



BRIGHSTONE PARISH NEIGHBOURHOOD PLAN



Brook Hulverstone Mottistone Brighstone Limerstone

# COMBINED SUB GROUP NOTES



# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## COMMUNICATIONS/CONSULTATION SUB GROUP

### NOTES

Held 10 am to 11.30am Monday 13<sup>th</sup> January 2014

1, Wilberforce Road, Brighstone

Present: John Brownscombe; Wendy Simmons; Sue Chorley; Crispin Keith

Apologies: Joan Kirby

#### Sub Group Purpose and Scope

A discussion of the purpose of the new sub group and the scope of its work took place. It was agreed that this was to oversee the creation of a Communication Strategy to underpin the work on the Brighstone Parish Neighbourhood Plan (BPNP). We discussed how this will help to give consistency and structure to the work of the various sub groups and wider stakeholders. We also agreed that it will help to inform the formal Consultation Report required at the end of the BPNP process.

Examples from other areas which had been circulated prior to the meeting were discussed. It was felt that some provided clear information and others were perhaps a little too esoteric. Notes made by JB on the various approaches were discussed and the broad structure and content of the BPNP Communication Strategy agreed.

It was felt that bullet points, lists and tables would make the document easier to understand and keep it brief. BPNP Communication Strategy will include a main section with key principles, key messages (to be agreed with Publicity Group), conventions for communication within and between the various groups in the BPNP process and with wider stakeholders. An Action Plan linking to the main Project Plan for the BPNP will be listed as a separate Appendix. Lists of stakeholders and other detailed information will also be provided as Appendices to allow the main document to be clear and easy to refer to.

**ACTION:** JB to produce the first draft of the BPNP Communications Strategy for circulation, and additions/amendments.

**ACTION:** WS to put together a spreadsheet of stakeholders for discussion at next meeting. (This to then be shared with Mr D Motkin for potential additions based on his previous experience with the Parish Plan and Village Design Statement.)

**ACTION:** JB to draft the Communication Strategy Action Plan to link with BPNP Project Plan.

There was discussion on the number of groups and societies within the community who we will be engaging with (links to work of Ann Chapman in Parish Profile Group). Facebook groups 'Brighstone – discover and explore; I'm Brighstone 'till I die; and linked to Parish Council web site were discussed'. A copy of the Community Directory was loaned to JB by SC.

**ACTION:** JB to review the Community Directory and extract useful information to be shared with Ann Chapman on the Parish Profile Group and WS as possible help with the spreadsheet of stakeholders.

#### Reporting back to the main Steering Group

CK agreed to report back to the main Steering Group (although he is unable to make the Feb meeting at which SC agreed to deputise).

#### Date of next meeting.

To be agreed subject to e-mail exchanges of drafted information and requirement to meet to discuss any matter arising from this.



BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

# CONSULTATION SUB GROUP NOTES



# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## CONSULTATION SUB GROUP

### NOTES

10am to 12pm Thursday 3rd April 2014

Brambletye, 2 Hunnyhill, Brighstone

Present: Ken Taylor; Rosamunde Heib; John Brownscombe; Arnold Taylor

Apologies: Paul Hallums

Examples of Residents Surveys from other Neighbourhood Plan areas were circulated in advance of the meeting. These included: Much Wenlock; Linton; East Grinstead; Roseland; and Lavenham.

It is known that many areas have used the Much Wenlock example as the basis for the design of their own survey as Much Wenlock was a front runner in the Neighbourhood Plan process.

It was decided that we would look in detail at the Much Wenlock example and assess what is and is not relevant for our approach in Brighstone Parish. We would then consider the other examples to see if there is a need for any additional questions (not included in the Much Wenlock example). We would also consider the recommendations from the Parish Profile group where they have identified gaps in the evidence base. References to policy numbers in these notes relate to the Much Wenlock example which can be accessed here

<https://www.dropbox.com/s/x0ucr8ff5yucsqo/Much-Wenlock-Neighbourhood-Plan-Residents-Survey-form-example.pdf>

### General points

#### **Structure of the Survey**

The group agreed that the headings used in other areas such as providing houses, protecting the environment, jobs and the economy etc were a sensible approach to

take when structuring our survey. It was felt that there would be a need to set out the context for each section in one or two introductory paragraphs. These would include key information from the Island Plan and other relevant local information (Parish Profile, Housing Survey etc). There was discussion on the pros and cons of having this information in a separate document or guidance document rather than heading up the sections. At this stage it was felt that we should include it in the main survey but this would be revisited as we progress. It was agreed that the topics chosen should be set out in an order which follows the structure of the Island Plan to allow ease of comparison and assessment of inter-relationship.

### **Covering letter**

In a similar way to the Housing Survey there will need to be a covering letter (or first page) from the Chairman setting out the reason for the Residents Survey and perhaps once again feeding back on the findings of the Housing Survey.

### **Tick boxes, multiple choices, rankings and open ended responses**

We discussed the structure of questions and agreed that this should aim to be as simple as possible whilst also capturing meaningful responses. Scales of agreement were preferable to ranking (strongly agree to strongly disagree rather than rank in order 1 to 5). Open responses should be sought where appropriate but not for each question and it should be emphasised that completion of these is optional rather than required. Each section will also have space for general comments to allow for any more detailed views to be captured. We also considered the use of don't know as a response option (although the group was uncertain and agreed to revisit this as the design progresses).

### **Length**

The group agreed that the length of the survey needs to be such that it takes no more than 15 mins to complete. It is hoped that this will minimise any reluctance to complete.

### **Ease of understanding (laypersons check)**

It was suggested that once the draft has been agreed it should be given to a few people in the community (or outside) to read and 'sanity check'. This will allow us to rephrase any questions which are unclear or to provide definitions of any required technical terms not already covered in the draft.

### **Individual adults or households?**

The group discussed whether the Residents Survey should aim to capture the views of individual adults or households. After some debate it was decided that one survey should be delivered to every household but it should be made clear that we are aiming to capture the views of all adults (over 18s). Additional copies will be made available for those who may wish to complete their own rather than having a

single household response. This should ensure an equitable approach to capture views where they may differ between family members. Publicity will emphasise this approach. Additional forms will be available from nominated person(s) to control numbers given out.

### **Anonymity of surveys**

In order to ensure that we keep track of the number of forms distributed and the number returned it is suggested that all are given a unique identifier number or are embossed to prevent photocopies being made. This number will not be used for any other purpose than the overall count with anonymity being assured throughout the process.

### **Distribution**

We will use the same volunteer approach as that undertaken for the distribution and collection of the Housing Survey (which proved to be very successful). Surveys will be collected or returned to the box provided in the village shop.

### **Young persons**

The Residents Survey is targeting adults (over 18s). We will consider how best to canvas the opinions of the youth and children in the parish. This may involve working with the school and relevant clubs and societies and we may wish to consider the use of social media and/or competitions.

### **Business**

We discussed and agreed that there was a need to undertake a Business Survey alongside the Residents Survey. This is likely to be in the form of a printed survey delivered by post or an electronic form/online survey e-mailed to businesses in the parish. Some reference is needed to this in the main Residents Survey to ensure that any sole traders working from home (without business premises) and who may not have received the Business Survey are also encouraged to obtain and complete it.

## **Proposed Sections of the Residents Survey**

### **Housing**

Many other areas included questions to assess local housing need, occupancy, and tenure in their Residents Surveys. As we have recently (Feb 2014) completed a separate Housing Survey many of these questions are not needed in our Residents Survey. However there is need to include a few additional housing questions to assess the communities opinions on the acceptable size of individual developments and the general location of these in the parish. Accordingly it was felt that Brighstone Parish specific amended versions of questions A3 and A6 were required. In relation to the location of housing development it was felt that we should ask

people to identify which part of the parish i.e. within Brighstone village; adjacent to the settlement boundary (map will be needed); in Limerstone; in Mottistone; in Brook; in Hulverstone; in the wider parish.

This section will need a fairly detailed introductory text, setting out the Island Plan context (Rural Service Centre /Strategic Housing Land Availability Assessment) and the results of the Housing Needs Survey to provided context.

### **Jobs and the Economy**

We discussed and agreed to undertake a separate Business Survey (see above), this should include active farms.

