



Meeting of Association of South Essex Local Authorities (ASELA) – Joint Committee

Date: Thursday, 15 December 2022

**Place: Council Chamber, Castle Point Borough Council, Kiln Road,
Thundersley, Benfleet, SS7 1TF**

Present: Councillor C Hossack (Chair) (Brentwood Borough Council)
Councillors S Wootton (Vice Chair) (Rochford District Council), A
Baggott (Basildon Borough Council), D Blackwell (Castle Point
Borough Council), M Coxshall (Thurrock Borough Council) S
George (Southend-On-Sea City Council)

In attendance: I Butt (Castle Point Borough Council), J Cuthbertson (Essex
County Council), E Helm (Southend-On-Sea City Council), A
Hutching (Castle Point Borough Council), S Logan (Basildon
Borough Council), R Polkinghorne (Southend-On-Sea City
Council), J Stephenson (Brentwood Borough Council and
Rochford District Council), K Wheeler (Thurrock Borough
Council)

Start/End Time
9.30am-10.16am

13. Apologies

No apologies were received.

14. Declarations of Interest

No declarations of interest were made at the meeting.

15. Minutes

Resolved:

That the minutes of the meeting of the Committee held on the 20 October
2022 be confirmed as a correct record.

16. Chairman's Report - Verbal Update

The Chair confirmed that the away day in November was a success with great attendance from members and officers. The purpose of the away day was to check the shared understanding of the opportunities and benefits ASELA can bring and to strengthen commitment to collaboration. The next steps are now in the process of being agreed.

17. ASELA Joint Committee Secretariat Arrangements

R Polkinghorne introduced the report. He confirmed the report was straightforward and outlined that approval from the Joint Committee was being sought to transfer the secretariat from Thurrock Borough Council to Southend-On-Sea City Council as Thurrock Borough Council were currently experiencing a challenging time.

RESOLVED:

- 1.1 That Southend-on-Sea City Council act as the Secretariat in relation to the ASELA Joint Committee with effect from the date of this meeting.**

18. ASELA Joint Committee Finance Report

E Helm introduced the report. She confirmed that following feedback from the last Committee meeting she had gone through each scheme with the programme leads. She confirmed that as she finalised this report further changes have taken place and more funding has been received. There is therefore a revised deficit of £79,000 down from £95,000.

The Committee discussed the funding of SEE PARK and the £750k funding received from Highways England. A Hutchings is currently in the process of confirming that the commitment of funding is enough for Highways England's accounting purposes.

Councillor George joined the meeting at 9.47am.

Councillor Baggott queried what the back-up plan is if Highways England do not accept this is enough for their accounting purposes. A Hutchings responded that it will be a stale mate as assurance is needed that the money will be received.

RESOLVED:

- 1.1 The Joint Committee noted the contents of the report.**

19. ASELA Joint Committee Communications Report

K Wheeler presented the Communications report. She confirmed that the website had been updated to better reflect the key themes of ASELA. Social media interest has continued to increase across all channels.

S Logan updated the Committee that it has been agreed that a communications lead from each organisation will support each of the programmes to help embed ASELA communications across all 7 Councils. S Logan suggested that he can bring a report to the next Joint Committee meeting regarding this and he will also set up a meeting in January with the communications leads.

R Polkinghorne suggested each programme lead could complete a short monthly update on each of the programmes.

Councillor Wootton highlighted that many members in Rochford are still not aware of what ASELA is and therefore more needs to be done to improve the branding of ASELA.

K Wheeler confirmed there will be a Newsletter issued before Christmas. The Chair suggested a tour is completed in the New Year and he could attend the Town Halls of each organisation to raise the profile of ASELA.

Councillor Baggott stated that the way they were communicating was archaic and highlighted that video content is popular and that the general population don't want to read long boring reports.

The Chair agreed that he could do a video update on ASELA and send the link out via You Tube video rather than a physical tour of each Council Town Hall.

R Polkinghorne suggested a digital round table meeting.

K Wheeler agreed that two-way engagement like a virtual webinar is good as people will have the opportunity to ask questions.

RESOLVED:

- 1.1 That the Joint Committee noted the update provided in the Communications report.**

20. Any Other Business

There was no other business.