

Hawick Town Team meeting
29 November 23 at 7pm, Burnfoot Community Hub

Present

Colin Hope (CH)	Gordon Muir (GM)
Sarah Culverwell (SC)	Wilson George (WG)
David Chapman (DC)	Cllr Watson McAteer (WM)
Michael Pattison (MP)	Nikki Brown (NB)
Colin Telfer (CT)	Sian Snowdon (SS)
Hilda Wight (HW)	Ruth Lyle (RL)
Caroline Hamilton (CHam)	Keith Johnson (KJ)
Duncan Taylor (DT)	

Apologies

Cllr Clair Ramage	Cllr Annette Smart
W Fletcher	Marion Chrystie
A Patterson	Cameron Knox
Sharon Renwick	Naomi Sweeney (NS)
Ewan Welsh	

1. Welcome from Keith Johnson, Chair

-Apologies for the meeting.

2. Confirm previous minutes.

-Minutes of the previous meeting were agreed by the group.

-The group requested that the minutes were circulated earlier, so that there was more time to complete actions.

3. Update on the Consultants Selection process, Colin Hope

A panel of Team members Keith Johnston, Marion Christie, Ruth Lyle and Colin Hope and Nikki Brown have been working on the appointment of PP consultants as per the remit approved by the Team. They invited 4 consultancy firms to interview with the understanding that they were aiming for a March completion.

They invited PAS, Atkinsrealis, The Paul Hogarth Consultancy and Community Enterprise. PAS were not in a position to start work until March, so they withdrew. A brief was issued, and online interviews took place on 9 November. It was very informative and went well.

Following the meeting the consultancy information was circulated to the working group – 2 consultants to work on the Place Plan and the Town Action Plan. They have since gone back to SBC regarding costs as these were more than initially anticipated and more than the budget that has been allocated for Hawick. There was a question whether costs may be able to be reduced in phase 1, as a number of community engagement hours have already been undertaken by local volunteers.

The group further discussed the funding allocation for Hawick and asked if SBC could please clarify the criteria (has this been done by population, by poverty/deprivation etc). They would also be interested in learning what are the competitive costs against other place plans, such as Stranraer, which Naomi is looking into.

CH has been in discussion with Naomi (SBC) regarding the funding, (who is looking into this) and they will continue to liaise over costs and next steps. Once instructed the consultants can be brought on board within a couple of weeks.

DC asked about how Hawick's place plans link up with other Border towns. SC suggested that joining up could lead to combined projects and bids with other Borders Towns and more collaborative work on larger projects. WM said

that place planning is all about community empowerment and giving local people the opportunity to shape where they live.

Action: CH to set up a meeting with Naomi and feedback to the group

Action: NS to provide a clear brief and budget for the project and advise of how the allocation of funding has been decided (population, poverty, deprivation).

Action: CH then to arrange a meeting with Naomi, consultants and HTT next week for further discussion and feedback to the group.

4. Update on the Comms group progress

Duncan fed back on the meeting between himself and Ewan (EW), who was unable to attend tonight's meeting. He reported they had a positive meeting where they discussed marketing and comms. The main feeling being, if serious about a Town team we must market the town properly. They discussed trying to work out a way to reach people in Hawick that haven't heard of the Town Team. A few avenues were discussed such as paid advertising, suggested a half page slot etc on a weekly/monthly basis.

It was felt that we need to ascertain what the story is just now and what information do we want to disseminate to the public at this stage. WM asked whether it may be better to hold off until the projects are making process – you said, we did type stories. GM advised that some positives have already come out of the group, such as the cleaning the streets day, which came about as a result of the 'Have your say day'.

There was a discussion about Euan being employed by the Town Team for marketing, which would be the ideal for the TT, however requires further discussion to ascertain if this is possible. The consultants have a marketing budget and aim to employ local people, so could this be used to pay for Euan? Keith read a statement provided by Naomi on this point, detailing the mechanism for the consultants to employ local people.

