

Pride Project Group Minutes

Date: 4 February 2009

Location: Anglia Room, Elizabeth House, Dereham

Present: Mark Stokes – Breckland Council
 Mark Fretwell – Breckland Council
 Rob Walker – Breckland Council
 Mike Onassis– Breckland Council
 Sarah Bruton – Breckland Council
 Stephen Askew – Elected Member
 Claire Bowes – Elected Member
 Shirley Matthews – Norfolk Assoc. Of Town & Parish Councils
 Lisa Hilton – Breckland Council
 Becky Jefcoate – Breckland Council
 George Hayes – Dereham Area Partnership
 Dennis Tallon – Iceni Partnership
 Dave Hatherly – Wayland Radio
 Paul Elliot – Norfolk County Council
 Alan Flack – Keystone Trust
 Paul Seaman – Norfolk Fire Service
 Jan Godfrey – Wayland Partnership
 Linda Rogers – Voluntary Norfolk
 Val Jenkins – Police Authority
 Peter Walsh – Norfolk Police
 Elaine Rivett – Breckland Council

Item	Notes	Action
1.	Welcome, Introduction and Apologies	
1.1	Those attending introduced themselves and were welcomed to the first meeting of the Pride in Breckland Project Group. Apologies for absence were received from Lucy Walker, Andrew Egerton-Smith, Mike Austin, Debbie Bartlett, Trevor Holden, Katie Elliott, Laura Apps-Green, Martin Seymour, Ian Clarke, John Dixon & Neil Stott	
2.	Pride Project - Overview	
2.1	At the last LSP Board meeting members challenged what was being delivered in terms of the Pride Project, particularly in the knowledge that there is £30/£35,000 per year to spend on Pride related projects.	
	Mark Stokes emphasised the need for the group to bring forward any new community projects, with funding available it is important to develop a forward plan of activity and	

Item	Notes	Action
	outcomes to demonstrate community benefit.	
3.	Pride Project – Update	
3.1	Mike Onassis referred to the Pride in Breckland campaign document. Pride was launched in 2008. Since joining Breckland Council in October 2008 Mike has spent his time connecting with partners and groups. His role is about delivery and connecting with communities.	
3.2	To promote and raise awareness to Pride in the district, the Council is intending to include information in January/February Voice, also advertisements in the local press.	
3.3	<p>Paul Seaman asked if there was any funding available towards a bonfire night in Thetford. Paul explained about Operation Dampened Spirits and said that the majority of people in Thetford would favour an organised display.</p> <p>Paul Seaman said that Thetford Town Council will not allow the Fire Service or other group to run the display; it had to be a professional organisation.</p>	
	<p>Mike informed the group that approximately £15,000 was needed for a professional firework display, fences etc.</p> <p>Whilst Pride has pledged £2,000, there is a need for financial support to underwrite the event, the Town Council have been approached including local businesses in terms of funding however no formal response has been received to date.</p>	
	<p>Mark Stokes stated that in terms of tackling anti-social behaviour, particularly fly tipping this is a commendable approach. This was supported by Jan Godfrey however commented that all five market towns would be grateful for some support.</p> <p>Mark Stokes asked Mike Onassis to investigate the project further including a more district wide approach including costings</p> <p>The Board agreed to set up a sub group with key stakeholders in March for a decision in May rather than wait until April meeting.</p>	Mike Onassis/ Mark Fretwell
3.4	<p>Mike Onassis discussed the Community Rangers. There are over 60 volunteers.</p> <p>Mark Stokes asked whether the Rangers are supported and utilised to the full, the original Rangers signed up for different role, primarily a reporting brief, therefore is challenged whether there was greater opportunity to widen their role and responsibilities.</p> <p>The Board agreed that whilst the Rangers provide a valuable role in their respective communities, the roles have changed</p>	Mike Onassis

