



## Weymouth BID Ltd

### Notes of Steering Group Meeting

Date: **Monday 12th March 2018**

Time: **17.30**

Location: **The Nook**

Item	Details	Action
	<p><b>Attendees:</b></p> <p>Helen Toft – BID Admin</p> <p>Mehdi Rezaei – Crustacean Restaurant</p> <p>Graham Perry – The Bridge Fair Trade Shop</p> <p>James Farquharson – Councillor</p> <p>Dave Hiscutt – Londis</p> <p>Chris Truscott – McDonalds</p> <p>Roger Mortimer – Roger’s Coffee Shop</p> <p>Angelo Fichera – Boho Gelato</p> <p>Amy Burton – The Nook</p> <p>Ed Warr – Town Centre Manager</p>	
<b>1.0</b>	<p><b>Welcome</b></p> <p>HT welcomed the members of the group and explained that she would be chairing the meeting in the absence of CM and her stand in SH. Introductions were made</p>	
<b>2.0</b>	<p><b>Minutes of the Previous Meeting</b></p> <p>No corrections were made and the minutes of 5<sup>th</sup> March meeting were agreed as a true record.</p>	
<b>3.0</b>	<p><b>Apologies:</b></p> <p>Claudia Moore – BID COO</p>	

Item	Details	Action
	<p>Dennis Spurr – Fantastic Sausage Factory</p> <p>Nigel Sims-Duff – Palm House</p> <p>Steven Bassett – Londis/Rock Shop</p> <p>Shaun Hennessey – Gunz Barbers</p> <p>Trevor Hedger – W&amp;PBC</p> <p>Nigel Shearing - WeyProgress</p> <p>Ian Ferguson – Weyline Taxis</p> <p>Steve Crane – Harbourside Café</p>	
<p><b>4.0</b></p>	<p><b>Update from the Town Centre Manager (Not on the agenda)</b></p> <p>EW gave a verbal summary to the group of the work that he has been doing around the town and the outcomes that can be expected to be seen before the start of the summer season.</p> <p>The old, out of date finger boards will be taken down and new replacement signage put up. Ongoing plans are for additional pedestrian signage across the town later in the year.</p> <p>Hanging baskets are being done for a number of shops that already have brackets in place, with the plan to roll this out across the town. The public liability insurance is to be covered by the council and it is hoped that volunteers from WeyProgress will be able to assist with the twice weekly watering.</p> <p>Working with the management company ED has organised the clearing of the area outside the Clipper Pub in St Thomas Street and this will be deep cleaned and used for the benefit of the community going forward. Ideas suggested have been artisan market, plant stall, youth event.</p> <p>EW is hoping that the landlords of the vacant Animal shop in St Mary Street will allow him to use the shop during the summer for a photographic gallery.</p> <p>EW hopes that the Business Plan will contain a reference to continuing to support him financially year on year for the duration of the BID so that he can deal promptly with things in the town that need fixing.</p> <p>A question was asked about 'A' Boards. Enforcement of the rules is being discussed by the council at present and will not be the responsibility of EW to administer.</p> <p><i>EW left the meeting</i></p>	
<p><b>5.0</b></p>	<p><b>Actions from the Previous Meeting</b></p> <p>Jon Orrell has been contacted to ask him to do quote in business plan</p>	

