



<https://www.southendtp.co.uk/>

Minutes of STP Board Meeting

Date Thursday 25 March 2021
Venue Microsoft Teams
Time 4:30 – 6:20pm

<p>Present- Scott Dolling (SD) Alison Dewey (AD) (Chair) Marc Miller (MM) Ellen McPhillips (EM) Joan Tiney (JT) Denise Rossiter (DR) Cllr Kevin Robinson (CKR) Alice Pickering (AP)</p> <p>Apologies Jacqui Dallimore (JD) Helen Symmons (HS) Garry Lowen</p>	<p>SBC Director of Culture and Tourism SBC Head of Culture & Tourism Strategy Stockvale Southend Theatres Borough Hotel/SSIBA Essex Chambers SBC, Cabinet Member for Business, Culture & Tourism SBC (minute taking)</p> <p>Roslin Beach Hotel, Managing Director Leigh-on-Sea Council - Town Clerk Gleneagles Hotel/Southend BID</p>
--	--

Discussion Points	Action
-------------------	--------

1.	Welcome and introductions.	
1.1	EM was welcomed to the Board. AD provided a brief overview of the Southend Tourism Partnership’s aims and ambitions and subsequent subgroups.	
1.2	DR & MM raised the point that the ‘Terms of Reference’ had not been agreed as a collective by the Board. It was suggested that the minutes should be sent out as soon as possible after meetings to allow attendees plenty of time to carry out any actions..	All to note
1.3	<u>ACTIONS</u> To review and agree the ‘Terms of Reference’ distributed at the initial Board meeting.	ALL
1.4	All Board members to send their suggested amendments to AD for consideration and discussion at next meeting. To arrange a minute taker for each meeting including sub meetings if required.	MM
2	Minutes from previous meeting 17/11/20	

<p>2.1</p> <p>2.2</p> <p>2.3</p>	<p>AD explained Destination Southend for the benefit of EM and the need for subgroups as highlighted in point 2.2</p> <p>Subgroups have been formed and have had subsequent meetings. Four groups were identified but have been since combined to make two. Subgroup One – Enhancing and Improvements. Subgroup Two – Promotion and Visitor Experience.</p> <p>A letter was drafted outlining the importance of Tourism for the economic sector and recognising the need for the Southend Tourism Partnership. This was presented to current political administration by CKR.</p>	
<p>3</p>	<p>Minutes and feedback from subgroups</p>	
<p>3a)</p>	<p>Previous minutes from Enhancing & Improving Subgroup – 10/03/21</p> <p>Issues surrounding bin and toilet revisions were discussed. Work within the council and with external partners has already begun with temporary toilets already in place and plans for extra resources to be sited, including larger waste bins and six extra foreshore officers throughout the summer season.</p> <p>AD, MM, JT completed a signage audit where they identified the need for approx. 30 new signs to signpost toilets and first aid for high traffic visitor areas. These signs have since been designed in the new Visit Southend branding and will be in place shortly.</p> <p>AD discussed a press release with the Council’s strategic comms team to highlight the positive work STP has accomplished. Including the above point. When published this will included on the STP website, social media and mailing list.</p> <p>Parking provisions were discussed, including delayed plans to increase capacity at Tylers Avenue MM queried progress with those plans JT raised the concern that work on the Seaway carpark will start without extra previsions in place and hundreds of spaces will be lost.</p> <p>DR was tasked to find out if possible and what costs would be involved for businesses regarding extra police presence on busy days. Yes possible. Is there any council budget to help pay for this? SD explained that although not police, the council are involved in funding Community Safety Officers who bring a welcome presence to the Borough.</p> <p>DR also asked why Southend BID cut policing from the budget for the last two years and if this could be reinstated? – Asked point to be noted</p> <p><u>ACTIONS TO BE COMPLETED</u></p> <p>To chase for an update regarding the Tylers Avenue project.</p>	<p>AD</p> <p>All to note</p> <p>SD</p>

3 b)	<p>Positive newsletter to be created from strategic comms press release.</p> <p>Previous minutes from Promotion & Visitor Experience Subgroup– 19/03/21</p> <p>This group discussed the introduction of a ‘welcome back’ campaign in line with the Government Roadmap.</p> <p>A series of 30 second films have been commissioned to correspond with permitted activity as the restrictions are lifted. The first will feature Southend’s parks and gardens and will be promoted through the Visit Southend social channels on Monday 29 March. Will be using the #staylocal message.</p> <p>An advert for the new Visit Southend website has been designed and will feature in Leigh Town Council magazine next month.</p> <p>Both AD and SD now part of the SAG (Safety Advisory Group) and will feedback upcoming events that the Southend Tourism Group can support.</p> <p>The new Place Branding toolkit will be available for partners and businesses to use and incorporate into their brand and messaging from 26/03/21.</p> <p>A short film to be commissioned to explain the Place Brand to present business.</p> <p>Promotion & Visitor Experience subgroup to explore the delivery of a Festival of Light event.</p> <p><u>ACTION</u></p> <p>Richard Ryan’s (Blackpool Illuminations) contact details to be sent Scott to regarding lighting up the seafront/festival of lights.</p> <p>Roadmap to recovery</p> <p>4.1 A surge in booking for ‘essential’ travel has been noted by the Park Inn for 2 April and over the Easter period.</p> <p>4.2 A new rapid test centre is opening at Unit Twenty-One from Monday 29 March 8am – 4pm. This is for people without symptoms.</p> <p>AOB</p> <p>5.1 Discussion took place regarding dangerous cycling between the Three Shells and Sealife Adventure. Suggestions included signage banning the cycling between these areas and a speed limit in place on the cycle lane. Further discussion on this subject was requested for a later STP board meeting. To be included on agenda of next Enhancing & Improving sub meeting</p>	<p>AD/JH</p> <p>SD</p> <p>MM</p> <p>All to note</p> <p>MM/JT</p>
------	--	---

5.2	<p><u>ACTIONS</u></p> <p>STP Board and subgroup meetings to be planned for the next year. Group decided monthly – can be scaled back if not needed.</p> <p>Meeting minutes to be sent round to all members of the board from all subgroups.</p> <p>C&T team to liaise with MM and JD regarding positive social messaging.</p>	<p>MM</p> <p>AD</p> <p>AD</p> <p>JH</p>
	<p>Date of next meeting: TBC</p>	