



## Rochford Town Team Meeting

### Notes of Meeting held 03 December 2018

#### Attendees:

Geoff Durham (Chair)	Ashingdon Elim Church
Graham Stapleton (GS)	Howard & Stapleton
Roger Hill (RH)	Rochford Hundred Historical Society (RHHS)
Brian Pettitt (BP)	Rochford District Community Archive (RDCA)
Alan Hughes (AH)	Sarah Beth
Tim Fransen (TF)	Rochford Parish Council (RPC)
Dave Dobbin (DD)	Rochford Methodist Church / Community Hub

#### Apologies:

Paula Chapman (PC)	Rochford District Council (RDC)
Arthur Williams (AW)	Rochford Parish Council (RPC)
Sue Murray (SM)	Rochford & Rayleigh Citizens Advice Bureau (CAB)

#### 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.
- Gill & Jerry Gibson are no longer on the RPC, so have advised that they will not be attending future Town Team meetings. All present wanted to express our thanks to them both for their valuable and committed support to the Town Team since its inception.
- Actions from the last meeting were covered within the relevant agenda items.

#### 2. Finances

- GS confirmed that outstanding invoices have all been settled and that the Town Team account remains in credit.
- The Chair advised that the remaining money collected from the Heritage Trail booklet sales and guided tours will be banked in the coming weeks.

#### 3. Marketing & Communication

- Actions from previous minutes:
  - It was agreed that the Certificates of Commendation concept would be dropped from the minutes and potentially reviewed at a later date if appropriate.
  - There has been no further information from Abellio regarding their poster and including our QR code, so this item will also be dropped from the minutes.
- **Trifold town leaflet**
  - The Chair has arranged for a reprint of the leaflets and also distribution to Rochford Hotel, Riverside Village Holiday Park and Southend Visitor Centre.
  - Wider distribution will be made next Spring.
- **Raising the Heritage Trail profile**
  - The RDC website now includes links to the Heritage Trail. TF confirmed that RPC would add some Town Team information in their next website revision. **Action: TF.**
  - Town Team representatives were asked to be interviewed on the recent BBC Essex "Your Essex" programme, which features a different town in Essex for each programme. The Rochford recording is available online at <https://www.bbc.co.uk/programmes/p06sf60k>.

#### 4. Events & Initiatives

- Actions from previous meeting
  - Essex Heritage Trust funding opportunity (carried forward).
  - The Town Team and Rochford District Community Archive have now started to work more closely together.
- Ongoing activities
  - App / website maintenance continues as events and news are available. New architecture material has been added to a number of the locations, enabling the Architecture trail to go live. All trails are now live. Facebook and Twitter are also used to publicise events.
  - More historical information and old photos are needed, so that the location information continues to grow.

- Booklet sales: Booklets are available to buy (priced reasonably at £3) at local shops, the library and the farmers market. Sales have gone well, with only 9 remaining from the 250 printed last December. It was agreed that another 250 would be printed, following a few minor adjustments to the booklet.
- Guided tours were successful last year. Group tours have always been paid for but ad-hoc tours were initially free of charge, with a 'suggested donation amount' on display. Tours were usually fully prebooked but on a number of occasions, some people didn't turn up. It has therefore been agreed that future events will be charged for using the Eventbrite system.
- **More volunteers are required to support a variety of activities**, e.g. in-costume tour guides (with training), maintain websites & mobile app, Facebook & Twitter admin, research local heritage, organise events, drama & creative writing, Publicity & photography, audio & video creation.
- Recent/planned Heritage Trail events
  - Old House and Historic Rochford tours were held on 19<sup>th</sup> June and 7<sup>th</sup> September. A walking tour was held on 14<sup>th</sup> July to celebrate the move of the Thomas de Stapel brass to St. Andrew's church.
  - During 2018, over 70 people have been on a guided tour of the Old House and nearly 80 people have joined a guided walk of Historic Rochford.
  - Members of the Town Team joined Rochford Hundred Historical Society members at the Christmas Lights event on 2<sup>nd</sup> December, with a stall in the WI Hall and members wandering round the event (in costume) publicising the Heritage Trail.
  - The next tours would probably start again in the Spring.
- Discover 2020
  - RH, TF, BP and the Chair all attended the initial Tourism Forum organised by RDC and are now all part of the Discover 2020 organising committee.
  - One possibility being considered is that the Town Team website and Historic Rochford app may be a useful starting point for the Discover 2020 website/app. The general view of attendees was that the website may potentially be utilised but some had reservations about using the app as it may not be sufficiently robust to extend across the 14 parishes.
  - If the Town Team website or app were used by Discover 2020, it was agreed that we should aim to retain the Town Team brand under any umbrella brand.
  - The Chair agreed to obtain some analytics of the app/website and also discuss the matter further with the chair of the Discover 2020 organising committee. **Action: Chair.**
- Future events & initiatives
  - The Chair recently visited the RSPB at their Wallasea Island project. The RSPB are interested in the possibility of including their trails within the Town Team website and on the app.

## 5. Any Other Business

- The Chair advised that RH has supplied a letter from the Rochford Hundred Historical Society, giving permission for the Town Team to use information from RHHS publications in connection with Town Team activities.
- TF advised that an interactive map of Essex is now accessible online at [www.map-of-essex.uk](http://www.map-of-essex.uk) enabling people to zoom in to see the detail of Chapman and André's 1777 Map of Essex. TF has undertaken this initiative in conjunction with the Essex Record Office and the Virtual Library of Bibliographical Heritage.

## 6. Date of Next Meeting

Date to be agreed. Likely to be March/April 2019.