

# Big Local Partnership Meeting

## 29<sup>th</sup> August 10am-12

### Links Children's Centre

#### Present

Residents- Bob, Gabrielle, Anna, Sean, Darren, Donna

Agencies- Val (Acorn Centre), Maggie (Homestart), Karen (Asda), Laura (HBC) Tim & Mandy (CFHEH)

#### Apologies

Ann Waters, Nick Simmonds, Fran Davis, Annette Kemp

#### 1) Welcome & Apologies

Tim welcomed everyone to the meeting, the residents of Connors Keep stated that as they do not use a computer they are not always aware of meetings, and do not see the minutes.

- **Action-** Sean agreed to add meeting details and minutes to the notice board in Connors Keep
- **Action-** It was agreed to ask Annette Kemp if a future meeting could be held in Connors Keep

#### 2) Getting Started Fund

The 20k Getting Started Fund is now in CFHEH's bank account. Tim gave an overview of the breakdown (below) agreed for allocating the funds, and the process for how each sub group will access the money.

- **Action-** Sean to add the breakdown sheet to the website.
- **Action-** Each sub group needs to give CFHEH the names of the two authorising people.
- **Action-** Mandy to sort out the petty cash with Annette Kemp when she returns from leave.

Budget Category	Amount (£)	Responsibility
Community Grant Scheme	£4,000.00	Big Local Group
Event / community engagement budget	£1,500.00	Consultation sub-group
Communications Budget	£2,000.00	Communications sub-group
Officer wage and expenses	£8,000.00	Finance sub-group
Visioning and community profile	£1,500.00	Consultation sub-group
Training budget	£1,000.00	Big Local Group
Contingency	£2,000.00	Big Local Group

The £20,000 fund includes a £4,000 for a community chest; the partnership now needs to look at how this is going to work. A discussion took place around the importance of not funding work that is the responsibility of Havant Borough Council, Portsmouth City Council or Hampshire County Council. Laura and Annette will be able to offer guidance on this.

- **Action-** Mandy or Fran to set a date for the next Finance sub-group meeting

### 3) Community Development Worker

Tim thanked all the residents who took the time to feedback their thoughts on the job description. The role is now being advertised, and Tim requested everyone's support to get the advert in as many places as possible. Tim explained that a number of residents have expressed an interest in being part of the shortlisting, so a process will be put in place to allow for as many residents as possible to be involved. The interview panel will consist of Tim (CFHEH), Ann (The Acorn Centre) and Bob a local resident.

- **Action-** Tim to add a return address to the application form for people who are downloading it from the website.
- **Action-** Tim/Mandy to put the advert on a poster to be put up locally, Sean will print it.
- **Action-** To put up the job advert poster, Darren in Waterlooville Library, Val in the Acorn Centre and Jo in Links Children's Centre.

### 4) Update from Consultation and communication group.

Please see separate update circulated by Sean, a few actions came out of this update. A discussion took place around the need to continue to promote the Big local.

- **Action-** To have information stands where the people are i.e. Asda, Costcutters, Tesco.
- **Action-** Karen will find a couple of dates that the communications team can have a display in the foyer of Asda..
- **Action-** A display board is required to promote the Big Local, communications team can purchase this from getting started fund.
- **Action-** A volunteer resident is required to run a Wecock Big Local Facebook page. Laura Bevis offered to do some training with any volunteers who take on this role.

Jo suggested giving out leaflets via the local pre-schools

- **Action-** Karen agreed to leaflet Woodcroft pre-school, and Donna agreed to leaflet Squirrels

A discussion took place around bringing together the whole of Wecock and supporting people on the other side of the bridge to feel included, much of the housing on the other side are thought to be privately owned or different Housing Associations.

- **Action-** Laura to investigate which Housing Associations have property on Wecock, and find contact details for their local reps.

### 5) Youth Group Update

No one was available to give this update, so it was agreed this item would be moved to the next meeting.

### 6) Developing the plan

A discussion took place around the need to identify how the partnership will collate all the information it is collecting, and to start to think about how these ideas can be incorporated into a local plan. Everyone agreed that identifying the top 5 issues would be a good start, but much of this work will be undertaken by the development worker. In the mean time was agreed that it is important to try and capture the work that is already taking place on Wecock Farm. An old leaflet called the 'Wecock Map' was circulated, it was agreed that an updated version of this map would be helpful.

- **Action-** Jo agreed to try and find out who originally created the map

### 7) Next Meeting

7pm-9pm 1<sup>st</sup> October- Venue TBC

# Wecock Farm

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This document is a combination of the minutes from the Comms Sub Group meeting 27th Aug 2013, and an overall report of the progress made over the summer.

In attendance: Annette Kemp, Laura Bevis, Donna Holder, Anna Beauvoisin, Adam Newman, Sean Nye.

Effectiveness of the Summer events.

