



## Weymouth BID Ltd

### Minutes of Annual General Meeting

Date: **Thursday 8<sup>th</sup> February 2018**

Time: **18.00**

Location: **The Ocean Room, Weymouth Pavilion**

This meeting was open to Levy Payers, Board Members and Members of the Press only.

#### Attendees :

Vice Chairman Ian Ferguson (Weyline Taxis),  
Board member Steve Bassett (Londis),  
Board member Dennis Spurr (Fantastic Sausage Factory),  
Board Member Julia Cohen (Weymouth College)  
BID Chief Operating Officer, Claudia Moore  
WPBC Senior Economic Regeneration Officer, Trevor Hedger

| Item | Details   |
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| 1.0  | <b>Welcome</b><br>Ian Ferguson, Vice Chairman of the BID Board, acted as Chair for this meeting and welcomed everyone.<br>Those members of the Board who were able to attend introduced themselves.   |
| 2.0  | <b>Apologies</b><br>Apologies were received from Jennifer Owen (M&S), Cllr Richard Kosior   |
| 3.0  | <b>Chairs Report</b><br>The Chairman of the BID Board, Steve Newstead, tendered his resignation at the Board meeting on the 7 <sup>th</sup> February due to increased work commitments, effective from the end of week. The Vice Chairman thanked Steve for all his hard work over the past five years and wished him well in his new role. |
| 4.0  | <b>Treasurer's Report</b><br>The BID is currently without a Treasurer and is seeking replacement for this role. The signed and agreed copy of the Annual Accounts was now on the Weymouth BID website.  |

| Item              | Details   |
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|                   | <p>To counter criticisms that the BID accounts have not been transparent enough in the past 4 years, an external accountant has been asked to do a complete breakdown of the accounts.</p>  |
| <p><b>5.0</b></p> | <p><b>Adoption of Constitution</b></p> <p>A new Steering Group composed of levy payers met for the first time on 5<sup>th</sup> February and one of the items they will be looking at is a new constitution which is easier to understand and makes clear who the members are and the procedure for elections of directors.</p>   |
| <p><b>6.0</b></p> | <p><b>Key Multi Media Presentation</b></p> <p>Mr David Lakins from Key Multi Media gave a presentation about the value of the We Are Weymouth website and facebook page to the BID and Weymouth Businesses.</p> <p>The strategy of WAW website is to be the first port of call for all things to do with Weymouth, from what's on to where to stay and what to eat. As there is no longer a TIC in town it is essential that visitors can access the information they need from a comprehensive website.</p> <p>Visits to the website have been steadily rising with 106,000 in 2016, 223,000 in 2016 and 337,000 in 2017. In August 2017 there were 70,000 visits to the website.</p> <p>The website is run for the benefit of levy payers and anyone can list their business and events free of charge on the site.</p> <p>In 2017 there were 952,000 clicks on links within the website to businesses external sites.</p> <p>The WAW facebook page currently has nearly 25,000 likes and is used for special campaigns to highlight events within the town such as Big Christmas, The Ice Rink, Feast, Freaky Street and the increasingly popular Roarsome Dino Day.</p> |
| <p><b>7.0</b></p> | <p><b>Presentation by the BID Chief Operating Officer</b></p> <p>Claudia Moore presented a series of slides explaining what it a BID (Business Improvement District) is and what this BID has done in the past 4 years.</p> <p>Shop Watch</p> <p>Pubwatch</p> <p>Purple Flag (like Blue Flag for beaches but for night time safety)</p> <p>Energy Saving for Levy Payers with CM Energy</p> <p>We Are Weymouth Website</p> <p>Open for Art event with 40 art venues around the town open</p> <p>Tourist information point in the BID office</p>   |

