early / remedial action. One such obvious risk is the potential for change in council(s) / councilors following local elections and the implications on policy and acceptance of localism. This year sees the Surrey County Council elections take place.

Going back to his earlier comment, JM pressed for the need to build data on Haslemere & Villages – ie to give us the firm evidence of the demographic rather than hearsay / hunches. MB brought the group’s attention to the ‘Local Futures’ website ([www.localfutures.com](http://www.localfutures.com)) that, for a cost, can provide a wealth of information, generally taken from National Consensus data and interaction with regional council bodies.  ***JM agreed to circulate his initial thoughts and views on the type of data we need and sources of information available to us ahead of our next meeting.***

**7. Date of next meeting**

Was agreed to take place on 11th Feb 2013, 8pm in Mill Tavern.

KH agreed to chair the next meeting.

1. *Apologies*
2. *Minute Taker*
3. *Matters arising*
4. *Website – brief for Phil*
5. *Branding meeting – briefing*
6. *Neighbourhood plan – template*
7. *Aob*
8. *Next meeting*