



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



Monday 11 September 2017

Present:	<p>Caroline Laing (CL) Hedley Rees (HR) Shirley Ashton (SA) Frank Lund (FL) Pat Hackett (PH) Carl Leckey (CLe) Rose Leckey (RL) Rev Heather Atkinson (RevA) Cathy Roberts (CR) Joanne Kettle (JK) Alex Edwards (AEEd)</p>	<p>WMBC Constituency Manager (Notes) Wallasey Yacht Club New Brighton Community Partnership The Black Pearl Team New Brighton Community Centre (Acting Chair) Momentary Art Project (MAP) Momentary Art Project (MAP) St James with Emmanuel Church Literally A Bookshop Victoria Pharmacy Hairy Pear Press</p>
Apologies:	<p>Tony Jones (TJ) Christine Downes (CD) David MacKenzie (DM) Carole Bowie (CB) Jane Packham (JP) Tony Hurst (TH) Rusty Keane (RK) Julie Rowlands (JR) Doug Darroch (DD) Pippa Lea (PL) Michelle Gray (MG)</p>	<p>RNLI (Chair) Cabovino Wine Bar & Tapas Floral Pavilion Theatre Victoria Road Traders' Association Aprose Arcadia Amusements/Resort Group Friends of Vale Park The Light Fort Perch Rock Floral Pavilion Theatre WMBC Constituency Engagement Officer</p>
Invited:	<p>Justin Dooley (JD) Nick Ashfield (NA) Natalie Cooper (NC) Paul Jackson (PJ) Jo Jones (JJ)/Laura Marks (LM) Albert Ellis (AE) Neil Mitchell (NM) Vicky Rice (VR)</p>	<p>Caffe Cream Championship Adventure Golf The Master Mariner Seabank Road Traders' Association Blackberry Grove Seabank Road Residents' & Tenants' Association WMBC Regeneration The Queens Royal</p>

1.	<p>Welcome, introductions and apologies</p> <p>Apologies were noted. It was agreed that Pat Hackett would be Chair for the meeting in Tony Jones' absence. Thanks was given to St James' Church for hosting the meeting.</p>	
2.	<p>Actions and matters arising from the last meeting</p> <p>The notes from the previous meeting had been agreed by email and published at www.wirral.gov.uk/newbrighton.</p> <p><i>ACTION: Caroline Laing to circulate details of the indicative costs for Christmas</i></p>	

	<p><i>lighting to relevant groups.</i> Completed. Wallasey Constituency Committee agreed to fund Christmas lighting for 2017, but local groups will need to fundraise etc. for installations from 2018 onwards. Caroline has shared the relevant information with groups.</p> <p>ACTION: Albert Ellis to liaise with Victoria Road Traders' Association to provide the lighting. Carrier over.</p> <p>ACTION: David MacKenzie to establish whether an exhibition of photographs from Wirral's parks could be displayed at the Floral Pavilion during the event. Carried over. Carl Leckey updated on the Love Our Parks Art Competition launched by the Momentary Art Project (MAP), which was tied into the World Urban Parks European Congress 2017 (www.wupec17.com) The closing date for entries is Friday 6 October 2017. https://www.facebook.com/momentaryartprojectCIC/ Thanks was given to MAP for its work on this. This matter was not dealt with as a separate agenda item.</p> <p>Former Lacy's Bar/Travellers' Rest – Pat Hackett reported that there were plans to demolish the building and rebuild, subject to planning permission.</p>	<p>AE</p> <p>DM</p>
<p>3.</p>	<p>Alex Edwards, Hairy Pear Press</p> <p>Alex attended NBCCT to update on her work and kindly offered creative support to the Team. Alex provided examples of New Brighton related/inspired work produced through her small print making business, Hairy Pear Press (www.etsy.com/uk/shop/Hairypearpress) and graphic design studio, Hairy Creative Studio (www.instagram.com/hairypearpress/).</p> <p>Alex shared copies of a local map, High Tide (2017), she had produced. This was funded via pledges from local businesses and artists (https://www.crowdfunder.co.uk/high-tide-new-brighton-promotional-zine). 500 copies were printed and distributed across Wirral in late July/August 2017. As part of the High Tide range the 'New Brighton Postcards' will be displayed in the forthcoming New Brighton Visitor Information Point.</p> <p>Alex also runs the Facebook pages - New Brighton Creates and the closed group New Brighton Artists and Makers. These are both a platform for sharing creative events, local artists, fairs, shops and photography. www.facebook.com/newbrightoncreates</p> <p>A suggestion was made around a gap in the market for a leaflet aimed at a particular visitor market. Alex will give further thought to this.</p> <p>Appreciation for Alex's offer of support was noted and NBCCT looks forward to working with her.</p> <p>Cathy Roberts updated on new businesses coming to Atherton Street which was welcomed by the group. The arts focus of the area was noted, which is expanding and is one of New Brighton's 'unique selling points'. Work in Bordeaux, France, was referenced in terms of regenerating the area from the community outwards.</p>	

