



SIDMOUTH TOWN COUNCIL

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Minutes of the Sid Valley Neighbourhood Plan Steering Group Meeting
22nd May 2017 7.30- 9.30pm
Venue STC Offices

1. Present

Graham Cooper, Louise Cole, Tim Salt, Peter Murphy, Michael Earthey, Claire Russell

2. Apologies

Ian McKenzie-Edwards, Jon Davey, Andie Miles, Jeremy Woodward, Deirdre Housom

3. Minutes of 24th April & 8th May 2017

Minutes were agreed.

4. Update from the Vice Chair

LC explained that DH has been working on publicity and practical arrangements to support Q2:

Banners

- There will be a banner on the wall at Pure Indulgence
- One on the fence at Waitrose
- One on the seafront railings

A4 signs on Noticeboards

DH to ask Sidmouth Print to produce about 20 posters which will be laminated for use on all Public Noticeboards throughout the Sid Valley. **Action: LC will allocate people to noticeboards on Basecamp**

Sidmouth Herald

Ongoing weekly articles the Sidmouth Herald for the duration of Q2 have been planned. PM has produced a first draft of the initial article which is currently under discussion. PM suggested the formation of a subgroup to handle press and publicity made up of PM, DH and JD. **Action – PM to set up a meeting of the subgroup.**

Public Event

The group discussed whether there was value in holding a public exhibition during Q2 – both to promote the survey itself and to inform residents about emerging findings, objectives and policies. On balance the meeting decided that there was probably little to be gained by holding an exhibition now, although there was general agreement for such an event at the draft NP stage.

There was general agreement that it would be helpful for NP to have a presence at the PRSS event scheduled for 2 days at the end of June where a NP representative would be on hand to answer questions from the public about the NP process, Q2 and the relationship with PRSS. **Action – LC to speak with Chris Holland to arrange NP presence at PRSS public exhibition.**

Campaign Plan

The earlier discussions identified that there was a need for a planned approach to the campaign supporting Q2. PM said he was prepared to discuss with DH and convene a group – suggested membership of PM, DH, JD and CR. **Action – PM to discuss formation of group with DH and convene a meeting**

A suggestion was made that this subgroup could look into the possibility of putting notices up in community halls and CR suggested a painted sign, like the ones used by the Folk Festival – at the Bowd and Blueball entrances to Sidmouth. **Action LC to check with Chris Holland, CR to investigate the production of signs.**

5. Q2

LC said the design for Q2 has been completed and sent to the fulfilment house who will print and mail out the survey to c7500 homes in the Sid Valley. A copy of the PDF was circulated to the meeting. The designer has now started work on the online version. We need to start planning the actions which follow, including the promotion campaign (already covered in the meeting), analysis, responsibilities, process and report writing.

Analysis

A revised timeline was circulated showing the milestone dates and activities over May to mid August. Will be handled in a similar fashion to earlier surveys. TS will prepare packs of surveys for analysis together with guidance and worksheets. It's envisaged that the analysis will be done on an ongoing basis throughout the survey itself. The aim will be to analyse complete survey forms unless the response is greater than expected, in which case priority will be given first to the Port Royal section, in order that we can feed into the PRSS reporting timetable.

Need to clearly define process and timescales – **Action – TS to prepare process for next meeting.**

There was a discussion about the arrangements for the completion of the survey. EDDC had provided a spreadsheet which contained every address in the NP area. This had been passed to the fulfilment house who will print the surveys and mail out to every household address contained in the spreadsheet – approx. 7500 addresses. Surveys would be completed based on one per household rather than the approach used in Q1 of respondent 1/respondent 2.

There was a full and frank discussion about the merits and reasons for this approach and although there was general agreement that the decision taken was the correct one this was not unanimous. The discussion did identify that the instructions on page 1 of the form needed some strengthening to make the position clearer. **Action TS/LC to review the instructions on page 1 of Q2, discuss with DH and consider amending the wording.**

6. Future Meeting Dates

There was agreement that we need to maintain the current schedule of fortnightly meetings and that Tuesdays suit most people.

The STC chamber has been booked for the following dates: 6th June, 20th June, 4th July, 18th July, 1st August, 15th August, 29th August. All were agreed by the meeting with the exception of 29th August which follows the Bank Holiday. **Action – TS to change the booking for 29th August to 5th September**

7. Young People's Survey Report

LC explained that progress on this had stalled following the departure of RT however she would start work on it again now supported by TS. She suggested that we aim for a publication date of 23rd June following SG sign-off at the SG meeting on 20th June – all agreed by the meeting. **Action – LC/TS to produce YP report for SG sign-off on 20th June 2017**

8. NP Website

LC said that JD had been working hard to create the new website at sidvalleyneighbourhoodplan.com and that content was still being added. She displayed the website and there was agreement from the meeting that this was a significant improvement which provided greater opportunities for communicating with residents and thanked JD for his hard work. Suggestions on further improvements included:

- For press coverage – use headlines rather than dates
- Pages could be made interesting by using more images and logos and jpegs for banners etc.

Action: LC asked that SG members should submit all ideas for improvements/enhancements to Basecamp.

There was a suggestion that we should have a standing issue on the agenda for website edits and updates – **Action – TS to arrange**

AOB

GC referred to the information supplied to us about the number of holiday homes in the Sid Valley. Although it was probably factually accurate as a percentage (around 7%) this is based on 7750 properties across the Sid Valley. However, this doesn't recognise that holiday homes aren't spread evenly across the Sid Valley and the reality is that it is disproportionately higher in a concentrated area of Sidmouth. This needs to be taken account of when developing our evidence base and policies.

LC said that we need to start thinking about the process of writing the NP once the analysis and report for Q2 has been completed. There was discussion and reiteration of the decision to include the place based analysis in the final NP. This requires update and integration with the final policies and weaving in the supporting information on each of the themes, in whatever format makes most sense at that point. This may be led by the areas as defined in the place analysis rather than divided into the themes that we've been working with up to now, as they will cross cut differently according to area.

Date of Next meeting – Tuesday 6th June 2017, 7:30pm to 9:30pm