



Minutes of a meeting of the Neighbourhood Plan Steering Group held at the Town Hall, High Street, Chippenham on Tuesday 8 January 2019 at 6pm

Steering Group Members Present:

Cllr Chris Ruck (CR)	Liz Field (LF)
Cllr John Scragg (JS) (Chairman)	Barry Grimes (BG)
Cllr Sandie Webb (SW)	Ross Henning (RH)
	Jack Konynenburg (JK)
	Steve Perry (SP)

Officers Present:

Andrea Pellegram, Neighbourhood Planning Consultant (AP)
Andy Conroy, Planning Officer (AC)
Adrian Jones, Deputy Chief Executive (AJ)
Lynsey Nichols, Marketing & Communications Officer (LN)
Ann Chard, Administrative Services Officer - Planning (Note Taker)

In the absence of the Chairman, Vice-Chairman Councillor John Scragg took the Chair

19.	<u>APOLOGIES FOR ABSENCE</u> Apologies were received from Sophie Thomas, Michael Merry and Councillor Nick Murry.
20.	<u>DECLARATION OF INTEREST</u> No declaration of interest was received.
21.	<u>MINUTES</u> The draft Minutes of the meeting held on Tuesday 4 December 2018 were approved as a correct record.
22.	<u>CHAIRMAN'S ANNOUNCEMENTS</u> In December AC and NM met with the former Chair of Malmesbury Neighbourhood Plan Steering Group. AC described how great an influence landowners/farmers can have over a Plan and resourcing of any PR campaigns, and that the SG should be aware of this.

AC, NM, AP and BG met recently and decided to move the first round of public engagement forward on the project timeline as things were moving faster than expected and the SG wanted to start getting stuck into the engagement phase.

JK suggested that the title 'Chippenham Neighbourhood Plan' could be changed to make it more exciting. It was agreed that the Group could bring any suggestions for a 'buzz' name or possibly a hash tag name to the next meeting for consideration, although AC explained that time/money had already been spent employing a design consultant to come up with a branding identity for the Plan.

Several members said they would like to carry out their own consultation within the community and in particular through groups they were members of. It was agreed that it would be good to raise awareness of the Neighbourhood Plan this way without going into too much detail at this stage.

Action: AC to update the Project Timeline for the next meeting.

23. **REVIEW OF ITEMS FROM PREVIOUS MEETING FEEDING INTO COMMUNICATION & ENGAGEMENT STRATEGY**

The Group was asked to approve/suggest amendments to draft version of Communication and Engagement Strategy resulting from the exercises carried out at the previous meeting - including the Stakeholder and Social Group Analysis tables.

Table 1 - no amendments.

Key Objectives - no amendments.

Appendix 1 - Stakeholder Analysis

It was explained that although everyone in the community could 'influence' the Neighbourhood Plan, the use of the word in this document was to help decide who to spend extra time with. Some communication channels will target everyone. The Group ran through the list and suggested additional stakeholders which they felt should be consulted and made further decisions on 'influence'/'interest' for specific stakeholders. AP queried whether we had contact details of landowners as key stakeholders. It was noted that no information was yet available but that AC had liaised with the LPA regarding obtaining this data.

Also discussed was the issue of developers agreeing to provide infrastructure such as schools, doctors' surgeries, etc. but then not carrying these plans through due to time lapse. It was noted that due to time lapse, Section 106 monies can return to the developer. It was pointed out that CIL money will be monitored by the new post of Director of Resources as part of the new CTC staff structure and that a report on CIL is due to go to full Council on 16 January 2019.

Appendix 2 - Social Group Analysis

It was agreed that AC, NM, AP and BG would further refine this table to bring back to the Group for approval.

Action: AC to update Appendix 1.

Action: AC/AP/NM/BG to update Appendix 2.

24.	<p><u>REVIEW COMMUNICATION & ENGAGEMENT CHANNELS TABLE</u></p> <p>The Group was asked to approve/suggest amendments to draft Communication & Engagement Channels table for Pre-Vision engagement, as set out in the draft Communication and Engagement Strategy. BG explained to the Group the different communication channels that might be used at each different stage of engagement.</p> <p>LF pointed out that Bromham’s Neighbourhood Plan had been advertised on a large poster at the entrance of the village. It was agreed that this may be worth considering at a later stage.</p> <p>Action: AC to improve the layout of Table 2 and to update it.</p>
25	<p><u>DEVELOPING A COMMUNICATION STRATEGY (SESSION 2 OF 2)</u></p> <p>(i) The Group was asked to agree which Pre-Vision Communications & Engagement Strategy option should be adopted. Three options were suggested and explained by BG. The first option was to have a low key event, target specific stakeholders and hold outreach events. The second option was to have a big bang approach with lots of effort. The third option was a middle way, i.e. to hold one or two big events and other engagement.</p> <p>For the Pre-Vision Engagement it was agreed that a survey/questionnaire could be used via the Town Council/NP websites, newsletter, local press, etc. and could ask a small number of broad, open ended questions to tease out some common topics which could then be used to develop a Vision. SW referred to the results of a recent survey conducted by the Town Council (LN to share with the Group).</p> <p>Action: AC, NM, AP, LN and BG to meet before next SG meeting to create an outline plan for Pre-Vision Engagement (including selection of survey questions that could be used) that can be taken to the next SG meeting.</p> <p>Action: LN to share with the Group the results of a recent survey conducted by the Town Council.</p> <p>(ii) The Group agreed to maintaining a Consultation Log and associated GDPR compliance. It was confirmed that the Town Council’s Data Protection adviser was Omnigov. It was agreed to share the Town Council’s Data Protection Policy with the Group and that should Survey Monkey be used, a tick box for data protection would need to be included.</p> <p>Action: LN to share Town Council’s Data Protection Policy with the Group.</p> <p>Action: AC to maintain Consultation Log and liaise with Omnigov.</p> <p>(iii) The Group agreed to maintaining a separate Risk Register (based on copy attached in draft Communication and Engagement Strategy) and associated protocol.</p>

	Action: AC to create Risk Register which can be brought to the SG as a working document.
	<p><u>ITEMS FOR DISCUSSION AT NEXT MEETING</u></p> <ul style="list-style-type: none"> • To receive an updated Communication and Engagement Strategy for approval. • To agree a plan for Pre-Vision engagement including survey questions. • To receive an updated Project Timeline
27.	<p><u>DATE/TIME OF NEXT MEETING</u></p> <p>Tuesday 5 February 2019 at Chippenham Museum.</p>
	The meeting finished at 7.40pm