



Weymouth BID Ltd

Minutes of Full Board Meeting

Date: **Wednesday 12th July 2017**

Time: **14.00**

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

Item	Details	Action
1.0	<p>Welcome</p> <p>SN2 welcomed the new Board Members, Ian Ferguson Weyline Taxis, Jen Owen M & S and George Flood 1652 Coffee Bar.</p>	
2.0	<p>Attendees and Apologies</p> <p><u>Present: Board Members :</u></p> <p>Simon Newport (SN2), Jen Owen (JO) Julia Cohen (JC), Tim Williams (TW), Richard Kosior (RK), Ian Ferguson (IF), George Flood (GF), Tamzin Mutton-McKnight (TM-M)</p> <p><u>Present: Non Board Members:</u></p> <p>Nigel Reed (NR) (BID Manager), Julie Cleaver (JC2), Helen Toft (BID Admin)</p> <p><u>Apologies:</u>, Paul Mills, Steve Newstead (Chair), Cllr James Farquharson, Trevor Hedges</p> <p>In the absence of the Steve Newstead, Simon Newport agreed to Chair the meeting. SN 2</p>	
3.0	<p>Minutes of last Meeting 14th May 2017</p> <p>The minutes were agreed as a true record and were signed by SN2</p>	
4.0	<p>Actions from the previous meeting</p> <p>3.0 There are no plans currently to fundamentally change the name of the BID for the renewal.</p> <p>As part of the process the Area may change but this will be from the consultation process.</p>	

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	<p>IF queried the bid payers list and whether it was available to Board Members. NR explained that Resort Marketing are currently contacting all levy payers and checking that the list contains all the correct contact details. When complete it can be shared with Board Members.</p> <p>4.0 It has been established that there is no legal reason in the Company set-up against anyone becoming a voluntary contributor to the BID.</p> <p>A suggestion was made that a company used by the BID for work should make a contribution to be on a tender list.</p> <p>5.0 You tube link to Cirque du Platzak was include in the last minutes but not seen by members. In future any links discussed in the meeting will be sent under separate cover.</p> <p>7.0 Forum meeting took place at Royal Yacht Club on 13th June. This ran from 12 noon to 19.30 but was poorly attended. These should continue as part of the general consultation process.</p>	Admin
5.0	<p>Financial Report</p> <p>NR reported that new software called XERO would provide better reports.</p> <p>Accounts 2016/17</p> <p>A P & L Account had been circulated covering August 2016 – June 2017.</p> <p>The figures gave percentages of expenditure</p> <ul style="list-style-type: none"> • 58% has been spent on events and festivals this included marketing and advertising • 30% on operational cost that also included event project work by BID Staff and Contractors <p>The BID account will have approximately £25k in balances on the 31st July 2017</p> <p>Budget 2017/18 Year 5</p> <p>Budget Figures had been circulated</p> <p>Discussion took place about how Year 5 budget should be spent and whether the focus should change. An example discussed was whether the Ice Rink should continue in 2017 or consider investing in a more permanent town improvement such as signage or WiFi?</p> <p>A query on what happens if the renewal is not successful how does the BID finish. NR explained that the BID would officially finish 31st July 2018 and the budget would have to have sufficient funds to pay</p> <p>A question was asked about the role of the new Town Centre Manager that the Board had contributed £20,000 towards. RK explained that the interviews were taking place today (12/07) and that the TCM would be out in the town seeing where the problems were and then liaising with</p>	