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|      | <p>Supporting the Town Centre Manager to enable him to fix “grot spots” around the town.</p> <p>Footfall is up in Weymouth and compares favourably with and in some cases exceeds other seaside towns.</p> <p>The latest special facebook competition, The 12 days of Christmas reached 75,000 people and drove people towards the 11 independent traders who were involved.</p> <p><u>Looking Forward</u></p> <p>Membership of the Steering Group and of the Board will include people from all sectors of retail with a majority of independent traders to reflect the makeup of the traders across the town. Membership by multi-nations is still valued because of their often greater breadth of knowledge.</p> <p>In addition to a new constitution the Steering Group has been asked to consider a Tendering Policy for procurement of services and a Mission Statement to clearly show the ethos of the BID. They will also be looking at a voting system for members.</p> <p>The BID going forward will endeavour to be transparent and open and to encourage one to one engagement with levy payers.</p> <p>There are currently 6 new board members and 12 members of the Steering Group.</p> <p><u>Events in Town</u></p> <p>There are several activities planned for the remainder of the current BID term and these commence during the half term week next week with a pancake flipping competition on 13<sup>th</sup> February and a dinosaur jigsaw competition throughout the week which will send participants on a bone hunt around the town.</p> <p>The Roarsome Dino Day and Jurassic Egg Hunt events which were very popular last year will be repeated again this Easter.</p> <p><u>BID Renewal</u></p> <p>The Steering Group will be working on the final Business Plan and this will be sent out to businesses with the ballot paper.</p> <p>This will be in late May or early June. There will be 28 days in which to vote.</p> |
| 8.0  | <p><b>Presentation by Councillor Ryan Hope on the findings of the Scrutiny Committee</b></p> <p>The Scrutiny Committee was asked to look into the workings of the BID back at the start of 2017 by Councillor Kate Wheller. The Committee investigated by speaking to British BIDs, Dorchester BID, levy payers, board members and staff.</p> <p>One of the findings of the Committee was that the Council had not been as supportive of the BID as would have been expected with councillors not always attending meetings and not sharing with other councillors the matters that the BID wished support for.</p>   |

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|      | <p>Many of the proposals in the first BID Business Plan required the support of the Council to move them forward, such as the car parking and this support was not given.</p> <p>As Weymouth BID is a private company the Council may not tell the BID how to run the business but the BID were grateful for the feedback that the Scrutiny Committee supplied and many of the actions suggested have already been carried out.</p> <p>It is hoped that going forward there would be a better working relationship between the BID and the Council.</p>  |
| 9.0  | <p><b>Question and Answer Session</b></p> <p>An informal question and answer session took place allowing levy payers to raise matters of interest to them. This is a summary of the items raised?</p> <p><i>Q: What is the process that would be followed going towards the ballot?</i></p> <p>A: Once the Steering Group has come up with a final Business Plan this will be submitted to the Council as part of a proposal with a request for a Ballot to be held. The Ballot will be organised by the Electoral Reform Service and notice of the ballot will be sent to every business. This will be an opportunity for levy payers to elect a nominee if they will be away during the ballot period. Once the ballot paper and reply paid envelope is sent out there will be a period of 28 days for the paper to be returned.</p> <p><i>Q: What power does the Council have over the boundary area of the BID?</i></p> <p>A: The Council does not have a say on what boundary the BID choose and will only look at whether the boundary will impact on any plans that the Council has for the area. The boundary decision is for the Steering Committee to make.</p> <p><i>Q: Not everyone uses social media, will the BID be looking at other advertising mediums such as posters and leaflets.</i></p> <p>A: All opportunities to advertise the events in the town will be considered including bus shelter posters, adverts on trains, posters around town. There have been poster adverts and newspapers campaign in Bristol and other towns in the past and it was possible to track the increase in visitor numbers whilst these campaigns were taking place. There is always a place for printed media to run alongside the website and this will continue with BID 2.</p> <p><i>Q: Have visitor surveys been considered instead of footfall cameras for recording visits to town?</i></p> <p>A: Visitor surveys carried out by volunteers would only give a snapshot on a chosen day whereas the footfall cameras show trends and match data with previous months and years as well as national data. However, if it is felt by the</p> |

