

Steering Group
Community Engagement Working Group (Meeting 2)
11th October 2023: 18:00hrs
Village Hall

Minutes and Actions

Attended: Jackie Hunt (JH) (Lead), Kate Strawbridge (KS), Fran Marsh (FM), Paul Bullen (PB).

Apologies: Sally Bowsher (SB), Michèle Vassar (MV).

1. Updates Regarding the Village Focus Groups (VFG)

- JH shared the redraft of the newsletter compiled by JH/MV
- The group felt the redraft worked well – shortened text, larger, short messages, lots of images.
- The rebrand/logo would not be available till Jan 2024 (TBC). The newsletter would be issued as per draft - potentially reviewed by Stella Oliver (TBC).
- JH would distribute the reformatted newsletter to the Steering Group 19th October.
- Manor had been booked for WB, and Village Hall for Puncknowle. It was assumed SB had booked Swyre Church.
- It was agreed that the Village Reps would need to meet to finalise arrangements for the Focus Groups – given the time constraints the coordination of the approach would be via email.
- Feedback from the Community Groups was discussed briefly, but the VFG would continue with the open questions, but as a guide to develop conversations.
- FM commented that we needed some guidance from someone experienced to inform how we structured surveys – mentioning the FWG activity re sourcing a consultant. There was a brief discussion on the main survey – whether there would be one or two, and the phasing of them. PB mentioned he had been researching the topic – but thought it might be a distraction.
- FM/JH felt the naming of the Village Focus Group was a little formal – a brief discussion, with no conclusion.
- Feedback captured on the forms and discussed at the next meeting.

2. Community Engagement – Youth

- It was agreed that, in the short term the youth element would require more work.

- KS -young people in the villages didn't function as a group, they had their own social activities and wouldn't gather for a discussion on the NP.
- JH asked whether we could use the environment as a hook to engage people. KS felt the level of interest wasn't high enough, but mentioned someone in West Bexington who could be a spokesperson – but availability would be an issue.
- KS would continue discussions with mothers how best to engage – and commented that there was a need to reference families in the newsletter.
- KS Survey Monkey might be a useful tool to get feedback.

3. Community Groups

- JH felt there may be a few other Groups (Art, Book Club) and whether the Churches had been included.
- JH shared the 8 responses (five from BB, two from KS and one from the History Group). There wasn't the opportunity to digest the information, but JH said she would share the document with the CEWG and would update the SG meeting.
- History Group had been given till the 23rd to complete. PB would send a reminder.

4. Web Page/Social Media

- PB updated the group on the Web Page meeting held on the 29th October (SB attended).
- JH raised the point that the Road Map stipulates a stand-alone web site.
- PB this was raised at the web page meeting, but it was felt that post NP the documents should form part of the parish council records. The reason for stand-alone web sites is probably a funding issue, given the complexity of funding a web site within a website.
- Any decisions made in the Web page group – relating to NP would be decided at the Steering Group.
- There was a discussion on the email contact address linked to John Marsh. FM thought John had been told it wouldn't be used in future.
- It was felt by the group that contact with the Steering Group should be via the web site. PB would add it to the list/spec.
- Social media was discussed – Puncknowle Post, sharing group (Deborah Legg). The option of setting up a dedicated group was felt to be a good option. KS said she could create one – we would need admin, monitor, guidelines etc. To be raised at the Steering Group.
- Using and updating the existing web page continued to be an issue – same with social media. Need to resolve – maybe with a dedicated person to access and update the web page? This links to the wider issue of admin support.

5. Community Engagement - Business

- The suggested approach to Business was discussed, and whilst it was agreed that it may require a different approach there was some debate about the definition of business.
- FM highlighted that smaller businesses might prefer not to be involved, and that should be respected.
- JH the size of business was variable.
- JH Business should form part of the CEWG, in the same way as youth.
- FM what was included in the term – holiday lets/ABB?
- The group would think through the approach and discuss at the next CEWG.

6. Brand & Logo

- JH Brand and logo had been delayed till January.

7. AOB

- The group discussed the longer-term plan for community engagement. It was proposed that this would be covered at the next meeting, in addition to the Village Focus events.

Date of Next Meeting: 8th November - 18:00 – 20:00 - Village Hall