The group agreed to use Brighstone Parish specific versions of:

B1 (to include reference to farming and also a no further employment needed option); B3 (omit reference to quarries, include other and also area for comment); B5 (rephrased to make clearer);B6; B7 (consider how to deal with individuals rather than households in the phrasing);B8 (amended to reflect resident opinion to supplement the findings from Business Survey); General comments box.

### **Protecting our environment**

Consider specifically referencing the landscape, historic and natural environment of the parish.

The group agreed to use Brighstone Parish specific versions of:

C1; C2; C3 (ranked or with an assessment level of agreement); C3 (ranked or with an assessment of level of agreement amend reference to flooding to drainage/surface water issues); General comments

### **Improving community services**

The group felt that the transport and travel parts of this question needed to be placed in their own topic (see below) and that this should be about other community services.

The group agreed to use Brighstone Parish specific versions of:

D1 (remove traffic/transport/access questions, remove allotments,include doctors, change to community library. Needs to be ranked or with an assessment of the level of agreement). There needs to be the ability for people to comment on how things should be improved in a comment box. There needs to be a question about more or new services/facilities. There needs to be an attempt to capture the level of paid for care within the community (see Parish Profile notes 06/03/14). We may wish to ask questions about involvement in clubs and societies in this section (alternatively we may canvas the clubs and societies for membership/attendance numbers).

### **Transport (or similar title)**

Similar layout to the previous section to include a revised D1 covering the transport, access and traffic questions. Needs to be a comment box for suggested

improvements and general comments on this topic. Questions regarding public transport need to include a way of capturing 'would use' if improved; level of bus pass/concessionary fare use; specific questions about routes (Newport, Yarmouth, Freshwater); fares; frequency and interval of services. Include public rights of way (all categories). Include question on street lighting (more/less or yes/no). Possibly include a question specifically about services/facilities for elderly. Include variant of question E2 in this section (traffic noise/speed). This section should also include a question about pavements/footways. E5 needs to be in this section with the ability for people to state where. We briefly discussed the Military Road, its future and the potential impact of any loss of the through route on the villages in the parish. It was decided that it would be difficult to phrase a question to cover this within the Residents Survey. It may be something that will feature in the Consultation day(s)?

### **Creating a sustainable community (possibly alter the title?)**

It was agreed that there is a need to ask a question about renewable energy technologies. This could separate commercial from domestic approaches. The Residents Survey should consider capturing the extent of domestic scale installations within the parish. We could also ask residents to indicate their main source of power for heat/cooking?

### **Crime and Disorder**

Question about how safe people feel in Brighstone Parish. Space for general comment on crime/disorder issues/concerns.

### **Final section**

Ask for three most liked and three most disliked elements of Brighstone Parish. Why did you decide to live/move to Brighstone Parish?

### **Next steps**

JB to work on draft of the Residents Survey and Business Survey for circulation and comment before next scheduled meeting.

### **Date of next meeting**

Thursday 24th April. 10:00 to 12:00 Brambletye, 2 Hunnyhill, Brighstone courtesy of Rosamunde Heib.

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## CONSULTATION SUB GROUP

### NOTES

10am to 11.20am Thursday 24th April 2014

Brambletye, 2 Hunnyhill, Brighstone

Present: Ken Taylor; Rosamunde Heib; John Brownscombe; Arnold Taylor

Apologies: Paul Hallums

#### **Notes of last meeting**

The notes of the last meeting were reviewed and agreed.

There was a brief discussion on the best way to try and ensure that as many individual adults in the parish complete the survey as opposed to just receiving one from each household. After discussing the pros/cons of trying to provide sufficient survey copies to each household it was decided that:

- a single survey should be delivered to each household
- the survey will clearly state that further copies are available on request to allow any households where individual opinions differ to capture each adult's comments for relevant questions. (Similar approach to having additional Sect B of the Housing Survey)

**ACTION:** JB to carry out quick best practice research on how this has been approached in other Neighbourhood Plan surveys. If this identifies a better solution to discuss this with group, if not then to revert to the approach outlined above.

#### **Discussion of draft Residents Survey (to be read in conjunction with draft Residents Survey)**

The group looked at the draft of the Residents Survey provided by JB and based on a modified Much Wenlock approach for Brighstone Parish.

The following points were raised/agreed:

- Drafting of text for introductions to the survey and each topic paragraph to be completed by JB and circulated for comment.
- Q A1 - insert 'were' into sentence to change emphasis to read 'If the Brighstone Parish Neighbourhood Plan were to.....'
- Q B1 - define or reword Social Enterprise
- Q B2 - Split option re Existing buildings to 'Existing non-residential buildings'; 'Existing residential buildings'; Re-use of redundant agricultural buildings'.
- Q B8 - Take out second 'are'
- Q C2 - Add additional line of 'Better pedestrian and cycle access in the wider parish.'
- Q C2 - Remove line 'Minimum standards for living space.....'
- Q D1 - Remove 'The Doctors Surgery' replace with 'Local health care services'
- Q D1 - Include a line for 'Allotments (Please specify where in the comments box below)'
- Q D3a - Sentence reworded to 'Do you or a member of your household receive care assistance for things you/they can no longer manage to do for yourself/themselves and which you/they pay for?'
- Q E2 - Include 'or a member of your household' and allow for capture of the number and type of concessions/bus passes
- Q E3 - Reword third line to 'Weekday services were extended into the evenings.'
- Q F1 - Try and redesign with tick boxes (LPG, Oil, Electricity, Wood, Other (Please specify))
- Q F2 - Insert 'have' to read 'If you have .....
- Q F3 - Change to statements and tick boxes for strongly agree etc
- Q F5 - Delete question
- Q G3- Include additional question for other safety concerns and space for detailed comment. (Copy design of G2)
- Q H1 - Switch have and you around to read 'Please tell us why you have decided to live in Brighstone Parish'
- Q H2 - Number boxes 1,2,3
- Q H3 - 'is' should be 'us' and number boxes 1,2,3

- Q H4 and H5 - Remove questions as unnecessary

**ACTION:** JB to make changes and draft introductory text

### **Business Survey**

The group discussed the drafting of the planned Business Survey. It was decided that JB would draft an initial version for discussion at the next meeting or by e-mail exchange outside of the meeting.

### **Youth Survey/School involvement**

JB reported that Crispin Keith had offered to investigate the best way to include younger people in the process. Sue Chorley had approached the Church Youth Worker who has suggested that a short Survey Monkey survey was probably the best way to involve young people. This could be promoted at the various clubs/societies and groups within the parish. Crispin will provide some ideas (based on application/adaptation of best practice from other areas) which we can discuss and then formulate a plan to approach the School to see if they would like to get involved. Crispin has offered to lead on this. Any other volunteers to let JB know if they would like to be involved.

### **Logistics for Residents Survey distribution and collection**

It was suggested and agreed that we should use the same approach as actioned for the Housing Survey, namely distribution by volunteers with a mix of collection and drop off at the Village Shop for returns of completed surveys. So far, two volunteers from the previous group will not be able help during June. There is a need to confirm if others are able to help again and to recruit additional volunteers to cover any shortfall and allow distribution areas to be manageable.

**ACTION:** JB to raise at main Steering Group and scope for availability and assistance with the Residents Survey.

### **Date of next meeting**

Thursday 15th May 16:30 to 18:30 Brambletye, 2 Hunnyhill, Brighstone courtesy of Rosamunde Heib.



BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

**SUB GROUP  
PARISH PROFILE  
NOTES OF MEETINGS**

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## PARISH PROFILE SUB GROUP

### NOTES

2 pm to 3.30pm Monday 13<sup>th</sup> January 2014

Lamorna, Chilton Lane, Brighstone

Present: Wendy Simmons; John Cirrone; Ann Chapman; Paul Hallums;  
John Brownscombe; Arnold Taylor

Apologies: None received.

#### Sub Group Purpose and Scope

A discussion of the purpose of the new sub group and the scope of its work took place. It was agreed that this was to debate and oversee the creation of a Parish Profile to underpin the work on the Brighstone Parish Neighbourhood Plan (BPNP). We discussed how this will help to give a snap shot of the social, economic and environmental profile of the area; identify any trend information; and provide evidence which along with the views of the community will underpin the policy formulation of the BPNP.

