



Weymouth BID Ltd

Minutes of Full Board Meeting

Date: **Wednesday 13th September 2017**

Time: **14.00**

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

Item	Details	Action
1.0	<p>Welcome</p> <p>The Chair welcomed attendees to the meeting and raised the matter of a change of time for future meetings to allow as many Directors to attend as possible. It was agreed that subject to consultation with absent Directors that the next meeting would be held at 09.00.</p>	
2.0	<p>Attendees and Apologies</p> <p><u>Present: Board Members :</u></p> <p>Steve Newstead, (Chair) (SN) Simon Newport (SN2), Julia Cohen (JC), Ian Ferguson (IF),</p> <p><u>Present: Non Board Members:</u></p> <p>Nigel Reed (NR) (BID Manager), Paul Mills (PM) (Operations Manager) Julie Cleaver (JC2), Helen Toft (BID Admin)</p> <p>Trevor Hedges (TH) – W&PBC Economic Development Officer</p> <p><u>Apologies:</u> Cllr James Farquharson, Jen Owen (JO) Tim Williams (TW), Richard Kosior (RK), Tamzin Mutton-McKnight (TM-M), George Flood (GF)</p>	
3.0	<p>Minutes of last Meeting 12th July 2017</p> <p>The minutes were agreed as a true record and were signed by SN</p>	
4.0	<p>Actions from the previous meeting</p> <p>Item 5.0 What process was followed by other BIDs that have not been renewed?</p> <p>If the BID is not renewed the Board need to have a plan in place covering assets and account balances.</p>	

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	<p>Item 6 SN2 was unable to provide NR with a contract name yet, for the new Railway Franchise company, First.</p> <p>SN reported that having spoken to Jeff Cant, there is no Legacy money available for BID use.</p> <p>The renewal meeting requested by the Board was not quorate - Further meetings are planned.</p> <p>Item 8.00 JC2 and NR met to discuss website sponsorship.</p> <p>Item 9.00 Possible BID Board trip to look at Bournemouth BID. Arranging a visit by Members to Bournemouth BID still ongoing. Probably at the end of the season.</p>	
5.0	<p>Chairs Items</p> <p>5.1 SN put forward options for provision of a new Treasurer.</p> <ul style="list-style-type: none"> • An external Treasurer be advertised for and may require a fee. • The BID Board invite a qualified Bid Levy Payer to join the board and take over the role. • The position of Treasurer if held by a board member be a Board agreed to invite qualified levy payers first then consider external accountant. <p>Action : Send out an invite to Levy Payers to become Board accountant</p> <p>5.2 SN announced that from now on all members would be able to access the Xero package that the BID use for accounts to see live time view of the figures. Access will be by pass word and with a personal BID email address which will be set up by PM. Access will be view only. A link on the BID website will be considered.</p> <p>5.3 SN stated that the BID website is unwieldy, not easy for bid levy payers to look at and find information. Footfall figures are several clicks away and not obvious to find. Discussion took place about how to move forward.</p> <p>It is 18 months since there was an overhaul of the site and needs a review.</p> <p>It currently costs £30,000 to maintain the We are Weymouth site which gets 2 million hits a year. This Funding included Admin & Marketing Support as well as Key Multi Medias Contract.</p> <p>The Weymouth BID site needed to be more of a Business support site rather than a reference website.</p> <p>IF suggest making the We Are Weymouth site the portal for the BID. This was not considered practical.</p>	NR/SN

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	<p>It was suggested that there could be top questions from levy payers on front page with answers. It was felt that Bid supporters need to have a brand so they stand out to the public, shopfront branding.</p> <p>No time to rebrand the whole site before a renewal but it will be the reference point for the renewal and needs attention a.s.a.p.</p> <p>It was proposed that there was list compiled of those things that Levy Payers want to see on a website. A meeting with Web supplier will be held about this.</p> <p>Digital optimisation of website should be the aim.</p> <p>Subcommittee for rebranding as a.s.a.p.</p> <p>Action : A website strategy for the BID site to be written by JC2 and sent to all.</p> <p>5.4 SN proposed Ian Ferguson as Vice Chair and Bid Board Communications Director. This was agreed and an email sent to absent Directors to confirm.</p> <p>Action: Yes/No email to absent members. SN/Admin</p> <p>5.5 SN suggested for next year that during the 8 weeks of the summer on each Sunday the roads along the esplanade and between the town bridge and the statue are closed to vehicles. SN stated that the closures for Seafood had not impacted the bus service. Many benefits; tourist benefits; business benefits. TH stated that discussions with DCC Highways would need to start as soon as possible for any closures next year but that a report had been done already about such closures.</p> <p>Action : SN to meet with and Marc Cutler DCC Highways Matt Piles DCC</p>	<p>SN JC2</p> <p>SN/Admin</p>
6.0	<p>Financial Report – Split WiFi and Xmas</p> <p>Wifi - TH stated that there was £3/4k available from WPBC towards WiFi if it is applied for in next 2 weeks. Can't do without council support as using all WPBC land and lampposts. PCC also might support WiFi. Fusion have the Dorchester contact. Dorchester Wifi £40,000 and put in place by Dorchester BID Limited. If bid fails there they can still support the Wifi contract.</p> <p>Colin Wood (Council Officer) in Dorchester get him to agree to help re Wifi.</p> <p>Action : SN/NR to apply to WPBC for funding.</p> <p>Survey monkey results not conclusive. Over 400 emails sent only 39 replies, 10%. To promote and operate ice rink £70,000 took £40,000. Parking deal added last year. Offers from local businesses, eating etc.</p>	

