

# Dursley Neighbourhood Development Plan (NDP)

## Steering Group Meeting

7pm on 22<sup>nd</sup> April 2015 at Jacob's House

### Minutes

Present: Councillor Jonathan Bird (Chair), Krystyna Dembny, (Dursley Resident), Councillor Sue Creswick, Councillor Mel Laybourne, Councillor Clare Nelmes, Leah Wellings, (Deputy Town Clerk) Anita Gambie (Project Administrator) and Richard Jones (Creative Designer).

1. Apologies for absence

Wendy Thomas (Dursley Resident), John Roberts (Dursley Resident) Wendy Tomlin (Dursley Resident) Jan Burdge (Dursley Resident).

2. Minutes of 11<sup>th</sup> March 2015

The Minutes were agreed.

3. Matters arising from the minutes

An email link to the completed street audits had not yet been sent to the volunteers who completed these as the hyper-links from the spreadsheet to the individual pdf files are not working. Harris Ethical will be asked to find a solution for this.

4. Draft brands for Future Dursley

Richard Jones, a creative designer, who has been contracted to design and supply a brand for Future Dursley presented five initial concepts. He described his thinking behind each concept and explained that he wanted feedback from Steering Group members on all of these with a view to narrowing this down to two concepts that he would further develop into a final two draft designs.

Concept 1

The aim of this concept is to give a friendly impression of a community with a range of buildings individuals could recognise represent the locality.

Concept 2

This picture uses a metaphor of a signpost pointing to the future.

Concept 3

This concept currently represents transport, housing and the landscape. It could be amended to include residents and businesses.

Concept 4

The words in this concept use an 'on trend font' to incorporate a 'distressed look'.

## Concept 5

The focus for this concept was to include a strong corporate look with interlinking rings holding the environment and the community together.

Comments raised during the discussion about each concept:

### **Concept 1:**

- An image representing transport should be included
- The design looks like a children's centre
- You could pull out individual items within this concept and carry them through the different themes within the plan.
- This looks representative of Dursley.

### **Concept 2:**

- The letters F&D are not very clear in this.

### **Concept 3:**

- This concept provides three ways to hang different ideas .
- There needs to be an image which represents industry.
- More woodland is needed on the middle image.
- The image of the cyclist is too large.
- You could include a family walking.
- A query was raised about whether this concept would be easy to reproduce.
- Could the font be changed?
- What would be the effect on the image of scaling it up for larger publicity requirements and down for smaller ones?

### **Concept 4:**

- This font was disliked by most of the Steering Group.

### **Concept 5:**

- This looks very corporate.
- It is like a logo for a housing association rather than a community based plan.

Richard explained that the final design would be provided in different file formats and would be accompanied with style guidance. He agreed to get the two final draft concepts for Future Dursley to the Steering Group and Town Council by **Wednesday 13<sup>th</sup> May**. A final brand would be agreed by both and then launched at the **Annual Town Meeting on Tuesday 19<sup>th</sup> May**.

## 5. Site Assessments

a. Nine out of twenty four site assessments have been completed. Work was underway on a number of others and would be completed soon. There are also a number which are more complex to assess and have multiple landowners so will take longer to complete.

The **Kingshill Inn** on Kingshill Road which is now closed was identified as a potential site for development. Krystyna volunteered to complete a site assessment for this land.

b. The Steering Group discussed a process for reviewing the completed site assessments. It was agreed that these would all need to be validated by the whole group. They would also be sent to land owners to ensure that all the information within each assessment was accurate.

A suggestion was made that each site could be displayed using a 'Top Trump' style, identifying a number of categories, including size, landscape sensitivity and key features. There would be pictures of each site and a scoring mechanism could be devised as a way to rate the site.

As part of meeting the requirement to give all landowner the opportunity to put forward any sites for development through the Neighbourhood Development Plan process there is a duty for the Steering Group to consult as widely and publicly as possible. We will need to issue a press release alerting the community that we are calling for potential development sites. Ricardo Rios has been asked to provide some advice regarding the content to be included in the press release.

## 6. Communications

a. Dursley Town Festival on 27<sup>th</sup> June was identified as a major opportunity to re-engage the community in the continuing development of Future Dursley. The group agreed to book a double stand outside Iceland which had proved to be very successful last year.

It was suggested that it would be good to have a display board for each theme and draft policies. All the site assessments would be included on one map with information and photographs about each one. There would also be a banner displaying the new branding for Future Dursley. The Town Council stand would have photographs and details about the Highfileds play area which could be used to draw people in.

After the Dursley Town Festival the Steering Group would be able to make a start on developing the Resident's survey. This would include questions covering:

- What do they think about the town?
- What do they want to get rid of?
- What and where do they want to see development?

It was suggested that now work has been completed on the transport evidence base, parking needs study and rail survey. There is need to have a meeting with representatives at County, District and local level to discuss the findings and look at taking specific actions forward. Coaley Junction Action Group who represent rail users at Can and Dursley were

suggested as another stakeholder to invite to this meeting, along with John Roberts, transport lead for Dursley NDP .

The need to get another Dursley Resident to lead on the Economy theme was raised. Two names were put forward, one of whom has already declined to get involved with any process aspects of the NDP. Jonathan would approach the other individual directly.

The offer of some help from Rednock students on Rednock Community Day **9<sup>th</sup> July** was discussed. It was agreed to ask Tim Justice at Rednock if students could ask town centre visitors to complete a shopping survey as well as ask some students to visit businesses located in Kingshill Parade and some on the Uley Road to complete the business survey.

7. NDP budget

The application form for further grant funding in support of NDP costs is in the process of being completed. An issue with the form has arisen and advice is being sought from Locality on how to resolve this so that the application can be completed.

8. Reports on other NDP Meetings

a. Jonathan and Sue reported on their visit to Littlecombe businesses on 20<sup>th</sup> March. A note of issues raised during this meeting was circulated to all businesses and NDP Steering Group members.

b. Jonathan and Krystyna provided feedback on the Neighbourhood Planning event held on 25<sup>th</sup> March at Brockworth. The workshops they attended have been very interesting and informative. An email with a link to the presentations has been circulated to all NDP Steering Group members.

Jonathan also raised a potential need for Future Dursley to have a Landscape Character Assessment as part of the NDP. It was noted that the group would need technical planning support if this is the case. Advice would be sought from GRCC about whether we do need to undertake a Landscape Character Assessment.

Clare advised the group that one of her University Lecturers, who has been involved with the Winchcombe and Sudeley NDP, has offered to read through a draft version of Future Dursley and give feedback as a critical friend.

Community Plan

It was noted that Vale Vision will be updating the Dursley Community Plan which is a much broader plan than the NDP which has land development as its main focus. The community plan sits above the NDP in terms of hierarchy but the two plans need to be linked and to complement each other.

9. Date of next meeting

The next meeting would be held on Wednesday 20<sup>th</sup> May at 7pm at Jacob's House.