Item	Notes	Action
	<p>and there is a need to refresh the approach with the aim to undertake a recruitment drive, including joining up with groups who already manage volunteers and have more experience. Mike Onassis to co-ordinate approach with our partners and bring forward an action plan to the next meeting</p> <p>Furthermore, the Council will focus on Youth Rangers from September 2009 to integrate and improve links between Rangers.</p>	
	<p>Val Jenkins suggested Rangers connecting with Homewatch as the Rangers are obviously the sort of people who want to help. Mike Onassis has already spoken to Colin Hodge and this link has been recognised.</p>	<p>Mike Onassis</p>
	<p>Dave Hatherly pointed out that the most successful way to communicate with people is through village magazines. Highlight the Rangers and put success stories into village magazine and this could encourage new recruits.</p>	<p>Lisa Hilton</p>
<p>4.</p>	<p>Cleaner, Safer, Greener Charter</p>	
<p>4.1</p>	<p>Mark Stokes stated that the Council along with its partners adopted the Charter as part of its wider Pride in Breckland Campaign in taking a proactive approach to tackling clean, safe and green issues.</p>	
	<p>The Charter was developed in consultation with members of our local community and is designed to strengthen local democracy and empower people to have their say in the services that affect their quality of life, and develop a sense of Pride in the district.</p> <p>ENCAMS, have worked alongside the Council and Peddars Way, consulting with local residents and agencies to jointly develop the Charter to tackle environmental issues. ENCAMS fully endorse the Charter as one of the first of its kind in the Country, and will continue to work with the Council to review and improve its content as needs and expectations change.</p> <p>Local feedback was clear in terms of their requirements:</p> <ul style="list-style-type: none"> • Identified the main services that affect their everyday life • The need for a clear understanding on who is responsible for each service • What standards can people expect and contact numbers to avoid unnecessary confusion. <p>Our partners including Peddars Way, other housing associations with homes in Breckland, Norfolk Police, Norfolk Fire & Rescue Service, Norfolk County Council and other Service providers are all committed to the Charter which sets out what our residents can expect from our services.</p> <p>All partners have pledged to take ownership and responsibility to the successful delivery of the Charter, to be regularly reviewed in close</p>	<p>Mark Stokes</p>
	<p>The first two pages of the Charter have been printed in Breckland Voice. The Charter is also available on the</p>	

Item	Notes	Action
	website.	
5.	BLISS	
5.1	Becky Jefcoate explained BLISS to the group. It is an idea to raise needs of local independent retailers and encourage shoppers to consider alternatives. All shops participating will receive a sign up pack and everyone taking part will be featured in Breckland Voice in May. Retailers will have to make statement as to why shoppers should vote for them. Overall winners will be recognised at the Pride Awards in March.	
	Lisa Hilton advised publicity went out yesterday and EDP are running their own campaign. Concerned that people might tie the two together.	
6.	Pride Awards	
6.1	Rob Walker updated the group on the Pride Awards. Friday was the closing date for nominations. 175 nominations have been received with some also to be collected from Thetford.	
	The event is to be held on 20 th March at Lyndford Hall. The first set of invitations went out this week. There is capacity for 200 people.	
	Prior to the awards there is Breckland's Got Talent and Young Performer of the Year. Auditions being held on 25 th February at the Memorial Hall, Dereham. Winners will be performing halfway through the Pride Awards ceremony.	
	Film of the nominees will be done to be played on the evening during the nominations.	
	Dress is to be black tie or formal.	
7.	Fire & Rescue Service	
7.1	Paul Seaman advised the group that fire deaths in Norfolk are higher than the national average. Most affected are older people. The district has higher rate of over 65s.	
	Currently offering free home safety advice and free fitting of smoke alarms. There is not a massive budget for this so looking to use Community Rangers. It is important to target the right people and often Rangers know the people in community in need. Pilot is underway in Attleborough. A press release is due out shortly.	
	Future funding is there but looking at other voluntary organisations to get involved. George Hayes offered services of PACT particularly for the Breckland area.	
	Peter Walsh suggested perhaps a chain could be fitted at the same time plus door sticker.	
	Dave Hatherly advised publicity needed and suggested	

