



Purfleet-on-Thames Community Forum

For ease of reference topics appear as separate subjects rather than in the order discussed. Items do not appear in any order of priority, and may appear under an unlinked agenda item (e.g. AOB)

Meeting Minutes 31st May 2022

1. Welcome, introduction and meeting etiquette.
2. Apologies – Kim Vasa, Erica Bowler and Kim (TAF).
3. Agreed minutes 29th March.

4. Guest Speakers

Essex & Herts Air Ambulance – Kevin Geeson

An interesting presentation was given with lots of facts and figures, including the use of 4 rapid response cars when helicopters cannot fly during the hours of darkness or bad weather. The charity is totally dependent upon donations to cover costs which exceed £750,000 per month/£9 million per year. Should you want to volunteer to help with fundraising Air Ambulance week is 5th-11th September. Anyone making purchases on Amazon can select Essex & Herts Air Ambulance on Amazon Smile.

Swan NU Living – Georgiana Dumitru, Head of Marketing

A presentation was made explaining the steps that had been taken in building a brand for the regeneration project. The brand assessment criteria being – look at strategic fit – semantic strength – positive association – ease of use.

Names capturing the energy and ambition of Purfleet-on-Thames, which speak about the character and creativity of the area and the lifestyle it can offer, have been explored. Purfleet-on-Thames has production and creative arts, water, and casts the light into the future.

Inspiration has been taken from the past – the experimental lighthouse with its pulsating rhythm, projection and redistribution of light - and been projected into a symbol of hope and optimism for the future by naming Phase 1A as ‘The Castings’.

Duncan confirmed the name for the new area under construction will be known as The Castings for marketing purposes, not planning, and acknowledged it may well become known as The Castings but believes that after 20 years the name will drop off all by itself. This view was strongly contested.

Response from the floor:

It was said that by naming this development it will become a separate entity and will break up our identity further.

It was asked who Swan consulted with and did it include the Design Panel as members of the Panel are surprised by the content of the presentation.



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The decision for an online survey was made based on resources, time, money, and staffing, and because Swan wanted to look at ways of interacting with a wide range of potential buyers. It was reported that the survey was more about lifestyle and what facilities and things people want in a community rather than it being about Purfleet-on-Thames and they had received 2,000 responses.

Cllr Abbas responded that Swan needs to understand the feelings of residents, not potential buyers, and that the majority of residents present were clearly not happy with what had been presented.

It was pointed out that we had been involved with discussing road names but not branding and of the need for involvement in this process to enable a name to be found that people feel comfortable with, which fits in and does not segment the community.

Duncan acknowledged there are some issues with the proposed marketing and said they would come back to the Forum after the Bank Holiday.

5. Updates

Essex Book Festival Saturday 11th June 10am-5pm

<https://www.essexbookfestival.org.uk/event/criminally-good-day/>

If you can volunteer, even if just for a short while, please contact sec.potcf@thurrockforums.org who will pass your details on.

Railings

330 feet of railings have been painted over a period of 6 weeks, using 5 gallons of paint.

It was great to see so many people involved who enjoyed themselves whilst working hard.

Mobile Vaccination Bus

Located at Ikea from 6th May to 24th June.

Police Matters - Neil Brand

Two main operations being undertaken:

ASB – currently not receiving reports of nuisance motorbikes in Purfleet-on-Thames.

Operation Irish Lions (car racers) – no reports of car racing received this past weekend.

A request was made for minutes of the Forum's meetings to go to Thurrock Policing Team, beat officers and the town centre team officers.

Coffee with Cops at the Hub has new opening hours.

Councillor Comments

Lee Watson

Tree survey has been undertaken in Tank Hill where trees have collapsed onto properties.

Marine Court rat infestation is being dealt with; bin collections are back on track and surgeries start at the Hub in August. Congratulations to Trevor and the railing painters for doing such a great job.



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Qaisar Abbas

Qaisar thanked those who had voted him in and his tasks have included arranging a memorial tree, help arranging parking for the Jubilee event on the Yarra site, activities in libraries, street parties, Queen's Jubilee Thank You Dance rehearsal. He is working to address issues of HGV parking in Tank Hill Road. The majority of residents should have received their £150 council tax rebate; GP appointments are available via Thurrock Health Hub during the Bank Holiday weekend 2nd-5th June. The new council building is being opened in stages.

6. Matters Arising from Previous Minutes

None.

7. AOB

None.

8. Next meeting

19:30 on Tuesday 27th September 2022, speaker TramsLink. Venue to be confirmed.
Informal meeting planned for Tuesday 26th July, details yet to be agreed.