



Weymouth BID Ltd

Minutes of Full Board Meeting

Date: **Wednesday 17th May 2017**

Time: **14.00**

Location: **Real World Services Board, St Albans Chambers,**

| Item | Details | Action |
|------|---|--------|
| 1.0 | <p>Attendees and Apologies</p> <p><u>Present: Board Members :</u></p> <p>Steve Newstead (SN)(Chair), Julia Cohen (JC), Simon Newport (SN2), Cllr James Farquharson (JF)</p> <p><u>Present: Non Board Members:</u></p> <p>Trevor Hedges (TH), Nigel Reed (NR) (BID Manager), Helen Toft (BID Admin)</p> <p><u>In attendance for first part of meeting:</u></p> <p>Brian Cooper (BC) of Resort Marketing</p> <p><u>Apologies:</u> Jen Owen, Paul Mills, Tim Williams, Julie Cleaver</p> | |
| 2.0 | <p>Minutes of last Meeting 8th March 2017</p> <p>The minutes were agreed as a true record and were signed by SN</p> | |
| 3.0 | <p>BID Renewal</p> <p>NR/BC outlined to the Board Members the process for renewal of the BID which will be the same as in 2013.</p> <p>SN stated that the British Bids had confirmed that the previous process was very robust.</p> <p>Using the BID Database, Resort will send out a mini questionnaire in the form of a tri-fold leaflet. Resort will be ready to go with ½ a day notice.</p> <p>14.08 TH joined the meeting</p> <p>This mini questionnaire would not be asking ‘Do you want a BID’ but ‘What do you want the BID to do for you’?</p> | |

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| | <p>The questionnaire would be followed up by Resort staff, telephoning all the recipients to check that they have received the information, that it has got to the right person and the records are correct (records to be amended accordingly).</p> <p>Discussion took place amongst the members about the suggested change of logo. Several variations of new logo concentrating on the 'We are Weymouth' brand rather than the BID brand were put forward. The new branding incorporated the addition of 'Together' which was considered to be the way to engage with more of the levy payers.</p> <p>A member pointed out that it would be more sensible to go with what was familiar with everyone for renewal and if the renewal was successful then to roll out a rebranding.</p> <p>BID2 as a possible brand was unanimously rejected.</p> <p>The Board agreed to Use the 'We are Weymouth' brand on the questionnaire subject to the approval of the full board.</p> <p>Action: SN to share proposal with board by end of week.</p> <p>Action: NG/SN/TH to meet 23/05/17 to look at the new BID area. Answer to Resort with database info by 31/05/17.</p> <p>Resort has staff prepared to work on the mini questionnaire and the follow up phone calls from start of June to mid-July.</p> <p>14.20 SN2 left the meeting.</p> <p>SN stated that the likely cost would be between £40,000 and £60,000 for the renewal. Discussion about a possible steering group and reorganisation of staff to support this.</p> | <p>NG/S N/TH</p> |
| <p>3.1</p> | <p>Request from BC – Resort Marketing</p> <p>In recent months the Weymouth Harbour Master has removed the power supply fixtures that have been used in the past by the Seafood Festival. This is because new power supply points have been put in for the boat users that require a card for access. An addition to the new system to allow access for other users such as the Seafood Festival has been quoted at £3000. This was considered by SN to be valuable addition to the infrastructure and a legacy for the future of the town. Action NR to supply BC with application form for BID funding.</p> <p>14.30 BC left the meeting</p> | |
| <p>4.0</p> | <p>Financial Report</p> <p><u>Future reports:</u> It was confirmed that the BID will provide a set of accounts to TG at the quarterly Council Levy Meetings.</p> <p><u>Treasurer:</u> The BID does not currently have a Treasurer following the resignation of Tim Williams. Should the Board second an accountant?</p> | |

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| | <p>SN suggested Advoco on the Granby. NR has had discussions with the firm Albert Goodman who advised that the accounts need to be broken down more than they are currently.</p> <p>Action: NR/SN to look at the Articles of Association about a voluntary contributor.</p> <p>SN2 re-joined the meeting</p> | NR/SN |
| 5.0 | <p>Funding Requests</p> <p><u>Fayre in the Square:</u> Rotary club asking for £1000 for this year's event. After discussion of the success of previous events the Board agreed to the funding.</p> <p><u>Activate Performing Arts:</u> Asking for £3000 for an alternative Circus to perform in the old council office car park during Seafood weekend. After discussion the Board agreed to the funding subject to the approval of the rest of the Board.</p> <p>Action: BID to send link to Youtube video of Cirque du Platzak to absent Board members for approval/comment by end of May.</p> <p>https://www.youtube.com/watch?v=BN4eHmcZzoA</p> <p><u>Friends of Greenhill Gardens:</u> Asking for £500 towards a Portland Stone and wrought Iron entrance arch to the garden from the Esplanade to celebrate the reign of Queen Elizabeth. After discussion the Board agreed funding.</p> <p>Action: NR to process agreed applications</p> | NR |
| 6.0 | <p>Directors and Members Applications</p> <p>Forms were handed in by all members at the meeting to apply to become members of the company.</p> <p>A new application has been received from Graham Perry to become a member of the company.</p> <p>The application was approved.</p> <p>Mr Perry did not want to become a Board member.</p> | |
| 7.0 | <p>Forthcoming Events</p> <p><u>Forums:</u> Criticism has been made by levy payers that Forums were not being regularly held. NR stated that to be effective Forums need to be attended by the Board members and not just the BID Manager.</p> <p>It was agreed by SN, SN2, SC, JF and NR that the next forum would take place on Tuesday 13th June in the Nothe Tavern upstairs room subject to availability.</p> | |

