

## MINUTES

### MEETING OF NEIGHBOURHOOD PLAN WORKING PARTY

THURSDAY 21 JANUARY 2021 AT 6.00PM

#### PRESENT:

Cllr Bill Perry (“WJP”) (Chairman) (Cookham Parish Council)  
Cllr Ian Wernham (“IW”) (Cookham Parish Council)  
Cllr Chris Doyle (“CD”) (Cookham Parish Council)  
Dick Scarff (“DS”) (Cookham Society)  
Lars Ahlgren (“LA”) (WildCookham)  
Tim Veale (“TV”) (Save Cookham)  
Jon Herbert (“JH”) (Troy)  
Jill Gavin (“JG”) (Clerk – Cookham Parish Council)  
Tracy Bailey (“TB”) (CNPWP Administrator)

#### APOLOGIES FOR ABSENCE:

Dr Shez Courtney-Smith (“SCS”) (Trustee of Stanley Spencer Gallery)  
Cllr Mark Howard (“MH”) (Cookham Parish Council)

#### 1. Introductions

#### Action

WJP welcomed everyone to the meeting. He had felt it important, in order to maintain valuable momentum, to call an additional meeting and thanked everyone for giving up their time at short notice.

WJP apologised for having emailed through 50MBs of document the previous evening. If anyone had had any problem opening any of the files, WJP would send through scanned copies.

WJP confirmed that the initial questionnaire and one page leaflet were quite similar, and were certainly coming from the same point of view as ours.

WJP had called this special meeting because people wanted to discuss initial branding and presentation first, and thought it was a good idea to have another meeting before anything was actually done. WJP confirmed that the delay meant that we wouldn't feature in the January edition of the Parish magazine, but, in any event, that may not be printed in hardcopy form, so only a minor loss.

WJP confirmed, as per his previous email, that Nina had unfortunately had to step back for a while for personal reasons, and that Tracy had kindly agreed to come back and help out through that period.

## 2. Minutes

Minutes of the meeting on 10 December 2020 had been circulated and no comments received: they were unanimously agreed.

JG to remove the “draft” watermark from the Minutes before they go up on the website.

JG

## 3. Cookham High Street/Parking Survey

IW had previously circulated an email explaining the background. In summary, there was a meeting between residents and some local councillors back in November. As a result of that meeting, a group of Cookham High Street residents had got together to form a Working Party and carried out a parking survey of the High Street. IW had forwarded the email from Mike Clark, who had been responsible for most of the work, and the reports which had been produced. The reports had also been sent to RBWM Cllrs Gerry Clark and Mandy Brar, and the Highway Authority, but IW felt that this group might want to discuss this because some of it might be incorporated into the Neighbourhood Plan at some point.

WJP sought confirmation from JH that parking was something that the Neighbourhood Plan could address. JH confirmed that it could certainly be woven in for extra weight – he would revert with any comments or questions.

JH

WJP noted that it would be good to get traders in Lower Road to do something similar, although as there may be too few of them. Perhaps sending somebody there with a questionnaire may be an option.

IW referred the impending consultation from RBWM on charging in rural car parks and questioned whether RBWM should be written to regarding whether the Sutton Road car park could be excluded at this time. WJP felt that this was something the Parish Council would do and he would be happy to put this in his report to the Parish Council and ask them to decide on – however, who owns the site and who runs the car park? Presumably the answer to both is RBWM, but this should be clarified. [Subsequent note: At the Parish Liaison Meeting on 21.1.21, RBWM explained that this was part of the Budget consultation which closed on 29.1.21, before the next Parish Council meeting. WJP therefore took steps to arrange for representations anyway.]

WJP

DS noted that there had been an offer of land from Summerleaze for car parking in Cookham Village, which shouldn't be ruled out. WJP pointed out that this had been turned down the last time it was taken to the Parish Council. IW would email MH to request this item to be added to the agenda. JH thought that it seemed sensible to request a deferral of the charging until a solution had addressed through the Neighbourhood Plan.

IW

## 4. Communication Plan

LA had indicated that he wanted a proper “plan” in connection with communication. MH had privately emailed WJP to say that he tended to agree with this. JG has drawn WJP's attention very much to branding and

approach (JG's email had been circulated). JH's work having been circulated, in her opinion, what JH has produced pretty much hits the nail on the head.

