

APPENDIX 2

BREW Vision 3/12/20

Present: ST, GB, DH, PK, JC, JOS, JS, RF, EC.

The group discussed social media channels – agreed the need for a separate channel specifically for the Vision – channels to be used: Next door, Facebook, Twitter? Instagram? Others?

Agreed that members of the BREW Vision group will be designated as admins/editors so that content can be posted by more than one person.

RF – would like to see something in the physical locations. ST suggested that banners could be produced for siting at specific locations with graphics from Terra Firma and directing people to the Vision website/ survey.

RF concerned that this may raise expectations too high for what can be achieved.

JS added it would be good to roll some of the items (e.g. banners) out early in the new year to drive early engagement.

DH – How do we get people to engage with the proposed changes for Stocks Lane junction? JC – suggested that we produce a trail that directs people around all of the sites.

JS - was concerned with how we manage expectations as some of these proposals will be very long-term or hard to deliver. The group agreed that the messaging would have to be carefully managed in order to avoid this.

DH – Asked if have we spoken to WSCC Highways to get their views – ST advised that we had, but there was a future risk as WSCC are looking at scrapping community highways schemes as a cost saving measure.

Website and survey will need to be redesigned in order to reflect the Terra Firma proposals and the need for feedback on specific projects. Also it would be good if the website could link to the trail locations and QR codes.

JS – asked for confirmation on the timelines – ST/JC explained that consultation needed to be completed by end of May 2021 at the latest to allow time for Terra Firma to produce a final document by the end of July in order to meet CDC funding cycle for FY 2021-22.

ST asked GB if CDC had received any information from government re. the new MP sponsored regeneration fund for local towns announced by the chancellor in the autumn statement last week. GB asked ST to send him an email about it. Also added that the local plan had indicated no additional housing for BREW, which would mean no significant additional CIL funds for the parish.

RF asked if there was any other way that additional funding could be secured to help develop the area as it is such a large visitor destination. EC advised that this would best be done in partnership with Visit Chichester/Great Sussex Way.

Actions:

Set up social media channels - ST

Get high res artwork from Terra Firma – ST

Design collateral/materials – RF

Produce copy and messaging for materials – EC

Prepare updated website brief – EC

Update consultation timeline – EC

Next meeting 7/1/21 @10.30am