

Neighbourhood Plan (NPD) Steering Group
Council Chamber, Pierremont Hall, Broadstairs
Tuesday 2nd Sept 2014 at 6.30pm

INVITED

Colin Moull
David Saunders
Emma Pleasant
Frances Daly
Gordon Edwards
Jo Gee
John Buckley
Lorraine Williams
Paul Machin
Peter Lorenzo
Sarah Pengelly

MINUTES

APOLOGIES

Tim Seed, Michela Cambareri

NON ATTENDANCE

Roger Binks, Jason Savage

Attendees included representatives from Broadstairs Town Council, Broadstairs Society, Broadstairs Community Centre Trust and Broadstairs Town Team.

DISCUSSION

Working Party and Steering Group roles clarified	The Steering Group is made up of local interested parties including councillors, representatives of groups in the neighbourhood and private individuals. We meet regularly to shape and progress the plan. The Working Party is made up of councillors who will also attend Steering Group meetings and report back formally, as necessary, to the Town Council. The Town Council has statutory responsibility for delivering the plan, if there is a will within the community for it to happen - they hold the budget	Sarah Pengelly will draw up a draft document outlining roles and responsibilities for members of the steering group, to circulate in
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	<p>and need to agree all activities and expenditure. We agreed that a formal constitution is probably not required but that it would be helpful to have some guidance notes for Steering Committee members' roles and responsibilities.</p> <p>At least two councillors will <u>always</u> attend Steering Committee meetings. <u>Ideally</u> all councillors from the Working Group will attend all meetings.</p> <p>To make it easier for all to attend as many meetings as possible we agreed to alternate early evening and late afternoon meeting times.</p> <p>Steering Committee members may in time facilitate and lead community workshop discussions, as part of developing the plan – and/or recruit others to get involved in workshops or other plan development activities.</p> <p>We agreed that the minutes would list individual attendees without saying their status because councillors were concerned that people in the town may be put off getting involved if they got the impression the council was too involved with it and those councillors who are involved in the Steering Committee are there primarily as local residents rather than as councillors. They put their councillor hat on in the Working Group.</p> <p>The only area not well represented on the Steering Committee was Westwood, JG will invite someone from there to the next meeting.</p>	<p>advance and discuss at the next meeting.</p>
<p>Importance of reaching hard to reach groups</p>	<p>As agreed in the last meeting. We need to reach out to hard to reach groups. Identified thus far as “younger age groups” and “less active retired people” . A number of ideas were discussed including:</p> <ul style="list-style-type: none"> Taking a stall at EKC Freshers Week next September. Taking a stall at the Food Festival Running focus groups Approaching Thanet Youth Council (JB has a contact). <p>We agreed that we need to be clear on what our core messages are for disparate groups and to ensure that we reach out in a way that people will be able to see the relevance of the NPD to them.</p> <p>We discussed possibly incentivising hard to reach groups with for example entry to a prize draw in return for participation.</p>	<p>EP, LW and MC will work together and recommend a methodology for targeting younger age groups.</p> <p>Colin and Paul to do likewise for targeting less active retired people.</p>

<p>Communicating the plan</p> <p>And reviewing community input to date.</p>	<p>We agreed we need an inspiring and engaging strapline to encourage involvement and reflect what the community has thus far said they want from the plan. Communications need to be punchier than they have been to date. The last poster had too much info on it.</p> <p>We reviewed the early workshop outputs and survey results and agreed the following:</p> <p>“Protect, improve and create the future of your neighbourhood.”</p>	<p>The new strapline to be used going forward.</p> <p>EP will supply a full analysis of the surveys and early workshops before the next meeting</p>
<p>Disparate needs and mailshot to all residents</p>	<p>We recognised that people in different parts of the area as a whole will likely have different concerns. Kingsgate residents may be most concerned about the green wedge, St Peters residents may have different concerns to those of Viking Ward, etc. We considered the possibility of doing selective mailings to specific areas within the area as a whole, regarding specific policies that may be required.</p>	<p>Discuss which policies should be included in which areas – and other content to be included for a mailshot to go out before end December.</p> <p>Councillors to use their local knowledge to advise on this.</p>
<p>Workshops</p>	<p>We agreed that further workshops should form part of stage 2 consultation.</p>	
<p>Budget</p>	<p>We need to spend £5k before 31st December or we lose the funding.</p> <p>We agreed we need a Housing Needs Analysis. CM has identified a company who specialises in this kind of research and they have donated a survey pro forma we can use.</p>	<p>We should agree a clear plan for this expenditure at the next meeting to be approved by the council.</p> <p>SP to follow up with CM and the Locality consultant regarding the Housing Needs Analysis</p>
<p>Evidence Base</p>	<p>The Civic Trust Review of 1998 is worth looking at and mentioned parking needs in Broadstairs.</p>	
	<p>Bembridge local plan was not discussed at this meeting. Carried over to the next meeting</p>	

	The Mission Statement adopted at the last meeting was not read out at this meeting – carry over to next meeting.	
Social media report	The Facebook Group now has 80+ members. CM highlighted the need to look into using Whatsapp. BTT continue to tweet and others are RTing and engaging.	
Observers	John Buckley and Paul Machin attended their first meeting, with observer status. and indicated willingness to remain involved going forwards.	

Next meeting date: 1st October, 4pm.