Item	Details	Action
	<p>We have received 3 quotes for publishing the BID2 business plan and Inkedengine is the most cost-effective</p> <p>More use will be made of the BID YouTube channel to share events and news from around Weymouth.</p> <p>The poll seeking the views of the levy payers on project for BID2 was out for 2 weeks and got 70 replies.</p> <p>A community poll has been designed and will be sent out to community groups on Monday.</p> <p>CM has contacted the majority of larger stores and supermarkets and awaiting responses.</p> <p>The first of the monthly financial reports is being presented on Friday 16<sup>th</sup> to the Board and then to be made available online.</p>	
<p><b>6.0</b></p>	<p><b>Governance</b></p> <p>CM still working on amending articles of association. These will be circulated before the next meeting.</p> <p>Discussion took place about the need for a set of clear criteria that will be applied to how BID2 works.</p> <ul style="list-style-type: none"> <li>• Will an action/event/spend improve the town</li> <li>• Will it benefit the levy payers</li> <li>• Will it deliver the best returns for levy payers versus other initiatives</li> </ul>	
<p><b>7.0</b></p>	<p><b>Poll Results</b></p> <p>It was the opinion of several members that the poll was too long and had too many choices. HT explained that in order to show that the BID is listening to levy payers it was important to include all those suggestions that had been put forward. The next stage is to whittle the list down.</p> <p>The poll results were looked at and each item discussed and those considered essential for the business plan were selected. This will be worked into the next version for the Business Plan for final discussion at the next meeting.</p> <p>Markets were well supported in the poll and of those at the meeting only one person, MR was against this idea.</p> <p>It was felt that there only needed to be three headings under the 'WE' projects headings and that everything already discussed could be slotted into these areas in order to make the BID2 business plan more strategic in its style and delivery.</p> <p>We Engage and Improve – specifics of what will change</p> <p>We Champion – supporting groups making improvements</p>	

Item	Details	Action
	<p>We Market – promote Weymouth more widely, the improvements made that the positive reasons to visit.</p>	
<p><b>8.0</b></p>	<p><b>Project Areas</b></p> <p>Discussion took place about the zones (quadrants) idea and whether the Business Plan should include allocated pots for money for these specified areas. GP felt strongly that there should be such allocation of funding but others felt that at this point it was not necessary to get into the detail of how these areas might be supported just to indicate that should a good idea be put forward from one particular area then BID2 would offer financial support. It is not possible to promise something when in reality it may be found that no one comes forward to lead initiatives in a certain area and another means of delivering support would need to be sought.</p> <p>The steering group recognises that lack of engagement from the levy payer is an issue - and it was felt that Zones would encourage a feeling of local community spirit and involvement in the BID2 from the levy payers. The group also recognised that the logistics of delivering budgets and representatives in each zone could be time consuming, costly and impractical. No concrete decision was reached – ultimately a decision for the board.</p> <p>The group discussed the footfall cameras in the town – a divisive topic which the group were unable to reach a conclusion on. Initially it was strongly felt by some members that the noggins were not an accurate portrayal of visitor numbers or indicative of an events success or indeed the success of a season.</p> <p>However, from an accountability perspective the point was expressed that the footfall counters are the only real metric measure that we can turn to and say to levy payers that the BID was delivering on driving visitors into the town and improving the economy. The group agreed that we need to measure visitor numbers and the success of events perhaps with visitor surveys, the continued use of the cameras or both.</p> <p>Ultimately, the group felt this was for a topic for further discussion and consideration by the board.</p> <p>It was decided that the business plan needs to include some estimated costs associated with various projects and indicators about what will be long term project going into the following years. These are to be produced by next week.</p> <p>Some discussion took place about the relevance of the website and this will be a decision for the Board to make if BID2 is successful.</p> <p><b>We Engage</b>– to be simplified and to include more references to governance and transparency. More emphasis on supporting larger events that appeal to a higher spending visitor.</p>	<p><b>CM</b></p>

Item	Details	Action
	<p><b>We Improve and Champion</b> – to include supporting Town Centre manager, W&amp;PBC and other town wide community organisations that are working improve Weymouth. To be a point central contact for different organisations so that there becomes more joined up thinking to explore and make improvements. To support all business within the town and not just the levy payers.</p> <p><b>We Promote</b> – to target advertising around the country to attract higher spending visitors. To help to promote all events taking place across the town.</p>	
9.0	<p><b>Date of Next Meeting</b></p> <p>The next meeting will be final one and at the end of it <u>there must be an agreed business plan</u> to submit to the Board for approval.</p> <p>The meeting will take place at the <b>Palm House</b> and start at 17.30.</p>	