



## Meeting Minutes

<b>Meeting Date:</b>	20 <sup>th</sup> July 2017
<b>Venue:</b>	The Vicar's Inn
<b>Attendees:</b>	Jon Want, Sharon McBride, Karen Bohr, Sandra Sarll, Roger Watson, Andrew Ward, Steve Maddox, Jane Squizzoni, Rick Brabrook, Paul Harrison
<b>Apologies:</b>	Alison Eardley, Richard Wenham, David West, Gary Zealand, Jeremy Wallace

### 1. Minutes of last meeting

Accepted.

### 2. Declaration of interests

Sandra declared her husband rents the land being built on in the masterplan.

### 3. Update on the Plan

Jon gave an update on the progress over the last eight months. The plan was submitted at the end of November and the six-week consultation process did not complete until 3rd March. There was a delay in appointing an examiner and that did not happen until June, and the Examiner sent some questions for clarification by CBC/ANPSG last week.

Sandra, Karen and others questioned whether there was a statutory timeline by which examinations must be complete; Jon responded that he did not believe that there was.

Once examination is complete, any amendments would need to be made before the plan would be put to referendum – timescales at present remain unclear

### 4. Examiner Questions and Proposed Responses

The examiner sent five questions which were distributed to the attendees. Jon explained that responses for the first four would be prepared by CBC and Alison had prepared a response for question 5.

Jon distributed and read out the response. After a brief discussion, one or two minor amendments were made.

Jon explained that he had hoped to get the CBC responses for review, but none had been forthcoming so far.

**Action:** Jon to make minor changes and send proposed response to CBC.

### 5. Pre-Referendum Publicity

Jon reported that ATC had been approached by a marketing firm to provide assistance in the pre-referendum publicity and distributed a proposal from Keystone Marketing. After a brief discussion, the group agreed that the proposal would take up too much of the remaining budget, and that the group felt sufficiently capable to run the campaign itself.

**Action:** Jon to respond to Keystone to decline their offer of assistance.

There was a wide-ranging discussion on the nature of the publicity campaign that would be required and a number of ideas were put forward and received general agreement:

- The campaign should be wide-ranging and sustained. Rather than just drop-in events, more permanent exhibitions should be explored at locations such as the Village Hall / Resource Centre, the church, WI Hall and Football Club. Posters and pop-up banners would be present for several weeks in

the run-up to the referendum. There would still be at least one drop-in event.

- More sustained marketing in well-visited locations. Could look into getting beer mats printed for use in the local pubs, or table stands, etc.
- Different media, Facebook, OTB, local press, school newsletters, etc.
- The messaging is key – make it simple and clear. Differentiation between the NP and Arlesey Cross and the Local Plan is paramount. The benefit of additional CIL money with the NP in place is also important, although we need to bear in mind that CBC are yet to implement CIL.
- We could make short videos to explain what the NP is in clear and easy to understand messages. We could look to use local people to explain what the NP means for them – perhaps 3 or 4 different messages released over several weeks.
- Look to come up with maybe three core statements describing what the NP is, and three describing what it isn't. Example – It is NOT a vote for more housing. It is a vote to give the local community a say on local developments.

**Action:** Everyone to come up with some simple messages that could be used. These will be discuss and refined at the next meeting.

#### **6. A.O.B.**

It was asked whether the referendum question is fixed? Jon did an internet search and found that it was a fixed question as follows: "Do you want Central Bedfordshire Council to use the neighbourhood plan for Arlesey to help it decide planning applications in the neighbourhood area?"

Steve asked whether we would have a stall at the fete. Jon confirmed that there would be assuming it was still relevant (i.e. the referendum hadn't already happened).

There were questions on how the draft Local Plan would impact the Neighbourhood Plan. Jon stated that he believed it shouldn't have too much immediate impact as the Local Plan would not be adopted for 12-18 months and strategic sites, such as the new one proposed for Arlesey, cannot be stopped by neighbourhood plans.

**Next Meeting: Monday 7<sup>th</sup> August 2017, 8pm at the Vicar's Inn**