Since the 'Bacon Sandwich' event on 20<sup>th</sup> April WBL have had a presence at the Acorn Summer Fair, Hart Plain Infants School Fair, Woodcroft School Fair, Living Water Big Lunch, ASDA Fun Day and the Waterlooville Summer Fête.

The Poster has been very effective in getting peoples attention.

The contact business cards have been useful and readily accepted by those that have been engaged at the events, although only 5 residents have emailed their contact details in. The cards have also been useful to hand out to residents whilst walking around the estate/out shopping etc, and to youth hanging around the play areas.

The A3 posters on the display boards have worked well to explain the project, but could do with updating.

Comments have been made that the overall visual look of the stand looks a bit 'tired' and could do with a bit more 'pizazz', with photos being added.

It's no surprise that it has been impossible to engage some residents at the events. They are just not interested in the project at this stage. Talking with some of the other Big Local groups, that are more advance than us, their experience has been that residents tend to get more involved when they see that things are actually happening.

How many residents we have reached out to with info about the project.

33 individuals have been added to the contact list from the events and want to be actively keep up to date with the project.

Approx 40+ residents are very interested, but don't want to sign up at this point.

We have also made contact with people/groups that are not in the projects catchment area but are interested and could possibly bring skills.

The way forward to communicate the project progress more effectively.

There are approx 3,500 residents in the projects catchment area.

WeBigLocal is currently in contact with approx 50 residents via email and 20 via letterbox.

Many that have signed up, or not signed up, have expressed a preference for Facebook.

Suggestions:

- More letterbox mail shots (approx £50 a go for colour A5). Royal Mail and local Leaflet services are to be investigated.

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- Wecock Map – It was suggested that an A3 folding map could be produced, as was done previously, to promote the project and educate residents about the area. This could include information about who is responsible for what, i.e. Paths, Play Areas etc.
- Door to Door engagement. Time consuming, but a high success rate.
- Stands outside local shops. ASDA, One Stop, Costcutters, Tesco's, Acorn.
- More poster sites around the estate. PCC are currently auditing the status of sites.
- Word of mouth.
- Specific events. So far we have relied on residents attending events. More could be done to take smaller events to the residents, possibly holding street by street events. It was suggested that events could be held to attract specific smaller interest groups that are relevant to proposed projects.
- Street/Block ambassadors – This idea has been floating around for some time but not actioned. It was suggested that two people from each street take on the role of being the contact point and help promote the project. To be explored further.
- A flickr account is to be set up to enable photos to be made available from the various events.  
Local Trust flickr feed here: <http://www.flickr.com/photos/70196547@N02/with/9420360251/>
- Facebook/Twitter – A responsible team leader is needed for social media, ideally to manage some youth elements who are well versed in using Facebook.

## Website improvements.

The current short-term website has served its purpose well. It is difficult to give accurate figures for 'unique' hits, but it has been busy, with the Map page getting the most hits.

Feedback has been noted regarding the use of colours, lack of photographs and lack of 'The Plan' information. These have not been addressed due to lack of time/resources.

Extra functionality has been requested such as making Agenda and Minutes available to download, but again this has not been implemented due to time/resources.

## New Website brief.

It has always been planned, in the medium-term, to create a Content Management System based website. This allows authorised individuals to add/edit articles, upload documents and create image galleries etc.

This will be a major commitment of time, approx 4 weeks, to create a new website whether it be within the skill sets of the residents or farmed out to an external agency.

Other options are also being considered, e.g. resources available via the Local Trust and Council agencies.

A website brief will be created by the Comms Sub Group for discussion.

## Press and PR.

Laura has sent out two pieces for the News.

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Annette has produced a piece to be published shortly in Housetalk.

More PR is to be expected once the Community Development Worker is appointed.

## Facebook

As mentioned above, there is a need to set up a Facebook team.

## Twitter

No residents have expressed a preference for this, although Lynda Potter has mentioned that they get a lot of activity using their Twitter feed.

## Schools

Fran has had a meeting with Cowplain School. See quote below from Fran.

*"I went in to meet the Cowplain media students on Thursday and had a really good session with them. They're planning an entire course (year long) around the BL project. They're keen to produce a series of media products that can help to illustrate the community vision and profile for Wecock. We need to work out how we link the students to the partnership and project more generally. They're keen to produce a one off magazine and potentially a film to showcase Wecock now and look forward at the priorities for change. They will need support in making a film from a film-maker e.g. cameraman and editor so I'm keen to explore and identify a local company or individual - have emailed Fratton to get their film-maker contact. We would need to fund this work through Getting Started so would need to involve the partnership / group in any decision."*

## Future Events

The opening of the Linnet Play Area – September.

## Staff

We need:

- Writers/Editorial – To write content for website and PR use.
- Facebook/Twitter team.

## Next Comms Group Meeting

To be arranged.