It was agreed that there is a wealth of detailed information available and that it will be important to provide a concise and relevant overview of this in the Parish Profile. We looked briefly at information contained in the Village Design Statement and Parish Plan and agreed that much of this may be very relevant to the BPNP and some relevant to the Parish Profile (particularly where it summarises 2001 Census data). We looked at the document provided by Community Action Isle of Wight produced by ACRE. It was felt to be an interesting document but some parts are too wide (Isle of Wight data) or outdated (Census 2001 data) to be useful. After much discussion it was decided that we would look at the main Census 2011 datasets and decide which of these we should include in the Parish Profile.

**ACTION:** JB to provide the list of datasets from the Office for National Statistics Neighbourhood Information website. JB to indicate which he believes may be the best sets to use as many are repeated in slightly different formats. Group members to then provide their thoughts on the best Census datasets to be used.

**ACTION:** Once the above action is completed, WS and AC to extract the Census information and put into a spreadsheet or bulleted format for circulation and further discussion.

Once the above actions have been undertaken we will identify any gaps and see if this information can be obtained for the Brighstone Parish area. This will also help us to frame a further survey of the residents about the community, economy and environment of the area.

**ACTION:** JB to consider the potential questions to be included in a further survey of residents to take place in late spring / early summer. JB to identify how this fits with the Project Plan and take to the main Steering Group for discussion/ratification.

There was discussion relating to the many groups and societies in the Brighstone area as an indicator of community cohesion and sense of belonging. AC had started to develop a list of these and agreed to continue with this work which will help with the Parish Profile and other elements of the BPNP process.

**ACTION:** AC to continue to list groups, clubs and societies across the parish.

#### Reporting back to the Steering Group

It was agreed that ..... would report back on the work of the Parish Profile sub group at the next and subsequent Steering Groups.

#### Date of next meeting.

2pm Thursday 13<sup>th</sup> February 2014 at Lamorna, Chilton Lane by kind permission of Wendy Simmons.

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## PARISH PROFILE SUB GROUP

### NOTES

2 pm to 3.45pm Thursday 13<sup>th</sup> February 2014

Lamorna, Chilton Lane, Brighstone

Present: Wendy Simmons; Ann Chapman; Paul Hallums; Rosamunde Heib;  
John Brownscombe; Arnold Taylor

Apologies: John Cirrone.

#### Matters arising from last meeting

Census data – was circulated and now being analysed

Resident's Survey – will take place in May or June 2014 to be discussed at next Steering Group meeting.

Groups and Societies List – AC continuing to compile list. We discussed issues of sharing names and contact details. Agreed that if their names were already in the public domain (such as in the Directory) then OK but if not would need to ask their permission first and omit from public lists if not.

**ACTION:** AC to finalise list and check for consents to include details. AC to then circulate to the main Steering Group and Library Users Group for suggested additions

#### Progress to date on BPNP Parish Profile

We discussed the progress made with compiling the evidence for the Parish Profile. Each member of the group has taken on part of the analysis of the Census data.

WS – employment

AC – health

PH – housing

RH – transport

AT – population

JB – natural and historic environment (not census data)

We discussed questions raised from the work undertaken to date including – how to deal with waste management issues, the anomalies between different data sets and what these may mean (such as number of households where Census 2011 and IWC Council Tax/Precept numbers do not tally) and how to obtain further information which may or may not be available from published data. It was agreed that each would continue to compile evidence for their individual area and we would compare this and discuss in detail at the next meeting.

**ACTION:** All to continue to compile evidence and identify issues/questions to be discussed at next meeting

It was agreed that information being compiled should be put into a table format in either Microsoft Excel or Microsoft Word and that the template developed by WS and AC was probably the best way to present the data.

**ACTION:** AC to circulate the table template to all on Parish Profile sub group.

We discussed how to get further information not included in the Census such as that listed in the ACRE document. We also identified the Resident's Survey as a potential way of finding out information about public transport use and choices.

**ACTION:** Pick up on this in the discussions at the next meeting.

#### Parish Plan / Village Design Statement initial review for evidence

JB outlined the need to review the evidence provided in the Parish Plan and Village Design Statement and that the Parish Profile sub group was the logical place to start this process. It was agreed that we would look at the documents and discuss at the next meeting.

**ACTION:** All to look at and consider PP and VDS prior to next meeting in readiness for discussions.

Link to Parish Plan - <http://www.iwight.com/azservices/documents/2777-Brighstone%20Parish%20Plan%20Update%202009.pdf>

Link to VDS - <http://www.iwight.com/azservices/documents/2777-Brighstone%20Village%20Design%20Statement.pdf>

#### Date of next meeting.

3pm Friday 28<sup>th</sup> February 2014 at Lamorna, Chilton Lane by kind permission of Wendy Simmons.

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## PARISH PROFILE SUB GROUP

### NOTES

2 pm to 4.35pm Thursday 6<sup>th</sup> March 2014

Lamorna, Chilton Lane, Brighstone by kind permission of Wendy Simmons

Present: Wendy Simmons; Ann Chapman; Paul Hallums; Rosamunde Heib;  
John Brownscombe;

Apologies: John Cirrone; Arnold Taylor

#### Matters arising from last meeting

AC continuing to collate the list of clubs and societies, this has been checked with the Library Users group who have suggested some additions. A check will be made on the use of names and e-mails if not already in the public domain. Template table was circulated to all members of the Parish Profile sub group.

#### Progress and review of findings so far

Each group member provided an update on the progress made with collation and analysis of Census data and the conclusions made.

#### Gaps in the evidence

Discussion took place regarding some of the key findings and where there are gaps in current evidence.

This resulted in a number of areas where there may be a need to ask specific questions in the planned Resident's Survey to obtain missing information such as:

- Use of public transport (including timetable, cost and convenience issues)
- Street lighting (views on need for additional or removal of street lighting)
- Provision of paid care (unpaid care figures given in Census but no information on paid care which is thought to be a significant social requirement due to numbers of lone elderly residents)
- Young people – (need to ensure that consultation includes consideration of the views and needs of children and young people in the community)
- Possible additional housing question – (currently low number of semi-detached, terraced and flat type accommodation in comparison to detached properties).

In addition there is a need to try and obtain more recent figures for numbers of persons in receipt of benefits, if available, as the current data set relates to 2010. We discussed vacant/empty properties and it was decided to ask the Isle of Wight Council Tax department if they have any figures for the number of empty properties in the Parish. There may be benefit in undertaking a traffic volume study as part of the Neighbourhood Plan process. This could be undertaken by volunteers.

**ACTION:** JB Suggestions for potential Residents Survey questions will be passed to the Consultation Group.

**ACTION:** JB to see if more up to date information is available for benefit recipient numbers in the Parish

**ACTION:** PH to speak to IWC Council Tax section to see if empty property figures are available.

**ACTION:** JB to pass on idea of Traffic Volume survey to Traffic/Transport Topic Group when established.

#### Thoughts on the Parish Plan and Village Design Statement

Due to lack of time this agenda item was not covered in detail. Members of the group had looked through the documents and in general felt that many aspects of the Parish Plan and Village Design Statement remain relevant. It was felt that the VDS in particular has useful statements which may form the basis of some of the policies of the draft Neighbourhood Plan. It was also felt that both documents may be useful to have at public consultation events to show what the community has said before.

#### Next steps and timetable

Finalise tables of detailed statistical information and summary of key findings for each area by the end of March to enable collation into one document by JB. This will include a short overview of the key findings from the evidence (as highlighted by Group members); a summary of areas where additional evidence may be needed including those that we will need to obtain through survey/consultation; and the detailed tables for each theme – Population; Traffic & Transport; Housing; Employment; Health; Natural and Historic Environment.

**ACTION:** All, provide updated tables and summary documents to JB by end of the month or earlier if ready.

**ACTION:** All to share copies of the above with other members of the group.

#### Date of next meeting

Thursday 20<sup>th</sup> March 2pm at Lamorna, Chilton Lane, Brighstone, by kind permission of Wendy Simmons.

## PARISH PROFILE SUB GROUP

### Notes

2 pm to 4.30pm Friday 28<sup>th</sup> March 2014  
Lamorna, Chilton Lane, Brighstone

Present: Wendy Simmons; Paul Hallums; Arnold Taylor; Rosamunde Heib;  
John Brownscombe

Apologies: John Cirrone; Anne Chapman

#### Matters arising from the last meeting

Brighstone Parish Community Groups: The list has been completed by AC. JB to double check that contact details listed are in the public domain before circulating copy to members of relevant sub groups and also the main committee.

