



Minutes of a meeting of the Neighbourhood Plan Steering Group held at Chippenham Museum, Market Place, Chippenham on Tuesday 5 February 2019 at 6pm

**Steering Group Members Present:**

Cllr Nick Murry (NM) (Chairman)	Liz Field (LF)
Cllr Chris Ruck (CR)	Barry Grimes (BG)
Cllr John Scragg (JS)	Ross Henning (RH) (from 6.05pm)
Cllr Sandie Webb (SW)	Jack Konynenburg (JK) (from 6.05pm)
	Sophie Thomas (ST)

**Officers Present:**

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

28.	<p><b><u>APOLOGIES FOR ABSENCE</u></b></p> <p>Apologies were received from Steve Perry, Cllr Michael Merry and Cllr Clare Cape.</p>
29.	<p><b><u>DECLARATION OF INTEREST</u></b></p> <p>No declaration of interest was received.</p>
30.	<p><b><u>MINUTES</u></b></p> <p>The draft Minutes of the meeting held on Tuesday 8 January 2019 were approved as a correct record subject to apologies from Cllr Michael Merry being included.</p>
31.	<p><b><u>CHAIRMAN'S ANNOUNCEMENTS</u></b></p> <p>There were no Chairman's Announcements.</p>
32.	<p><b><u>OUTLINE PLAN FOR PRE-VISION ENGAGEMENT</u></b></p> <p>The Group received a copy of the Outline Plan for Pre-Vision Engagement, covering the following communication channels:</p> <p><u>Online survey</u> - the Group agreed to online survey (via Survey Monkey 'Standard Plan') to go live from 1 - 22 March, and could be extended by a further time period if required. The Group were encouraged to circulate the survey to as many contacts residing in Chippenham as possible and it was agreed that hard copies would be made available for collection at the Town Hall and at the next</p>

SG meeting. Suggestions for a prize draw to 'incentivise' responding to the survey were discussed.

**Action:** AC to set-up the online survey.

Hard copies of the survey be made available at the Town Hall and at the next SG meeting.

Tailored emails - from the examples given, the strapline 'Your Town, Your Choice' was chosen. JK suggested that the buzz name 'N'am Plan' could be used when consulting younger contacts. JK suggested a sentence be added to third paragraph of the example email explaining what the NP is. BG suggested some text be provided for the Group to use as a crib sheet.

Street stalls - SW suggested the use of the Wiltshire Council owned Blue Bus and it was suggested that Stanley Park be contacted regarding booking details. AJ suggested that the Olympiad Leisure Centre would be a good location for a stall and SW put forward the Railway Station. CR suggested avoiding supermarkets on Tuesdays but sticking to either a Friday or Saturday for maximum footfall. The Group agreed that an 11am - 2pm slot would work best capturing lunchtime footfall.

NM explained that training would be given at the next meeting and asked for volunteers to man stalls on the dates listed (from 11am to 2pm). Those absent from the meeting would also be asked if they were available to man a stall. It was confirmed that a table and pull up banner would be supplied for each stall and JK/BG suggested an aerial photo be used for the banner and that a resident who had provided the Town Council with aerial photos taken by a drone in the past be contacted.

**Action:** AC to prepare a rota for manning stalls at the locations listed, book the locations which would also include the Olympiad and the Railway Station and pass on contact details to the lead Group member in each case.

Social media - the Group debated the use of Instagram and it was agreed that the Marketing & Communications Officer be consulted on its use. NM advised caution when using Facebook.

**Action:** LN to set up NP Facebook, NP Twitter and advise further on Instagram. AC/LN to post on social media for time being.

Talk Chippenham Article - pre-Vision article to be included despite the timing of publication not being perfect

**Action:** AC to draft article.

Websites - link to survey to be provided and news articles created.

**Action:** AC to draft news articles.

Press release - AP suggested an article on a local radio station such as BBC Wiltshire. Others in the Group advised caution with this and it was agreed that this maybe something to consider later in the process. BG suggested inviting the press along to stalls being held in the Town.

