Datchet Neighbourhood Plan Steering Group

Meeting Minutes

Date & Time	Wednesday 19th January 2022 4.30 – 5.35 p.m.
Venue	Video conference meeting to talk about the Datchet Neighbourhood Plan design with Steve Miller.
Attendees	Alison Crampin, Fiona Cryle, Marjorie Clasper, Jo Stickland
Secretary	Jane Simpson
Guest	Steve Miller

Agenda Item		Action
1.	**Datchet Neighbourhood Plan Design** AC welcomed all to the meeting and thanked Steve for coming. SM had emailed three moodboards which the Committee had looked at. There was a choice of three differing styles – Modern, Luxury and Lifestyle. SM advised that there was either Serif font such as Times New Roman which newspapers often use or Sans Serif, such as Calibri and Arial, which has cleaner lettering and could afford narrow margins, more creative layouts with images closer together. From the **Modern** designs the following was agreed:- - Large numbering for chapter sections could work - Narrow margins might work but the pages would need some blank areas ('creative white space') as we don't want the text too dense. - Need to build in some flexibility to change the text once the consultation has taken place - Have to consider design of double-page spreads over the central gutter and how they might look if people are reading a pdf version of single pages. For example a left-hand page of images with picture caption on right-hand page. As single pages, the picture caption might not make sense out of context. (SM advised he would take that into account and could, for example, provide space at bottom for captions) - Images 'bleeding' off the page were fine JS wondered whether DNP design should be compatible with the Datchet Design Guide as the two ought be used together. FC felt that there should be some continuity. AC said that the formulaic design of the DDG was quite restrictive and difficult to work with when it came to adding text, etc, but it was compiled by a town planner not a graphic designer, and as we were having the DNP properly designed, we should take advantage of that. JSt thought there were benefits in the documents looking different so people didn't confuse them. The majority feeling was that DNP should have its own identity with the DNP logo common to both.	

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	SM advised that the **Luxury** Version was more high-end 'coffee table' book design. The colour palette was more subtle – Jade, Bronze, Deep/Light Blue. SM felt that each chapter didn't need to have its own colour, perhaps alternative ones, 3-section sequences, or percentages of a colour from light to dark. A clear numbering system could guide readers to each chapter. The following points were mentioned:- - Upper case typography good but not for big blocks of text, ideally use for headings only - Colour blocks with text are good if legible - Earthy natural colour palette suitable – possibly with blue to represent the river. MC added that red brick was also a Datchet colour - Nice use of rules/lines to break up text - Good to use 'pull out quotes' to break up the text and draw attention - SM agreed it was a good idea to break up long sections of text to make it easier to read. FC asked SM if different groups of people react to different ways. Option 3 – **Lifestyle** SM felt this was the more extreme visually and often used in magazines. The following elements were liked:- - Staggered and hanging columns - Pull out quotes - Blocks of colour, although consideration needed to be given to legibility when putting text on colour blocks. - Half-width columns for captions, quotes, etc - Vertical/90 degree text - Diagonal pictures - The partially overlapping text and colour box was not particularly liked, nor the text with 'highlighter pen' treatment. - Policies at end of each chapter could work well with colour blocks AC said that the main text elements in the DNP were chapter headings, section headings, body copy, pull quotes, captions and policy boxes. In terms of the hierarchy of headings, we only had chapter and section headings. We discussed the importance of treating policies in the same way, not necessarily the same colour, so they were instantly identifiable and easy to find. After going through the three different types JSt asked if we could use some examples from each section. SM agreed that we could have a 'pick and mix'. SM then summarised the discussion – - Use the 'sans serif' font - Natural earthy tones + red brick colours - A flexible grid made up of six columns - Happy to bleed off page and have captions separate from images - Lines could play a part from a decorative point of view - Block colour sections are to be used for policy sections	

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	- The introduction of pull quotes is another asset - White spaces will allow for amendments - Chapter headings can be bold and creative with large numbers - Legibility and inclusivity are key.	
2.	AC asked SM for a schedule of dates for the production of the Plan so that we can work on the consultation dates. SM advised that he will be making a start this coming Monday now he has our views on the matter and will advise AC of a timeline.	
3. 3.1 3.2 3.3 3.4	**Any Other Business** AC congratulated JSt. on the good result with respect to the VAT. AC advised that we needed to look at the Constitution at our next meeting to ensure all is above board. Furthermore we also need to look at the Declaration of Interest to ensure it is in order. FC enquired about the timescale with Easter in mind. AC advised that it was very likely that the consultation will run over the Easter period – the most recent schedule shows this - but we were already going for an 8-week rather than the statutory 6-week consultation period.	
4.	**Date of Next Meeting** 4.30 p.m. – 2.2.22 – look at SM's first draft plan. 4.30 p.m. on 9.2.22 – monthly meeting.	