**Big Local Meeting: 8th May 2013, Harmony Hall 7pm**

R = Resident in the St James Street Area

Present: Ana (R), Becky, Wendy, Gareth, Feroz, Ingrid(R), Saima(R), Fabien, Mo, Alan, Tommy(R). Helen(R) arrived after 8pm, and Gareth left early.
Voting: Ana (R), Becky, Feroz, Ingrid(R), Saima(R), Fabien, Mo, and Tommy(R).
Chair: Tommy. Minutes: Ingrid

Apologies: Fiona Cobb, Chris O’Sullivan, Annemarie

1. **Matters arising**:

Trevor reported back on the costs of a branded gazebo (£225+VAT, although he could get a lower charity rate through another source). It would take a week to be printed and delivered.

Feroz reminded the group of the logistics of gazebo: needs two people, transport, and storage.

Fabien offered his garage and car. Crest and The Mill also offered storage.

1. **Branding**:

Fabien presented his designs for the branding. He wanted to create a brand that incorporated diversity and emotional connection to the area: “St James St & Me”. The heart could be used as a ‘shorthand’ for the brand, and the “& me” could be changed to personalise and update the message as needed.

**VOTE: All in favour of adopting the “St James St & Me” designs as a branding suite:**

**For: 8**

**Against: 0**

**Abstained: 0**

Trevor informed group that Fiona had started a sample website, and would put up the design if forwarded by Fabien.

Feroz suggested that St James & Me could be translated into several languages, with a short explanation to be put on the website.

1. **Community Events:**

Trevor recapped the suggested list of summer events.

It was agreed that we would have a table/gazebo at the Scout Fete (23rd June) and Stoneydown Folk Fete (30 June)

Feroz suggested a schoolbag distribution of leaflets, also to coordinate with School or Council events?

Fabien suggested that postcards could be put in schoolbags and parents could send them back to us or post them at schools, The Mill, etc.

Mo suggested a leaflet design that could be flexible – have a blank section for info or changing ‘dates for your diary’.

Wendy suggested printing one-sided leaflets which could have a different back printed as needed.

**What do we want the events to achieve?**

Ana: raise awareness, gather a database of contacts, encourage people to come to a new series of more open meetings starting in the Autumn/Winter

Mo: Fiona mentioned that we could also undertake a mapping exercise whereby people could pin or highlight places in the area that they liked/didn’t like. This could increase sense of ownership in the project and encourage participation.

Fabien: people could tie ribbons or cards to places in the area that they liked, and so spread the idea. Wendy: we could have a wishing-tree. Mo: or a wishing well.

**What do we need for the events?**

Publicity materials (leaflet, blurb/bulletpoint explanation), Website/FaceBook, gazebo.

Fabien: clipboard and info sheets to collect details of interested people. Also volunteers trained to collect info.

Feroz: we need bulletpoint explanation to go on leaflets to explain Big Local and St James focus to people at events. Tommy, Ingrid and Trevor to meet to write this on Tues 14th 10:30am. Feroz to email his suggestions to Trevor.

License for market stall: Mo will investigate which date in July would be suitable for a market event, and get in touch with Glenn Watson at LBFW for a license. Tommy has been told it will be free of charge.

Trevor said there was no rush to organise the July date, and it was more important to get a regular event going which would serve our purpose, and attract more young people and a diverse group.

Fiona (via Mo) suggested an event at St James Station to gather views about safety, lighting etc. Feroz: we should aim to have a permanent display at the station to attract the commuter crowd. Wendy conducted a survey at the Station many years ago about accessibility and lighting and will dig it out and distribute it.

1. **A.O.B**

Feroz said we need to consider the people who have businesses (inc GPs, pharmacies, etc) in the area and how to engage them. Fabien was worried about certain business-owners taking control of the process if they could vote. Wendy suggested a non-voting category for businesses. Ana said that we should talk to people in businesses between now and September but have this discussion as an agenda item for a future meeting. Alan said an employed project worker could approach businesses.

Fiona (through Mo) reminded group that consensus means we have to be happy with good enough.

**Date of next meeting: Monday 3rd June, Windmill Restaurant, 7pm**