

MINUTES
Neighbourhood Management Board Meeting
23rd February 2007 - 10am -12.30pm,
Christchurch, King Street,
Great Yarmouth

1. Attendance

Board members

Carol CONGREVE	- Chair	Norfolk Constabulary
Michael BLANK	- V.Chair	South Yarmouth Community Partnership
Cora BATLEY		South Yarmouth Community Partnership-Deputy
Chris CHIDLOW		Central Yarmouth Community Partnership
Joy COSAITIS		South Yarmouth Community Partnership
Terry EASTER		Councillor - GYBC
Mary GILBERT		YMCA Representative
John HEMSWORTH		Great Yarmouth Borough Council
John HOLMES		Norfolk County Council
Sue JERMY		South Yarmouth Community Partnership
Valerie PETTIT		Councillor – GYBC
Michael SKIPPER		South Yarmouth Community Partnership
Eleanor SMEE		South Yarmouth Community Partnership
Nick TUPPER		NCC Planning & Transportation

Also present:

Rachel ELKIN	Marketing Coordinator- Priory Centre
Rob GREGORY	NM Officer
Ruth THOMPSON	NM Administrator

2. Apologies

Lyn BLIZZARD	Gt. Yarmouth PCT
Tony CARTER	Neighbourhood Manager
Alex DE ALMEIDA	South Yarmouth Community Partnership
Terry DYER	Central Yarmouth Community Partnership
Paul GARROD	Councillor – GYBC
Dan MOBBS	NORCAS

Agenda Item

3. Minutes of the last meeting

The minutes were agreed with the following amendments:-
Item 5: Middlegate – 1st.Paragraph, last line .. “so provision for an additional half time worker has been put into next year’s budget”. It was clarified that the decision to proceed with this post has not yet been taken.

Last Paragraph 2nd.line – Middlegate Residents Association was referred to as being in a weak position. It was clarified that the group's focus is on wider community issues than purely tenancy matters and they are therefore re-launching as a Community Association.

Item 5: Cobbs Place – should read:

John Hemsworth advised that although Tony Carter is, for payroll purposes, employed by the Borough Council, he works for and reports to the Neighbourhood Management Board.

4. **Matters arising**

The chair welcomed Mary Gilbert from YMCA to the meeting. Mary will be a new representative for the Voluntary Sector. Mary is based at St. James Health & Resource Centre.

John Hemsworth suggested that the Board invite the Heads of Housing and Planning to future board meetings and added that questions were forwarded to them prior to the meeting.

Cobbs Place – John Hemsworth confirmed that this had been sold for £182,000. John suggested that it was unfortunate the Neighbourhood Management Programme got involved in the process too late. John explained that Tony worked really hard on this issue by contacting all the necessary people and putting the residents' views forward. Chris Chidlow added that concerns over affordable housing was never mentioned in any literature produced by Market roads Community Group and that the development is actually going to be a private development.

5. **Communications Strategy**

Rachel Elkin from Priory Marketing was welcomed to the Board. The Communications Sub Group had met to receive logo pitches. Board members were invited to vote on their preferred option.

Rachel talked the Board through the Marketing mix selected by the sub-group.

Bus Stops (Adshell sites)/ Billboards: For a high visual impact. Will form part of a pre-launch marketing hit. Key locations across the neighbourhood will be selected.

Press releases: One week prior to launch. ½ page feature in both the Mercury and Advertiser.

Web-Site: A domain name will be allocated. It will be important to have a home-page and site structure in place for the launch. Board members were concerned over ongoing maintenance costs. It was agreed that the package we purchase enables members of the NM team to update the web-site themselves. It was also suggested that we ensure the web-site provides appropriate links to other sites so as not to duplicate work.

GYTV: A series of video stills will be run in the market place over the week leading up to the launch.

Community Newspaper: A Community Newspaper had been identified

as a good means of communicating with the wider community. It was suggested that this publication should be delivered through every household, with various languages on the front page. It was suggested that the project invest in supporting volunteers to help develop the project, with the potential of a Social Enterprise in the long-term. Rob Gregory explained that some feedback from members of the community had expressed concern that the newspaper would supersede South Yarmouth Community News. It was suggested that the community newspaper could be seen as a natural progression from a community magazine and that we approach St James Management Group to discuss the transition process and a special edition of South Yarmouth community News in anticipation for the launch.

Desktop Publishing Workstation: Rachel explained that a cheaper way to do printing in the longer term was to purchase a professional printer, with an IMAC and editing suite. Sue Jermy asked if there was not already a package of this kind which was awarded through a grant for the production of the South Yarmouth Newsletter. John Holmes suggested that a community hot-desk desk of this kind would be invaluable to some living in South Yarmouth, particularly College students. Some concern was expressed over duplicating the work that LEGI will be doing in the area.

Invitations

Will be widely distributed prior to the launch.

Posters/leaflets

The Board agreed that these would be invaluable.

Promotional items

Board members discussed the value of promotional items. It was agreed that we produce a stock of promotional items such as T-shirts, pens etc.