Empty property figures: PH had included comment on this in Housing analysis for Parish Profile.

**Action:** JB to check with Isle of Wight Council (Peter Griffiths) to ascertain if the local authority holds a list of empty properties in the parish.

#### Discussion of data analysis for the Parish Profile

All members of the group have now completed and shared the main analysis of data for the Parish Profile. There are a few outstanding issues (for example school transport issues) but sufficient to now pull together into a Parish Profile. The Parish Profile information will be used in the planned 'Drop In' sessions in May and may be the basis of a Parish Quiz. It will also be used to discuss specific topics such as Traffic; Housing; Employment and alongside the information received from the community. A quick discussion took place on the findings.

**Action:** JB to pull together all the information in one standard format and circulate this to the Parish Profile group for their comment and approval. Target for completion - mid April.

### General discussion on wider issues

The group discussed wider issues such as provision of cycle paths; road maintenance for multi users (including cyclists); traffic flow data; the potential impact of the eventual closure of parts of the Military Road in terms of traffic volumes through the village centres in the parish; car parking and congestion in the centre of Brighstone village; housing survey results; likelihood and timescale for revised planning application for the Blanchards site and the implications of this on the Neighbourhood Plan; design of the replacement street lighting.

We also discussed the relationship between the Parish Profile and the policy formulation in the Neighbourhood Plan. The design/structure of the two needs to be consistent. Achieving this will be an iterative process that may require a slight re-design of the layout of the Parish Profile based on the topics within the final Neighbourhood Plan. It was suggested that headlines will be lifted from the Parish Plan and included in the introductory context section of the chapters of the Neighbourhood Plan before the setting out of the policies.

### Parish Plan and Village Design Statement

Members of the group had looked at the Parish Plan and Village Design Statement and provided their thoughts by e-mail. These were discussed. The group's views were as follows:

Parish Plan – It was felt that many elements of this document will be superseded by the Neighbourhood Plan (those relating to spatial planning policy). The other non planning parts of the document which set out what the local community has deemed to be important are primarily a working document for the Parish Council which can then identify projects and actions to take matters forward.

Village Design Statement – The group felt that much of this document remains highly relevant. Many of the guidelines will need to be incorporated into the Neighbourhood Plan as they directly relate to planning policy. If the Neighbourhood Plan is successfully adopted this will allow these guidelines to become required policies for the area. There are other parts of the document which are likely to remain very relevant but which cannot, in themselves, become policies in the Neighbourhood Plan; for these perhaps there is a need to have a revised Parish Design Statement as a companion document for the Neighbourhood Plan.

Both documents should be referred to as we go through the process of developing the Neighbourhood Plan. It is also suggested that they are made available at consultation events.

The group agreed that it would be beneficial to have the ability to download or a link to these documents on the Parish Council and/or Neighbourhood Plan pages of the website.

### Further meetings

It was decided that a further meeting of the Parish Profile sub group was not required. Communication will continue via exchange of e-mails including any specific questions or points of clarification.



BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

# SUB GROUP PUBLICITY NOTES OF MEETINGS

Brighstone Neighbourhood Plan  
Publicity Group Meeting Notes 15<sup>th</sup> October 2013

The first meeting was held at 10:30am on 15<sup>th</sup> Oct 2013 and finished at 12:30pm

**Present:** Sue Chorley, Chris Bentley & Wendy Simmons

Looked at material from Brading and Cerne Valley

Designed a banner heading/ logo for all NP communications depicting all the included villages and hamlets geographically. Intended this to be used for all publicity.

Drafted a half page for the newsletter (including the banner) - to be approved at NP meeting on 15/10/13. This needs to be submitted to Julie Benson by 17/10/13.

Talked about methods of communication - Website, banner, leaflets, newsletters, village talk, press, radio

Website has a new area dedicated to NP. Go to Community Info/Neighbourhood Plan there are 2 sub menus – “Agenda & Mins” & “Progress”. The website is at <http://www.brighstoneparish.org/> . Also the Neighbourhood Planning will appear as a Recent News Item (visible on every page)

Agreed there is a need for a one page summary of what a Neighbourhood Plan is.

Talked about making a professional banner of a permanent nature including a slot for advertising special events e.g. Housing Needs Survey. The banner might be shown in different locations.

The second meeting was held at 10:00am on 29<sup>th</sup> Oct 2013 and finished at 12:00pm

**Present:** Sue Chorley, Joan Kirby, Chris Bentley (until 11:00) & Wendy Simmons

### **Visit Isle of Wight**

Looked at 300 words written by Sue for "Visit Isle of Wight".

Suggested adding events other than Xmas Tree Festival

Chris didn't like first sentence. Sue will re-word.

### **Banner**

Chris got price for banner but is still waiting for written quotes.

### **Newsletter Entry for Dec**

Will Dec & Jan be in same newsletter? If so then the NP steering group will have to decide on meeting dates for Dec & Jan. Entries for Dec newsletter must be submitted before 17<sup>th</sup> Nov.

It was decided to keep the entry in the format used for the November newsletter but with no bold text above the bullet points. The following bullet points were agreed upon:

- The Neighbourhood Plan includes Brook, Hulverstone, Mottistone, Brightstone and Limerstone
- Previous housing surveys are now out of date and a new one is needed to be relevant to all planning decisions
- Follow the latest news at <http://www.brighstoneparish.org> See Community Info/Neighbourhood Plan.
- All Neighbourhood Planning meetings are open. Attend the next meetings at 7:30 pm on TBD & TBD in the Brighstone school hall
- For further information contact the clerk on 01983 740396 or [clerk@brighstoneparish.org](mailto:clerk@brighstoneparish.org)

**What is a Neighbourhood Plan - Summary on Page (Crib Sheet)**

It was agreed that the introduction that Sue Chorley had already written for the web site was very suitable. Sue will add that the process is likely to take two years and that all steering group meetings are open.

## Brighstone Neighbourhood Plan Publicity Group Meeting Notes

The third meeting was held at 10:00am on 27<sup>th</sup> November 2013 and finished at 12:15pm

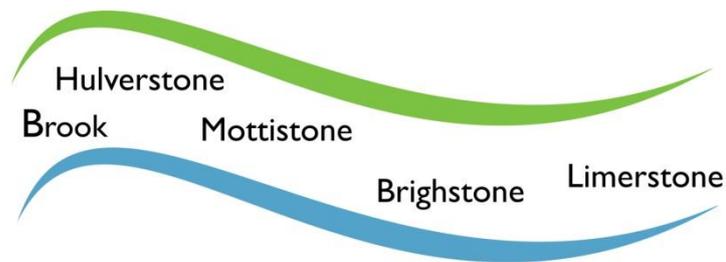
**Present:** Sue Chorley, Joan Kirby, Chris Bentley & Wendy Simmons

### **Publicity - General**

- Joan has raised interest about the NP at a WI meeting
- There is a need to find a NP representative in Brook.
- Need to buddy people attending a NPSG meeting for the first time
- Chris said Bob Seely had written a bit in Beacon about the Brighstone Parish NP.

### **Logo**

The following logo/banner designs were considered.



**BRIGHSTONE PARISH NEIGHBOURHOOD PLAN**



**Housing Needs Survey available now  
Consultation meeting on 5th JAN at 6pm.**

**BRIGHSTONE PARISH NEIGHBOURHOOD PLAN**

**Housing Needs Survey available now  
Consultation meeting on 5th JAN at 6pm.**

**BRIGHSTONE PARISH NEIGHBOURHOOD PLAN**

**Housing Needs Survey available now  
Consultation meeting on 5th JAN at 6pm.**

The group agreed that the third one worked best for banners, posters, newsletters and all communications.

It was agreed to recommend to NPSG that the logo be changed to:

**BRIGHSTONE PARISH NEIGHBOURHOOD PLAN**

Brook Hulverstone Mottistone Brighstone Limerstone

## **Banner**

Banner sizes were discussed and it was agreed that whilst the Christmas Tree Festival one is 366 cm by 91 cm a size of 250 cm by 80 cm would be the most suitable for NP purposes.

Possible sites for banners were discussed. Initially five sites were identified but it was decided to limit it to three because of cost.

The three suggested sites are – the cottage at the end of New Road, Limerstone (corner of Muggleton) and Seely Hall.

Sue said Roy Haviland will have to decide about Seely Hall & he is currently away.

