

Frodsham Neighbourhood Plan Steering Group Meeting

Wednesday 12th October 2016 at 5.00pm Castle Park House

Attendees:

Peter Vickery Chair Resident (until 6.15pm)

Liam Jones, FTC

Gill Hesketh, Support and Admin, Resident

Jack Watson, website developer from 6pm

Apologies from: Caroline Ashton, Mark Warren, Alex Villiers

The minutes from the previous meeting were agreed, two actions are still in progress: collating a hard copy library of relevant documents, and drafting a flyer for distribution at the Christmas festival. It was also noted that Gill Smith from CWaC planning will join our meeting on 9th November, and any questions for her to be noted by GH.

The meeting focussed on developing the website look and content so it could be live by the date of the Christmas Festival (26th November) and be included on the flyer.

Website

General comments about the mock-up of the website homepage (previously circulated) were that it was too “busy” and contained too much information; and it should have its own identity / branding.

The meeting re drafted content (see below) for the “homepage” and “about us” and discussed format, colours, and potential logos.

Jack Watson then joined the meeting to discuss development of the website. He identified several issues around producing a good website:

- It should appear well on all devices e.g. phones tablets and pcs and this affects how content is presented
- Websites with easily readable text will rank higher with search engines
- Colours, fonts and whitespace are important in producing an attractive site
- Most sites are linked to Twitter & Facebook.

Discussion moved on to a bee logo for the website, LJ agreed to research a suitable one, and JW said it could be animated so it moved a little. The font will remain the same and he will produce a new mock-up, containing the revised content in three different colour themes for our approval. Having a “hashtag” to generate comments was also discussed, possibly “#yourfrodsham”, which could also be used as a slogan or strapline.

JW was made aware of our deadline for in initial website of 26th November 2016 and said it was manageable provided he got the revised content soon.

JW asked if anyone has good photos of Frodsham to send them to him and they can be included in scroll of changing images at the top of the homepage.

LJ agreed to research linking with Twitter and Facebook.

Action from this meeting:

ACTION	OUTCOME
Revised website content to be agreed asap	GH circulated 13/10/16
LJ to research bee logo & linking site with Twitter & Facebook	
Any photos to be sent to Jack for inclusion in the website	ongoing
GH to collate questions for Gill Smith	ongoing
GH to collate a library of relevant documents	ongoing
PV to draft flyer for circulation at Christmas Festival	ongoing

The meeting closed at 7.00pm.

Following meeting dates are:

26th October 2016

9th & 23rd November 2016

14th December 2016

REVISED WEBSITE CONTENT

HOMEPAGE

Welcome!

Frodsham Neighbourhood Plan is being created in consultation with the community and will identify:

- What we love about Frodsham
- What we want to keep
- What we want future development to look like in Frodsham

If you live, work or visit Frodsham planning decisions affect us all. The Neighbourhood Plan makes our voices heard. Read on to find out more....

ABOUT US PAGE;

What is the Neighbourhood Plan?

The Plan sets out what people involved with Frodsham want the town to look like in the future. It will identify what we love and what we value about our town, what we want to keep, and what we want future development to look like.

How is the Plan developed?

There are six stages in developing the plan;

Getting organised:

A team of volunteers oversee the process, the Frodsham Neighbourhood Plan Steering Group. They meet regularly and organise information and events.

Talking to Frodsham;

The community will be consulted by various means to find out what people think about Frodsham and what they want to see in the future

Getting evidence;

Evidence will be gathered to support the Plan, it may be from national policies, local surveys and events or statistics

Drafting the Plan;

A plan is drafted and sent for external independent examination

Testing the water;

The draft plan is put to a referendum in Frodsham, and needs to be agreed by the community

Job done!

When the referendum approves the Plan it is “made”. This means it becomes a legal document that any planning application needs to comply with before it can be passed.