

Hawick Town Team Meeting 14-11-23

Attendees

Keith Johnson (KJ) Chair
Colin Hope (CH)
Euan Welsh (EW)
Nicki Brown (NB)
Marion Chrystie (MC)
David Chapman (DC)
Michael Pattison (MP)
Wilson George (WG)
Duncan Taylor (DT)
Ruth Lyle (RL)
Clair Ramage (CR)
Sian Snowdon (SS)
Billy Fletcher (BF) (representing Burnfoot CC)
Gordon Muir (GM)
Naomi Sweeney (NS) SBC

Apologies

Sharon Renwick (SR) SBC
Gillian Jardine (GJ) SBC
Sarah Culverwell (SC) SBC
Caroline Hamilton (CH)
Annette Smart (AS)
Hilda Wight (HW)
Ashleigh for Patterson (AP)

Notes from the Chair

Caroline and Anne stepping back for the time being due to the situation at Burnfoot Hub

Chair has thanked them and said welcome back anytime

Item 1 - Confirming Minutes from the last meeting

Chair asked for confirmation, team agreed

Item 2 - Review of Actions

- Notes now online at Hawick Online and on the SBC website [Hawick \(arcgis.com\)](http://Hawick(arcgis.com))
- Sharon R to share place standard tool – link in previous minutes .
- CR was to contact high school to retrieve pupils consultation – contacted HHS, no reply. Some data has come through but not all. Email has been sent again – CR & GJ went in and survey was sent out on ipads – following up for next meeting
- Finalise data from the town hall meetings – collected and now online
- Consultant selection brief was circulated – CH advised two responses were given
- DT drafted press release for Hawick Paper – came across well. Was edited slightly by the paper which may have lost some of the message about others welcome. GM reflected that this was the latest of a series of articles which had a certain narrative and this was a reset. Discussed whether reporter should be present – NB flagged this was voted on at earlier meeting and decided that the town team should have control of the narrative. MC commended DT on the article. DC suggested pin pointing things team thinks are press worthy. KJ suggests allowing autonomy to write, but opportunity to give quotes. WG suggested providing a copy of minutes to the paper – group discussed possibility of misinterpretation / reviewed without context DC suggested every meeting should have a little snippet of a good news story
- AS tasked with contacting TD9 radio – Cameron Knox pre-empted and the team was on the following week. KJ noted that doing the radio segment made him aware that still some people who don't have any awareness of the place plan process and has prompted some ideas.
- EW agreed to lead on Comms.
- Email has been set up

Item 3 - Update from MC on Completion of Data Gather from Town Hall "Have Your Say Day"

- All the data has come in – two town hall ones have been finalised and are on the SBC website (link as above).
- Cath Elliot Walker also provided data from the High School but it wasn't able to be linked with the input into the place standard tool format. However information has been logged so it hasn't been left out. Included data sheets showing demographics and age groups – 17 sheets, but not aligned to the way information had been categorised. Noted the consultants will likely pick up on demographics / post code etc on the "second sweep" through the town.

Should it be required to clarify at a later date the information is stored at the Development Trust.