**Action:** AC/LN/NM to draft press release.

	<p><u>Press meeting</u> - With Wiltshire Gazette &amp; Herald to be arranged.</p> <p><b>Action:</b> LN to arrange meeting, also attended by AC/NM.</p> <p><u>Flyers</u> - Approx. 300 should be printed and some brought along to the next meeting.</p> <p><b>Action:</b> AC to arrange printing.</p> <p><u>Posters</u> to be designed and displayed on all CTC noticeboards, churches and community areas (approx. 100 to be produced).</p> <p><b>Action:</b> AC/LN to create, print and circulate.</p>
33.	<p><b><u>SURVEY</u></b></p> <p>The Group received a copy of the draft survey and discussed GDPR related issues. It was agreed that questions 1 - 3 should be at the end of the survey and question 4 be removed on advice of CTC's GDPR Consultant. It was agreed that question 7 be rephrased to read 'Looking to the future what kind of place should Chippenham become?' and the 11<sup>th</sup> topic in question 8 be changed to 'Urban Design &amp; Place Shaping'. A non-mandatory GDPR permission section or similar, further to advice received from CTC's GDPR Consultant, would be added.</p> <p><b>Action:</b> AC to produce some notes to help explain the topics contained on the survey, for the training session at the next meeting.</p>
34.	<p><b><u>COMMUNICATION &amp; ENGAGEMENT STRATEGY</u></b></p> <p>The Group received a draft version of Communication and Engagement Strategy and noted changes to the Communication Channels table and Social Group Analysis table. AP suggested that there was no need to re-issue the whole document each time it is amended but that it sits as a 'live document' in the Appendix to the Consultation Statement.</p>
35.	<p><b><u>PROJECT TIMELINE</u></b></p> <p>The Group received a copy of the updated Project Timeline covering period Jan 2019-April 2020. The layout had been improved to make it easier to read. AP congratulated the Group for its progress and went on to explain the timeline post-Vision. She explained that the Group should expect to produce the first draft policies after Christmas 2019 and the first draft of the Plan ready for Regulation 14 consultation sometime next year, possibly May 2020. She stressed that all comments received, positive and negative should be logged. Wiltshire Council would then consult at Regulation 16 stage, make any changes and pass it to the Examiner. Wiltshire Council would then make any changes recommended by the Examiner and the Plan would proceed to referendum stage.</p> <p>AP explained the term 'Prematurity' in the context of which plan takes precedence, the NP or Local Plan. Only if the NP is at the end of its process and we have evidence to prove that the Local Plan policy was 'wrong' would the Inspector give full weight to the NP.</p> <p>On the subject of site allocations, NM pointed out that other NPs had put sites forward as part of their plans (in addition to policies) (e.g. Malmesbury NP), and it was legitimate for NPs to do this. In relation to Chippenham, it was noted that two</p>

	<p>former sites had been put forward, one of which was supported by the Town Council, had not been included in the Chippenham Site Allocation Plan, and could potentially be put forward for future allocation by the NP.</p> <p>AP explained that this could be done, but that a site allocation document would be needed and less housing (in total) could not be proposed. The NP could set out criteria for selecting sites but it would have to look at all sites in the Town.</p> <p>AC added that the Pre-Vision engagement would help to prioritise topic selection. RH mentioned the importance of working hand in hand with the Local Planning Authority.</p>
36.	<p><b><u>RISK REGISTER</u></b></p> <p>The Group received and noted a copy of the Risk Register, as a live document.</p>
37.	<p><b><u>CONSULTATION LOG</u></b></p> <p>The Group received and noted a copy of the Consultation Log, as a live document.</p>
38.	<p><b><u>ITEMS FOR NEXT MEETING</u></b></p> <ul style="list-style-type: none"> <li>• Troubleshooting for Pre-Vision Engagement - AP and AC to run a training session at the next SG meeting, and Group members to look at FAQs on the website in the meantime.</li> <li>• Processing and presentation of survey information - AP advised AC to load survey onto Survey Monkey and test out on CTC Officers first before going live. BG to assist AC with coding of open-ended questions in due course. AC to prepare a report in consultation with BG/AP for discussion at next meeting.</li> <li>• Measuring Effectiveness of Communication and Engagement Strategy - The Group discussed how to evaluate the success of the consultation process and how to tell if sufficient information had been gathered. BG suggested the number of responses would be a good indicator and that at a later stage, it could be measured against the five objectives on page 3 of the Communication and Engagement Strategy. It was agreed to benchmark the % response rate against other NP plans.</li> </ul>
39.	<p><b><u>DATE/TIME OF NEXT MEETING</u></b></p> <p>5 March 2019, 6pm, Chippenham Town Hall</p>
	<p>The meeting finished at 7.40pm</p>