GM feels it is key to have branding instantly recognisable for the Town Team - synergies between the Town Team and consultant's information that is being put out. Suggested clean, simple, consistent marketing messages.

There was discussion about a marketing budget, which linked back to how the group apply for funding and who/which group could do this from the group. Sian asked whether the group can be constituted. CH said there had been previous discussions about Hawick Development Trust being an umbrella for the group and bids but that this had not been previously supported by the TT. He advised individual constituted groups could apply for funding on behalf of the TT group.

-NB Suggested 'pyramid groups' promote the Town teams project on their social media accounts.

-NB/ CH - In new year a specific meeting can be arranged to focus on reps from the organisations on the pyramid model.

-DC Suggested he send a note to the paper following on from the meetings to remind people of the group and the contact details - hawicktownteam@outlook.com

-SS suggested making more personalised email addresses – free outlook emails.

The group discussed having individual email addresses to reply to communications for their theme, it was decided just to keep the one TT email address at this stage and this could be reconsidered going forwards.

-MP advised that email costs come into play with additional features and asked if there is funding for infrastructure, computing systems etc. Sarah offered to look into funding options and come back to the group.

-RL would like to see a platform for file sharing which could be utilised by the group.

- NB suggested once the consultants are in place then setting up the 12 pyramid theme reps with their own individual emails.

CHam – Re utilise the high street for advertising – a visual space in the town centre such as Dorothy Perkins which is where the Town Team previously had a visual display.

Keith – Suggested a simple visual (Gordon showed one at the previous meeting) this demonstrated the Place Plan process and could be used to mark progress

WM – Reminded the group about the new building on the old Almstrongs site, . It has open floors with offices at the back. WM suggested organising a visit for the group to look at the building.

Action: Meet with consultants and broach the subject of marketing and comms going forwards.

Action: CH Discussion with the consultants on employing Euan.

Action: WM to arrange a visit to the old Almsstrongs building.

Action: KJ Look into the possibility of a shop front in the high street.

Action: SC to look into funding options.

5. Hawick Town Team Project Register

The TT has started to put together a project list, for potential projects through the place plan. The list has project name, details and contact details. If a project idea comes through, please identify the lead contact (by theme) to pass on to, so that nothing can be missed and to make it easier for projects to be considered by the Town Team. Please email to; hawicktownteam@outlook.com

WM – Spoke about significant projects in Hawick where the Town Team could have an impact, such as the Hawick High School new build (2027). This is a great example of a large-scale opportunity for the Town Team to get involved in. Town Team can engage with the Head Teacher.

CHam - When the Head is appointed – the Town Team can make contact.

DT – Is there potential for a project at the swimming pool.

GM – The town team to be the group with the gravitas to get involved with important projects in the town. Proposed creating a mission statement that the group can work towards and

Action: All to add to the project register as projects come through.

Action: SC to send GM Denholm's statement as an example.

Action: DC – Will look into and circulate some mission statements to the group

6. Community Group Contacts

- RL explained that the group currently requires 2 leads, an education and religious lead. All to have a think about people who may be interested in taking on these roles.
- NB suggested that people sign up under the 12 different themes (as per the pyramid).
- The group discussed having individual email addresses to reply to communications for their theme, it was decided just to keep the one TT email address at this stage and this could be reconsidered going forwards.
- Discussion around the groups GDPR policy, around data sharing between the TT group who are making contact. GDPR wording to be checked.
- RL noted that the minutes of the previous meeting had not been uploaded on to the council webpage with meeting dates, minutes etc and asked that future information could be added. Cham agreed to do religion
- CH advised that the key stakeholder engagement is slipping by around 3 weeks.

Action: RL to resend the contact spreadsheet sheet as some contact information has been added and a column for Yes/No as to whether groups want to be kept in touch with TT developments so that the theme leads can make contact again.

Action: RL to check the GDPR policy wording, prior to sharing the spreadsheet with the TT.

Action: Once minutes are agreed by RL/GM/KJ, NS to add these onto the Council website, alongside future meeting dates.

Next meeting – Thursday 14th @ 6.30pm