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	<p>Two budgets submitted 2016/2017 and 2027/2018</p> <p>Ice Rink and or no Ice Rink</p> <p>SN feels the Ice Rink was a great benefit for the town and the website. £45,000 - £50,000 advertising opportunity. All members present agreed with that benefit and SN2 said that although bus traveller numbers were down over the Christmas period last year they were up over the Ice Rink period. Ice Rink now has a word of mouth following and lots of people come from out of town.</p> <p>All agreed the Ice Rink to go ahead and the Wifi with the £15,000 in the budget for initial planning</p> <p>Action : SN to email absent members with a Yes/No reply needed by end of the week.</p> <p>Town Centre Projects</p> <p>TH asked for confirmation of £20,000 for town centre manager. The money to be applied for, for specific projects. Projects of 3,500 and under delegated to the BID Manager and above to Board for approval.</p> <p>Get a top ten list from manager and put them to levy payers and see what they see as priorities.</p>	<p>SN/NR</p> <p>SN</p>
7.0	<p>Renewal Update Report</p> <p>New staff member on board from 1st October to liaise with levy payers. Board agreed a steering group are formed quite quickly. Not all board members or levy payers but people who can help. Produce a draft business proposal which needs to be in to TH by early November with the final version in by mid Jan. Notify Sec of State by 15th November of the intention. More forums. Can't just email people need to meet with them. People on the steering group must turn up and work closely together.</p> <p>Email entire levy group re steering group interest. Then ask 12 of the core group who volunteered last year.</p> <p>Links to other good BIDs and business plans, Kingston, Winchester.</p> <p>Suggestion that the levy payer who saved his levy fee by getting electricity deal when he joined the BID to be on website. Perhaps a video.</p> <p>Working group of 5 within steering group of 12 which is a bit big for arranging meetings.</p> <p>Steering group up and running by Mid Octoberr.</p> <p>Discussion about possible steering group members.</p> <p>Thought to be given to the geography and the levy, rateable value threshold. What do you want to do can you afford it. Can have a different threshold for different areas. Suggested Business Plan idea -</p>	

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	<p>Action: NR/SN Send email to levy payers asking for volunteers for renewal steering group. Approach likely individuals personally and invite them.</p>	<p>NR/SN</p>
<p>8.0</p>	<p>Funding Applications</p> <p>Motorcross - Lions</p> <p>Asking for £750. – A cash contribution was not agreed. We will still promote on website.</p> <p>Roger Dalton –. Involved in Brewers Quay over many years with several owners and is now the project manager for the new development. Events in hope square Feast market in October, Dream Cottages putting in money for Christmas trees, other businesses have donated. Asking for money towards Christmas lighting in Hope Square. SN to have a meeting with Roger about the lights. Support up to £750.00 for lights on a full application from R Dalton</p> <p>SN2 declared an interest and did not contribute. Not supporting anything in the business plan. Renting old condor building. Not for profit community. JC declared an interest, Decision not to support</p> <p>Action : SN to meet with Roger Dalton</p>	<p>SN</p>
<p>9.0</p>	<p>Marketing and Promotion - We are Weymouth Report</p> <p>Key Multimedia doing 3 days a week at present. Report showed that over the summer there was an increase of over 75%. Visitors were looking at average of 5 pages on site. Sessions up 75%, page views 66% up increasing number of returning visitors. Question about bounce rate? This means when someone is directed to other sites. Increase in sessions from Google. Last year paying for Google hits, this year good competitions and this has brought in more visitors. 7000 entries into large Haven competition. Planning new January competition with another competition. Blogging once a week done by Tom. Do the same with Weymouth Bid site, twitter, facebook etc. 8 competitions a year.</p> <p>750 page views for three months.</p> <p>Social media up 120%.</p> <p>IF suggested a video about what the BID does.</p> <p>Waterfest pages down 95%. Website 5 years old more traffic than we planned for.</p> <p>Renewal Business plan should include a Budget of £20,000 - £25,000 for revamp of the website and £20,000 annual maintenance.</p> <p>Advertising could raise funding for website in BID 2.</p> <p>Feast will be the next promotion then Christmas.</p>	

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10.0	<p>Projects/events Update</p> <p>Feast: Leaflets ready. Open day Hope Square Sunday 1st Oct. Demo kitchen, nine stalls confirmed for square. Feast seems popular. Cocktails and gin this time.</p> <p>Feast in Business plan next time? Yes but need to keep variety.</p> <p>Halloween trail this time.</p> <p>Christmas:</p> <p>Ice Rink. Banner will be part of a wider Marketing offer.</p>	
11.00	<p>Agenda Items for Next meeting</p> <p>None forthcoming</p>	
	The meeting ended at 17.00.	
12.00	<p>Date of next scheduled Meeting</p> <p>Wednesday 8th November 2017 at 2.00pm</p>	

Summary of agreed actions

Item	Action	Who	When
5.0	<p>1. Send out an invite to Levy Payers for a Treasurer.</p> <p>2. A website strategy for the BID site to be written by JC2 and sent to all.</p> <p>4. Yes/No email to absent members. SN/Admin</p> <p>5. SN to meet with and Marc Cutler DCC Highways Matt Piles DCC re closing roads next summer.</p>	<p>NR</p> <p>SN</p> <p>JC2</p> <p>SN</p> <p>SN</p>	<p>Before end of Sept</p> <p>Soonest</p> <p>Before nxt mtg</p>
6.0	<p>1. SN/NR to apply to WPBC for funding for WiFi</p> <p>2. SN to email absent members with a Yes/No reply needed by end of the week re Christmas Ice Rink</p> <p>3. Email levy payers for volunteers to join renewal steering group. Approach likely individuals personally and invite them.</p>	<p>NR/SN</p> <p>SN/NR</p>	<p>Soonest</p>
8.0	Meet with Roger Dalton re promotion of Brewers Quay	SN	