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|      | <p>Steering Group that these are of little benefit to levy payers then they will be discontinued.</p> <p><i>Q: Has monetising the website so that makes enough money that a levy is not needed been considered.</i></p> <p>A: Monetising the website is an item that the Steering Group is looking at but it is impossible to say how much income could be expected but it is hoped that it could become cost neutral thus freeing up money to be spent on more events and improvements in the town.</p> <p><i>Q: If the BID boundary is changed and small businesses are not included will they not feel disenfranchised?</i></p> <p>A: Changing the boundary or the threshold of the levy payment are just options that the Steering Group will be discussing because these suggestions have been made by levy payers. If such changes are made then if people are outside the BID boundary or under the threshold and still want to take advantage of the savings offered with BID membership then they can pay a voluntary contribution.</p> <p><i>Q: Who are the Steering Group members and how are they chosen?</i></p> <p>A: The minutes of the Steering Group meetings are on the Weymouth BID website and list those levy payers who have offered their time to work to prepare for the Ballot and BID 2. Any levy payer can apply to join the Steering Group as long as they are prepared to work as a team to move the BID forward.</p> <p><i>Q: Should all levy payers not be board members?</i></p> <p>A: A Board size of 16 members from independents and multi-nationals is considered to be manageable.</p> <p><i>Q: How will levy payers know that the new BID is not just the same as the old?</i></p> <p>A: A new constitution will be adopted that will allow members to more involved and openness and transparency will govern the actions of the new BID.</p> <p>One of the BID levy payers was dissatisfied with the way that the BID has been run and suggested that every decision should be voted on and every expense detailed and that they would be actively canvassing for a 'no' vote.</p> <p><i>Q: What sort of ideas do the BID have to engage with the side streets?</i></p> <p>A: An idea that the Steering Group is looking at is the town being divided into zones with sub committees within these zones coming up with ideas that they</p> |

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|      | <p>wish to see implemented and the BID could look at the feasibility of ideas and support those that were viable.</p> <p><i>Q: Can the BID change the levy terms and drop small businesses without discussion?</i></p> <p>A: Many small businesses do not want to pay the levy and their views must be considered by the Steering Group. Businesses can always voluntarily opt in if they wish.</p> <p><i>Q: Who owns the We Are Weymouth website?</i></p> <p>A: Although the website is listed as a separate entity in the event that the BID were to lose the ballot the website would be considered an BID asset to be disposed of with the other material assets, computers, furniture etc.</p> <p><i>Q: What is the Board's opinion about the disappointing events held by the BID over Christmas?</i></p> <p>A: If BID 2 goes ahead and a zones system, for example, is in place then each area of the town can come up with events to suit their location.</p> <p><i>Q: It is felt that the footfall cameras are not the best way to monitor business in the town and the BID should be looking at information from bus and train companies and the figures from businesses tills.</i></p> <p>A: Questions such as these will be considered by the Steering Group and BID 2 will look at other ways of gathering information.</p> <p><i>Q: If there is a change in the levy boundary or threshold will levy payers be able to vote on this?</i></p> <p>A: This is a decision of the Steering Group and the information will be in the Business Plan that will go out to all levy payers with the ballot paper.</p> <p><i>Q: How are Board members going to be voted for under the new constitution?</i></p> <p>A: It is proposed that 50% of Board members can be voted for each year by levy payers who have become members of the BID company. The following year the other 50% can be voted for. This allows for continuity within the Board.</p> <p><i>Q: Once a clear proposal in place are you going to have another meeting with all levy payers and go through BID 2 plan and explain with as much detail as possible?</i></p> |

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|      | <p>A: Yes, that will be the intention, to meet again to discuss the proposals in the final Business Plan.</p> <p><i>Q: If the Weymouth BID is not for profit organisation how does that work if money is generated from the website?</i></p> <p>A: The money from the website would pay for the website itself and any other monies would just go towards other events. The BID can make money but cannot give it back to levy payers/shareholders.</p> <p><i>Q: Can events be run in the town and be ticketed to make money that can go back to fund other community events. For example a Ferris wheel or zip wire?</i></p> <p>A: Yes, that is what the BID want to encourage. Markets could do the same thing.</p> <p>Roger Mortimer of Roger's Coffee House, addressed the meeting by saying that he thought that what levy payers got from the BID was down to how they engaged with the BID he explained that he had benefited from having his businesses listed on the website and some of his offers, he has also benefited from free social media training. He also used the advice of the energy saving guru recommended by the BID and saved £600.</p> |