<p>4.</p>	<p>New Brighton Tourist Information Map</p> <p>Caroline Laing provided an update on the new tourist map being produced by Anita Cunningham of Fat Cat Illustration (www.etsy.com/uk/shop/FatCatIllustration); this will be the same style as that created for the Mermaid Trail Map Guide leaflet. A draft will be brought to the next meeting for further discussion.</p> <p>The map will replace those in the large Victorian map frames across the resort, plus take away (for free) A4 size maps will be available to visitors. Caroline shared draft sponsorship and advertising opportunities in relation to the tourist map which were agreed. These will be sent to businesses and organisations shortly. The aim is to replace the maps on site in early 2018.</p> <p>The need to increase the number of map frames and update the wayfaring signage was noted again.</p> <p>ACTION: Caroline Laing to invite the Council’s Heritage Officer to a future meeting to advise further regarding funding opportunities.</p>	<p>CL</p>
<p>5.</p>	<p>New Brighton Visitor Information Point & Mermaid Trail</p> <p>Caroline Laing provided an update on the new Visitor Information Point in Marine Park. The space was now fitted and would be stocked with various promotional and information leaflets over the next few weeks. It will be operated by volunteers from the Heritage & Information Centre and Shirley Ashton and Caroline are to meet to discuss the final arrangements shortly. The ‘Heritage Centre’ will remain at St James’ Church.</p> <p>The Visitor Information Point will be focused on signposting and providing information and not on selling merchandise in the short term.</p> <p>Caroline noted that arrangements have been made with the Floral Pavilion to stock Mermaid Trail related merchandise. Virtual mock ups and proposed retail prices were discussed by the Team.</p> <p>The income generated from the sponsorship and advertising opportunities for the Mermaid Trail had replenished NBCCT’s budget. It was agreed that the procurement of the Mermaid Trail merchandise would be funded by NBCCT and profits returned to the Team for reinvestment in its work in the area. A small commission will be taken by the Floral Pavilion as is standard practice. A budget of circa £2,700 was agreed by NBCCT for the purchase of the merchandise (final figures to be determined). Caroline agreed to seek local suppliers for all or some of this merchandise where practical and cost effective.</p>	
<p>6.</p>	<p>Any other business</p> <p>The announcement of the next round of the Coastal Communities Fund was noted; to be released in early 2018. Consideration will need to be given to potential bids by NBCCT.</p> <p>Carl Leckey gave an update on the Momentary Art Project’s (MAP) artwork project on the United Utilities’ ‘rotunda’ at the end of Victoria Parade. Three schools are interested in creating artwork panels and MAP is actively seeking sponsorship. Cathy offered to support MAP with the promotion of this.</p>	

	<p>Carl also outlined a proposal for a Viking-related event in 2018, which is being explored further. He reported on an artistic idea which is used in a city in America which will be explored further for New Brighton. Carl also highlighted the positive impact of New Brighton Continental Market. An update was provided on the work to progress the Momentary Art Project's 'spin off' of the Mermaid Trail.</p> <p>Rose Leckey reported that there were now 60 'recycled' benches that had been installed by Wirral Older People's Parliament along New Brighton's promenade. There are a further 9 to be installed and potentially 6 more.</p> <p>It was noted that a local collective had expressed an interest in use of the former Budgens store.</p> <p>Reverend Heather reported on a very well attended Organ Fest and good sales of tickets for the forthcoming (September 16th) The Paul Murfin Band at the Church. Tickets are still available. www.stjameswithemanuel.uk/news/78/. An update was provided on the renovation and repair works to the Church.</p> <p>Pat Hackett updated on interest for further reinvestment in New Brighton. He also reported the plans were continuing to be progressed for the redevelopment of the former Grand Hotel site.</p> <p>Hedley Rees noted forthcoming Defibrillator training at Wallasey Yacht Club.</p> <p>Two large scale events which had been proposed for 2018 were discussed, neither have been agreed as yet.</p>	
	<p>Date of next meetings (closed)</p> <p>October, Monday 16th November, Monday 13th December, Monday 11th</p>	