

**Note of Sleaford Neighbourhood Development Plan Working Group
7th meeting – by Zoom**

Friday 21st August 2020, 2pm – 4pm

Present

Cllr Robert Oates, Chairman
Cllr Ken Fernandes
Cllr Linda Lowndes
Cllr David Suiter
Cllr Paul Edwards-Shea
Cllr David Suiter
Mr Keith Maltby
Ms Lisa Tidy
Ms Nicola Marshall

Apologies

Mr Richard Hodgson
Mr Nick Law
Mr David Marriage
Ms Kathy Blythe

Guests

Mr John Slater, Independent Web Designer
Ms Janet Clark, Community Lincs/YMCA
Ms Anne-Marie Shepherd – Partnership Team Officer, NKDC

1 Welcome and apologies

The Chairman welcomed those present.

2 Draft Note of Last Meeting

These had been circulated and were agreed.

3 Actions Arising from the Last Meeting

3.1 Recruitment of new members (Minute 3.1 refers)

The Chairman reported that more public members had confirmed that they would join the Group, namely:

Richard Hodgson – Hodgson Estates (Business)

Nick Law – Robert Carre Trust (Education)

David Marriage – Sleaford Civic Trust (Heritage)

Kathy Blythe – Friends of Mareham Pastures (Environment)

TBC – Greylees Engagement Network

The new members could not join today's meeting due to the short notice and prior commitments but had been given forthcoming dates and invited to attend.

The updated membership list was circulated.

3.2 Terms of Reference (Minute 3.2 refers)

The Chairman confirmed the TORs had been circulated to the Group.

3.3 Project Plan (Minute 4 refers)

Circulation of presentation: Chairman to chase up Steve Kemp to send.

3.4 Funding Application (Minute 4 refers)

The Chairman confirmed he would be working on this. There are funds of up to £10k available from central government via Locality to supplement the £5k from Sleaford Town Council.

Janet Clarke advised that the funding has to be spent within the same financial year as its allocation. But part of the £10k may be applied for in any one year.

Action: Chairman and JC to discuss the process and when to apply.

3.5 Facebook Page (Minute 5 Q2 refers)

The Chairman confirmed that this would be done. Once the press release and website are ready social media promotion can begin but not before that point.

3.6 Market Stall (Minute 5 Q3 refers)

The Chairman advised that the market stalls to promote the NP would be booked at an appropriate time. Volunteers would be needed to work those sessions.

3.7 Draft Appendix A (Minute 5 Q4 refers)

Janet Clarke agreed to send the document again.

Action: all members to review and add groups / individuals.

Action: Anne-Marie Shepherd will speak to Economic Growth colleagues for business contacts.

3.8 Domain name has now been purchased. The website link is here: sleafordneighbourhoodplan.co.uk Password is sunshine. The Chairman confirmed that all communications will be published on the website.

4 Website Development

4.1 JS talked the Group through the website structure and contents so far. The site has been designed to work on all platforms and devices. A 'get involved' button links to the site's email address. The eight steps of a Neighbourhood Plan development will be set out individually. A FAQ page will be added. The site can go 'live' whilst in development.

The News Item page, ie 'Latest News' will need regular updating to ensure maximum Search Engine Optimisation for the site. Documents for reference will be stored on a separate page.

The Chairman stressed that the website needs to be ready to go live before any promotion of the Neighbourhood Plan on social media or other media.

A privacy statement is needed – **Action: Chairman to discuss with Town Clerk and Group members to look for examples to share.**

‘About’ page needs more detail: **Action: Group to provide via Chairman.**

Information on the About page to be merged with the Home Page: **Action: Chairman and JC to review.**

Timetable: **Action: Chairman to send JS the draft time-plan for the Neighbourhood Plan.**

4.2 Comments from the Group:

Some images need updating e.g. the Market Place to reflect the new seating areas.

Wildflower meadows – native meadows not North American

Main image should not be the Town Hall since the Neighbourhood Plan is community-led. LT suggested an image of the river or Handley Monument as possible options.

Action: Chairman offered to take updated photos; Group members to send good images to JS.

4.3 Involvement of schools

The Chairman reported that Nick Law of the Robert Carre Trust was keen to involve students from the town’s schools. This could include a writing competition.

Action: Chairman and JC to plan schools and young people’s involvement.

5 Engagement Strategy

JC shared the Stage 1 document and talked through the main points. The purpose of the first stage is to let people know about the Neighbourhood Plan.

5.1 Promotional materials are designed and ready to print:

- Poster
- Flyer / Information sheet
- Banner design
- Banner outlining the 8 Steps of the Plan
- Volunteer flyer
- Get involved 2-sided flyer

Action: Group to look at promotional materials and send comments to JC.

Action: Chairman to discuss with Town Clerk numbers to be printed.

5.2 Venues for publicity

The Library would be a good point for information and a display once it re-opens more fully to the public. **Action:** JC to contact the National Centre for Craft and Design for a possible information point.

5.3 Involvement of young people

The Working Group recognised the need to involve young people throughout the development of the Neighbourhood Plan. Suggestions included inviting members of the town's Youth Parliament to join the Working Group.

Action: Chairman and JC to discuss involving young people.

Action: Chairman to speak to Nick Law, Robert Carre Trust about involvement of senior schools

5.4 The Town Clerk suggested that an image of the MosArt River mosaic could be used as a logo.

5.5 Working Group Contact Sheet

This had been shared with the Group. Updates and amendments were noted. The information is to be shared within the Group only. **Action: updated version to be sent to Working Group via Chairman**

5.6 Press Release

A draft had been circulated to the Group. The PR will be sent only when the promotional materials are ready, and the website is live. The Chairman reiterated that no social media or other forms of promotion are to be undertaken until the press release has been sent.

5.7 Area Consultation

Notice of the Sleaford Neighbourhood Plan is on North Kesteven District Council's website [here](#) The deadline for representations is 2nd September.

Action: Anne-Marie Shepherd will advise the Group of any comments.

6 **Date of Next Meeting**

The Chairman suggested that meetings continue at three-weekly intervals in order to maintain momentum. Progress with Stage One is going well.

Future dates:

- Friday 11th September
- Friday 2nd October
- Friday 23rd October

All meetings to be 2.00 pm to 4.00 pm via Zoom.

End