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| | <p>Action: Admin Book Meeting Room</p> <p>Action: BID to contact levy payers re Forum details</p> <p>It was noted that the next Council Scrutiny Meeting is on 15th June at 18.30 at WPBC, where the results of the BID scrutiny would be reported.</p> <p>Members requested that meeting details come to them via Outlook Invitation</p> | BID |
| 8.0 | <p>Projects</p> <p><u>Mystery Shopper Update:</u> Intelligent Insights have been chosen as a company to run a mystery shopper project within the town. They need 10 businesses to sign up. 5 have agreed so far. Intelligent Insight would visit each business 3 times and produce feedback and a report.</p> <p><u>Footfall Data:</u> There are currently 4 Noggin machines in the town that record the footfall. This data is cross referenced with the Springboard data.</p> <p>It was proposed to situate 4 more Noggin recorders in town. One on the beachside, one across the bridge on the harbour, one on the opposite side of the harbour and one in King Street.</p> <p>Intelligent Insights can produce reports to show the footfall and Springboard data in a form that can be sent to prospective town centre occupants to show that the town is well visited.</p> <p>Discussion took place about the benefits and usage of the data produced and the Board agreed to the additional machines. Proposal Agreed</p> <p>Tourist Information Centre: The idea to utilise the shop floor area of the BID premises as a TIC had been very popular. The BID wanted formal recognition from the Council for the site, support with training and a financial contribution.</p> <p>SN2 asked that should the TIC become operational would they be willing to sell bus tickets. There is a payment made for each ticket sold.</p> <p><u>Town Centre Manager Position:</u> The BID is offering to contribute towards the cost of the WPBC TCM to the value of £20,000 (This is the amount collected as a levy from WPBC). Following discussion about the exact role of the TCM the Board agreed to this action. TH stated that it would take a while for the project to go through the Management Committee on 6th June etc. and may not happen for this summer.</p> <p>A question was asked about what had happened to the 'Ranger' idea that had surfaced previously. They have now evolved into the Enforcement Officers who generate revenue.</p> | |
| 8.1 | Additional discussion | |

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| | <p>It was felt that the smaller size of some of the unit was holding back the town. Mention was made of knocking units together to make them more attractive. Suggestion was made that the new BID should be the champions for a more cohesive town centre plan.</p> <p>JF indicated that there may be some additional funding available for items such as town wide Wifi and new signage. Action SN/JF/Jeff Cant to meet to discuss.</p> <p>TG suggested that the Grimsey Report on high streets was very interesting and relevant reading for the Board. http://www.vanishinghighstreet.com/the-grimsey-review/</p> | |
| 9.0 | <p>Marketing</p> <p>The We Are Weymouth website is very successful along with social media and charges for advertising are being considered.</p> <p>Artwey has reported that they are very pleased with the increased interest generated by being featured on the site and on the WAW facebook page.</p> <p>The Echo support has been disappointing with poor support in the free summer magazine.</p> | |
| 10.0 | <p>Review of Previous Events</p> <p>Christmas: events and advertising cost the BID £43,000 last year. The previous year 2015 was £55,000.</p> <p>Discussion took place amongst members:</p> <p>Ice rink was considered the best so far. Always seemed busy.</p> <p>Kiosk selling drinks – could do better next time.</p> <p>52 all day Swannery car park tickets were purchased during the period.</p> <p>School take up of the ice rink was poor.</p> <p>Social Media hits were very good.</p> <p>The Board voted unanimously that the BID Christmas schedule should go ahead.</p> <p>Easter: The dinosaur egg hunt was a success with 200+ participants. The Dino day was very well attended and organisers ran out of face masks and other items because of the popularity.</p> | |
| 11.00 | <p>Any Other Business</p> <p>None</p> | |
| 12.00 | <p>Date of next Meeting</p> | |

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| | The next meeting is scheduled for Wednesday 12 th July and will be a 2017/2018 Budget Meeting | |

Summary of agreed actions

| Item | Action | Who | When |
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| 3.0 | SN to share proposal with board by end of week. | SN | 19/05 |
| | Meeting to take place 23/05/17 to look at the new BID area. Answer to Resort with database info by 31/05/17. | NG/SN/TH | 23/05 |
| 4.0 | Articles of Association to be looked about for information about a voluntary contributor. | NR/SN | |
| 5.0 | BID to send link to Youtube video of Cirque du Platzak to absent Board members for approval/comment by end of May. NR to process agreed funding applications | NR | |
| 7.0 | BID to contact levy payers re Forum details and book room etc | BID | a.s.a.p. |
| 8.0 | Admin Book Meeting Room BID to contact levy payers re Forum details | BID | |
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