

TERMS OF REFERENCE NEW BRIGHTON COASTAL COMMUNITY TEAM (NBCCT)



NBCCT exists for stakeholders across New Brighton to proactively work together to achieve the following vision:

New Brighton builds upon its strengths to become a year round premier destination, attracting increased day trippers and overnight stays and increasing employment, whilst supporting and responding to the needs of the local community.

The main area of focus is bounded in blue within this [map](#).

Purpose

- To be a champion for New Brighton;
- To seek the views of stakeholders regarding the tourism offer in New Brighton and ensure that this is reflected in future decision making;
- To oversee and ensure implementation of the economic plan for New Brighton and ensure that this is refreshed periodically;
- To identify and apply for funding to help implement the economic plan and subsequent short, medium and long projects identified by NBCCT;
- To be a first point of informal or formal public consultation, where appropriate, by Wirral Council and other agencies & organisations for activity or works that will affect the resort;
- To seek opportunities for working in partnership to attract and secure large scale investment.

Working Principles

Partners agree to work together actively to achieve the vision through demonstrating and championing:

- Visible commitment and ownership of shared issues;
- Mutual trust and respect;
- Equal rights irrespective of the size of business, group or organisation that a member may represent;
- Openness and transparency;
- Effective communication and accountability;
- Shared ownership of resources where appropriate;
- Combined expertise;
- Creative and innovative solutions to problems;
- Identification and sharing of best practice, based on mutual learning;
- Clear purpose, clarity of expectations and agreed targets for action.

Membership

Members are welcomed from businesses and community groups/organisations with a direct interest and physical presence in New Brighton. NBCCT will seek to ensure where possible that there is a balanced membership to ensure that the collective interest is reflected in its decision making. NBCCT may from time to time close membership if increasing the numbers of members will create challenges in arranging physical meetings and facilitating an effective discussion at those meetings.

Current members are set out [here](#).

The Chair of NBCCT will be elected every January. Only members who have attended the previous three meetings consecutively (unless there are exceptional circumstances for non-attendance which are accepted by NBCCT) will be able to vote.

NBCCT Meetings

NBCCT will meet no less than once a month or more frequently as required; these will be closed meetings. Meetings shall not take longer than two hours.

The Constituency Team (Wirral Council) will be responsible for the agenda and minutes of each meeting. The agenda for meetings will be circulated to members at least 3 days prior to the relevant meeting to ensure that members have the opportunity to add items if required. Papers will be circulated no less than 5 days in advance. The Chair will lead the meeting.

Members are expected to make every effort to attend each meeting and take an active role in the work of the team. If a member (or someone representing them) has not attended three consecutive meetings they will be contacted to establish whether they wish to continue as a member of the team. If a member (or someone representing them) has not attended six consecutive meetings a decision will be taken by NBCCT as to whether their membership should continue.

Decision Making and Accountability

NBCCT will be open and transparent in its decision making. Information about the work of NBCCT will be posted on dedicated web pages on Wirral Council's web site, including copies of the agenda for each meeting and official notes of each meeting.

NBCCT representatives will use the web sites/social media accounts at their disposal to promote its work, with key messages pre-agreed to ensure consistency and directing web traffic to the online content above. Wallasey Constituency Team's corporate Twitter account will be used to disseminate information about NBCCT. Information updates will also be distributed to individuals who have requested to receive information from the Council (based within the CH45 postcode) and to groups who have requested regular information from the Constituency Team, where relevant.