Post Launch

Rachel added that a drip campaign will follow post launch. The marketing costs will reduce after the initial hit. The Communications sub-group will meet to review the success of various marketing methods in June. Rob asked the Board to consider extending Rachel's contract to see us up to the launch of the Centre.

John Holmes gave an expression of interest as Chair of Great Yarmouth Community Trust.

The Board agreed and agreed the budget allocated to Communications for this financial year.

Action: Marketing mix agreed along with the extension of Rachel's contract to the launch of the Centre.

Rob to investigate status of the South Yarmouth Community News Printer.

6. Neighbourhood

In Tony Carter's absence Rob presented the Neighbourhood

Management Progress Report

Management Progress Report to the Board.

Premises

Further information was requested regarding the premises. Rob confirmed that work was due to start on the roof during the following week. Tenders were currently being received for the upgrade works to the building. A launch date towards the end of April was still achievable if everything runs to plan.

Valerie Pettit suggested that a good opportunity to promote the centre would be at the event the Friends of St Georges Park are organising around St Georges Day.

Grey 2 Green

John Holmes suggested that Victoria Place would be a good location to focus efforts on. The area had recently achieved a lot of media attention as a haven for fly-tipping. Being in private ownership it was currently very difficult to do anything to address the issues.

Rob confirmed that three areas had been identified for pilot. Another three areas would be looked at again in April, Victoria Place could be included in those.

Cobbs Place

In spite of the sale of Cobbs Place. Market Roads Community Group were continuing efforts in improving their neighbourhood. A Small Community Grant to develop their group and activities had been appraised. The Board were provided with a summary of the application. Chris Chidlow gave an expression of interest as Chair of the group.

Action: Small Community Grants Application for Market Road Community Group for £2,253 agreed by the Board.

7. **Action Plan**

The Action Plan is currently out for consultation until 9th March. It was felt that making affirmative decisions before the consultation is complete would limit the value of any feedback received.

Carol asked the Board to consider each action and agree which were clearly actions that needed to be addressed and which were not.

It was clear that some actions were not for the Neighbourhood Management Programme to deliver. Some actions indicated more of an influencing role on other bodies.

(See attached)

Action: A sub-group will meet to review consultation feedback and propose a definitive set of actions for delivery in 2007/08.

8. **Financial Plan**

The revised budget allocations were presented to the Board for information. Rob suggested that the 07/08 budget will change to respond to the actions we agree to move forward.

Board members expressed some concern over monies for 2006/07 not being spent before the end of the financial year. The main concern being the delay in work starting on the premises and the budget attached to this. Information on actual expenditure for 2006/07 was not available for the meeting and would have helped to justify these concerns.

The Board agreed to delegate authority to the Chair and Vice Chair for any decisions relating to spend before the end of March 07.

Action: Delegated authority agreed

9. **NM Terms of Reference**

Carol reminded the group that there are 18 voting Board members. It was agreed that observers were free to attend and observe meetings. Clarity was needed however, around the role of advisors. The questions the Board were asked to consider were:-

- To decide whether advisors are free to attend future board meetings or by invitation only.
- To decide whether advisors sit around the table.
- To decide whether we invite advisors to comment on any item on the agenda or only on the item they have been invited to speak on.

Michael Blank suggested that previous meetings had started to get out of hand due to numbers attending. John Holmes suggested that the original terms of reference should stand, i.e. advisors by invitation, but we need to be clear when we invite an advisor on what we are inviting them for.

Terry Easter suggested that a seat should be made available for advisors attending the meeting. He also suggested annual open meetings for the public and others to attend, promoting a dialogue between the Board and other stakeholders. The Board agreed to this. Sue Jermy suggested that help offered by general advisors like Roy Beiley and Martha Orbach was invaluable to the Board in its early stages.

Action: Advisors to be agreed at agenda-setting meetings and to attend by invite only.

Carol to send letters of thanks to Advisors informing them of changes and thanking them for their support to date.

10. **Partnership Development**

Due to time this item was deferred for a future meeting.

11. **A.O.B**

Middlegate

Michael Blank requested the following insertion to be included in the minutes.

At a meeting of the Middlegate Residents Association, members expressed concern that the name of the Association is not adequately communicating our commitment to the wide spectrum of community affairs. It was decided that, after due process, the Middlegate Residents Association will be incorporated into:

The Middlegate Community Association

This, we feel, will more accurately reflect our commitment to the development of the Middlegate community. We will, of course, continue to represent the interests of council tenants and leaseholders and will engage with the Council and all initiatives that are clearly in their interest. Please address all correspondence to:-

**Louise Keeble, 90 King Street, Great Yarmouth NR30 2PR
Telephone: (01493) 745498**

Logo

The logo and strap-line with most votes was "ComeUnity" : *Local Issues, Local Solutions*

Next Board Meeting:

Date: **Thursday 29th March 2007, Christchurch**

Time: **12.30pm-2.30pm** (Buffet from 12 noon)