Banner Size 2500mm by 800mm quoted by Signpost Express at £65 plus VAT

## **Actions**

1. Wendy to print out logo and banner example for NPSG meeting 4<sup>th</sup> Dec
2. Wendy to send pub group notes to Avicé

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## Publicity Group Meeting Notes

The meeting was held at 11:30am on **13<sup>th</sup> Jan 2014** and finished at 13:30pm

**Present:** John Brownscombe, Sue Chorley, Chris Bentley & Wendy Simmons

**1. Apologies:** Joan Kirby

**2. Receive Output from Comms & Consultation**

The publicity group will work closely to the Communications Strategy with many actions delivered by the publicity group. A key task is to define some key messages.

**3. Publicity of Housing Survey**

**a. Words for Banners**

Agreed words would be:

“Housing Survey”

“Please complete yours now”

Across 2 lines in black & bold

**b. Poster design**

Agreed to use words as on banner (above) plus pictures of the Housing Survey front cover and letter (JB to supply)

**Places for posters (20 in all)**

6 notice boards

School

Doctors

Pubs (3Bishops & Sun)

3 Church & chapel

2 shops

Library

Seven

Social Club

**c. Words for newsletter**

The following words were agreed:

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## Publicity Group Meeting Notes

“Your chance to shape the future of the our area  
A housing survey will be delivered to you soon  
It is anonymous and will only take a short time to complete  
We need a high response rate  
The survey results will influence future planning decisions about housing”

Plus (as footer) contact Avice and see Parish Website

**Parish Website** is to be updated with same words as newsletter. This will appear in 3 parts of website namely “Recent News”, “Local Events” and under “Community Info - Neighbourhood Plan”

- d. **Entry for County Press, radio etc.** – Item postponed
- e. **Face to face** (e.g. shop, school, bus stop, pub, library) – Item postponed

**4. What needs to be done for the rest of the NP process** – Item postponed

**5. Agree actions arising & deadlines**

**Chris** –to distribute banner draft when it is available

**Wendy** – mail Julie about colour in newsletter - immediately

- Draft newsletter & distribute - immediately
- Draft posters – by 20/1/14

**John** – give Wendy pictures for poster

- Draft key messages

**Sue** – update the Website

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## Publicity Group Meeting Notes

### **6. Reporting back to the main Steering Group & agreeing meeting notes**

These meeting notes will be circulated to those present for comment and when agreed they will form the substance of the report to the Steering Group

### **7. Date and venue of further Sub Group meeting – Tues 11<sup>th</sup> Feb 10am at 1, Wilberforce Road, Brighstone by kind permission of Sue Chorley**

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## Publicity Group Meeting Notes

The meeting was held at 10:00am on **11<sup>th</sup> Feb 2014** and finished at 12:15am

**Present:** John Brownscombe, Joan Kirby, Sue Chorley, Chris Bentley & Wendy Simmons

**1. Apologies** None

**2. Notes of last meeting and matters arising**

Poster feedback – not dramatic enough. Needs thicker page border – dayglo orange or lime green. Also need to include statement from Locality about their funding. Photos of banners needed.

**3. Update on Comms Strategy**

First draft circulated. It needs updating with how to get information back from people. Also it needs a statement on Locality Funding. The stakeholder list & action plan will be finalised as appendices.

**4. Key messages**

Discussed the key messages in the Comms Strategy document & agreed they are OK.

**5. What needs to be done for the rest of the NP process**

Newsletter

Website updates

Village Talk (specific events)

Drop in sessions in April (results of housing survey) Pre promotion, material

Residents survey in May (questionnaire)

Planning for Real

Issues & options

Invite people to topic groups

Consultation on draft plan spring 2015

Vote March 2016

**Newsletter**

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## Publicity Group Meeting Notes

- Thanks for completing your housing survey. The results will be available later this spring
- Coming soon – “drop in sessions” where you can out more about the NP  
Plus a Did You Know Box - Tip on Rural Service Centre

### **6. Agree actions arising & deadlines**

- a. Wendy to experiment with poster borders
- b. Sue to photo 3 banners as evidence
- c. JB to raise at Steering Group the issue of emailing specific groups.
- d. JB to produce update to Comms Strategy by 28<sup>th</sup> Feb 2014
- e. Sue to produce a glossary of terms for NP – Website & Comms Strategy
- f. Wendy to send out draft newsletter
- g. JB to send list of key dates from project Plan

### **7. Reporting back to the main Steering Group & agreeing meeting notes**

Pub group emphasises need to recruit more people to help with process

### **8. Date and venue of further Sub Group meeting**

Mon 10<sup>th</sup> March 2014 at 1, Wilberforce Road, Brighstone by kind permission of Sue Chorley

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## Publicity Group Meeting Notes

The meeting was held at 10:00am on **10<sup>th</sup> Mar 2014** and finished at 11:55am

**Present:** John Brownscombe, Sue Chorley, Chris Bentley & Wendy Simmons

### 1. Apologies Joan Kirby

### 2. Notes of last meeting and matters arising

Clarify what was meant by “emailing specific groups”. Agreed this meant using email to publicise things to specific groups within the Parish e.g. email all clubs about a drop in event. See item 5 about use of emails.

### 3. Posters - Impact

Chris showed a design done by Laura with a blue and green border and use of particular fonts. This will be emailed to Wendy so the fonts and colours can be used.

**Action:** Chris to email a Word version to Wendy.

Wendy showed seven designs using a rounded box with glowing edges. A simple blue on white was agreed to be the best colour. It was agreed to have the BPNP logo outside of the glowing box and to incorporate Laura’s fonts and double line green and blue edge.

**Action:** Wendy to create new poster & circulate to group

### 4. Photos of Banners

Sue said a selection had been taken & sent to Avicé

### 5. Emailing specific groups

- Chris emphasised that if groups were being emailed then “blind copies” (bcc) should be used so that recipients do not see the names of other recipients.
- The Parish Profile group has agreed it is OK to use an email if it is already in the public domain e.g. Community Directory, otherwise permission should be sort. Consents will be included in the list of clubs and societies being compiled by Anne Chapman. See “BPNP Parish Profile Notes of meeting held 13 Feb.pdf”.

### 6. JB to produce update to Communication Strategy by 28th Feb 2014

Outstanding

**Action:** John to finalise the Draft Communication Strategy document

## 7. Sue to produce a glossary of terms for NP – Website & Comms Strategy

Sue handed out a list of terms and some changes were suggested:

*National Planning Policy Framework* – this sets out the National context for local planning matters, simplifies the Governments planning policies for England & how they are expected to be applied. It directly influences the Island Plan & Brighstone NP.

*Localism* – The Localism Act (2011) has given powers to local communities relating to planning issues in their area. This is normally done through the production of a NP.

New glossary entry for *Localism Act* This sets out National context for local planning matters in England.

*Community Engagement* – Way in which community can provide their views & receive feedback. It is an essential main kingpin in the NP process.

The meeting agreed to continue with feedback on definitions by email and suggested more terms to be defined:

Conservation areas

AONB

Settlement boundary

Exception site

Affordable housing (including social housing)

Housing Need

Local connection criteria

Farm diversification

**Action:** Sue to continue with definitions & email the group for comment

## 8. Newsletter

The following bullet points were agreed for the April newsletter:

- There has been a 71% return from Housing Survey – thank you everyone.
- This and other information will be used to provide a Parish Profile as an up to date picture of the area.
- Come and find out more about this and what else is planned at our drop in sessions on 10<sup>th</sup> May at Seely Hall and 24<sup>th</sup> May at Wilberforce Hall.

The “definitions” box will have a definition of infrastructure under the heading “*What is Infrastructure in Neighbourhood Planning*”.

The date of the next steering group meeting will be moved to the bottom with the contact details.

**Action:** Wendy to draft Newsletter entry and email publicity group for comments

#### **9. Publicity on Parish Website**

The April newsletter words will be used to update the Parish Website

**Action:** Sue to update the Website

#### **10. Reporting back to the main Steering Group & agreeing meeting notes**

Meeting notes will be emailed to the Steering Group rather than a verbal report.

**Action:** Wendy to draft meeting minutes and email publicity group for comments.

The agreed minutes will be sent to Avice for circulation to Steering Group.

