



Weymouth BID Ltd

Full Board Meeting

Wednesday 8th March 2017

Location: Real World Services Board Room

St Alban Chambers

Start time: 2pm

Item 1 Attendees & Apologies

Present:

Board members:

Julia Cohen JC

Steve Newstead Chair

Tim Williams TW

Non Board members:

Julie Cleaver (Popcorn Marketing) JCC

Trevor Hedger TH (Economic Dev Office at WPBC)

Nigel Reed (Weymouth BID Manager) NR

Apologies:

Cllr James Farquharson JF Paul Mills PM Simon Newport SN

Cllr Jason Osborne JO Sue Roper SR Tim Williams (Treasurer) TW

Tamsin Mutton-McKnight TMM

Simon Newport SN

Resignations

Emma Cogan EC

Tim Williams as Treasurer

Item 2 MINUTE UPDATE AND APPROVAL

Minutes of 11 January 2017 agreed as read with no comments – Approved

Item 3 TOWN CENTRE MANAGER

- Generally a good idea. Role to focus on operational issues in the town and enforcement of local authority and police policy.

- Town Centre Manger to offer support to BID but report to Economy Leisure and Tourism Manager. Salary band to be £30k - £40k
- To be located at BID office ground floor.
- Weymouth BID to attend meeting on 20 March where Town Centre Manager proposal will go before Management committee. Weymouth BID to see application
- Start Date to be confirmed
- ACTION: Weymouth BID to draw up a service level agreement of responsibilities of Town Centre Manager. Define how BID can support the application by offering support in the way of IT equipment / Telephone answering and admin support / PR and communications network
- ACTION : Nigel Reed to draft a letter to Martin Hamilton, Jeff Cant cc: T Hedger and Nick Thornley. Letter of support outlining terms and conditions of working within the BID office.

Chairman Verbal Update

- Night Time Economy – request for someone from Local Authority to speak at Night Time Economy meeting re. the new Town Centre Manager position and how roles between Night Time Manager and Day Time Manager would cross over.

Item 4 FINANCIAL REPORT

- Financial report circulated and approved.
- Tim Williams gave notice that he would be stepping down from the Treasurer position within Weymouth BID Ltd but would continue as a Director on the Board.
- Options to replace the Treasurer Role
 - Recruit a New Director who is an Accountant
 - Give more responsibility to current Book keeper
 - Utilise new software for monthly reporting.
- ACTION : NR/SN to recruit new Directors by mid June
 - Treasurer
 - Independent Retailer
 - Hotelier
- Potential new format for Weymouth BID Ltd Board meetings
 - 4 – 5 Directors meet monthly to discuss operational issues
 - 4 main Directors meet quarterly on strategic matters
- ACTION : NR to make proposal to the Board

Item 5 FUNDING APPLICATIONS

1. ARTWEY

- Artwey Event 20 May – 4 June 2017
- Weymouth BID considered application and agreed
- Weymouth BID to offer £1000 actual cash contribution plus £500 of marketing support in kind
- Meeting required to define level of marketing support NR/JCC
- **ACTION : Weymouth BID agreed to support £1526 application**

2. LIONS MUSIC FESTIVAL 27/28 June

- Weymouth BID would not allow Outloud brand to be used by Lions
- Weymouth BID to support the Music Festival by doing the following
 - Use Outloud Facebook page and Microsite page to redirect traffic to the Lions website
 - Offering level of PR and promotion
 - **Weymouth BID to hold a meeting with Lions to outline what funding application would be used for.**
 - NR to speak with Air 107.2 radio station about branding the Party in the Park as OUTLOUD

3. LIONS EASTER WADE

- Agreed to support the application for funds of £300
- Holding this event on Easter Sunday gives a good reason to visit the town when all large retailers are not open.
- **ACTION : Release funds to the Lions**

