



Weymouth BID Ltd

Minutes of Full Board Meeting

Date: **Wednesday 10th January 2018**

Time: **09.30**

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

Item	Details	Action
1.0	<p>Attendees and Apologies</p> <p><u>Present: Board Members :</u></p> <p>Chair, Steve Newstead (SN), Wetherspoons Vice Chair, Ian Ferguson (IF), Weyline Taxis Tamzin Mutton-McKnight (TM-M), Sealife Centre, Merlin Jennifer Owen (JO), Marks and Spencer</p> <p><u>Present: Non Board Members:</u></p> <p>Claudia Moore (CM) BID Chief Operating Officer Paul Mills (PM) BID Operations Manager Helen Toft, BID Admin, Cllr Richard Kosior (RK), Trevor Hedger, WPBC Senior Economic Regeneration Officer (TH), Edward Warr (Town Centre Manger) (EW) Graham Perry, Fairbridge Trust (GP)</p> <p><u>Apologies:</u></p> <p>Julia Cohen (JC), Weymouth College Cllr James Farquharson, (JF) George Flood (GF) 1642 Bar</p>	

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2.0	Welcome and introductions	
3.0	Minutes of last Meeting 8th November 2017 The minutes were agreed as a true record and were signed by SN	
4.0	Actions from the previous meeting IF queried no decision has been reached about making levy holders shareholders. It was agreed that this was part of the decision process about BID 2 and the Constitution and a subject for the steering group to discuss. Action: Item for Steering Group	
5.0	Financial Report The Annual Accounts were circulated at the meeting and approved. G Perry left the meeting at 10.00	
6.0	Chairman's Report The resignation of Simon Newport of First Group has been accepted. The resignation of George Flood of Bar 1652 has been accepted. The BID approached the Council for a loan of £20,000 to support the renewal. This was discussed by the Management Committee and there seemed to be misunderstanding amongst the councillors about what the BID does and what the money was for. The request was denied. CM has requested to attend the Democratic Services Council meeting to give briefing every 6 months to keep them on board with what the BID is doing. 2 new board members have applied and been agreed by all members Steve Bassett - Londis James Winchester – Coversure (Mr Winchester has paid a voluntary contribution as he is currently outside the BID Levy area) 2 additional people have expressed an interest in joining the board and will be submitting applications shortly: Mr Lamb, - Owner of The Nothe Tavern and Kings Arms Chris Truscott - Manager McDonald's Restaurants <u>Questionnaire Results</u> The questionnaire that was sent out in November received only 18 replies.	

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	<p><u>Business Plan</u></p> <p>SN envisages that it will be ready to be seen by TH in March. TH stated that the Business plan and proposal cannot be submitted before beginning of April.</p> <p>A Steering Group will be formed and will include various levy payers. All levy payers have been asked if they wish to be part of it and we have had 5 affirmative replies so far.</p>	
7.0	<p>BID Operations Officer Items</p> <p>It was confirmed that future Board meetings will be monthly until the ballot.</p> <p>The current process to elect board members was discussed. At present an applicant approaches an existing board member then fills in an application form and skills audit form. These are then circulated to all existing board members for approval. Anyone wishing to join the board but not an existing levy payer is asked to make a voluntary donation of at least £100.</p> <p>It was agreed that other BIDs would be looked at for best practice for BID 2.</p> <p>In case of a 'No' vote following the ballot, there is a process prescribed in BID Regs that must be followed. It is possible to re-ballot within 6 months.</p> <p>The Weymouth BID Annual General Meeting for all stakeholders will be held at the Ocean Room at Weymouth Pavilion at 6.00 on Thursday 8th February 2018. Doors will be open from 5.30pm.</p> <p>At the AGM, the directors of Weymouth BID will present an annual report, which contains information for stakeholders about its performance and strategy. The presentation will be followed by a brief Q&A session.</p> <p>CM proposed that she attended a British BIDs training course to obtain Certificate in BID Management. This was agreed by the Board.</p> <p>CM delivered some comments from James Farquharson who was unable to attend this meeting. He is keen that BID 2 does not just look at the next 5 years but considers the long term goals for the town and structures the Business Plan accordingly. He feels that the content should reflect this and be less vague before it is marketed.</p> <p>CM is to meet with Dorset Waste Partnership to discuss their capacity to collect all types of waste across the town for all the independent shops, with a view to reducing the number of rubbish collection vehicles that visit the town centre.</p> <p>It was suggest that for BID 2 all deliveries before 10.00. Evening waste collection by 6.00.</p>	