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	<p>the other agencies, such as the Enforcement Officers, Police and Council Officers to get problems sorted.</p> <p>The board agreed with a suggestion by TW that more time is allocated to the budget for Year 5 and a further meeting is arranged before the Board agrees the budget.</p> <p>Action: All to review budget figures and make comment</p> <p>IF asked if it would be beneficial to merge the Weymouth BID company with the We Are Weymouth company and for levy payers to become shareholders.</p> <p>It was explained that there would be little benefit to merging the companies but that Levy Payers could have the right to become Members of We are Weymouth Ltd.</p> <p>TM-M said that this is not an action that would be supported by any of the multi-nationals if a share holding was proposed.</p> <p>A question was asked about what process was followed by other BIDs that have not been renewed.</p> <p>Action: NR to research other BIDs and share with the Board at the next meeting.</p>	<p>TW</p> <p>NR</p>
<p>6.0</p>	<p>Renewal Update Report</p> <p>NR gave a brief outline of what has happened so far in the Renewal process. The renewal is working to the timeline as reported to the Board in January 2017.</p> <p>The timescale has moved by 4 weeks but is still on track.</p> <p>An initial Business Plan will be in place by September for consultation with the final version to be ready by December.</p> <p>It is essential that this time there is a Service Level Agreement or agreements in place in place with the council for the parts of the Business Plan that need Council support and co-operation.</p> <p>The results of the survey were looked at and it was suggested that the information should be shared with senior council members.</p> <p>Action: Survey Report to Senior Council Officers & Councillors</p> <p>Sorting out the car parking - was a comment from the survey. RK explained that the local car parking fees were in line in national figures but look worse because Dorchester has low car parking fees. Plans are currently being discussed within the council about zoning areas around the town. New machines are being fitted to it make it possible to collect data about how long people are staying in each car park.</p> <p>Discussion took place about the King Street area of town. SN2 is hoping that the new Network Rail operator will be approachable to suggestions to improve the appearance the area. SN2 will provide NR with the right</p>	<p>Survey Report</p> <p>NR</p>

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	<p>person to contact. Concerns were expressed about the Houses of Multiple Occupants in the area and RK recommended members contact Councillor Gill Taylor if they have queries.</p> <p>Action: SN2 to provide NR with best contact at new Company re Weymouth Railway Station</p> <p>NR said that there will be a Survey Monkey survey sent to levy payers for more feedback about what they feel about the BID and trading in the town.</p> <p>It was asked if Wifi for the town could be paid for with money from the Legacy Pot that the council has.</p> <p>Action: SN to speak to Jeff Cant regarding Legacy money.</p> <p>Discussion took place about the cost of WiFi which is approximately £50,000. It was suggested that what was needed was sponsorship for WiFi in the town. The Board agreed that the BID should look into this possibility.</p> <p>Action: NR to look into sponsorship for WiFi.</p> <p>It was agreed that an extraordinary Board Members meeting should take place as soon as possible to solely discuss the renewal & Year 5 budget.</p> <p>Action: NR to organise Renewal meeting</p>	<p>SN2</p> <p>NR</p> <p>SN</p> <p>NR</p> <p>NR</p>
7.0	<p>Funding Applications</p> <p>Diverse Abilities: Neon Run - £2,066 being asked applied for to assist with hiring a gazebo and event stage.</p> <p>Decision: The Board agreed to provide promotion of the event to the value of £750 and loan of the BID gazebo for at the value of £250.</p> <p>Weymouth and Portland Transition Towns: The raised garden area at the side of the Bowling alley has been cleared by volunteers who applied for £400 for compost and plants to put in the beds. This will enhance the street for all users.</p> <p>NR stated that a business in the same street has agreed to contribute £100 so BID contribution would be £300</p> <p>JC2 suggested that she approached a contact at B&Q for match funding for plants and materials to the value of £400. Board agreed this proposal.</p> <p>Board agreed the proposal from JC2</p> <p>Action: JC2 & NR to organise and action</p> <p>Weymouth Carnival: The organisers applied for £10,000 to help promote and run the carnival.</p> <p>Comment was made that an application in July for an event in August of this scale was very late. NR stated that contact had been made in</p>	<p>JC2/NR</p>

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	<p>January/February for any funding applications for Carnival to come to the March Meeting.</p> <p>The Board were also advised that July 31st is the end of the financial year for the BID and no further Levy Income is received until October and budgets are already committed..</p> <p>Decision: The Board agreed to donate £1,500 and to provide promotion on the website and social media to the value of an additional £1,500.</p> <p><u>Beach Volleyball:</u> The organisers applied for £500 towards the cost of grandstand seating for an event at the end of July.</p> <p>Decision: Due to the late application for funds no money could be donated at this time. Organisers will be asked to submit any future applications earlier in the year.</p> <p>Action: NR to process agreed applications</p>	NR
8.0	<p>Marketing and Promotion - We are Weymouth Report</p> <p>JC2 explained to the Board about the We are Weymouth Web Statistics Review that they had been sent.</p> <ul style="list-style-type: none"> • 71% increase on page view on the website. • 60% increase in the length of time of visitor sessions <p>The biggest increases were in people looking at pages for the accommodation – hotels, B&Bs and the Nothe Fort</p> <ul style="list-style-type: none"> • There is 3 times the amount of traffic compared to 2015 • 96% of visitors link from the facebook page <p>There is an increase in the number of links from the ‘What’s on in Weymouth’ site.</p> <p>This year WAW is generating a lot of its own news rather than from other sites.</p> <p>There is an increase in shopping outlets listing their details and they are being encouraged to link offers to the website.</p> <ul style="list-style-type: none"> • Mobile and tablet users are greater than PC users. <p>Tom Dalkins, the new intern has done a lot of work on all aspects of transport to and from and around Weymouth.</p> <p>It may be the right time to look at sponsorship of pages as the website is so popular.</p> <p>Action: JC2 NR to look at Sponsorship opportunities for the website for each sector</p>	JC2/ NR

