

MINUTES OF BERWICK COASTAL COMMUNITIES TEAM MEETING HELD 21st SEPTEMBER 2017

IN ATTENDANCE

Julien Lake	Berwick Community Trust
Zoreen Hill	Berwick Civic Society
Julie Dodds	ARCH
Rob Strettle	Northumberland County Council
Matthew Rooke	The Maltings Berwick Trust
Philip Mawer	Berwick Archive and Museum Action Group
Jim Evans	Berwick Guild of Freeman
Stephen Scott	Berwick Chamber of Trade & Commerce
Andy Ashcroft	Berwick Coastal Community Team

APOLOGIES RECEIVED

Rowan Brown	Woodhorn Charitable Trust
Alan Irving	Bhc Shipping

1. MINUTES OF CCT MEETING 21.6.17/MATTERS ARISING.

The Minutes of the BCCT held on 21st June 2017 were approved by those members present. Matters arising from the Minutes were dealt with within the appropriate meeting agenda item, below.

2. COASTAL COMMUNITIES TEAM TERMS OF REFERENCE.

Members proposed a number of revisions to the draft Terms of Reference including the development of a voting protocol in regard to project proposals. Consideration should also be taken in regard to the legal ramifications of any decisions taken by the CCT and its impact on partner organisations.

Further to general discussion it is proposed that the CCT will review project proposals in terms of their strategic fit to the Berwick Economic Plan. On this basis the CCT will support project proposals which address the Priority Themes and ambitions of the Economic Plan, other project proposals being determined as not a priority for the current Economic Plan. Where competing proposals achieve the strategic fit requirement, and funding conditions require, the CCT will prioritise projects which have a robust business case and deliver the best return, in terms of outputs and outcomes, for the Economic Plan.

ACTION POINTS

Contribute voting protocol examples	JD
Revise draft Terms of Reference and circulate redraft	JL, AA

3. COASTAL COMMUNITIES COMMUNICATIONS PLAN.

Members proposed the development of a BCCT promotional leaflet/flyer, reflecting the key messages of the Economic Plan, to be used for general promotion by partner organisations at events and meetings. Content for print being taken from a refreshed BCCT Website (see Item 4).

ACTION POINTS

Draft promotional leaflet/flyer and circulate	JL, AA
---	---------------

4. PROJECT DETAIL PROPOSAL FOR WEBSITE UPDATE.

Members considered a previously circulated proposal to populate the BCCT Webpage with project delivery contributing to the implementation of the Economic Plan in order to communicate progress locally and to inform potential funding organisations.

Members recognised the value of this approach and commented on the need to develop the BCCT Webpage into an animated Website which highlights the key messages of the Economic Plan, the wider aspirations of the town and links to partner organisations websites. A key issue will be to maintain both currency and interest in the Website content, largely driven by partner contributions, and develop the site as a resource base for project developers. In this regard partners sought clarification on the online management and responsibility for the Website, to be detailed within the revised CCT Communications Plan.

ACTION POINTS

Establish BCCT Website	JL
Develop BCCT Web content as proposed	JL, AA
Contribute regular project updates, good news stories	ALL
Revise draft Communications Plan and circulate	AA

5. PARTNER/PROJECTS UPDATE.

JL reported that BCT had purchased the Old Brewery in Tweedmouth and were looking to develop a modern up-to-date college facility in conjunction with Northumberland College.

MR reported that BMT were seeking funding opportunities to help with the maintenance and further development of the Maltings.

JD reported that ARCH are looking at a marketing promotion of The Ramparts. Given earlier discussion an option to include this as part of an 'Invest in Berwick' promotion would be considered. JL also reported on a recent BCCT Business Support Workshop which had brought together a number of agencies. A proposal developing joint working among a number of agencies and initially targeting local food producers and manufacturers, followed by the tourism sector, was being progressed and would be led by ARCH.

JE reported on involvement in an initiative to develop a digital archive.

SS reported the Chamber had launched a membership drive to increase the local membership base.

RS reported on strategic initiatives where a number of Berwick project proposals were referenced and/or where Berwick was identified as an economic centre/growth hub. These included a potential investment fund to support the proposed North of Tyne Combined Authority and the 'Borderlands' concept.

PM reported that the development phase for the Barracks was progressing with market research being undertaken, the story of the heritage hub being developed in order to shape a business case in support of a funding application.

In response to the tabled Berwick Tourism Conference paper partners were supportive of the objectives of the event and the proposed timing, requesting that venue availability and date be confirmed ASAP. Reviewing marketing and branding examples from Bishop Auckland and Hexham was recommended together with a review of current market town branding from Northumberland Tourism. A further Conference planning meeting, to include NCC and NT representatives, was proposed.

In regard to the tabled Pedestrian Waymarking Signage paper partners felt that as this may be influenced by the findings from the Tourism Conference the issue is temporarily deferred.

ACTION POINTS

Confirm venue and date of Tourism Conference	AA
Arrange Conference planning meeting	AA

6. CCF UPDATE

Next CCF call for projects likely to be early 2018 with an estimated £40 Million available nationally.

7. A.O.B

None reported.

8. PROVISIONAL DATE AND TIME OF NEXT MEETING (10am 13th December 2017)

Date and time of next BCCT meeting confirmed as 10am on the 13th December 2017 at Berwick Community Trust Offices.