



Weymouth BID Ltd

Notes of Steering Group Meeting

Date: **Monday 26th February 2018**

Time: **17.30**

Location: **The Nook**

Item	Details	Action
	<p>Attendees:</p> <p>Claudia Moore – BID COO</p> <p>Helen Toft – BID Admin</p> <p>Dennis Spurr – Fantastic Sausage Factory</p> <p>Amy Burton – The Nook</p> <p>Mehdi Rezaei – Crustacean Restaurant</p> <p>Nigel Sims-Duff – Palm House</p> <p>Chris Truscott – McDonalds</p> <p>Graham Perry – The Bridge Fair Trade Shop</p> <p>Steven Bassett – Londis/Rock Shop</p> <p>Angelo Fichera – Boho Gelato</p> <p>Steve Crane – Harbourside Café</p> <p>Chris Truscott - McDonalds</p>	
1.0	<p>Welcome and Introductions</p> <p>Members introduced themselves and gave a brief explanation of their business and time in the town.</p>	
2.0	<p>Minutes of the Previous Meeting</p> <p>No corrections were made and the minutes of 19th February meeting were agreed as a true record.</p>	

Item	Details	Action
3.0	<p>Apologies:</p> <p>Trevor Hedger – W&PBC</p> <p>Barrie Hewitt – Milsted Langdon</p> <p>Nigel Shearing - WeyProgress</p> <p>Ian Ferguson – Weyline Taxis</p> <p>James Farquharson - Councillor</p> <p>Roger Mortimer – Roger’s Coffee Shop</p> <p>Dave Hiscutt – Londis</p> <p>Shaun Hennessey – Gunz Barbers</p>	
4.0	<p>Actions from the Previous Meeting</p> <p>A bank manager from within the town has offered to be Treasurer subject to approval from their head office.</p> <p>A meeting took place with the BID bookkeeper who has agreed to prepare a monthly report on the business finances which will go initially to BID Board Directors and then be published on the BID website.</p> <p>A poll is being prepared that will be sent out to all levy payers asking for them to choose their 5 favourites from each of the following headings WE Attract, WE Improve, WE Engage, WE Support</p> <p>A member asked that all email contact details of the group be shared within the group a request form will be sent to all members for approval.</p> <p>CM has contacted the local supermarkets for their feedback on joining BID2 but has not received any replies yet. Barrie Hewitt has contacts within most of the supermarkets and will be following this up.</p> <p>CM will be meeting with holiday park representatives to see what their interest is in supporting BID2.</p> <p>A meeting is being arranged with the company who produces the Annual Accounts to discuss an audit of the finances to date.</p> <p>Several quotes for the production and publication of the final Business Plan are being sought. The final product will not be a glossy brochure. Discussion took place about only sending out a digital copy of the Business Plan but it was felt that some people are still not online and they would be excluded, therefore a posted Business Plan is best.</p> <p>It was suggested that the Echo might be able to do the production as well as the printing CM to investigate.</p> <p>As it has been agreed that the We are Weymouth website is an asset of Weymouth BID legal advice is being sought to join the two companies so that Weymouth BID still exists but trades as We are Weymouth as that this the more recognisable brand.</p>	<p>CM</p> <p>CM</p> <p>CM</p> <p>CM</p>

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5.0	<p>Governance Discussion – Articles, Constitution, Companies House</p> <p>There is legally no requirement for a Constitution and all the Constitution does is repeat what is in the Articles of Association in a more simplified form. After discussion it was agreed that a separate Constitution was not required and CM to make sure that those all items in the draft Constitution are in the amended Articles. Once they are agreed they will need to be seen by a solicitor to make sure that they conform to legal requirements.</p>	CM
6.0	<p>Project Areas</p> <p>Some suggestions of project ideas have been sent to CM by S.G. members.</p> <p>Two of the project areas were discussed at this meeting.</p> <p><u>We Attract</u></p> <p><u>Markets.</u> There is mixed feeling in the town about whether a market adds benefits or takes trade away from the shops. It was felt that the right type of market that draws people in and complements the existing shops would be viable.</p> <p><u>Open hours</u> were discussed. It is felt that more effort should be made to encourage later opening in the morning and later closing in the evening especially during the summer, perhaps starting with one day a week.</p> <p><u>Marketing</u> more to be done to promote the culture and heritage of the town and the area in an effort extend the season and to appeal to people looking for quiet weekends away out of high season exploring the area and its history.</p> <p>Making more of the Georgian heritage would be part of a suite of assets across the town from Motorcross and other beach events to promoting the many cycling and walking routes as well as creating heritage trails.</p> <p>It was suggested that there should be a single leaflet detailing the variety of reasons to visit weymouth that would be circulated across the local counties.</p> <p>Creating more events to attract visitors who would then come again was discussed. One of the pubs in town is currently planning a beach music festival. Although there is a folk festival it is very low key and does not feature a major band that would draw the large folk music audience from further afield.</p> <p><u>Current BID events</u> Feast to be retained as a viable BID organised event but to be extended to become <i>Feast and Host</i> with hotels and B&Bs to be encouraged to provide weekend packages to attract out of town take up of the Feast offerings.</p> <p>A suggestion was made that paid ambassadors to inform people in the town of what is on and where to go could be considered.</p>	

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	<p>A question was asked about the signage around town and CM informed the group that she has been told that the council has money allocated to carry out this work very soon.</p> <p><u>We Improve</u></p> <p>Discussion took place about the aesthetics of the town centre at the moment with boarded up shops. The BID has put town centre maps in some shops in the past that have been boarded up but this can only be done with the approval of the landlord. The BID is pushing for the Council to send out enforcement notices to landlords who were neglecting their properties. The Council has been working on a Shop Front Guide to be given to all businesses and this should be out soon.</p> <p>The new BID chairman is keen for heritage trails to be created across the town and these could be in leaflet form or via an app.</p> <p>Improvements in the cost of car parking across the town will be looked at with voucher schemes like the one in Dorchester.</p> <p>The Town Centre Manager is currently working with the Council Parks and Gardens department to look at bringing back hanging baskets. The Weymouth Volunteer group who looked after these previously has agreed to do so again.</p> <p>It was agreed that there should be encouragement for businesses to take a pride in the external appearance of their premises and the adjoining pavement in the form of a Golden Broom award. Some businesses currently wash down the street outside routinely.</p> <p>BID2 will continue to support the improvement of the infrastructure of the town both temporary and permanent and continue to support the work of the Town Centre Manager.</p> <p>BID2 will be a lobbying force within the town to drive forward improvements.</p> <p>Visual improvements in the town to be a priority for BID2.</p>	
7.0	<p>Required information to be included in the Business Plan</p> <p>CM to input these project areas into draft Business Plan ASAP and circulate for approval.</p>	CM
8.0	<p>AOB</p> <p>None</p>	
9.0	<p>Date of the Next Meeting</p> <p>The next meeting will take place on Monday 5th March at 17.30 in the Nook</p>	