

# Eastbourne Town Board

Chair: Richard Garland

Minutes to the Full Board meeting held on 28<sup>th</sup> June 2024 at 14.00 at Summerdown School

<b>Present</b>	Richard Garland	(RG) (Chair)
	Loretta Lock	(LL)
	Joanne Rogers	(JR)
	Dr Yusaf Samiullah OBE	(YS)
	David Wakefield	(DW)
	Duncan Kerr	(DK)
	Mark Holland	(MH)
	Lisa Rawlinson	(LR) (Eastbourne Borough Council)
	Catherine Clifford	(CC)
	Margaret Neal	(MN)
	Alan Elder	(AE) (via Teams) (EBS Consulting)
	Jim Mathieson	(JM) (via Teams)
	Cllr Margaret Bannister	(MB) (via Teams – representing Stephen Holt)
	Chief Inspector Di Lewis	(DL) (via Teams – representing Katy Bourne OBE)
<b>Apologies:</b>	Shoes Simes	(SS)
	Cllr Keith Glazier	(KG) (East Sussex County Council)
	Cllr Stephen Holt	(SH) (Eastbourne Borough Council)
	Katy Bourne	(KB) (Sussex PCC)
<b>Distribution:</b>	Nicola Walker	(NW) (Sussex PCC)
	Anna Salmon	(AS) (Eastbourne Borough Council)
	Bryn Mabey	(BM) (Eastbourne Borough Council)
	Becky Shaw	(BS) (East Sussex County Council)
	Cllr Penny DiCara	(PD) (East Sussex County Council)
	Alex Benham	(AB) (East Sussex County Council)

1. **Welcome, Apologies and Introductions**

- 1.1. RG welcomed the group to the meeting.
- 1.2. There were apologies from SS, KG, SH and KB.
- 1.3. Each member of the board introduced themselves and gave a brief outline of their occupation and experience.

2. **Interests of Board members**

- 2.1. There were no business interests to declare.

3. **Review of Previous Minutes and Matters arising**

- 3.1. The Chair (RG) reviewed the previous minutes.
- 3.2. The Board agreed the minutes to be an accurate representation of the meeting held.

4. **Working Groups Feedback**

- 4.1 Strategy: The group discussed the vision statement and the 3-year investment plan. As the general election is approaching, the group expressed concern of its impact on the Board funding. The board discussed the need for Social Media exposure and a comprehensive social and economic strategy for the town, working together with other established and ongoing groups and projects.

**Action:** Strategy working group to develop a framework for a vision statement by end of July 2024.

- 4.2 Communications: The group discussed supporting the strategy group and the wider board to drive engagement and get the message out to the community. They highlighted the need to look into working with existing groups in the surrounding areas and engage with them in order to work on a more creative and efficient approach.

- 4.3 Engagement: the group discussed the Seafront consultation and how it aligns with the board timeline. For the first phase of the consultation the group discussed engaging with the local public and tourists to gather their views on current issues and potential opportunities. For the second phase of the consultation, the group discussed looking at deliverable options and

suitable actions. Finally, for the third phase of the consultation, the group discussed a strategy which would align with the Board timeline.

4.4 The Board **unanimously agreed** to support the Seafront strategy 'in principal' and to monitor futures expenses.

**Action:** LR to confirm funding required for the initial phase of the seafront consultation.

4.5 The Board discussed engaging with a wide range of demographic groups, as well as schools, colleges and community groups in order to gather their views for the development of the seafront. The Board also discussed what type of questions to include in the public survey and MN suggested the survey should include some open-ended questions.

**Action:** MN to suggest open-ended question ideas to the communication working group.

## 5. **Q&A**

5.1 The Board unanimously agreed it is essential that every member of the board uses the same narrative when engaging with the public, communicating clearly and consistently.

Communication should focus on spreading the boards' vision and clarifying how the Board is separate from previous and other ongoing projects.

**Action:** YS/DW to work on Q&As with the strategy and comms working group.

5.2 The Board discussed using different online platforms to engage with the public. Facebook, X, LinkedIn and Instagram were all suggested platforms.

**Action:** Board to review hiring someone to manage the board's social media exposure.

**Action:** Board to agree platform names and consider hiring someone to manage the board's social media exposure. This will be actioned by the Communications working group.

6. **Review of Timeline**

6.1 The group discussed the Board's timeline.

7. **Community Engagement Workshop**

7.1 The Board was split into groups for an exercise.

7.2 Group one focused on local established groups the Board might want to consider consulting with, including Business, Community & Charity, Schools and Young People. The following were identified: Chamber of Commerce, shopping centres, Premier Marina, business parks, railways, Stagecoach, taxi companies, faith groups, community centres, youth groups, sports groups, schools.

7.3 Group two focused on investments themes involving Safety & Security, Heritage, High Street & Regeneration, and Transport & connectivity. The following were identified: Eastbourne Borough, Towner, EB hospitality, Victoria project, Town Business Crime group, Friends of Town Centre, Disability and access groups, homeless groups, rough sleepers, Art groups, High Street Heritage and Regeneration, Youth groups.

7.4 The groups also identified potential gaps involving members of the public who don't use Internet.

**Action:** The Board to consider non-tech options using supermarkets and radio stations.

8. **Next Steps and Actions**

**Action:** RG to collate all the information identified by both groups during the exercise and suggest next steps.

9. **Closing and Next Meeting**

9.1 The date of the next meeting(s) was agreed to be the last Friday of every month, 14.00 – 16.00 hrs. until October.

**Action:** RG to send out calendar invites to all members of the Board.

**Action:** Working groups to meet between full board meetings and invite statutory board members.

**Actions:**

- **Action:** Strategy working group to develop a framework for a vision statement by end of July 2024
- **Action:** LR to confirm funding required for the initial phase of the seafront consultation.
- **Action:** MN/YS to suggest open-ended question ideas to the strategy working group.
- **Action:** YS/DW to work on Q&As with the strategy and comms working groups.
- **Action:** Board to review hiring someone to manage the board’s social media exposure.
- **Action:** Board to agree platform names and consider hiring someone to manage the board’s social media exposure. This will be actioned by the Communications working group.
- **Action:** The Board to consider non-tech options for engaging using supermarkets and radio stations.
- **Action:** RG to collate all the information identified by both groups during the exercise.
- **Action:** RG to send out calendar invites to all members of the Board.
- **Action:** Working groups to meet regularly as when suitable.

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**Eastbourne Town Board Chair**