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	<p>It was stated that Kingston cardboard recycling done by their BID.</p> <p>CM put forward a proposal by an organisation called Babies on Board which advertised businesses that were baby friendly. 275 businesses would benefit it is £3000 annually. The Board did not support this idea.</p> <p>CM has already met with some levy payers and has many appointments with all stakeholders arranged. A comments/suggestions form will be made available in the BID office for levy payers use.</p> <p>CM has looked at the idea of a mission statement for BID 2 and it was felt that this could be worked on by the Steering Group.</p>	
<p>8.0</p>	<p>BID Chairman</p> <p>SN let the Board know that due to work commitments it is his intention to resign from the position as BID Chairman as soon as another suitable person is found. SN will still remain as a Board Member.</p>	
<p>9.0</p>	<p>Renewal Update Report</p> <p>TH advised that WPBC needs 12 weeks to run the ballot which can take place as late as July.</p> <p>Mid May to have proposition done in order to run a ballot in July.</p> <p>Council to look at. Baseline agreement with BID</p> <p>There will be £1.5 million less investment in local area if no BID.</p> <p>80% of the previous business plan was delivered.</p> <p>SN explained to the Board that other coastal town have both a Tourism BID and Business BID and this could be considered by the Steering Group.</p> <p>TH stated that BD 2 will be charged for levy collection by WPBC. ????</p> <p>Discussion took place about raising the Levy threshold to £10,000 rather than £6,000 this would cut out approx. 150 businesses with a loss of £20,000 in levy revenue.</p> <p>Voluntary contributions can be made by business outside the levy area but who wish to support the work of BID 2.</p> <p>Business Plan feedback from levy payers steering group a.s.a.p.</p> <p>It is recommended that a British BID Accreditation is applied for BID 2 –.</p> <p>Look at new area to include Westham Road and Mercury Road, Beefeater, New Look etc. How to attract these business.</p> <p>Other businesses in that area London Lounge. Benefits to people who work in the big companies but do not benefit directly.</p>	

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10.0	<p>Funding Applications</p> <p>7.1 Friends of Rodwell Trail</p> <p>CM declared an interest in this funding application and left the meeting. After discussion it was decided that though the Rodwell Tunnel project is worthwhile the benefit the levy payers was negligible and therefore the Board did not support the application.</p> <p>Action: Notify Friends of Rodwell Trail of outcome</p>	
11.0	<p>Marketing and Promotion - We are Weymouth Report</p> <p>30,000 web sessions in Dec 2017 vs 20,000 in Dec 2016</p> <p>Views of the Big Christmas page were down compared to last year but the Ice Rink Ticketing pages were up. Less money was spent on Christmas advertising which drives visitors to Christmas pages.</p> <p>FB traffic 75% up. 12 Days of Christmas campaign (posts alone reached over 75,000 people in total and drove over 330 new likes to the page) Now a total of 19,000 likes</p>	
12.0	<p>Projects/events Update</p> <p>9.1 Feast:</p> <p>Mostly positive report back from Sophie.</p> <p>Local press coverage worked well for marketing.</p> <p>The last 2 weeks of the two month event from beginning of Oct to end of Nov were very slow. If repeated then go back to 6 week event.</p> <p>A means of tracking uptake of Feast offers needs to be considered for next time.</p> <p>Most businesses still want to be involved next year</p> <p>TKM left meeting</p> <p>9.2 Christmas:</p> <p>A full update on Weymouth's Big Christmas 2017 and the Ice Rink figures will be presented at the next meeting.</p> <p>Action: report from CM and PM for next meeting</p> <p>9.3 Events 2018</p> <p>A trail is planned for February half term as well as promotion of any Valentine's menus from restaurants.</p> <p>Plans underway to build on the success of the 2017 Awesome Dino Day £5,000 in budget. Egg Hunt around the town taking in all street and a big event on Easter Saturday</p>	<p>CM/PM</p>

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13.00	<p>Town Centre Manager Ideas and Queries</p> <p>EW has looked into having seagull proof bags for by businesses. These would have to be held in a bracket attached to buildings and left out at all times not feasible. Having discussion with DWP about trade waste and DWP feel that they have the capacity to deal with the whole town's varied waste.</p> <p>Action : EW will report back to next meeting on progress.</p> <p>DWP will be replacing 12 town centre bins in the next 12-18 months.</p> <p>Out of hour needle collection by DWP will commence shortly.</p> <p>EW says feeling on the street for the BID is more favourable than previously.</p> <p>Looking into Premises Licence for town centre to be set up to control busking and street performers. These would have to apply for a licence and have suitable insurance.</p> <p>Purple Flag - more discussion needed in a further meeting with Police etc, £5,000 pledged from BID.</p> <p>Action: Update at next Meeting</p>	<p>EW</p> <p>CM/E W</p>
14.00	<p>Agenda Items for Next meeting</p> <p>None were suggested</p>	
15.00	<p>Any Other Business</p> <p>RK stated that on 19th February the result of the PSPO consultation would be available.</p> <p>Weymouth Carnival Chairman and two other committee members have stood down. Discussion took place about changing the style of the carnival to that of a Notting Hill Carnival with professionals attending to make a greater visual impact.</p>	
16.00	<p>Date of next scheduled Meeting –</p> <p>All future meetings will take place 09.30</p> <p>Proposed dates for 2018 - these will take place monthly until the BID renewal takes place.</p> <p>Wed Feb 7th, Wed Mar 7th, Wed April 4th, Wed 9th May</p>	

Summary of agreed actions

Item	Action	Who	When

Signed as a true record by

Steve Newstead (Chair)

Date