

Tisbury Shadow Community Operations Board

DCS offices – Weaveland Road

18:00 Thursday 20th November 2014

Meeting notes and actions

COB members present: David Lacey (DL), Richard Beattie (RB) Felicity Corp (FC), Peter Smart (PS), Bridget Wayman (BW)

Wiltshire Council Officers: Steve Harris (SH), Karen Hodder (KH)

Agenda item	Notes	Actions
1. Welcome and apologies	<p>SH welcomed all to the meeting.</p> <p>David Wood (DW), Tony Deane (TD), Liz Coyle-Camp (LCC), Andy Gough (AG) offered apologies.</p> <p>LCC had requested in her apology that these notes record the concerns expressed by her and other COB members in relation to the contractor interview process. LCC felt that COB members had not been dealt with in an honest and respectful manner and that they had given up their free time only to find out that their input had been reduced. LCC also felt that it was not acceptable that lunch was not provided by Wiltshire Council.</p> <p>It was noted that Jane Bacon has resigned from the COB. Members present were very sorry that she would no longer be involved and recognised the vital role she had played in linking with St John's Primary School. SH suggested it may be helpful to have a new link person with the school. ACTION – FC to speak to Ian Campbell to suggest a new link person.</p>	<p>FC</p>
2. Notes of previous meeting	<p>Progress on actions from last meeting:</p> <p>Rydon and Ceri Williams to attend meeting in January.</p> <p>RB asked for an update on publicity in relation to the contractor being appointed. SH confirmed press release sent to all local publications today (4.12.14). FC advised that article was in Salisbury Journal this week.</p> <p>FC advised that Parish Council have allocated youth money to Church, for their sports club. They are also providing funding for one evening per week for youth (liaising with Nicola Sage), up until end of March.</p>	
3. Branding	<p>Karen Hodder (KH), Head of Marketing & Events for Wiltshire Council, was introduced.</p> <p>KH advised that part of her role is to help create brands for campuses across Wiltshire. Key things are identity, name, logo. KH will guide through process and help with ideas.</p> <p>As all campuses are part of a Wiltshire Council programme there will</p>	

	<p>be some elements of branding that will be similar but this is not to say they will all be the same.</p> <p>KH encouraged COB members to think about things that represent the area. Imagery might want to represent the whole community area.</p> <p>FC advised that the school was called Dunworth school originally. People in Tisbury used to be proud of name – only lasted 10-12 years before Middle School came in and changed name to Nadder.</p> <p>RB felt that a lot of newer people to Tisbury, forming the vast majority, wouldn't know that history. Felt that Tisbury or Nadder should be in name. PS and DL both felt 'Nadder' widens it up to the whole community area.</p> <p>KH advised that 'community campus' remains in the name for all of the brands that have already been agreed. Other things in terms of consistency go across all, such as font and logo layout.</p> <p>Discussion around whether community campus had to be in or whether COB had any choice in this. ACTION - KH will discuss this with Laurie Bell for clarification.</p> <p>Group agreed that Nadder or Nadder Valley Community Campus was best suggestion within current remit. ACTION – KH will draw up designs and sent to SH before next meeting so they can be circulated in advance. KH to attend January COB meeting so that these can be discussed. Group requested a green/blue colour version and a sharper version for comparison.</p> <p>PS asked for KH's professional advice on starting marketing campaign. KH advised that construction work, for example using spare hoardings, was a means to start to get messages out.</p>	<p>KH</p> <p>KH</p>
<p>4. Marketing and communications plan</p>	<p>SH shared details of recent cabinet paper providing an update on the delivery of the campus programme. ACTION – SH to share documents with COB. SH highlighted changing role of COB, with focus on community engagement.</p> <p>SH shared draft marketing and communications plan and asked for comments. Key aspect is to make the campus a place that people want to attend, other than just as a service user (e.g. library).</p> <p>It was highlighted that a themed approach to raising awareness will require a level of detail that is not yet known. Group agreed that there needs to be clarity before too much information is passed out, as otherwise there will simply be lots of questions.</p> <p>PS felt that a lot of groups involved with the campus will be going through a period of disruption. Need to engage with them; ACTION – SH to update plan. Needs to tie in with Rydon plan. The group agreed that it would be a good idea to meet with all stakeholders at some point to discuss cross-working in the campus.</p>	<p>SH</p> <p>SH</p>

	<p>RB emphasised need for timetable to be clear and to manage expectations.</p> <p>SH highlighted that the COB could identify key people to involve from the wider community area in order to build interest in the campus.</p> <p>RB asked whether there would be one campus manager in Tisbury. SH explained that currently at this stage community engagement and facilities have been split. Future model for Tisbury operation not yet known. COB members were concerned that there is a point of contact. ACTION – SH to liaise with Corsham Community Engagement Officer to see how this is currently working there.</p>	SH
5. Date of next meeting	<p>Next meeting will be Thursday 15th January 2015, 6pm at Tisbury Leisure Centre (Meeting Room)</p> <p>Proposed future dates are: Thursday 5th February 2015 Thursday 26th February 2015 Thursday 19th March 2015 All to be held in the Leisure Centre meeting room.</p>	
6. AOB	Covered in notes.	