

Sandy Neighbourhood Plan Steering Group

Thursday 15 April 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, Chris Patterson, Anne Ramsay and Gary Wearing.

Apologies: Ruth Lock.

1. Review and approve the minutes from 18 March 2021

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

A member asked what Greensand Country was. Greensand Country is an initiative to promote the area along the Greensand Ridge in a bid to increase tourism in those areas. The Greensand Ridge runs from Leighton Buzzard to Gamlingay.

It was noted that the Sandy Local magazine no longer exists.

2. Project plan and tools review

Project plan

Chris reported that as the plan stands the group is running behind schedule, which is not too much of a problem at this stage as the timescales set initially were guesswork.

However, the group does need to make sure everything is ready for the craft event on 31 May as this is a critical milestone.

A member noted that we only have one scheduled meeting before the 31 May and that is on 20 May, which would not leave much time for anything outstanding. But the group were happy to meet and exchange emails more frequently to ensure everything is ready for 31 May.

The plan will be sent to Tom Price at CBC after this meeting for his overview and advice. The **Chair** will also request a meeting with him to discuss. The plan will also be discussed with the Neighbourhood Plan officer at BRCC, more on this at agenda item nine.

Infinity

Chris has added the actions from the last meeting to Infinity. Some actions weren't assigned to anyone so this is a good way to ensure that no actions fall off the radar. Chris feels that the tool is easy to negotiate and will provide a useful tool to keep things on track.

Gary noted that he will update the training notes to reflect any issues that people have had. Some members have asked if Infinity can be linked to email so that notifications can be received. Gary reported that it can be linked to emails but the group would need to set up their own account to be able to do that. At the moment the account is linked to Gary's work account.

It was agreed to trial Infinity for another month before a decision is made whether to set up a group account. The group needs to be mindful that the funds for this is from tax payers money and should only instigate expenditure if there is a clear benefit in doing so.

3. Finalise logo and identity

Arnie had sent the logo via email to the group prior to the meeting. He has amended the colours to be solid colours. The logo can be blown up to A3 without any issues.

A member asked if the colours are crucial? Another member responded that the group is hoping that the logo colours will be worked into the posters and any other advertising.

A member noted that he liked the logo, his one concern was that the S appeared to be leaning backwards, and as the

group is looking forwards asked if this could be amended slightly. This has been done in the latest revision.

Arnie is sharing the logo with a graphics student who may be able to do something with it that may appeal to a younger demographic.

The Chair asked if the logo would work for the social media accounts and was assured that it would.

On this basis the Logo was approved (with the minor amendment) to be used on all documents.

4. Engagement Stage 1

Video

Tim showed the group the video that he had created after looking at a few done by other neighbourhood plan groups. Those he viewed could be split into two groups – dramatic or boring. The idea behind the video is to entice people into the process, a teaser with not too much information.

A member noted that the video made her feel emotional. It was agreed that if that was the response then people would engage with the process.

Another member noted that the video made Sandy look so nice that people would question why we would need a neighbourhood plan. It needs more pictures showing the downsides to Sandy. It was noted that there needs to be a balance of good and bad.

A member noted that litter is a problem on footpaths and some images of that should be included.

The video shows that Sandy has changed a lot over the years, and that change is constant.

A member noted that the video wasn't as seamless as the one shared previously, this was due to internet connection on the night. **Tim** will share the video by email so that everyone could watch it seamlessly.

Members discussed when would be the right time to share the video on social media. If too early people would forget about it. The video has links to all the social media accounts so if people are interested they can follow the group on the social media of their choice. It was suggested that the group sets up an event on Facebook so people can say they are interested in attending. The group will be guided by those with more experience of social media as to when would be the right time to start advertising.

It was suggested that the video could be shared around 10 days prior to the event. Posters and adverts in the paper could be shared before that. **Joanna** will try and get the video shared in the Doctors surgeries. Joanna also noted that she has access to the Barclays building and can display posters in there. If she still has access after the event the posters from the event could be displayed in there too.

A member noted that he hadn't heard anything about the event anywhere else and was worried there wouldn't be a very good turnout. The Council is running this event and will ensure it is advertised in a timely and prominently manner.

The engagement working group will look at places to advertise.

A member asked if we need a website. It was felt that a website would only be a depository for documents and that it wasn't necessary. The group has a page on the Council's website, which can be found fairly easily. Links to this page can be shared when advertising documents.

<http://www.sandytowncouncil.gov.uk/community/neighbourhood-plan>

Another member noted that Biggleswade have paid for an advert on Facebook. Biggleswade are further down the process and are much nearer to referendum than we are. They have also employed a project manager and have engaged a Locality consultant to help them with the process. It was felt that we do not need to pay to advertise on Facebook at this stage. We can also look at support from other sources later on in the process.