Item 6 RENEWAL

- First stage Telemarketing campaign, in principal agreed to the Resort Marketing proposal and cost but asked for comparative costings from British Bids and Revive & Thrive to make sure that Weymouth BID are getting best value/ Transparency of awarding contracts.
- Draft business plan would be needed by October 2017 by the Local Authority to allow a ballot May 2018
- Agreed that by 31 March that new strategic levy boundaries should be agreed. **ACTION : NR / SN to set up a meeting to do this**
- Agreed by 30th April that 3 main options to consider for the Business Plan – **ACTION : SN/NR**
- Agreed that by 30th May that the first Consultants group meeting should be held outlining 3 main options to consider for the Business Plan.
- **ACTION SN / NR**

Item 7 FORTHCOMING EVENTS

- EASTER : 8TH – 23rd April 2017
- ROARSOME DINO DAY 15TH APRIL
- TRAIL AROUND THE TOWN 8 – 23 APRIL
 - TRAIL organised by Wacky Nation
 - Event Day on 15th April / BID team Twins FX and Wessex FM
 - Fancy dress competition
 - Dinosaur model to visit town
 - Looking to partner with Jurassic Coast Organisation to support event

Item 8 PROJECTS

1. WI FI Town Centre

- Meeting held with Colin Wood / Superfast Broadband and local authority to discuss funding from European funds.
- Definite appetite for Wi Fi in town centre from local authority and businesses
- 78% of businesses wanted wifi in town centre
- West Dorset progressing project for Dorchester with Fusion

ACTION :

- Progress the project
- Meet with Fusion NR
- Investigate BT / CCTV project
- Investigate potential for Dorchester, Weymouth & Portland to work together with Superfast Broadband – this could form part of the Renewal BID 2 via LEP /Weymouth Harbour enhancement

2. MYSTERY SHOP / SHOPPER ANONYMOUS

Discussed mystery shop proposal to improve customer service in Weymouth.

ACTION : NR

- Identify 10 shops who may form part of the project
- Submit these to Shopper Anonymous – request proposal which will then be submitted to the Board for consideration.
- Improving the visitor experience is in the BID 1 Business Plan
- Budget £2500
- Potential PR story with the outcome and data
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Item 9 MARKETING

1. Website sessions : February 14,342 over 50% increase on February 2016

Facebook Likes at 15,687

2. During February & March – We Are Weymouth hosted 2 competitions to increase level of Likes on Facebook, encourage newsletter sign ups and visits to the Website.

- Win a Go Pro camera – launched at Outdoor Travel Show in February
- Win a Holiday in Weymouth in partnership with Dream Cottages. 10 February – 10th March.

Data awaited on both competitions – ACTION : NR / JCC to circulate results

2. Advertising now booked for Summer 2017

3. **ACTION :** NR/SN to look at Press budget and allocation of invoices vs Budget headings . NR to use monthly P&L

Item 10. ANY OTHER BUSINESS

1. Coastal Communities / Economic Theme Group / Tourism Partnership

ACTION : Agreed to keep a presence at these meetings and feedback to the Board NR / JC

2. Outdoor Adventure Show – February 2017.

- a. Budget £6-7k well attended but agreed that this type of show needs to be supported by a wider representation from Dorset not just the BID
- b. Good promotion of the BIG Outdoor event planned for May 2017
- c. No plans to attend in 2018

3. SKY TV advertising using Adsmart

- a. ACTION : Board to view ADSMART on Sky and consider viability
- b. Proposal awaited on costs. SN

4. ADMIN ROLE

- a. Agreed to look for two part time positions rather than one full time.
- b. JC asked for NR to consider an apprentice in the future to help support BID Manager and Evets / Town Manager
- c. **ACTION :** NR to recruit 2 or 3 people

5. Paul Mills – new service level agreement / contract required

- a. **ACTION :** SN / NR to meet with Paul Mills to agree reporting structure in BID office and with other members of staff

b. JC agreed to sit in on any meetings as necessary as a neutral party.

Item 11 Date of next Full Board meeting 10TH MAY 2017 2pm

The meeting closed at 6pm