



Our Place Our Plan Communications Sub-group 15/11/18

Present

Name	Organisation
Kay McIntosh	SLC Tackling Poverty
Rhonda Leith	SLC
Jan Taylor	Healthy n Happy
Kenny Steven	Healthy n Happy
Kimberley Brown	RegenFX
Max Twomey	Universal Connections
Susan Paton	WWHC
Kirstie McLean	WWHC
Erika Laznova	West Whitlawburn resident
Fiona Boyle	East Whitlawburn resident
Susannah McMurray	Springhall resident

Item	Minutes	Action
Welcome	<ul style="list-style-type: none"> Kay welcomes the group to the first communications meeting and reminds every one of the importance of communicating and raising awareness of Our Place Our Plan 	
Group purpose	<p>Discussion on what communications group is looking to achieve</p> <ul style="list-style-type: none"> Explore different ways that we can get the word out Ensure all parts of the community are informed Bring community together Working together to raise awareness of OPOP progress and the ways partners and residents can take part 	
Audience and communication needs	<p>Kay is waiting on up to date info from council colleagues. 2015 census is only available data.</p> <ul style="list-style-type: none"> 1,600 households in area 3,500 people live in area <p>Under 5's - 237 5-11 – 263 12-19 – 350 20-34 – just under 700 35-49 – 670 50+ - 1,300</p>	

	<p>Potential barriers discussed.</p> <ul style="list-style-type: none"> • Language • Need for BSL interpreter • mobility issues <p>Potential solutions</p> <ul style="list-style-type: none"> • WWHC currently use Happy To Translate for promotional material (£70 per A4 document) • Potential for ESOL courses to be delivered in community 	
Communications planning template	Kay presents a potential template for all communications. Group discuss and agree template will be used.	
Short term communication plans	<p>Upcoming priorities</p> <ul style="list-style-type: none"> • Finalising draft neighbourhood plan, launching the Plan • Promoting the working groups to increase residents involvement • Promoting upcoming activities/ opportunities for e.g. classes. <p>Group use the communications template in relation to the neighbourhood plan.</p> <ul style="list-style-type: none"> • It's agreed that every household should be informed via an info leaflet that there is a plan and it's available to view/ read at certain locations in the community. • It's suggested the info leaflet be as visual as possible (images, drawing, mind map). • Partners encouraged to share of any work/ projects they are delivering that are relevant to the plan. To inform residents what is happening/ progressing in area. • Partners to read through plan and suggest changes over the next week. • Plan to be passed on to Kim/ RegenFX youths for their input. Kim to find out if Jim Crossan can help with visuals. • Launch event to be organized, but not necessarily a large community event. Potential for multiple smaller activities. 	<p>Partners</p> <p>All</p> <p>Kay/ Kim</p>
AOCB	<ul style="list-style-type: none"> • Communications group will feedback progress at the next stakeholders meeting (29/11/18) 	
Date of next meeting	<ul style="list-style-type: none"> • To be agreed at next stakeholders meeting 	