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9.0	<p>Projects/events Update</p> <p><u>Feast:</u> Planning for this is progressing well. Demo Kitchen coming and could be operating in Brewers Quay. Date of this may change from 30th September to 1st October Sunday.</p> <p><u>Christmas:</u> Currently going through preliminaries with the Ice Rink. Sponsorship is needed. Whether or not to have a coffee place is still being discussed. The voucher book idea has not worked. There was an increased footfall over the period and RK reported that the car parks were much busier.</p> <p><u>Marketing – BID Manager Report :</u> NR stated that the Annual British BID conference is to take place in Cambridge this year. Directors to consider if they wished to attend. It was suggested that Board Members should visit Bournemouth BID for half a day or a whole day to see how they operate and what issues and solutions they have.</p> <p>Action: NR to arrange this for Board Members, Councillors and Businesses interested</p> <p>There will be a visit from Great Yarmouth Tourism on 26/27/28 September. They wish to meet on 27th with BID Board Members, Councillors, Council Officers and Chamber Members, to look around the town and discuss the issues that exist there. There will be a formal dinner on the evening of 27th which Great Yarmouth will invite local guests. 40 or so people will be visiting.</p> <p>Video Conferencing NR said that a grant of £3,000 had be applied for and received by the bid to support business travel initiatives. There was a category for video conferencing.</p> <p><u>WPBC Scrutiny</u> A member asked if the scrutiny of the BID has taken place yet as this was raised some time ago by members of the Council. RK said he had heard nothing. The person to contact on the scrutiny report is Briefholder Cllr. Andy Blackwood.</p>	NR
10.00	<p>Agenda Items for Next meeting</p> <p>None suggested</p>	

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11.00	<p>Any Other Business</p> <p>RK said that there is a very successful Community Bus running in West-super-Mare called the MAVIS bus (Multi-Agency Vehicle In Service) is a community bus that is used primarily to keep vulnerable people safe on their night out.</p> <p>They work with the police, ambulance crews, street wardens and street pastors to help people who have become vulnerable. The bus offers a safe, warm and non-judgmental place to go for help. This is the link to more details.</p>	
12.00	<p>Date of next scheduled Meeting</p> <p>Wednesday 13th September 2017 at 2.00pm</p> <p>The Board have requested additional meetings to focus on renewal between full board meetings.</p> <p>Action: NR to organise dates and times and these are likely to be early evenings</p>	NR

Summary of agreed actions

Item	Action	Who	When
5.0	TW will take time to go over the figures in detail and would respond to NR and the Board within 48 hours.	TW	17/07
	<p>All members to review budget figures and make comment</p> <p>A question was asked about what process was followed by other BIDs that have not been renewed. NR to look up the information and share with the Board at the next meeting.</p>	ALL NR	13/09
6.0	Survey Report to be shared with Senior Council Officers & Councillors	SN	
	SN2 to provide NR with best contact at new Company re Weymouth Railway Station	SN2	
	SN to speak to Jeff Cant regarding Legacy money	SN	
	NR to organise Renewal meeting	NR	

Item	Action	Who	When
7.0	JC2 & NR to organise and action match funding with B&Q for Transition Towns NR to process agreed applications	NR/JC2 NR	
8.0	JC2 & NR to look at Sponsorship opportunities for the website for each sector	NR/JC2	
9.0	NR to arrange a Bournemouth BID visit for Board Members, Councillors and Businesses who are interested	NR	
12.0	NR to organise dates and times for additional meetings and these are likely to be early evenings	NR	

Signed as a true record by

Steve Newstead (Chair)

Date