## 5. Leaflet

One or two people had indicated that a more modern building in Cookham should be used in the photographs. A possible suggestion was Sir Bernard Miller Centre in Odney. WJP to email Suzanne Bailey to ask what photos she has on file. Also suggested was the Heritage Centre and the CIM (WJP is waiting to hear from Theresa Folkes to come back to him about any contribution the CIM may wish to make). WJP to send an email asking if they have any nice photos which they would allow us to use and also remind her that we are awaiting a response.

WJP

It was agreed that a mix of photographs should be used, not just buildings. Mahmoud Suleiman's "cows on the river" (MS would like an acknowledgement if his name is used) and 'war memorial in Cookham Dean' were both put forward as suggestions. JH confirmed he was happy to swap around/replace photographs as required.

LA requested that the link to all the documents be renewed, as it had expired.

LA expressed concern that we should not only be showing what Cookham is like today, but also portray what we want it to look like tomorrow. WJP thought this may be better done in words, but also take this up through CD's offer to talk to the schools about running a poster competition, asking the children to draw what they wanted Cookham to look like. TV considered that we should concentrate on what can be changed for the better and be less worried about developmental change. TV thought that what a lot of residents would be concerned about is how we maintain the beauty of Cookham.

WJP agreed with TV. This is something he had spent some considerable time explaining to the inspector in respect of the BLP – however, with a single page sheet, only one photograph could be chosen.

LA suggested that the leaflet could be a bit more provocative – "Cookham under threat?" to encourage more people to comment/contribute. WJP believes the way forward is to lead from the front in a positive way, with "nice" photographs on the first leaflet to engage people, then perhaps taking a more provocative approach later on.

JH noted that we run the risk of people confusing the role of the Neighbourhood Plan with that of the (Borough) Local Plan. It is the Local Plan with which people have issues in terms of the development proposed. The Neighbourhood Plan is simply trying to make whatever that may be decided the best it can be. JH confirmed that they had an image library of examples of good developments or award winning projects over the last couple of years, which could be used and captions added.

WJP asked whether there was a vote of confidence for what JH had produced to date. WJP asked for anybody who wanted to recommend any particular changes in individual words, strap lines or a slightly different photograph etc

All

to get them into JH within a week. The vote was unanimous.

JG had obtained a quotation from a local printer. WJP will obtain a second quote from a different printer, for comparison. WJP hopes we will be ready to commission that leaflet within the next fortnight. JG confirmed that no further approval was needed from the Council – the last resolution gave approval of up to £500.

CD confirmed she was happy with the material JH had provided for the schools, but needed to check with the schools whether they do “house points”. CD confirmed that she would get onto this straight away. CD to liaise with JH direct.

**CD**

TV noted that Mrs Daniels (at Cookham Rise School) was running art classes virtually. She briefs the children what to do and it’s all done on an app through which they send their drawings to her. Perhaps the brief could be “draw Cookham”? CD also has apps which could be used. CD to take forward.

**CD**

TV gave a brief explanation of Geocaching ([www.geocaching.co.uk](http://www.geocaching.co.uk)) – getting people to go out and explore Cookham, feedback on what they’ve seen and take photographs etc. WJP suggested talking to the rambles/active travel people and speak to LA to get WildCookham involved. TV volunteered to work on a way to harness this.

**TV**

It was intended that posters be put up on each of the Council’s notice boards. The Cookham Society would be asked if its drum by the Station could be used. Traders in Cookham High Street and Lower Road should be asked if they would put it in their windows.

WJP confirmed that the Parish Magazine wouldn’t be out until the end of February. He will liaise with JH on the type of advert go in it a 15% discount had been offered on the basis that it is a community matter.

**WJP**

## 5. **Website**

Since the Council is going to use its own website, WJP is due to talk to Adam, who operates it, in this respect fairly shortly. They will liaise with JH to come up with a plan for what will go on the website, and then present this back to the group and the Parish Council, hopefully within the next couple of weeks.

