

Minutes of

William Morris Big Local - Partnership Meeting

Quakers Meeting House, 1a Jewel Road Walthamstow, E17 4QU
Tuesday 2nd May 2017

Partnership members present

Adam Taylor– Vice Chair
Chrys Christy – Chair
Lawrence Walker
Mohamed Khan
Valerie Stapleton

Others present

Alan Horne – Crest WF (L.T.O)
Gabriel Edwards – WMBL Development Worker (minutes)
Sian Penner – Local Trust Rep
Emily Rogers – Resident Co-optee
Valentina Lewis – Resident Co-optee

Apologies

Alison Caldow
Angela Rouse
Gillian Jacob

1. Welcome and Introductions	Actions
Chrys welcomed everyone to the meeting explained that the majority of the meeting would be given over to the planning of the WMBL plan.	
2. Minutes and Matters arising The meeting agreed that minutes were correct account of the previous meeting and Gabriel took the meeting through the action points. Notable updates on the action points were;	

Copenhagen crossings - Gabriel received a response from the Mini Holland query about Copenhagen crossings. In summary there is no tactile paving for partially sighted pedestrians, drivers should give way to a pedestrian who is already crossing as this is part of the highway code, and research from other countries with Copenhagen crossings have shown that the majority of drivers do so. There is a full response which Gabriel can email round to those interested.

6 month **Communication Action Plan** is uploaded to Slack which includes looking into a merchandise, marketing and a potential refresh of the WMBL brand.

Gabriel asked the meeting for opinions on a brand refresh as some partnership members had separately contacted him about it. In addition to this members of the public expressed that the logo did not make clear what WMBL was about.

The meeting discussed a brand refresh and the questions and comments were made:

- Does it need to go out to public consultation? Not necessarily, St James street BL had done there's in house. Our consultation time would also be better spent speaking to the public about what we do and how they can get involved rather than what we look like.
- What impact has the current logo had?
- Current logo is not totally clear and representative
- "1MWM" doesn't make sense on the logo unless you know about WMBL already.
- Should there be a name change to coincide with a brand refresh? Don't have to use the words Big Local. Hackney Wick Big Local is called "Wickaward".
- There are many good local graphic designers including a printing press at Mitre News and Inky Cuttlefish
- If going with a new logo would need to ensure that we get full image rights.

Action – The meeting agreed to a brand refresh with Adam and Gabriel taking the lead and put together a branding brief to send to designers. Sian to send Brixton and Hackney branding briefs

1. GE / AT
2. SP

Gabriel said the brief would be uploaded to Slack.

Action Gabriel to upload and also invite Emily and Valentina to Slack

Community Chest

Angela had put herself forward for the Community Chest decision panel via email to Gabriel.

Gill had previously expressed an interest in being on the panel.

Adam Taylor and Mr Khan put themselves forward at the meeting.

Gabriel outlined the timescales and that a separate meeting for the decision panel would be arranged for mid-June

3. WMBL Priorities and Planning Session

Sian facilitated a working session to review the existing WMBL priorities in order to help inform the focus for the new plan.

The meeting chose to focus on Local Economy and Greenspaces themes and broke into groups and completed review questions on flipcharts that were then collected up to be collated.

Sian suggested that this work could be continued as part of the upcoming Planning Day at the end of May.

4. Any Other Business

Lawrence presented a project idea for WMBL working with Blackhorse Lane Workshop. The project would help raise the WMBL profile and give local kids and families access to quality workshops that increase skills and talents. This would be done through a series of summer holiday workshops delivered by Blackhorse Lane.

WMBL would also have access to a prominent location at the Garden Party in the creator's tent situated at the front.

Lawrence was given approval by the meeting to follow up the project idea with a firm proposal from Blackhorse Workshop.

Adam said that he would be standing down as Vice Chair but wished to stay on the partnership as a member.

The meeting then clarified the process to be taken at the upcoming forum for new partnership members and the existing members staying on.

Action - Partnership members to prepare a few words to say at the Forum to

ALL

confirm their reasons for being part of the partnership Sian asked if a general thoughts channel could be set up on Slack for general ideas and conversation not linked to main priorities. Gabriel to Action	GE
Next Partnership meeting 5 th June – William Morris Community Centre	

Summary of Action Points arising from meeting	Person/s responsible for Action	Timescale
1. Adam and Gabriel to take lead on branding brief	AT / GE	
2. Sian to send AT and GE Brixton and Hackney Wick branding briefs.	SP	
3. Gabriel to upload branding brief when ready and to invite Emily and Valentina to Slack	GE	
4. Lawrence to follow up Blackhorse Lane concept and circulate project proposal	LW	
5. Partnership members to prepare a few words to say at the Forum to confirm their reasons for being part of the partnership	ALL	<i>9th May</i>
6. Create a channel on Slack for general thoughts and conversation	GE	