

'ONE NORBITON, WORKING TOGETHER'

Meeting Title: Engagement Sub-Group Minutes

Date and Time: Tuesday 20 September 2012 from 7pm ~ 8.30pm

Venue Address: CREST office, 61 Graveley, Willingham Way

Chair: (Davinder Lail) Mike D'Souza

Present : Jill Preston; John Hall and Denise Parry, Doreen Gardiner

MINUTES

Welcome & Introduction

As Davinder was unable to attend Mike D'Souza chaired this meeting. Apologies were also received from Carlos Queremel.

Minutes of last meeting.

These were agreed

Matters arising.

Not discussed

CREst Funday

This was a great success with One Norbiton's stand being manned by Davinder and John. We explained about One Norbiton and launched our One Norbiton Rainbow Gardening games and Dog mess clearance. It was suggested we have a bigger presence at the Fun Day next yera

Engagement and Communications Action Plan and budget

Discussion followed on how to spend RBK's kind offer of an engagement and communications budget of £5000 for the CWG. As whole credibility of One Norbiton rests with its ability to speak with the accurate voice of its citizens, the recruitment of adequate numbers to our Consultant Panel was crucial. We at present had 44 members but would ideally like 147 (a 2.5% random sample of our 5881 addresses) There was a proposal to produce a really nice 2013 Calendar to give to each panelist recruited at the doorstep. It was clear that direct interview was the only way forward as mass leafleting was a a waste of time and effort. The hope was that building on the Rainbow games and dog mess clearance, we would ask each of the subgroups to take one zone and do doorstep recruitment in pairs. Mike would prepare the lists for them. However it was also recognized that a poster campaign could be another important use of our budget as still many people were not aware of our existence. Both these actions were agreed as a way of spending the budget.

AOB & date of next meeting

Deferred till later