**WJP**

There was a brief discussion about what email address should be used. WJP had circulated suggestions, which had received a low level of interest. It was agreed that [neighbourhoodplan@cookhamparishcouncil.org.uk](mailto:neighbourhoodplan@cookhamparishcouncil.org.uk) be set up. JG noted that a decision needed to be made as to who would monitor and distribute emails sent to this address. It was agreed that the Administrator should be the filter for all emails received.

WJP will talk to Adam.

**WJP**

LA noted that it should be made clear how people can contribute to the Neighbourhood Plan. The content should be kept simple to keep people’s interest. He suggested that it should be ‘visual’ and perhaps have a 10-20

second video as an introduction. This was agreed.

WJP suggested we may want to consider whether we want a survey monkey at this point. TV considered that something needed to be created to guide people to the areas they actually want to comment on, which is then collated for review. WJP will discuss with Adam and JH: the leaflet will encourage people to email, but perhaps we need a survey straightaway.

**WJP**

JH confirmed that his team had prepared a draft questionnaire in Google Forms which is relatively simple (only has about five or six questions). Survey monkey now charges if you get 50+ responses – something like £100pm for more than 7,500 comments.

JH can provide a link which can go onto the website direct into the questionnaire. Any responses would be received by Troy for analysis.

**JH**

LA considered the working party needed more steer in fields where only a few comments have been made, e.g flooding. JH said that the point of the first consultation round was to allow people to comment without being influenced, so key issues can be identified and policy themes or projects can be identified for future more targeted consultations. For example, if there were particular concerns about the High Street, it could be useful to run an online workshop with businesses, landowners and other organisations to get their feedback as well. LA considered it was important to make people aware that this would not be the only chance for feedback to be given, it was an ongoing process.

JG confirmed that she had already spoken to Adam regarding the survey, email links and forms. Adam is working on these, so they're simple things to slot in at the relevant time.

CD noted that it was important to ensure that all leaflets and promotional material contained the website details.

## 6. **Social/Local Media**

### (1) Facebook

The Parish Council has a Facebook page onto which marketing leaflets and the like can be uploaded. CD had the most experience of Facebook and was volunteered to take the lead on this.

**CD**

### (2) Cookham.com

This is Liz Kwantes' site. CD volunteered to liaise with Liz, as she has known her for many years.

**CD**

### (3) Twitter

WJP said he declined to run a Cookham Parish Council Working Party Twitter account.

JH noted that there are a lot of “Cookham” accounts, but they are all very slow. The most active local Twitter account is Cookham Football Club, who have 1,500 followers, so there might be a way in there, if they are engaged with via Twitter.

WJP suggesting talking to Adam and Peter about whether they would manage a Twitter account for us, but ultimately a volunteer would be needed from the group. No-one volunteered.

**WJP**

(4) Instagram

TV gave a brief explanation of how Instagram works and the sort of people it attracted. As nobody else used Instagram, TV agreed to help out with this. TV to speak to Adam and Peter about the technicalities.

**TV**

(5) Local Media

WJP confirmed he would speak to the Cookham correspondent for the Maidenhead Advertiser, when we’re ready to send the leaflet out to local people, so the Advertiser arrives at roughly the same time. The Advertiser still has around 60,000 readers.

**WJP**

LA considered it might be worth looking at the local Berkshire television or radio channels, possibly with a view to arranging an interview. WJP observed there was a BBC Radio Berkshire. CD confirmed they had run numerous Cookham stories and is sure they would be interested in the Neighbourhood Plan. WJP confirmed he would look into it straightaway.

**WJP**

**7. Any Other Business**

With the increase in flow of documents being received, LA queried whether the Council have a communal, non-public place where documents etc are stored, which could also be used by the Neighbourhood Plan Working Party, rather than everything being sent to everyone individually.

LA noted that SharePoint, Google Drive or OneDrive are very simple to set up. WJP to discuss with JG.

**WJP/JG**

JG confirmed the Council use SharePoint. JG will look at this with the IT person and see what options there are.

**JG**

There was no other business; the meeting was therefore closed.

The meeting closed at 7.25pm

**Date of next meeting – Thursday 11 February 2021 at 6.00pm, as previously agreed.**