Item	Notes	Action
	advertising on Look East and Radio Norfolk as the older people listen to these. Dave offered his help if needed.	
8.	Pride Project – Forward Plan	
8.1	Mike Onassis discussed the forward plan document which will be emailed to the group after the meeting.	Mike Onassis
8.2	Val Jenkins asked if there was any way that Pride could take an active role in improving the Roundham Heath lay-by. The lay-by attracts a whole range of anti social behaviour and that it is a blight on the area and is not safe. Either make it visible from road or take the sign down so people stop taking children there.	
	Mark Stokes suggested arranging an initial meeting with the responsible stakeholders to establish ownership and potential actions. Val Jenkins and Mark Stokes to help Mike Onassis with agencies and contacts to investigate options for improvement	Mike Onassis/Mark Stokes/Val Jenkins
9.	Any Other Business	
9.1	Rob Walker informed the group that there will be a Youth Council at the end of the week. It would be nice to give them a small budget to do something around Pride – approximately £1000. Paul Seaman agreed this was a good idea but feared £1000 would not be enough.	
	<p>Jan Godfrey also agreed this was a good idea but pointed out it was amazing what the Youth Council had achieved with no budget. There is a danger of giving them too much and not challenging them. They should be encouraged to work hard for the money. Paul Seaman suggested incentive of giving them money and Youth Council finding Match Funding.</p> <p>The Board agreed to establishing a process/protocol for future support and funding to bring back to the next meeting for approval.</p>	Mike Onassis
9.3	<p>Mark Fretwell refreshed the Group of the objectives of the meetings. This is the first meeting of the year and collectively trying to deliver the Sustainable Communities Strategy. Also looking at</p> <ul style="list-style-type: none"> • Local project ideas • Resources • Financial input <p>Mark encouraged people to continue to attend and support the group and thanked them for coming as it was a momentous drive forward.</p>	
9.4	Rob Walker asked for ideas for projects.	
9.5	Sarah Bruton informed the group that a separate Environmental Project Group has been set up to focus on	

Item	Notes	Action
	climate change and CO2 emission in the district. First meeting is this afternoon.	
9.6	Dennis Tallon spoke about Food Week in Swaffham being held in September. A recipe book is being published.	
9.7	Dennis also advised of a footpath in need of cleaning up off Theatre Street.	
9.8	Rob Walker would like to do something for St Georges Day on 23 rd April. Would be a good day to use for a Pride Project.	
	Sarah Bruton advised that £80,000 available from Norfolk Ways to show how to make use of leftovers and suggested linking in with Jan's idea. Will report about funding at a later meeting.	Sarah Bruton
9.10	Peter Walsh suggested Pride in Breckland hessian bags. Sarah Bruton said these are already being done.	
9.11	Peter Walsh told the group that Respect Zone at Cherry Tree Car Park is successful. Sweets have been produced to hand out to pubbers and clubbers as they leave as it is harder to shout etc. with a sweet in your mouth.	
9.12	Mark Stokes advised the group that a new CCTV system is going through the Committee Process and is going to Cabinet on 24 th February. Mark to give more details at next meeting.	Mark Stokes
9.14	<p>Mark Stokes concluded the meeting and summarised:</p> <ul style="list-style-type: none"> • Feed projects to Mike Onassis • Fireworks on 5th November – needs to be looked at asap to get booked • Feedback on Charter • Community Rangers and Youth Rangers – refresh and relaunch • Safety in homes • Looking to refresh SERCO vehicles to promote Pride • Roudham Heath layby • Youth Week 	
9.15	<p>Mark Fretwell to advise of the date and time of next meeting.</p> <p>* Please Note: Date of Next Meeting: 8th April 10 -12 Anglia Room, Elizabeth House, Dereham</p>	Mark Fretwell

Meeting Closed 11.55am