

# THE SHAPLEY HEATH GARDEN COMMUNITY OPPORTUNITY BOARD MINUTES



**DATE OF MEETING: 8 MARCH 2021**

## **I. ATTENDEES AND ABSENCES**

In attendance:

Cabinet Member for Place (Chairman):

Group Leaders:

Cllr Cockarill

Cllr Radley (Community Campaign  
Hart)

Cllr Crampton (Conservative)

Cllr Neighbour (Liberal Democrats)

A Ward Councillor representing:

Hartley Wintney

Hook

Cllr Farmer

Cllr Smith

Strategic Lead for Hampshire County Council:

Stuart Jarvis

Enterprise M3 Local Partnership representative:

Kathy Slack

Homes England representative:

Claire Burnett

2 representatives from the Stakeholder Forum:

Caroline Winchurch (Hart Voluntary  
Action)

2 representatives from the Landowner Forum:

Mike Shepherd (VIVID Homes)

Sarah Griffiths (L&Q Estates)

James Turner (Lightwood Land)

Garden Community Project Team:

Patricia Hughes

Christine Tetlow

Noel Armstrong

Jen Kennedy

Apologies:

Cabinet Member for Housing:

Cllr Bailey

## **2. AGREE MINUTES FROM THE LAST MEETING**

The Minutes of the meeting of 17 February 2020 were confirmed and signed as a correct record.

Actions:

- Homes England and the Garden Community Project Team to work together to produce a presentation for the board in advance of the next meeting

## **3. ENDORSE THE STRATEGIC PROJECT PLAN AND ASSOCIATED COSTS**

The Board discussed:

- The impact of the COVID-19 pandemic to the project plan, increasing the timelines by four months overall
- The progress that has been made

- COVID-19 survey
- Recruitment of Garden Community Project Team
- Baseline surveys
- Set up of the stakeholder/Landowner Forums
- Key activities over the next 12 months
- The imminent announcement of the next MHCLG bid and if no (or partial) funding is received, a longer-term view might be needed. Homes England offering non-financial support at this juncture
- Not using strikethrough formatting to show completed items in the project plan

**Actions:**

- Share the reconciled 2020/2021 budget by the end of April/beginning of May
- Provide the 2021/2022 high-level spend plan following the bid announcement

**Decision**

The Board noted rather than endorsed the strategic project plan and associated costs, in the absence of the above mentioned financial details.

**4. AGREE THE AMENDED TERMS OF REFERENCE, MEMBERSHIP AND TIMETABLING FOR THE LANDOWNER FORUM AND THE STAKEHOLDER FORUM**

**The Board discussed:**

- The inaugural meetings with Lord Taylor's presentations
- The governance structure of the Stakeholder/Landowner Forums
- The make-up of the forums with HDC officers sitting on the Thematic and Steering Groups and how the voting process for the Steering Group ensured that representatives were fairly selected
- Forum minutes being transparent and available on the website
- Future changes to the Terms of Reference being endorsed by the Board via email

**Decision**

The Board endorsed the amended Terms of Reference, membership and timetabling for the Shapley Heath Garden Community Landowner and Stakeholder Forums. Any future changes to the Terms of Reference to be approved by the Board via email.

**5. ENDORSE THE OUTLINE OF THE COMMUNICATION & ENGAGEMENT STRATEGY**

**The Board discussed:**

- How to communicate effectively with our audience and to get them truly engaged in the Shapley Heath Garden Community project

- How the strategy will be a document that will evolve over time to reflect changing circumstances, react to things that aren't working well, or to add new ideas
- That the strategy is designed using the Government Communication Services framework, OASIS (Objectives, Audience, Strategy, Implementation, Scoring)
- The most important objectives
- The strategic approach being a good fit with our objectives
- That measuring and evaluating communications is essential

Actions:

- Present a final draft of the Communication & Engagement Strategy at the next board meeting in July

### **Decision**

The Board endorsed the outline of the Shapley Heath Garden Community Communication & Engagement Strategy.

## **6. ENDORSE THE WEBSITE AND BRANDING STRATEGY**

The Board discussed:

- The website being a critical communication channel
- The importance of the website launch timing in relation to the Communities survey and being after 6 May
- Website information being clear and concise to build an understanding of why we are exploring the opportunity of Shapley Heath Garden Community
- Ensuring that the website will be GDPR compliant and work to the strict accessibility guidelines
- The website URL
- The brand being immediately recognisable
- Key elements of the place story and whether it would be available in line with the website launch
- How the place story will follow after the survey results
- Three brand concepts
- Having a full flavour of voices visible on the website however that is managed

Actions:

- Present the place story and launched website at the next board meeting in July

### **Decision**

The Board endorsed the Shapley Heath Garden Community Website and Branding Strategy. Concept 1 logo and Concept 2 colour palette were selected by the Board.

## **7. ENDORSE THE DRAFT COMMUNITIES SURVEY**

The Board discussed:

- How this is the main opportunity for residents across Hart to have their say on the project
- How the survey is a critical document that will help gather evidence to create the projects vision, objectives and develop the place story
- How the questions have been developed and that they have been grouped into five main themes based on the MHCLG Garden Community Principles
- That the Stakeholder Forum will have another opportunity to consider the questions before it is launched
- The launch plans
- Channels to maximise its reach and encourage participation
- Demographic questions

Actions:

- The Board will trial the final version on Survey Monkey
- Present the survey results at the next board meeting in July

## **Decision**

The Board endorsed the Shapley Heath Garden Community Communication & Engagement Strategy.

## **8. UPDATE ON THE EVIDENCE BASE**

The Board discussed:

- That the promoters/developers have now procured and funded the majority of the baseline surveys
- The newly formed Stakeholder Forum Thematic Groups investigating the scope of the strategy reports
- Delays to the topographical, transport, water cycle/management and noise surveys

Actions:

- The Garden Community Project Team will continue to work with the promoters/developers to progress the baseline studies
- The Garden Community Project Team will start work associated with the procurement of the strategy reports
- Present the survey results at the board meeting in October (excluding Ecology/Biodiversity which will follow in February 2022)

## **9. AOB**

None.

## **10. DATES OF NEXT MEETINGS**

A date for July to be agreed between the members of the Board via a Doodle poll.