

Notes from Steering Group Meeting 2nd February 2017, 17.00 @ OTC

Present: Liz Sanders, Ann Lewis, Paul Dowse, Maureen Burns-Jones, Richard Haynes, John Nowell, David Salkeld, Michael Hinman, Jasmine Hopkins

- 1. Apologies:** Michael Haley, Christopher Clark, Oliver Bird.
- 2. Minutes of the last meeting** were agreed unanimously and signed by Liz Sanders.
- 3. Declaration of Pecuniary Interests** – None.

4. Matters arising and actions

- Invitation to meet with the Leader of RCC. This had been put on hold due to there being a change in the Leader of RCC. A new Leader has now been voted in so it is suggested we contact them to arrange the meeting
ACTION – an OTC representative contact Tony Mathius, Leader of RCC, to arrange this meeting.
- Members to put names forward to help at events
ACTION – Jasmine to make a rota and members to let Jasmine know which time slots they can do
- Aldi to still confirm 4th March
ACTION – Christopher to follow this up
- **ACTION – Michael Haley, Liz and Ann to set up a meeting to discuss requirements for training session with developers in April**
- **ACTION – Comms WG to do a Press Release with feedback about the Business Forum and a reminder to get involved. (see item 6)**
- **ACTION – Jasmine to correct date for Tesco2 event on updated strategy & planning paper (see item 7)**
- **ACTION – All to inform Liz if they can deliver to the same streets as before (see item 9). Also need to look at what farms are in the NP boundary.**
- **ACTION – ALL ... Send Maureen confirmation of what location and support can offer with a drop-box (see item 9)**
- **ACTION – Jasmine to email Colin at RCC regarding outstanding information re RCC questions (see item 10)**
- **ACTION – Paul to provide a longer term Google Analytics base for our evidence base (see item 11)**

5. Working Group Updates

All have met with John Preston from Rural Community Council to discuss their questions being put forward for the survey, based on feedback from the community. All were very impressed with John's knowledge and said that he put forward suggestions that hadn't been thought of, and all look forward to working with him to put the survey together.

Liz stated that Joy Everitt had been in touch and wishes to get involved again.

6. Business Forum Update

All agreed the event went well. Not as many turned up as would have liked but those who did were interested and got involved. Some businesses provided written feedback. All agreed it was worth doing.

The evidence base is good – over 400 invites were sent out to local businesses.

It was discussed how we could engage more with businesses to get more feedback in the future, and how we could keep the momentum going. The idea was also raised as to whether we should have a separate survey for businesses. A bit about the Business Forum to be included in the next Press Release (see action above)

7. Paper – updated ‘strategy & planning for communications, events & training’#

This paper was for information only. It was noted that the Tesco2 event had the wrong date, Jasmine to correct (see action above)

8. Paper – Questionnaire map

It was unanimously agreed to use the map included with the paper.

9. Paper – update on Survey

- Maureen met with John Preston to talk about concerns with getting surveys back, and will using a pre-paid envelope maximise returns. It is impossible to find evidence of what will work. Rural Community Council offer a pre-paid service, paying only for those that are returned.
- The Steering Group is committed to hand delivering the surveys to reduce costs. Outside help is available – e.g. the Baptist Church, the Women’s Institute. Members to talk to people we know. Should we knock on doors to engage with people (will this increase the returns?). The allocated areas for delivery are to be looked at again (see action above)
- Boxes – Purpose, locations and offers of support were discussed for survey response drop-boxes. Details and logistics to be arranged for next meeting (see actions above)
- February 16th Training Day
 - John Preston is satisfied that he will be ready to bring drafts of all questions
 - Steering Group – collective decision on the format, content wording and balance of questions on different areas.
 - Working Group members invited to this session.
 - When agreed on content, move onto artwork – print quality, views (pictures) of Oakham, map (colour). Where do they go? (may need a separate session)
 - Design of envelope – logo on the front? Doesn’t want to look like a ‘circular’, don’t want people putting it straight in the bin.
 - Adverts – Have already sold 5 spaces. This cost can counteract some of the cost of the survey.

- Steering & Working Groups be the first to fill in the survey, along with one local resident/ neighbour of their choice and/or family member to give feedback on usability, accuracy and appeal.
- Costs – Costs of the Survey were discussed and the importance of reviewing exact requirements in terms of the reply envelopes, colour print for adverts etc. OTC accountable and therefore to follow up with Quoin.
- Review of Survey style – final proofing of the style and look to be reviewed when all wording agreed. John, Jasmine, Liz and Ann offered to do this.
- The purpose of the training session on 16 February is to review and agree the content of the survey questions.

10. RCC questions

Paul has written to Colin Dunigan at RCC about the railway, still awaiting a reply.

Ann has also written to Colin about results of their survey and other things mentioned in the list of questions sent in November 2016, and still awaiting reply. It was agreed Jasmine would contact Colin (see actions above)

No new questions were put forward at this time.

11. AOB

Paul gave breakdown from Google Analytics, from January 2nd – February 1st, on our website – how many visits, which were the most visited pages. Paul is going to consider providing a longer term analyse for our evidence base (see action above).

Liz informed us that the Steering Group have had a formal invite from Neil Tomlinson at RCC to attend a meeting about the first drafts of the consultation on the town centre. An email invite will be sent out to all members.