



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



Monday 9 May 2016

Present:	Caroline Laing (CL) Pat Hackett (PH) Rusty Keane (RK) Shirley Ashton (SA) Tony Jones (TJ) Carl Leckey (CLe) Christine Downes (CD) Amy Richie (AR) Pippa Lea (PL) Tony Hurst (TH) Dave Peddie (DP) Phil Perez	WMBC Constituency Manager (Notes) New Brighton Community Centre Friends of Vale Park (part) New Brighton Community Partnership RNLI (Chair) Momentary Art Project (MAP) Cabovino Promenade Estates Floral Pavilion Theatre Arcadia Amusements/Resort Group The New Brighteners PAPA Productions (part)
Apologies:	Michelle Gray (MG) Nick Ashfield (NA) Justin Dooley (JD) Doug Darroch (DD) Hedley Rees (HR)	WMBC Constituency Engagement Officer Championship Adventure Golf Caffe Cream Fort Perch Rock Wallasey Yacht Club
Invited:	David Wilkie (DW) Paul Jackson (PJ) Vicky Rice (VR) Natalie Cooper (NC) David MacKenzie (DM) Albert Ellis (AE) Neil Mitchell (NM)	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.	Phil Perez (PAPA Productions) Phil is responsible for the production of The Creep at Fort Perch Rock, which has been shortlisted for an award for the Best Independent Horror Production. Phil outlined a proposal for a day-long summer event that would help move footfall around the resort. Phil will prepare a breakdown of potential 'packages' for sponsorship that will be shared with businesses for their further consideration.	Phil Perez
3.	Notes, actions and matters arising from the last meeting ACTION: Caroline Laing to obtain visitor data for Port Sunlight and compare with New Brighton now data is available for the resort. Carried over.	CL

4.	<p>Review of NBCCT Membership</p> <p>In accordance with the 'Logistics' section of NBCCT's Economic Plan, the membership of NBCCT will be reviewed formally every May.</p> <p>The following was agreed:</p> <ul style="list-style-type: none"> - Amy Richie will replace Dan Hynd as the representative for Promenade Estates; - Shirley Ashton will replace Rusty Keane as the representative for New Brighton Community Partnership. <p>The Chair (Tony Jones) emphasised the importance of core members attending meetings and participating in Task & Finish Groups where possible to ensure that work is evenly distributed.</p> <p>ACTION: 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.</p> <p>ACTION: 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.</p>	<p>CL</p> <p>CL</p>
5.	<p>Review: Work Programme</p> <p>Progress against the Work Programme was reviewed to make sure that projects were on track. Any new actions arising have been included in the Work Programme.</p> <p>A brief update was given by member of the various Task & Finish Groups. The work of the Task & Finish Groups will be reported formally to a future meeting/s when they have formulated recommendations.</p> <p>The Chair (Tony Jones) requested that thanks to Caroline Laing and Michelle Gray was noted for the organising of 'Brighten New Brighton'. Caroline expressed thanks to Amy Richie and Pippa Lea for their support with the marketing of the event.</p>	
6.	<p>Outline marketing strategy</p> <p>Provisional dates were agreed for a special meeting with Kevin MacCallum (Council's Head of Marketing & Communications) for the group to discuss an outline marketing strategy for the resort, prepared following a previous meeting which was facilitated by Kevin.</p> <p>Confirmed for Friday 10 June 2016 (9.30am).</p>	

7.	<p>Any other business</p> <p>Carl Leckey reported that further benches on Ian Fraser Walk had been installed and more were ordered.</p> <p>Dave Peddie proposed an application to DEFRA to have New Brighton's beaches designated as 'bathing waters'.</p> <p>ACTION: Caroline Laing to explore this with the Council's Parks & Countryside service and discuss with the RNLI.</p> <p>Dave Peddie outlined efforts by The New Brighteners to see fast food outlets cease use of polystyrene packaging products. This work will develop as a pilot scheme led through the Council's Loving Our Environment Strategy in partnership with The New Brighteners.</p> <p>Shirley Ashton reported on a publication by students from the Liverpool School of Architecture about New Brighton which contained a number of recommendations. Shirley will invite someone to attend a future meeting to discuss this further.</p> <p>The Coastal Communities Fund was anticipated to be released at the end of May 2016.</p> <p>The National Coastal Conference will be hosted in Brighton on 30 June 2016; the booking process will be circulated when it has been released.</p> <p>Caroline Laing noted a proposed large scale event in New Brighton in 2017 and invited one or two business representatives to participate in the initial discussion with the organisers.</p> <p>Pippa Lea joined the Funding Task & Finish Group.</p>	CL
8.	<p>Judging: Brighten New Brighton's fancy dress competition</p> <p>The entries were ranked individually by members. The results will be published at www.wirral.gov.uk/newbrighton once the winners have been contacted.</p>	

Date of next meetings (closed)

Special meeting: Outline marketing strategy – June, Friday 10th (9.30am).

June, Friday 10th (10.30am)

July, Monday 4th (2.00pm)

August, Monday 8th (2.00pm)

September, Monday 5th (2.00pm)

October, Monday 10th (2.00pm)

November, Monday 7th (2.00pm)

December, Monday 5th (2.00pm)