



Rochford Town Team Meeting

Notes of Meeting held 09 April 2018

Attendees:

Geoff Durham (Chair)	Ashington Elim Church
Graham Stapleton (GS)	Howard & Stapleton
Paula Chapman (PC)	Rochford District Council (RDC)
Arthur Williams (AW)	Rochford Parish Council (RPC)
Roger Hill (RH)	Rochford Hundred Historical Society
Brian Pettitt (BP)	Rochford District Community Archives (RDCA)

Apologies:

Gill Gibson (GG)	Rochford Parish Council (RPC)
Sue Murray (SM)	Rochford & Rayleigh Citizens Advice Bureau (CAB)
Jo McPherson (JM)	Rochford Parish Council (RPC)
Alan Hughes (AH)	Sarah Beth

1. Welcome, Apologies & Introductions

- Apologies were noted and introductions were made as appropriate. Thanks to Rochford Parish Council for again allowing us to use their premises. The notes from the previous meeting were agreed as an accurate record.
- Actions from the last meeting were covered within the relevant agenda items.

2. Elections of Chair and Vice Chair

- Geoff Durham and Graham Stapleton confirmed that they would be prepared to continue as Chair and Vice Chair respectively.
- There were no other nominations.
- Geoff Durham was formally nominated by AW to continue as Chair, which was seconded by RH. Graham Stapleton was formally nominated by AW to continue as Vice Chair, which was seconded by RH.
- The following appointments were unanimously decided by all attendees:
 - Geoff Durham – Chair of Rochford Town Team.
 - Graham Stapleton – Vice Chair of Rochford Town Team.

3. HLF Project Closure

- Actions from previous meeting
 - The HLF Project Report was submitted to the Heritage Lottery Fund before the deadline of 31st December 2017. The report was duly accepted by HLF and the project has been officially closed.
- HLF Project Final Status:
 - The App is available for Android and iPhone. In view of the announcements by Microsoft, the Windows version will not be developed.
 - The Website is updated with the trails and Heritage events.
 - Seven of the eight themed trails have been populated. The final trail (Architecture) is under development and should be available in the coming months.
 - Rochford Print produced the Heritage Trail booklets to a very high standard. 66 of these 48-page A5 booklets had been sold at the time of our financial year end (31st March).
 - Guided Tours have been very successful, with the Old House being used as a base. A number of people have volunteered to help with these events.

4. Finances

- GS provided attendees with copies of the financial transactions that formed the end of year accounts. He explained the HLF finances had been fully used and had been tracked separately from other income.
- GS confirmed that outstanding invoices have all been settled.
- The annual accounts were unanimously approved. The Chair and Treasurer (GS) will sign these after the meeting.

5. Marketing & Communication

- Actions from previous minutes:
 - Certificates of Commendation (carry forward).

- There has been no further information from Abellio regarding their poster and including our QR code (carry forward).
- **Trifold town leaflet**
 - AW advised that it was increasingly difficult for RPC to distribute the Trifold Leaflets. AW agreed to pass the current stock of leaflets onto the Chair who would arrange distribution and consider how this could be undertaken in the future.
 - Rochford Hotel, Riverside Village Holiday Park and Southend Visitor Centre have requested additional leaflets. Inclusion in new home starter packs on new housing developments would also be advantageous. If available in time, supplies would be passed to RDC for use at the Wild Woods Day. **Action: Chair.**
 - It was agreed that an updated Trifold Leaflet would be prepared and printing would be organised when appropriate. It was agreed to include the Heritage Trail QR code and reference to RDCA. It was suggested to consider whether the Heritage Trail map could be used in the leaflet. Whilst this is a possibility, it may increase the number of changes and therefore may not be feasible. It was agreed that printing could proceed without the need for approval at a meeting, as long as the costs were similar to previous print costs. Local print companies would be approached as a preference. **Action: Chair.**
- **Raising the Heritage Trail profile**
 - It had come to light that there was minimal or no information on the RDC or RPC websites about the Heritage Trail. The Chair will advise RDC and ask for this to be rectified. AW confirmed that RPC would add information if this was provided. **Action: Chair.**
 - It was agreed that increased publicity was essential this year if the Heritage Trail success is to be maintained.

6. Events & Initiatives

- Actions from previous meeting
 - Essex Heritage Trust funding opportunity (carried forward).
- Ongoing activities
 - App / website maintenance continues as events and news are available. Facebook and Twitter are also used to publicise events.
 - Booklet sales: These are available to buy (priced reasonably at £3) at local shops and the library. AW suggested that some could be sold at the Farmers Market. RH agreed to take some along.
- Recent/planned Heritage Trail events
 - 6th April: the recent event saw about 40 people enjoy tours of the Old House and a walking tour of some of Historic Rochford. Organised tours are now charged at £2 per adult per tour. Whilst the general tours are still free, donations are accepted to help towards future events and initiatives. The booklets are also on sale at these events.
 - 19th June: this event will again use the Old House as a base for conducting Old House tours and walking tours. Volunteers are being sought for helping on the day and for organising pre-event publicity.
 - 14th July: this event has been organised by the Monumental Brass Society on the afternoon of 14th July to celebrate the move of Thomas de Stapel brass to St. Andrew's church. RH will be conducting walking tours of Historic Rochford during the morning.
- Future events & initiatives
 - RDC Treasure Map Project. It was agreed that the Heritage Trail and RDCA could provide a strong basis for this project. BP is in the process of arranging a meeting with RDC for the Chairs of Town Team and RDCA to discuss the project.
 - Art Trail. AW confirmed that RPC were looking at ways to organise this event now that RDC no longer fund it.
 - PC advised that RDC are working with the RSPB regarding an initiative to enable greater access to the Wallasea Island project. It was agreed that the Town Team would be very interested to see how we could support this initiative. Initially, details about the RSPB Wallasea Island project could be added to the 'Around Rochford' part of the Town Team website.
 - Future potential bids to HLF were discussed. It was agreed that these should be reviewed after the meeting with RDC so that a 'joined up' approach could be considered. Future bid ideas centred on the general agreement that History is one of its key attractions/strengths and included the following:
 - The need for a museum in Rochford.
 - Changing the shop fronts back to 'olden times' to give a more historic feel to the town.
 - Putting 'historic plaques' on buildings.

7. Any Other Business

- It was agreed that the Town Team and Rochford District Community Archives would start to work more closely together. **Action: Chair/BP.**

8. Date of Next Meeting

Date to be agreed.