#### **11. Date and venue of further Sub Group meeting**

Tues 8<sup>th</sup> April 2014

**Action:** Chris to prepare an agenda one week in advance of meeting.

#### **12. Drop Ins**

Dates have been decided:

Seely Hall Saturday 10<sup>th</sup> May

Wilberforce Hall Saturday 24<sup>th</sup> May

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

*Your chance to shape the future of our area*

## Publicity Group Meeting Notes

The meeting was held at 10:00am on **8<sup>th</sup> April 2014** and finished at 12:15pm

**Present:** John Brownscombe, Sue Chorley, Chris Bentley & Wendy Simmons

### 1. Apologies Joan Kirby

Joan will be unavailable until the Autumn so it was decided to check the group had the manpower to do the necessary publicity work over the summer period.

#### Events Needing Publicity

Drop ins -May

Residents survey - June

Business survey - June

Youth survey (will be done through Survey Monkey) - June

Consultation events Oct/Nov

Topic Groups

#### People's Holidays

Sue away 6<sup>th</sup> to 11<sup>th</sup> May, 19<sup>th</sup> June to 9<sup>th</sup> July, 2<sup>nd</sup> Sept to 23<sup>rd</sup> Sept

Chris away 23<sup>rd</sup> to 30<sup>th</sup> April, 13<sup>th</sup> to 30<sup>th</sup> June

Wendy away one week in first 2 weeks July

John away 3<sup>rd</sup> to 11<sup>th</sup> June, and 2<sup>nd</sup> to 17<sup>th</sup> Oct

The group decided that the necessary work could be managed by the remaining group members.

### 2. Notes of last meeting and matters arising

All actions from last meeting were completed.

### 3. Actions from BPNP Steering Group Meeting 2 April 2014

#### a) Advertising "Drop In" events 10<sup>th</sup> and 24<sup>th</sup> May 2014

At the Steering Group Meeting on 2<sup>nd</sup> April it was decided that three banners will be displayed each one advertising both drop in events.

Chris confirmed that Signpost Express would charge £30 per banner for wording changes for the existing three banners.

Banners will be put up on the 3<sup>rd</sup> May and taken down on 24<sup>th</sup> May.

Permissions must be sort from Mike Langley for Limmerstone (Virginia Cottage), Roy Haviland for Seely Hall and Crispin Keith for Brighstone.

**Action JB:** Speak to John Cirrone and see if he would be prepared to organise/get permissions etc.

b) Wording for Banners/Posters/Brighstone Newsletter/Village Talk/Brighstone Buzz (School)

i) Wording for Banners

The group had to minimise the number of characters used so the banner would be readable. The following was agreed:

INFORMATION DAYS

May 10 Seely Hall 10 – 2

May 24 Wilberforce Hall 10-2

Two possible layouts were sketched and Signpost Express will be asked to advise us on layout.

**Action: Chris** to ask Laura to do a draft by Fri 11<sup>th</sup> April.

**Action:** Publicity Group to comment on proposed layout by the evening of Sunday 13<sup>th</sup> April.

It was also decided that the wording for banners advertising the residents' survey would be:

RESIDENTS SURVEY

Please complete yours now

ii) Posters and Newsletter Wording

INFORMATION DAYS

Saturday 10<sup>th</sup> May at Seely Hall 10am to 2pm

Saturday 24<sup>th</sup> May at Wilberforce Hall 10am to 2pm

- Housing Survey – early results
- Latest Parish information and statistics
- Your questions answered
- Free tea, coffee and cakes

iii) Village Talk & Brighstone Buzz

Two entries are needed. The first on 2<sup>nd</sup> May will advertise both events and the second on 16<sup>th</sup> May will just mention the Brighstone event.

**Action WS:** send draft Posters & Newsletter & Village Talk entry to group for comment

**Action WS:** Submit Newsletter entry by 17<sup>th</sup> April, print & put up posters about 3<sup>rd</sup> May and submit Village Talk & Brighstone Buzz entries for 2<sup>nd</sup> May & 16<sup>th</sup> May

**4. Review notes of Events Sub Group meeting on 3 April 2014**

How to publicise the Information Days has already decided under item 3.

The Group should expect to receive (by email from JB) a draft leaflet being prepared for the information days by Ken Taylor. This requires comment and ratification.

**5. Review glossary of key terminology (see email from Sue Chorley 27 March 2014)**

Some minor changes were suggested including addition of a definition for "Community Right to Build". For the Climate Change definition it was thought best to copy the latest government statement.

**Action JB:** Check the "Housing Need" definition

**6. "How best to use the website" (see email from Sue Chorley 4 April 2014)**

**Actions JB & WS** to send Sue ideas on Website changes

**7. Date of next Publicity Sub Group meeting**

Fri 2nd May, Tuesday 27th May

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## Your chance to shape the future of our area

### Publicity Group Meeting Notes

The meeting was held at 10:00am on **2<sup>nd</sup> May 2014** and finished at 12 pm

**Present:** John Brownscombe, Sue Chorley, Chris Bentley & Wendy Simmons

1. **Apologies** Joan Kirby

2. **Notes of the last meeting and matters arising**

All actions from last meeting are complete.

Wendy will be on holiday from 4<sup>th</sup> to 11<sup>th</sup> July

a) **Posters and other outlets for the Information Days on 10th and 24th May 2014**

The May Newsletter entry is done, posters are ready to be put up on 3<sup>rd</sup> May and Village Talk and Brighstone Buzz have been emailed. Village talk unfortunately missed 2<sup>nd</sup> May edition but will be included on 9<sup>th</sup> May.

b) **Updates to Banners and putting them up**

Wendy is in possession of all 3 banners. Chris will collect Limerstone banner (after the meeting). Sue said that Roy Haviland will put up the Seely Hall banner.

**Action:** Wendy to check how Roy is getting his banner and possibly to deliver to him.

c) **Other advertising**

None.

3. **Review notes of Events Sub Group meeting on 25th April 2014. Decide if additional actions necessary.**

The notes were reviewed and it was agreed there were no extra actions required of the publicity group.

JB said consultation days will be Sat 25<sup>th</sup> Oct in Brighstone & 8<sup>th</sup> Nov at Seely Hall.

**Action** JB to circulate dates for surveys a.s.a.p. after they have been finalised

JB said we should aim to put residents survey banners up on 14<sup>th</sup> June and down on 5<sup>th</sup> July.

**4. Discuss proposed setting up of a restructured area on the Community Website for BNP (see attachment – “Best Use of Website” to Wendy’s email of 20/04/14).**

JB has set up a generic email address for NP [brighstonepnp@gmail.com](mailto:brighstonepnp@gmail.com) – JB will manage this drop box.

JB said that cloud based storage could be set up for the NP. One person could edit this & the rest have viewing access. This would be used for document storage and the website could just have links to the documents.

Sue had informed the PC of the need to make a change to the website and that a fee would likely be incurred.

Sue explained the difficulties of having user input from the Website and it was agreed that the generic email address and a contact phone number provided residents with sufficient means to make comments and ask questions.

It was agreed that items under the NP tab would be “Latest”, “About”, “Documents” and “Contact Us”.

Sue said that the proposed changes now looked considerably less work than expected, especially as a lot of the words already on the site would be used for the “About” topic.

**Action WS** to write up proposed website changes

**Action JB** Check date of SHLAA review and that the present SHLAAs are included in the Information Days material.

**5. Publicity needed for the residents survey, business survey and youth survey planned in June and the newsletter.**

**a) Residents Survey**

There was much discussion about what the residents survey should be called for publicity purposes. Some alternatives were considered e.g. “Community Views Survey”.

Eventually it was decided that the term “Residents Survey” couldn’t be improved upon.

The Banner text will be:

Residents Survey

Please complete yours now

JB confirmed that there should be no apostrophe in “Residents” because it was a survey of residents rather than one belonging to them.

**b) Newsletter**

Wording for the June Newsletter was worked out. It will be:

- A Residents Survey will be delivered to your household soon; it will ask your views on the topics that will be in the Neighbourhood Plan
- This is a **key opportunity** to influence the content of the Neighbourhood Plan
- The survey is anonymous and should only take a short time to fill in
- Please complete yours by the date shown on the envelope

**Action WS** to send out drafts of Newsletters, posters and Village Talk for residents survey.

It was suggested that a semi-transparent box for collecting surveys in the shop might encourage people to complete theirs.