- Chair congratulated the team on all the work on the data

Item 4 - Update on Consultant Short List Interviews

CH gave an update on the engagement with the potential consultants

- Four were selected, PAS declined due to not having capacity
- Remaining three selected - Paul Hogarth, Atkins, Community Enterprise
- The team interviewed each, gave them opportunity to explain their process and asked a series of questions. Applied an objective scoring process of 1-5
- Community Enterprise – team felt like they had not done their homework on Hawick. Felt they hadn't read the brief. Left with two strong candidates.
- One of the questions was designed to understand the resources each could offer and looks like an opportunity for the other two to work together. Interview panel decided they would be happy to work with either, but wanted to explore the opportunity of the two working together to complete the whole project. Both are receptive and both agencies have spoken and keen to take that approach. Meeting this Friday to discuss way forward.
- CH feels this gives the opportunity for a more seamless process.
- NS gave an overview of what the Place Plan is and what the Investment Plan is outlining the differences between them and what each is designed to do and the role of the framework. (Further info here)
- CH noted that Atkins Realis can do both Place and Investment Plan, The Paul Hogarth Company are on the framework for Local Place Plans.
- March deadline was queried – everyone agreed was good to have that in place, but everyone feels this may be unrealistic at this stage.
- GM spoke about Lena Scoular's (SoSE) reflection on Stranraer and that they had the plan sent back to them to develop sections. Feel shouldn't get hung up on doing it fast, but doing it right. GM hopes that the relationship with consultants would continue for years to come. KJ feels working with consultants over a period of time you get to build relationships and suspects they would be happy to continue working with team in Hawick for 10 years.
- CH noted interviews concluded – asked team to agree to either direct award or whether a mini competition is preferred.
- KJ spoke about benefits to working with same "team" for both is the continuity of the approach, and potential to save time.
- NB asked for clarification on what consultants are doing – NS clarified the roles of each in the formation of the Place Plan and the Town Investment Plan. NS explained that this was when it moved into a "third phase" where "specialists" beyond the framework may be needed to develop the individual projects – for example, energy consultant to develop energy network.
- GM supports the proposal because he feels that the arrangement would allow aspirations to be developed, but tempered by economic clout.

- MC noted key strengths with both – both had strong ties with Borders and understanding. Strong on how a town works, and more than happy to go over the work that has been done and “scoop up” the gaps. Felt there would be a tremendous union.
- DC felt having the two would allow them to mentor each other, and push each other.
- KJ noted the dual appointment allowed direct communication and not having to go through the town team reducing the risk of things getting lost
- Strengths noted:
 - Paul Hogarth – more on data analysis and more suited to consultation stuff, social stuff and doing that part. Commerce not been touched on in teams work so far.
 - Atkins – more nuts and bolts on how to get the project presentable to a board for funding.
- CH noted that Paul was born in Hawick, but did not push that at all.
- CR raised the question around the fact that others may be vying for the consultants
- NS raised cons, potential for them to blame each other – could be mitigated by appointing one to each process.
- MC flagged that each consultant that was interviewed had been sent the full data pack to review ahead of the meetings.
- NS outlined the options for progressing through the framework. Mini Comp or direct award.
- SS asked what the plan B is if they come back as a no to the partnership. CH suggests we let that run it's course but suggests agree to go down direct award or mini competition tonight, and work through with consultant.
- GM asked about how we make sure that there is transparency and how we do that. MC confirmed that all consultants were questioned on that in the interview process and answered well
- CH proposed direct award – NB seconded
Intention to appoint
 - Lot 1 – Local Place Plan - Paul Hogarth
 - Lot 2 – Town Investment Plan – Atkins
- DC noted that we need to make this simple and how we communicate needs to be clear.
- CH will contact Community Enterprise to advise that they will not progress with them. Suggests that once the consultants are in place they come to meet the Town Team.
- DM suggested once the appointment was complete that a press release was issued. Group agreed. KJ suggested consultant(s) would be keen to contribute to that.
- GM suggested bringing Watson McAteer in at that point as well.
- NS suggested that this could be discussed at the Area Partnership, CR spoke about the last update, and that this can be raised at the next one.
- CH will progress with Naomi for SBC process of appointment.

Item 5 – Media Lead

- KJ introduced EW and the importance of the communication. AP is also going to be involved.
- EW extended scope from just media to PR and also a wee bit marketing. Feels more to be done on the perception of the group in the town. Key areas to focus on – thinking about it as someone with no prior knowledge.

