

Steering Group
Community Engagement Working Group (Meeting 1)
22nd September 2023
Village Hall

Minutes and Actions

Attended: Jackie Hunt (JH) (Lead), Kate Strawbridge (KS), Sally Bowsher (SB), Fran Marsh (FM), Michele Vassar (MV), Paul Bullen (PB)

1. Community Engagement – Opening Discussion

- **JH** opened the meeting with a summary of the wide range of strands covering community engagement and the need to look at the whole picture: digital (web page, social media), newsletters, posters, focus groups (general and topic based), publications, annual and quarterly community updates.
- It was agreed the meeting would address the newsletter and village focus groups as a priority.
- **SB** noted the need for the community to have a clearer understanding of what the NP represented, the constraints e.g., alignment with the Dorset Local Plan, which couldn't be changed, but we are able to achieve enhancements (policy and design guide).
- **JH** stated the need to stress that the decision had been made, we are producing a NP to remove any doubt when engaging with the community.
- **MV** felt it was important that we continued to record the names of people we engage with to strengthen the evidence base.
- **KS** showed the newsletter to a range of ages in her immediate family. Both ends of the age spectrum thought it lacked impact and appeal.
- **KS**, in discussion with younger members of the community, noted that one had felt that older people wouldn't consider his ideas.

2. Newsletter & Village Focus Groups

Brand: JH had met with Zara to discuss the brand and logo. Whilst it was difficult there had been an agreement to put something together in October.

- The key issue for the steering group, following advice from Zara, was to reconsider the name; Puncknowle, West Bexington and Swyre Neighbourhood Plan.
- It was agreed by the group that we didn't need to mention either the NP, or the names of the villages. It was recommended that we adopt the simple slogan of '**3 Villages**' as recommended by Zara.
- A tag line was discussed. **SB** suggested '**Your vision, our future.**' This was unanimously supported.
- A colour scheme, logo and font options would be available to discuss, but seemed likely the opportunity to change would be limited.

- Agreement would be managed via email (to the wider Steering Group) as part of the approval process.
- The design would feature on all digital and printed materials thereafter.

Newsletter: The group had a detailed discussion on the format and look of the newsletter. It was felt to be overwhelming and contained repeat information from other communications. **All** agreed to a refresh, simplify the message, and put the emphasis on the Village Focus Groups (dates/venues) and reference vital villages, skills needed (social media, marketing, journalism, community involvement, web page experience). MV suggested a past, present, and future theme for the images – West Bexington before and after?

The use of three different images for each of the villages was discussed, but this wasn't concluded.

Each village would take responsibility for the distribution of the leaflets. There was general agreement that we needed to engage with people directly, but it was for each village to decide what worked best for them.

Village Focus Groups: The group had a detailed discussion about the arrangements, venues, and dates for the focus groups. It was agreed that each village would arrange the venue and host the forum. The format would follow the Village Group Questions – a repeat to a wider audience. There was a debate about whether we could/should expand the scope based on lessons learnt from the Group feedback with no definitive agreement.

Village Focus Group Schedule/Action List

Activity	Owner	Due Date
Brand Design	JH	19/10/
Text Review Newsletter	JH/MV	19/10
Images Review Newsletter	JH/MV	19/10
Approve Design & Text	All (SG)	19-22/10
Printed	SB	23/10
Posters	JH/MV	23/10
Steering Group Meeting – issue leaflets to Village Reps	All	25/10
Delivery	All	26 -29/10

Focus Group Schedule

It was agreed that all villages would hold their Focus Groups on the same day and times – with some variation depending on people's availability.

Venue	Village Rep	Dates & Times
Puncknowle Village Hall	JH/KS/PB	2/11 18:00-20:00
		3/11 10:00-12:00

Puncknowle Swyre West Bexington Neighbourhood Plan

Swyre Holy Trinity Church	SB/CH/DS	As above
West Bexington – The Manor	FM/MV/ES	As above

Each village would be responsible for booking and deciding arrangements for their meetings.

KS raised the point that these sessions didn't represent young people in the villages. She was tailoring the questions (fewer) to the audience. This matter was discussed at some length with several ideas floated. It was agreed that fixing an event for the young would be the priority for the next meeting.

Date of Next Meeting: 11th October Village Hall (Venue TBC)

Our next meeting will focus on other elements of Community Engagement not covered in this meeting.