



**WALLASEY CONSTITUENCY
NEW BRIGHTON COASTAL COMMUNITY TEAM
(NBCCT)
MEETING NOTES**



Friday 10 June 2016

Present:	Caroline Laing (CL) Michelle Gray (MG) Shirley Ashton (SA) Tony Jones (TJ) Carl Leckey (CLe) Christine Downes (CD) Amy Richie (AR) Pippa Lea (PL) Tony Hurst (TH) Kevin MacCallum (KM) Ben Devereau (BD) Amy Coulson (AC)	WMBC Constituency Manager (Notes) WMBC Constituency Engagement Officer New Brighton Community Partnership RNLI (Chair) Momentary Art Project (MAP) Cabovino Promenade Estates Floral Pavilion Theatre Arcadia Amusements/Resort Group WMBC Marketing & Communications (part of meeting) University of Liverpool (part of meeting) Merseytravel (part of meeting)
Apologies:	Rusty Keane (RK) Pat Hackett (PH) Justin Dooley (JD) Doug Darroch (DD) Hedley Rees (HR)	Friends of Vale Park (part) New Brighton Community Centre Caffe Cream Fort Perch Rock Wallasey Yacht Club
Invited:	Nick Ashfield (NA) David Wilkie (DW) Paul Jackson (PJ) Vicky Rice (VR) Natalie Cooper (NC) David MacKenzie (DM) Albert Ellis (AE) Neil Mitchell (NM)	Championship Adventure Golf Wilkie Leisure Group Ltd Seabank Road Traders' Association The Queens Royal The Master Mariner Floral Pavilion Theatre Seabank Road Residents' & Tenants' Association WMBC Regeneration

1.	Welcome, introductions and apologies	
2.	<p>Outline marketing strategy</p> <p>Kevin MacCallum (Wirral Council – Senior Manager: Marketing & Communications) briefed the group on a proposed outline marketing strategy, prepared following an earlier discussion with NBCCT in March.</p> <p>The proposal was discussed and agreed for adoption.</p> <p>It was further agreed that a Task & Finish Group would drive this work and that this should be brought into the remit of an appropriate existing Task & Finish Group.</p> <p>ACTION: Caroline Laing to add marketing responsibilities to the most appropriate Task & Finish Group.</p> <p>Kevin left the meeting.</p>	CL

<p>3.</p>	<p>Notes, actions and matters arising from the last meeting</p> <p>ACTION from previous meeting: Caroline Laing to obtain visitor data for Port Sunlight and compare with New Brighton now data is available for the resort. Completed - shared with the group.</p> <p>ACTION from previous meeting: Caroline Laing to contact core members to establish whether they wish to continue as core or associate members and agenda a further discussion about membership for June’s meeting. Completed – see agenda item.</p> <p>ACTION from previous meeting: Caroline Laing to contact representatives from The Queens Royal and The Master Mariner to see if they wish to become core members (from associate members) due to the active role that they have taken. Completed – see agenda item.</p> <p>ACTION from previous meeting: Caroline Laing to explore the designation of New Brighton as having ‘bathing waters’ with the Council’s Parks & Countryside service and discuss with the RNLI. Completed. This would not be pursued as achievement would be costly and unlikely.</p>	
<p>4.</p>	<p>Ben Devereau (Lecturer in Architecture - The Liverpool School of Architecture)</p> <p>Ben attended to provide information about the University of Liverpool’s School of Architecture’s focus upon New Brighton as part of its curriculum. This resulted in a ‘Spotlight Series’ publication of the project in 2015; copies of which were shared with the group. A suggestion was made about a future project in New Brighton for first year students which Ben will explore further.</p> <p>Ben was thanked for his time and for a very informative and interesting discussion.</p> <p>Ben left the meeting.</p>	
<p>5.</p>	<p>Funding bids</p> <p>Research conducted by the Funding Task & Finish Group was shared by Michelle Gray and Pippa Lea. Amy Coulson (Programme Development Officer – Merseytravel) attended to discuss possible collaboration in respect of sustainable transport schemes. A discussion took place around the various funding schemes and the Coastal Communities Fund (CCF) in particular due to its deadline date of 30 June 2016 (noon) for Stage 1 applications.</p> <p>It was agreed that any bid to the Coastal Communities Fund (CCF) by the Liverpool City Region, Merseytravel, etc. to increase the use of sustainable travel in New Brighton would be formally supported by NBCCT. It was agreed that NBCCT would seek to submit a bid to the CCF in its own right for the lighting of Marine Lake. Support was sought with this and Shirley Ashton volunteered her expertise.</p> <p>ACTION: Caroline Laing to progress the CCF application.</p>	<p>CL</p>

	<p>ACTION: Amy Coulson to update NBCCT on any relevant submissions to the CCF.</p> <p>ACTION: Amy Coulson to enquire whether NBCCT could utilise one or more poster sites at stations.</p> <p>Amy left the meeting.</p>	<p>AC</p> <p>AC</p>
6.	<p>Tourism Task & Finish Group: Wayfinding Recommendations</p> <p>The Task & Finish Group presented a series of observations and recommendations following an audit conducted of 'wayfinding' across the resort.</p> <p>The recommendations which related primarily to relocating, updating, replacing and purchasing additional signage and maps were agreed. The group has made arrangements for an amount of repainting to be undertaken on street furniture through Community Payback (Probation). The group will work with the Funding Task & Finish Group to identify potential sources for the funding required for the recommendations with a cost implication.</p> <p>It was noted that funding had already been secured for a small amount of works to the rear of the bowling pavilion in Marine Park (the space currently unoccupied) to create a Visitor Information Centre for New Brighton. The recommendation for the Heritage & Information Centre to relocate to this space and operate the Centre was agreed.</p> <p>The group was thanked for its work.</p>	
7.	<p>Review: Work Programme</p> <p>A brief update was provided.</p> <p>Caroline Laing noted that the recent tendering exercise for a new operator for Marine Lake had been unsuccessful in identifying a suitable provider. It was noted that options are currently being explored with colleagues and Promenade Estates. Efforts are also being made to attract activity to the lake in the interim.</p>	
8.	<p>Review NBCCT Membership</p> <p>Membership was discussed further.</p> <p>ACTION: Caroline Laing to produce an updated membership list for the next meeting.</p> <p>ACTION: Amy Richie to discuss direct membership with individual businesses at Marine Point.</p>	<p>CL</p> <p>AR</p>
9.	<p>Any other business</p> <p>Carl Leckey updated on the forthcoming opening of a new café in Victoria Road (Smugglers' Cave Café), following a pre-opening event. Carl provided an update on projects discussed and noted at earlier meetings.</p> <p>Sand build up was reported at Marine Lake.</p>	