#### 6. **Date of next Publicity Sub Group meeting**

27<sup>th</sup> May 2014

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

## Your chance to shape the future of our area

### Publicity Group Meeting Notes

The meeting was held at 10:00am on **27<sup>th</sup> May 2014** and finished at 11:50am

**Present:** John Brownscombe, Sue Chorley, Chris Bentley & Wendy Simmons

#### 1. **Apologies** Joan Kirby

#### 2. **Notes of the last meeting and matters arising**

The Residents Survey distribution date is still not set but the target is mid to late June.

JB had found out that the SHLAA review is still underway; there is no current target date for completion.

#### 3. **Overview and 'how are we doing'.**

The group discussed how the effective the publicity was being in engaging the community in the NP.

It was suggested that a multiple choice question could be added to the Residents Survey to gauge people's perceptions of the Neighbourhood Plan at the moment.

It was felt that face to face meetings/presentations to local groups may be required. A script could be developed and used by volunteers in presentations to local groups. The leaflet and quiz designed for the Information Days could also be employed. The following groups were suggested for presentations: WI, Art Group, Church, Cameo, British Legion, Scouts and Guides.

Another idea was to have volunteers standing near the village shops giving out leaflets.

The Brighstone and District Horticultural Society Summer show is on 19<sup>th</sup> July (the Horticultural Society contact number is 740 089). It was agreed that having some volunteers circulating wearing Neighbourhood Plan sashes and giving out leaflets would be beneficial without involving too much extra work.

Sue said that she felt the positioning of the banner on Crispin Keith's wall not as effective as at the previous location. The wall by the Wilberforce Hall was thought to be a better position.

**Action:** Sue to ask Avice about putting a banner on Wilberforce Hall wall.

**Action:** Chris to contact the WI re a 15min NP presentation in their July meeting.

**Action:** JB to raise the matter of increased Publicity with the Steering Group.

#### **4. Matters arising from Steering and Working Groups.**

None

#### **5. Verbal feedback on Information Days 10 and 24 May 2014.**

There were 19 visitors at the Seely Hall and 101 visitors at the Wilberforce Hall. There seemed to be good engagement with the community.

#### **6. What Publicity is required for June 2014, including wording for July Newsletter.**

July Newsletter – there is nothing specific to promote for July. The actual dates of both the Residents Survey and the availability of the published Housing Survey are unknown. Both these things could be bullet points in the Newsletter if the timing was appropriate. It was agreed to confirm these by email when the dates were known.

Suggested topics:

- Thanks for coming to the Information Days. Please spread the word about the importance of the Neighbourhood Plan
- Promote residents survey. Actual text TBD depending on timing.
- Housing Survey report now available at TBD

It was agreed that Avice's personal email should be changed to the generic one ([neighbourhoodplan@brighstoneparish.org](mailto:neighbourhoodplan@brighstoneparish.org)) when the latter becomes active.

**Action:** WS to replace Avice's email with [neighbourhoodplan@brighstoneparish.org](mailto:neighbourhoodplan@brighstoneparish.org) in the Newsletter Template. Also check missing speech mark.

**Action:** WS to circulate draft Newsletter words for comment on or before 12<sup>th</sup> June

#### **7. Publicity requirements for next three months or longer.**

This will primarily be focused around the consultation days in the autumn.

It was agreed that the word "Residents" should be underlined on next banner. The banners need to be ready by 11<sup>th</sup> June. Wendy agreed to collect them from Signpost Express.

## **8. Update on BPNP on the website.**

It was explained where the NP tab would be and what menu items it would display.  
The documents page will have links to folders on the cloud drive  
Clicking on NP tab will lead to an overview page

## **9. Date of next Publicity Sub Group meeting**

Next meeting Monday 14<sup>th</sup> July 2014

# BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

*Your chance to shape the future of our area*

## Publicity Group Meeting Notes

The meeting was held at 10:00am on 14<sup>th</sup> July 2014 and finished at 12pm

**Present:** John Brownscombe, Sue Chorley, Chris Bentley & Wendy Simmons

### 1. Apologies Joan Kirby

### 2. Notes of the last meeting and matters arising

**Action JB** will clarify with Avice if we pay for BPNP entries in the Newsletter. If not the publicity group agreed that paying for an entry in the Newsletter is good use of BPNP budget.

### 3. Overview and 'how are we doing'.

**Website-** Sue commented that she had looked on the N/bhood pages of the website to find the date of the next Steering Group Meeting and this information did not seem to be available. This was because currently draft minutes are not uploaded to cloud storage. It was agreed that draft Steering Group minutes need to be made available.

**Action JB** Add draft copy of minutes of June 2014 Steering Group Meeting to cloud storage.

**Action WS** Add date of next Steering Group meeting to the "latest" when the draft minutes are available and have been uploaded.

Sue had some minor resistance when collecting residents surveys but there were also some positive comments about the feedback included in survey.

The publicity group were concerned that more face to face interaction was needed to get the most community engagement.

### 4. Matters arising from Steering and Working Groups.

**2<sup>nd</sup> June Steering Group Meeting** – It was felt that standing outside the shop and having a presence at the horticultural show was unnecessary at this stage and would

need serious consideration. A display at the 2015 horticultural show was felt to be a good idea.

**Tourism** None

## 5. What Publicity is required for August/September 2014

### Website

**Action WS** Add the following to 'the latest':

**Residents survey** – There is still time to complete your residents survey. If it hasn't been collected by 19<sup>th</sup> July please take it to the Brighstone Village Shop/Post Office and drop it into the special collection box

**Business survey** – all businesses in the parish should have received a business survey. If you run a business and have not been contacted then please email [neighbourhoodplan@brighstoneparish.org](mailto:neighbourhoodplan@brighstoneparish.org) to get link to the online survey.

**Youth Survey** – There is a short online survey for children up to 16 years old. If you live in the parish and would like to complete this email us [neighbourhoodplan@brighstoneparish.org](mailto:neighbourhoodplan@brighstoneparish.org) for a link.

**Next week** – Add an update on the return rate of the survey.

**Action SC** to add link to N/bhood from the Recent News

### Aug Newsletter Ideas

Thank you for completing residents survey

Youth survey will remain open into the Autumn

Thanks to those local Businesses that have completed the business survey

Have you seen the NP pages on the parish council website?

Remember if you have any questions you can contact....

Action WS Circulate draft Newsletter Entry to the group a.s.a.p.

### October Newsletter

Will promote consultation days especially their interactive nature

## 6. Feedback from first Presentation on BPNP to Brighstone WI

Chris gave a short presentation to the Brighstone WI on 10<sup>th</sup> July. There were approximately 30 in the audience. Leaflets were handed out. Everyone knew about the Neighbourhood plan and had received residents surveys. There were some voices of resistance about intrusiveness.

**7. Date of next Publicity Sub Group meeting**

Monday 1<sup>st</sup> Sept 10am



BRIGHSTONE PARISH NEIGHBOURHOOD PLAN

Brook Hulverstone Mottistone Brighstone Limerstone

# SUB GROUP TOURISM NOTES OF MEETINGS

**BRIGHSTONE PARISH COUNCIL**  
**Tourism Working Group**

**Notes of a Meeting held on Thursday 24<sup>th</sup> April 2014 at 8pm**

**Present:** J Cirrone, S Roberts, J Smith and K Taylor

1. **Apologies** C Bentley and D Hollis **Action**
  
2. **Notes of Last Meeting (20.03.14) and Matters Arising**
  - (i) **Buses:**

JC had still not received a reply from J Medland about the transport grant and there was no further information from D Thornton regarding the proposed meeting with Southern Vectis. **JC**
  
  - (ii) **Video Filming 21.02.14:**

The first video remained to be finished. More interviews would be held and filming of local scenes undertaken by D Thornton. **DT**
  
  - (iii) **Festival of the Sea (16 - 23.06.14):**

JC had not heard back from Rev. Helen. JC would speak to her again. JS would ask DH about possible other local events such as by the Brighstone Barnacles. **JC**  
**JS / DH**
  
  - (iv) **Membership of the Tourism Working Group:**

It was agreed to ask Dinosaur Expeditions at the Dinosaur Farm whether they would be interested in being represented on the Tourism Working Group. DH would be asked to contact them. **JS / DH**
  
3. **Second Video**

JC would check with D Thornton about agreeing the content and timing for the second of the planned three videos. **JC**
  
4. **Wight Guide to Island Arts**

Copies of the Update from Visit IW about the planned publication 'Wight Guide to Island Arts' were being brought to the attention of local art organisations. KT would contact the organisers of the three craft and gift markets held regularly in Brighstone with a view to promoting them on the Visit IW website. **KT**
  
5. **Atherfield Bay Revised Proposal for Holiday Accommodation: Open Day 26.04.14**

It was noted that this had been advertised in the County Press and flyers delivered in Brighstone.
  