Type face and brand image

It was noted that at the last meeting it was decided to use arial throughout the documentation. But after consideration the engagement working group proposed that Century Gothic looks a bit more modern, it was agreed at the meeting to accept the proposal and change.

The logo colours should be used in documentation wherever possible.

Documents produced will need to be checked for continuity.

5. Engagement Stage 2

Display Boards

The Chair reported that the event working group had identified potential display boards that could be used. The Chair had met with the Clerk of the Council to measure up and agree what would be the most suitable option. It was felt that 3 of the most suitable option would be sufficient, which could either be displayed around the outside of the stand, using both sides, or if the weather is inclement could create a triangle at the centre of the stand. One board has been ordered to ensure that it is what is required.

Posters

Members then turned their attention to the posters.

It was noted that for the definition of a neighbourhood plan the locality wording should be used to ensure that it is factually correct.

It was also noted that there is a fine line between opening up debate and being prescriptive. It was felt that we don't need to go too deep with the questions at this point. The questions should be more general and open – such as does Sandy need more housing, not necessarily where they might go at this point.

It was suggested that we use the ideas raised in the groups vox poll to identify any issues that could be highlighted. The word clouds created from this vox poll could be used but would need tidying up first.

A member noted that the pictures are too nice and don't show the bad side of Sandy, Sandy is by no means a perfect place to live. And that there needs to be less words and more pictures.

It was noted that at the moment only one person can edit the documents. **Anne EF** will try and recreate the posters on publisher or powerpoint so they can be edited by others.

These posters are for display at the event on 31 May, but we also need to create a poster to advertise the event that can be displayed prior to it.

It was agreed that the posters would be shared via email so that people could look at them in their own time, any comments need to be returned to **Anne EF by Thursday 22 April.**

Maps

The Chair shared the maps that the event working group felt would be relevant to display at the event. These would include the designated area for the neighbourhood plan

and the map which shows constraints such as flood plain etc.

Questionnaire

The events group recommended that we fill the questionnaires in on behalf of residents at the event. In which case the questionnaire needs to be short and snappy.

It was suggested that the questionnaire needs to say a bit about what the group is for and capture the answers to some open questions. This questionnaire is to inform the vision and aims of the NP and data to be used for a later detailed questionnaire. We do not want to be repeating questions at a later date as this may cause frustration for residents.

It was noted that whilst we do not need to know everything about the resident who is answering the questions, we do need to know a few things such as if they live in Sandy and what age they are to demonstrate that we have consulted a wide range of people.

A member suggested that we ask for email addresses so we can keep residents informed about the groups progress. Another member asked about the GDPR process for this. The Chair had spoken to the Neighbourhood Plan officer at BRCC who said that you can do this as long as we tell residents that their emails will only be used to share information about the NP and won't be shared with third parties.

Another member suggested that we also use survey monkey to create the questionnaire. Residents/Steering group members could fill in the questionnaire as they stand there using smart phones. The questionnaire could also be shared on social media. Survey monkey is relatively quick to set up once we have agreed the questions.

It was agreed that the questionnaire would be shared via email for members to review in their own time. Comments need to be returned to **Anne EF by Thursday 22 April**.

6. Maps and Local Data

Arnie reported that the maps he has been working on are in a raw state but workable. He would like to know what land is owned by the Town Council and what land is owned by Central Bedfordshire Council to create a map layer. This could be used to find workable solutions to some aspects of the neighbourhood plan.

Anne EF will see what information the Council holds and if this can be shared.

7. Press Release and Timing

Richard has drafted a press release that he will share after the meeting for members comments.

8. Engaging BRCC

The Chair reported that she had had a meeting with Jemma McLean, the neighbourhood plan officer at BRCC. The Chair discussed the groups actions to date and was heartened to hear that we are on the right track.

Jemma and BRCC can help with:

- Community consultation
- How to engage with the community
- Write or update a green infrastructure plan
- Housing needs survey
- Grant Funding applications

The **Chair** will write up and circulate her notes from the meeting.

Jemma noted that the first consultation should be at a higher level which will shape the vision and aims for the next

consultation. She suggested that a 20% response from a first consultation is good.

Regarding other neighbourhood plans, Jemma suggests that Houghton Regis has some similarities with Sandy. And that Wing's and Sutton NP's are both very well written.

BRCC will provide the Chair, ball park figures for consultation costs, that we can consider in due course.

Jemma is happy to attend our meetings.

9. Next Meeting

The next scheduled meeting is 20 May 2021 at 7pm via zoom. However, with our first event looming it was felt that we should have an interim meeting on Thursday 29 April at 7pm via zoom, to ensure we are on track.