



Logo design by Carly Anne Swan,
King Charles Primary School, Falmouth.

SWANPOOL LOCAL NATURE RESERVE

Minutes of the Swanpool Management Forum Special Meeting held on Tuesday 18th January 2005, 10.00am at Falmouth Green Centre

Present: Dr Allan Lester - Swanpool & Gyllyngvase Residents Association
Guy Doncaster - BTCV
Peter Lochrie - Swanpool Lessee
Beth Tonkins - English Nature
Dave Salmon - Cornwall Wildlife Trust
Martin Woodley - Carrick District Council
Frances Keeton - Volunteer on People's Places project
Holly Sheldon - Volunteer on People's Places project

Special Meeting to discuss the text and layout for the new Information Board Panels.

- Holly presented the A1 sized full colour draft of the new panel, which incorporates text, colour photos and other colour images. When finally agreed the panels will be laminated with a vandal proof material and fixed within the existing stands and boards on site.
- Copies of the text were handed out for assessment and feedback. As not all Forum members were present MW agreed to circulate the text with these minutes to all members with the request that **any minor updates or corrections should be notified to Guy at the Green Centre by the 31st January 2005 at the very latest.** GD and HS will then assess all comments and produce the final preferred text. This will be circulated to all Forum members to confirm the agreed version for the panels.
- The images on the information panel show the most visible local residents and visitors (ie. coot, moorhen etc.) plus information on the Trembling Sea Mat.
- HS to check that credit to the TSM photo is correct ie. Nick Evans at NHM.
- The map has been produced on a horizontal axis, which was agreed with the need for a North point.
- Reference to Terrapin sightings and CWT notification to be deleted but the EA and RSPB hotlines to be retained.

- Members discussed the content of the 'Get Involved at Swanpool' text box and agreed that reference to the need for volunteer wardens should be reserved for the web site (when considering the likely lifespan of 10 years for the information boards).
- The 'Swanpool Logo' designed by the local school child was discussed in detail. There are concerns that it would not be clearly legible if reduced. Enhancements with the use of fonts for the text, clearer outlines and consistent colour should be investigated. A review of the logo will be undertaken by HS and the graphic designer and the resultant logo image will be circulated for comments. The new image needs to be a very close interpretation of the original so as to retain the concept of the piece of work. The acknowledgement will remain.
- The location of the 'Swanpool Logo' will need to be reassessed. The large colour image of the Mute Swan is intended to be the 'Brand Image' for the site. Would the logo be better located towards the lower section of the image adjoining the main heading for the information panel? This again will be assessed by HS and GD together with alternative locations.
- Does one of the Objective One logos need to be deleted?
- The next stage of the initiative will be to produce a new leaflet to incorporate the new brand image and information. Forum needs to establish the objectives of the leaflet, who it is aimed at, what it should include etc. A Special Forum meeting is needed to progress this. DS will send through examples of recent reserve leaflet produced by CWT as examples of good practice.
- Deadlines for projects - the final version of the information panel should go to the printers by mid February and should be available to fix on site by late March. The leaflet needs to be available by the summer. The People's Places funding package has a final spend deadline of December 2005.
- Members then discussed a launch event for the new panels, the web site etc. The walk around Swanpool event on the 2nd April 2005 would seem logical with a full press launch, newspaper articles etc. Possible photo opportunity with garden waste issue, knotweed etc. This should also be discussed at a Special Meeting.
- **A Special Swanpool Forum meeting will be held on 22nd February 2005, 10.00am at Falmouth Green Centre to discuss the new leaflet and details of the Promotion/Launch event.**
- Meeting closed at 11.45am.