

A NEIGHBOURHOOD PLAN FOR EGERTON

STEERING GROUP

Note of meeting held 6.30pm Wednesday 5 January 2022 at Potters Forstal Farm

Present: Jane Carr (Chair), Jerry Crossley, Elaine Graham, Richard King, Ian Mella, Claire Stevens, Lois Tilden (Secretary) and Peter Rawlinson. Apologies: Graham Howland

- 1. Declarations of interest:** JC, JCr, IM,CS None: no financial or business interests or ownership of any sites that were put forward by landowners for consideration in the Plan or in any other item on the Agenda; EG, RK, PR & LT - no financial or business interests or personal ownership of any sites that were put forward for housing by landowners for consideration or in any item on the agenda - sole concern is in taking forward a project for accommodation in the interests of older people in the village irrespective of site location or ownership although Orchard Nurseries has been identified as a prospective site.
- 2. The minutes of the meeting on 20 December 2021 were approved and would be placed on the website.**
- 3. Action points from previous meeting not covered under separate items below**

Feedback from EPC meeting 4 January 2022

JC had presented the Referendum (final) version of the Plan to EPC and it met approval unanimously, with many positive and constructive comments. All councillors were asked, and all agreed, to use whatever opportunities arose to promote the objectives and policies of the Plan and to help answer any questions arising from members of the public or refer them to ENPSG. All had noted that development was only one aspect of the Plan and that the majority of policies - and the most significant ones - were to protect and help sustain the village, as identified by the majority of villagers through consultation.

Comments from EPC and members of ENPSG on the layout and on proof-reading the Plan

All had read through and had passed to JC every typographical or other correction. JC had taken all these on board and had sent that version to ABC for final comment and then printing.

4. Promoting the Referendum

Confirmation of pre-referendum meeting dates and publicity

- **Timing and content of a leaflet for every household**

It was agreed that a leaflet should be delivered to each household for delivery by 17 January, before the first public event on 22 January. Copies would be distributed to local pubs.

Action: JC would ask Sandra Laws about printing it; PR would ask Print Big. EG would ask Alan Arthur about delivery.

Several ideas were exchanged about the content. It was agreed it was vital for the leaflet to focus on the date of the Referendum, where to vote, why it was important to vote and the reasons to vote in favour of it; to attend events beforehand to seek reassurance about the meaning, purpose and benefits of the Plan; and to emphasise that it had been crafted to reflect the views of the majority of people in the village who had contributed in the consultation process. It was also agreed this could be a handout at the end of the events. Offers of lifts to vote were also suggested. **Action: PR offered to produce a first draft within 4 days and all agreed to comment swiftly to meet the timetable for printing and distribution.**

- **Content for Egerton Update**

Mel R had kindly agreed to bring forward publication to late January, for which appreciation was expressed and which PR would pass to her. It was agreed Update should aim for some visual

impact based on a design LT had produced. **Action: JC would draft an article for it, to include visual impact.**

- **Timing and wording for signage around the village**

PR agreed to access the display boards for positioning around the village at key locations a few days before the first event on 22 January. He would suggest key wording for comment by 15 January. **Action PR.**

RK & JC would investigate the manufacturing of banners. It was agreed that the wording would be: **“PROTECT OUR VILLAGE. VOTE FOR OUR PLAN ON 10 FEB”.**

Five banners would be needed for the Glebe, at the Hall or Games Barn, outside the school wall and other prominent locations, such as Stonebridge Green and Pemples Cross, subject to ability to affix them, 6 days before the Referendum i.e. 4 February.

It was agreed that laminated copies of the leaflet would also be posted at various locations around the village such as the noticeboards, the Games Barn, Sports Pavilion, the Church, Chapel, phone boxes, the Hall and to the pubs, bus shelters and on some telegraph poles. **Action: LT to speak to Church Warden and Chapel Elders. PR to enquire re the George.**

- **Other publicity**

It was agreed that Members of the Group who belonged to other organisations or who had contacts with them would try to raise the profile. **Action: EG would aim to enthuse the Coffee Morning Club; LT the Over-60s; JC with the WI; RK with the Film Club; PR suggested Mel R might raise this with the Running Club; LT would try to update the Facebook page or ask GH to do this; and JC would prepare a short piece for “Next Door”.**

- **Timetable, content and rotas for the open meetings**

The dates finalised for using the Hall were confirmed – 22 & 29 Jan, Saturdays 10am-4pm (teams arriving at Hall 9.30am); Tuesdays 25 Jan & 8 Feb 7.30-9.30pm (teams at Hall from 7pm). Rotas to be agreed at next meeting.

PR offered to produce a first draft of a PowerPoint presentation to be played on a rolling programme once an hour. It was agreed this would contain photos and diagrammatic images to capture attention. Much of the content would be as in the leaflets with a focus on benefits of the Plan and would allow an element of freestyle commentary (but based on supplementary notes) by JC, RK or a member of the team. **Action: PR to produce first draft PP presentation over the next four days, second priority to the leaflet, on which comments were required from the rest of the Group within a few days.**

Additionally in the Hall it was agreed that A2 posters of all the Policies and Community Aspirations would be placed around the Hall (using up-ended tables or easels). There would also be hand sanitiser, wipes, tea and coffee, tables, chairs, easels and a timetable of presentations in the entrance. Individual members of the Group would need to be at each poster location to answer questions. The parish map would be available but not in the centre of the room as it was agreed it should not be a distraction. Copies of the Plan (only 10 expected from ABC but JC would ask for more on the basis that ENPSG would pay for them) would be available. **Action: PR would investigate printing of A2 posters; LT, JC and EG would check with friends and colleagues about helping with refreshments. PR would aim to store the boards in the Computer Centre in between events for safe-keeping.**

5. Further meetings will only be to organise publicity and events prior to the Referendum on 10 February.

The meeting closed at 8.30 pm