6. **Any Other Business**

Regarding the missing traffic sign, it was proposed that a copy of the e-mail from M Griffin be sent to the new Island Roads Monitoring Officer and copied to the Deputy Leader of the IW Council. **KT**
  
7. **Date of Next Meeting**

Thursday 29<sup>th</sup> May 2014 at 8pm **All**

**BRIGHSTONE PARISH COUNCIL**  
**Tourism Working Group**

**Notes of a Meeting held on Thursday 29<sup>th</sup> May 2014 At 8pm**

**Present:** C Bentley, J Brownscombe, O Mattsson, S Roberts and K Taylor

- |    |  | <b>Action</b>       |
|----|--|---------------------|
| 1. | <b>Apologies</b> J Cirrone and D Hollis.   |                     |
| 2. | <b>Notes of Last Meeting (24.04.14) and Matters Arising</b>  |                     |
|    | <i>(i) Video Filming</i>   |                     |
|    | Concern was expressed that the first of the three videos remained to be finished and the main holiday season would soon be here. JC to be asked to contact D Thornton.   | <b>JC</b>           |
|    | <i>(ii) Festival of the Sea (16 - 23.06.14)</i>  |                     |
|    | There was no news of any planned associated events in the Parish. JC to be asked about his enquiries of Rev. Helen and DH.   | <b>JC</b>           |
|    | It was felt that more local businesses need to be registered with Visit Isle of Wight in order to receive regular updates on planned events and it was proposed that the Neighbourhood Plan Business Survey should ask: whether businesses are registered with Visit IW, are members of the Chamber of Commerce or other tourism-related organisation; how reliant they are upon tourism; and how many bed-spaces holiday accommodation businesses have. | <b>JB</b>           |
|    | <i>(iii) Brighstone Craft &amp; Gift Markets</i>   |                     |
|    | KT was contacting the organisers of the three Craft and Gift markets held weekly in the Wilberforce Hall with a view to agreeing common text for promoting the events on the Visit IW website. The last of the three markets was due to commence on 2 <sup>nd</sup> June.  | <b>KT</b>           |
|    | Arising from this item, it was agreed to check whether the reprinted 'Explore Brighstone' leaflets were available in the local shops and at Tourism and accommodation premises. OM offered to contact the businesses along the Military Road about holding copies of the leaflets.   | <b>SR/KT<br/>OM</b> |
|    | <i>(iv) Missing Traffic Sign, Military Road</i>  |                     |
|    | It was noted that, following further representations to Island Roads and the IW Council, the new IW PFI Contract Manager had written to say that he had requested a quotation from Island Roads and that, upon placing an order for the work, the replacement sign would be installed within 4 to 6 weeks.   |                     |
| 3. | <b>Second Video</b>  |                     |
|    | Deferred to next meeting.  |                     |

- 4. Visit IW Campaign: Time Travelling on the Isle of Wight**  
Mottistone Manor and the Dinosaur Farm would be participating in the Campaign and it was agreed to send a list of premises and places of local historical interest to Visit IW asking for them to be included on their website. Suggestions for this list to be sent to KT. **KT**  
**All**
- Arising from this item, it was suggested that the community should be asked about the provision of additional cycle racks and other similar tourism infrastructure improvements as part of the Neighbourhood Plan process. **JB**
- 5. Beautiful South Awards**  
KT had sent a copy of the Industry Update from Visit IW (encouraging participation in the competition) to the local businesses.
- It was also noted that the Visit IW Industry Update of 28.05.14 giving dates for ‘Isle of Fright’ Campaign between 18.10.14 and 02.11.14 and next year’s ‘Acoustic Isle’ event from 26.02.15 to 08.03.15 had also been sent out.
- 6. Discussion on the Scope of the input of the Tourism Group in the Development of the Brighstone Parish Neighbourhood Plan**  
JB gave an overview of the implications of the policies of the Island Plan in relation to current and future tourism development across the Isle of Wight, and in particular for the ‘Rural Service Centres’ and ‘Wider Rural Area’ and what this could mean for Brighstone Parish.
- He then outlined how the Neighbourhood Plan has the potential to allow the local community to discuss and set out what sort of tourism development is needed and is appropriate for Brighstone Parish giving local definition to the broad Island Plan policies.
- In terms of the role of the Tourism Group, it was suggested that it could help with the tourism related issues and questions covered in the Business and Residents Surveys and other consultation activities in the Neighbourhood Plan process. It could then consider the information gleaned from these, discuss this as a group and/or with the tourism related business community and then help to formulate the draft local tourism planning policy in the Neighbourhood Plan accordingly. **JB**
- 7. Any Other Business**  
None
- 8. Date of Next Meeting**  
Thursday 3<sup>rd</sup> July at 8pm **All**

**BRIGHSTONE PARISH COUNCIL**  
**Tourism Working Group**

**Notes of a Meeting Held on Thursday 3<sup>rd</sup> July 2014 At 8pm**

**Present:** C Bentley, J Brownscombe, D Hollis, O Mattsson, S Roberts and K Taylor

- |  |  | <b>Action</b>                     |
|--|--|-----------------------------------|
| <b>1. Apologies</b>  | J Cirrone  |                                   |
| <b>2. Notes of Last Meeting (29.05.14) and Matters Arising</b>   |  |                                   |
| <i>(i) Video Filming</i>   |  |                                   |
| It was noted that D Thornton had 'pencilled in' Thursday 17 <sup>th</sup> July all day for filming and interviews. OM was available for inclusion.   |  | <b>DH/OM</b>                      |
| <i>(ii) Brighstone Craft &amp; Gift Markets</i>  |  |                                   |
| KT reported that the three craft and gift markets held weekly in the Wilberforce Hall from Easter to the end of October were now listed on the Visit IW website and it was agreed to request separate entries for North Street and the Brighstone Museum - with reference to the WW1 exhibition and a photograph showing the inside of the museum. |  | <b>KT</b>                         |
| <i>(iii) Explore Brighstone Leaflets</i>   |  |                                   |
| The revised leaflets were now available and members volunteered to deliver copies to the tourist information points.   |  | <b>JB, DH,<br/>SR, OM,<br/>KT</b> |
| <i>(iv) Missing Traffic Sign, Military Road</i>  |  |                                   |
| The IW Council Contract Monitoring Team had confirmed that an order for the replacement sign had been issued to Island Roads. KT was asked to e-mail Tony Toynton, PFI Contract Officer seeking confirmation and notification of the expected installation date.   |  | <b>KT</b>                         |
| <i>(v) Visit IW Campaign: Time Travelling on the Isle of Wight</i>   |  |                                   |
| No further suggestions for premises and places of historical interest having been received, a list based upon local publications would be sent to Visit IW requesting inclusion in their website.  |  | <b>KT</b>                         |
| <b>3. Second Video</b>   | Deferred awaiting completion of the first video.   |                                   |
| <b>4. Brighstone Parish Neighbourhood Plan Matters</b>   | JB reported completion of the Housing Needs Report giving details of the 30 additional homes needed in Brighstone Parish. The Residents Survey was being delivered - to which a good level of response was again needed. Separate Business and Youth Surveys were also being carried out. A Consultation Day giving the findings of the surveys would be held in the Autumn and further consultation held later when the draft neighbourhood plan had been prepared. CB would be giving a talk on the neighbourhood plan at a WI meeting and KT was asked to provide her with copies of the explanatory leaflet used at the recent consultation day. | <b>KT</b>                         |

A revised planning application for the Atherfield Bay site was anticipated following the recent 'open days' at Shorwell and Brighstone and, whilst the associated potential increase in local tourism was noted, it was considered that the inclusion of retail facilities within the development would meet with objections on planning grounds.

Discussion then followed on the Navitus Bay proposal for an off-shore wind-farm (to which the consultation period had now ended) and any potential adverse affects upon local tourism.

**5. Any Other Business**

None

**6. Date of Next Meeting**

As it was considered unlikely that a meeting would be needed in August, it was agreed to hold the next meeting on Thursday 4<sup>th</sup> September at 8pm

**All**