

## SNDP Comms Group Minutes

### Present

Roy Seabrook  
Mike Downer  
Sue Talbot  
Geoff Talbot  
Bill Ferguson (Minutes)

### Apologies

Jacky Grant  
Robert Hayes  
Alice Smith  
Sarah Richardson  
Sarah James  
Ruth Heelan

The Following was agreed

### Group Objective

To ensure that the residents are informed about SNDP in order that we have a successful and valid referendum.

It was acknowledged by all that we need to start simply from a very low level of comprehension amongst most residents and that we need to educate them first in the NDP process and Referendum benefits and consequences of failures before we can inform them or receive their support for the SNDP.

To this end we will create a Mantra which will preface all of our communications - All (Sue/Geoff to do initial draft)

### Resources Available

Budget request - Bill (Done - £100.00 now authorised by Robert)  
Mics & PA System (Bill to supply)  
O/H Projector & Laptop (Bill to supply)  
Maps/Graphics etc - Sylvia to be approached re large scale map - Sue/Geoff  
Fly posters - Bill will do  
Maildrops to houses - Alice asked to harness previous volunteers - Alice  
SNDP Graphic a la Bray NDP - Bill to create - by 30/6/2013 - Bill

### Method

1. Emphasis on face to face meetings

2. Use the comms planner to integrate comms media to support key activities and with all media except Webs and Social Media shown on Comms Planner
3. For Web and Social Media - Geoff pointed out that CDC have said that they will provide NDP teams with this resource - could Alice pls find out how we interface to CDC
4. Approximately 2 Events per month July/Aug/Sep and Oct (30 posters needed with updateable location/time panel)
5. Speak at all existing Groups or identify advocate who will speak our briefing
6. Mailings
7. Press releases
8. Referendum working assumption - 3<sup>rd</sup> week in November
9. Group activity will peak in October and then
10. Disband when Referendum results are communicated

NB it was identified that we need a Press Officer for the Group. None of the group members present felt that they could take this on due to other commitments. So would all the other members who were not present on the night please consider if they could undertake this role estimated 1 hour per month for any existing group member.

#### Other Communications Items

#### Communications Plan/Media Planner

Comms Planner to be created - by 30/6/2013 - Bill

#### Graphics

We need a master AO map for Public Meetings etc. Could all sub-groups pls provide me with 50 word statement about their group's input to the NDP. Note there will be no need to mention numbers of houses/SHLAA capacity as these will already be shown on the Map/Graphic - Sue/Geoff to approach Sylvia to create for SG Mtg 1<sup>st</sup> July.

**Action - Would all SG sub-groups pls provide me with 50 word statement about their group's input to the NDP by 30/6/2013**

**Village Groups** - there are three lists of groups such as WI Bill to consolidate and dedup this list and if possible timetable meetings of same - Bill by 1<sup>st</sup> July

#### Rolling AV slideshow with words and music

The comms group members suggested a list of areas of interest/beauty in the Parish. These will be photographed and an AV produced which can run on computer or TV to be shown where there is a Public Meeting, event or TV if we can get access e.g. Doctor's, Bourne etc - Bill first pass by 1<sup>st</sup> July

### Three Important Communications

#### Employers x 2

The Employment sub-group will be contacting local business employers and local third sector employers in two letters (already drafted) these will leave the door open for active follow up e.g. Bus Company has already responded positively. Both letter and follow up face to face mtgs Geoff will organise - Geoff

#### Developers

An alternative draft letter to Neil's Developer letter had been proposed by Bill - Geoff and Sue agreed to finesse in time for 1<sup>st</sup> July SG Mtg - Geoff/Sue

Meeting closed at 8PM next meeting 14.30 Monday 1<sup>st</sup> July

Bill Ferguson