- Clear mission statement – single line that captures what this is. Would also tie in with the branding. Passed out mocks of what that could look like. Building on the “tartan” that had been used in the past. With a tagline, and basic brand guideline. Web layout.
- Put out who is involved so that people have some one accountable in their mind – names and faces.
- Publishing in media, but actively going to groups to give updates – face questions and give honest answers. Build relationships with groups and businesses.
- Collaborating with businesses big opportunity – sticker initiative example given,
- Visual consistency.
- United approach to press releases – same wording (voice) – reporter could present from a different angle.
- Website could have tiered approach to educational / information – simple infographic, but goes through to full documents so people can assume as they wish
- Transparency
- Show tasks being completed – timeline?
- Talk about how many hours went into post it analysis
- Radio – success – build on that with video – take one bit of content and multiply it
- See that things are always happening and associate that back to people who are taking that forward
- CH suggested picking up on hiatus for the last six or so months as an opportunity for relaunch. EW reflected need to think about how that lands – don’t want it to look like it went wrong. Spin it so that was phase one, this is next phase. CH asked EW to work up a strategy for presentation of that.
- GM notes that Euan has retained some of the visuals that initially launched this, so thinks this will land with people
- NB suggested checking that all the 12 leads are still in place – queried if should have a dedicated email to avoid using their personal email. Discussion around this and the cost implications – decision to point people to the main Hawick Town Team email for RL to pass on to relevant party.
- DC spoke about trying to get in touch with some of the folk and can’t find them – opportunity to put out a contact in the Hawick paper to ask people to get in touch.
- EW highlighted how the need to show progress particularly for young people who have given up their time and want to see they have been listened too.
- DC reflected that the mills brought in loads of consultants, and nothing ever happened. Need to win his generation back. SS states this reinforces the need for transparency for young people.
- RL “By Hawick, for Hawick” possible strapline.
- DC noted that the next press release to talk about the consultants being led by the community – it’s not a brief from SBC or others. Win peoples buy in.
- MC thinks a website is really important. EW stated social media and website – all social media would link to the website. Group agrees.
- GM raised that if EW is going to do take on the web presence, social media and wider comms / marketing, and this group emerges as most important in Hawick, EW needs to be paid.
- NS to investigate other funding opportunities to support volunteers in a more formal way.

- GM raised possibility through Hawick Common Good. WG noted that by the letter of the law you can't pay commission. Raised at CC payment for secretaries. No function for that at the moment.
- DT raised that there may come a time when there is a conflict of interest – and may need to be a time where he stops being a volunteer and where he becomes an employee. Noted this may create resentment between paid and volunteer team members.
- SS raised that the Town Team is not a constituted group, so would need to nominate an organisation to pay him – CH agreed the trust could facilitate that. SS also raised that there was a group of volunteers to support EW in the initial stages. Agreed EW to lead a team including SS, DT, GM and AP
- NS advised that there is a mechanism for the consultants to employ local people so could employ on behalf of the Town Team. This would need to be scoped with the appointed consultants
- NS suggested that the team acknowledge the contribution of individuals but seek agreement from everyone that all content created whilst an active volunteer of the Town Team would become the intellectual property of the collective group. This is to avoid a future situation where created content is withdrawn. GM confirmed he is happy for the "Hawick Weave" logo to be used in the branding, as well as the "People Powered Pyramid". EW acknowledged for future comms work.
- BF suggested calling it the Hawick Town Team makes Burnfoot feel like it's being pushed aside.
- SS suggested comms sub group needs to talk about this in their planning and reflect Hawick in it's widest sense.
- Offer from the team to do an update at Burnfoot CC as well as Hawick CC.
- DT spoke about conscious decision to include Burnfoot and not segregate.
- NB flagged that lots of kids at her kids school are from Burnfoot
- GM stated that projects in the plan that are being delivered are in Burnfoot
- NS suggested something in using TD9 – gave Selkirk example. Merit in allowing others who use services in Hawick can also contribute into the plan. Provide information / connections with surrounding teams.
- EW agreed to get started on the communication / marketing with the inclusive approach in mind

Item 6 - Next Steps

Covered in earlier conversations.

Item 7 - AOB

- NS asked if team would be happy to share learning with Jed team – CH happy to do that
- DC raised that Burnfoot don't see themselves as Hawick and the need to be inclusive – KJ suggested locating meetings in Burnfoot Hub helps bridge that. Group supportive of going back up to Burnfoot. Making use of hub preference of the team.
- KJ will go to Burnfoot CC on December 4th to update on progress – GM will support with visuals.
- DC queried how we progress with the contacts from the sub group

Action – group leads to discuss at the next meeting to identify gaps are and see if additional contacts can be established..

- Colin Telfer agreed to lead on Sports (replacing John Hogg).

Next meeting: Wednesday 29th November – 6.30 – Burnfoot Hub (SS will liaise with Caroline)

EW will have a separate meeting with the comms group out with (Euan cannot attend meetings on a Wednesday evening)