



# Weymouth BID Ltd

## Full Board Meeting

Wednesday 11 January 2017

Location: Real World Services Board Room

St Alban Chambers

Start time: 2pm

### Item 1 Attendees & Apologies

#### Present:

<b>Board members:</b>	Emma Cogan	EC
	Julia Cohen	JC
	Tamsin Mutton-McKnight	TMM
	Steve Newstead	Chair

<b>Non Board members:</b>	Julie Cleaver (Popcorn Marketing)	JCC
	Trevor Hedger	TH
	(Economic Dev Office at WPBC)	
	Nigel Reed (Weymouth BID Manager)	NR
	Natalie-anne Simons (Weymouth BID)	NS

<b>Apologies:</b>	Alexandra Burden (Weymouth BID)	AB
	Cllr James Farquharson	JF
	Paul Mills	PM
	Simon Newport	SN
	Cllr Jason Osborne	JO
	Sue Roper	SR
	Tim Williams (Treasurer)	TW

### Item 2 Presentations

- Roy Griffiths presented to the board on the Big Dorset Out Door Adventure Weekend.
- Roy is looking for the BID Board to support his funding application for assistance with the launch and delivery of this event on the weekend of 20 & 21 May 2017.
- With support from the BID Roy attended the 'Telegraph Outdoor Adventure Show' last year to promote activities in Weymouth and Portland.
- The Big Dorset Out Door Adventure Weekend will continue to develop and strengthen the area as a destination for activity, adventure and wellness breaks.
- To date there are 21 pre-registered events during the weekend.
- Each event will have its own organising body.
- Aiming for 40 events, with 1,000 participants.
- Marketing will be through an already established network of local, regional, national and international journalists targeting the Bristol & M3 corridors. Email and newsletters will be sent to existing databases and editorial written for Lifestyle magazines.
- The event aims to boost out of season tourism and attract higher spending businesses and individuals.

**Item 3 Minutes Update and Approval (09/11/16)**

- Minutes agreed.

**Item 4 Chairman Verbal Update**

- Night Time Economy – crime is down, there were no major issues over Christmas, extra buses worked well and the street pastors were happy.
- New Year's Eve was a success. There is an appetite in the town for NYE fireworks.
- The lack of participation by local businesses affected the recent breathalyser trial. If run again better planning needs to be in place.
- At present there is no interest in having a 'Safe Place' in Weymouth. Funding has been allocated by the Police Commissioner should it go ahead in the future.
- Seafront lighting is to be replaced with part-funding being provided by the Council.
- Discussions are in progress with a media contact at Weymouth College to explore the option of TV advertising as part of the BID's marketing campaign for 2017.

**ACTION NR – Discuss NYE fireworks with Julia's House – Deadline Friday 3 March 2017**

**Item 5 BID Manager Update**

- **General**
  - Much of the December focus has been on Christmas and the operation of the Ice Rink.
- **Finance**
  - WPBC intend to take Court proceedings in February 2017.
  - Non-payments are still being dealt with in the office where there is a query on who is liable and change in ownership.
- **Operational**
  - Alexandra Burden, Media & Communications Co-ordinator will be leaving on 17 February 2017.
  - Proposal is to use external contractors to cover this role.
  - Proposal voted Yes.
  - Potential New Directors are to be actively encouraged to join the Board.
- **Events**
  - Next event is the Outdoor Activity Tradeshow in February.
  - Easter Event details to be confirmed.
- **Projects**
  - Office lease expires on 30 March 2017. Consideration is taking place to move to a shared facility.

- **Meetings**  
- A regular meeting has been set up with WPBC, Chamber of Commerce and the BID to discuss Town Centre Management.
- **Tourism Partnership**  
- This organisation continues to meet bi-monthly.
- **BID Regional Meeting – 9 January 2017 – Winchester**  
- This meeting was attended by BIDs from Bournemouth, Camberley, Chichester, Eastleigh, Guildford, Newbury, Salisbury, Weymouth and Winchester.

**ACTION: NR – Draft accounts to be circulated for Board approval – Deadline Friday 10 February 2017**

**ACTION: NR/JC – Costings for using external contractors to replace Media & Communications Co-ordinator to be agreed with TW – Deadline Friday 3 March 2017**

**Item 6 Financial Reports**

- No report was available.

**Item 7 Board Decisions since last meeting**

- None.

**Item 8 Funding Applications**

- BIG Dorset Out Door Adventure Weekend  
- Board discussed the proposal by Roy Griffiths.  
- Decision was agreed to support the event by providing financial support and marketing through WeAreWeymouth.

**ACTION: NR/JC – Decision to be summarised and presented to Roy Griffiths – Deadline Friday 13 January 2017**

**Item 9 Review of Previous Events**

- BIG Christmas 2016  
- A review will be presented at the Board meeting in March 2017.

**Item 10 Forthcoming Events**

- **Weymouth BID AGM – Thursday 26 January 2017**  
- AGM will be an opportunity to review 2016 and share plans for 2017.

## Item 11 Projects

- **Renewal 2018**

- A paper was presented to the Board giving an update on the BID Renewal and plan for a Ballot in May 2018.
- Board were happy with timescales.
- TH advised to prepare a draft proposal in October 2017 not a business plan.

**ACTION: TH - Add BID Renewal as an agenda item to Council Committee meeting in January 2018**

- **BID Grant Funding Applications**

- A paper detailing potential Grant applications was distributed to the Board for their review.

- **Annual Project Plan 2017**

- A paper detailing projects for 2017 was distributed to the Board for their review.

**ACTION: NR – Create annual project plan 2017 as an excel spreadsheet with weightings of importance and budgets and send to Board for their review – Deadline Friday 3 March 2017**

## Item 12 Marketing

Papers circulated at the meeting.

- **WeAreWeymouth.co.uk**

- Website sessions for November 2016 were 23,592 (Nov 2015 14,400), and for December 2016 were 26,000 (Dec 2015 18,000).
- ChristmasTraffic was driven to the website by clicks through to Digitickets booking system, sponsored Facebook posts and pay per click campaign targeting key words for 'Weymouth Christmas' and 'Weymouth Ice Skating'.
- WeAreWeymouth.co.uk appears on page 1 of Google and has moved up to 1st position.

- **February Half-Term Campaign**

- Options are to use Heart Radio, WeAreWeymouth Facebook page or not to run a campaign.
- Preference was to use the WeAreWeymouth Facebook page.
- TV advertising to be investigated as a marketing tool.

## Item 13 Date of next Full Board meeting

- Wednesday 8 March 2017 at 2pm.

**The meeting closed at 5pm**