



**Weymouth BID Ltd**

**Minutes of Board Meeting**

Date: **Friday 13<sup>th</sup> December 2019**

Time: **10.00**

Location: **Pilgrim House**

Item	Details	Action
	<p><b>Attendees</b></p> <p><u>Present: Board Members :</u></p> <p>Chairman, Roger Stockley (RS) – Belle’s Bakery            Ian Ferguson (IF) Weyline Taxis, Bee Cars, Streetcars            Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin (arrived 11.00)            Ron Challiss (RC) – The Waterloo            Stephen Bassett (SB) Londis            Lynne Fisher, (LF) – St John’s Guest House            Jonathan Oldroyd (JO) Gloucester House Hotel            Shaun Hennessey (SH), Gunz Barbers</p> <p><u>Present for second hour: Non Board Members:</u></p> <p>Claudia Moore (CM) BID Chief Operating Officer            Edward Warr (EW) Town Centre Manager            Cllr David Gray Weymouth Town Council            Helen Heanes, Dorset Principal Economic Development Officer            Economic Growth and Regeneration</p> <p><u>Guest Presentation</u></p> <p>Inspector Gosling, Police</p>	
1.0	<p><b>Apologies for Absence</b></p> <p>Chris Truscott, Vice Chair, McDonalds            Cllr Louie O’ Leary            Cllr Clare Sutton</p>	

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2.0	<p><b>Guests Presentation</b></p> <p>Inspector Gosling updated the board with the latest figures</p> <p>Weymouth &amp; Portland</p> <p>Total crime - 5.5% reduction Total ASB – 20.9% reduction</p> <p>Dwelling burglary – 30.1% reduction Shoplifting 35.6% reduction Other burglary (mostly commercial) – 18.5% reduction</p> <p>Melcombe Regis</p> <p>Crime – 21.9% reduction ASB – 31.9% reduction</p> <p>Dwelling burglary – 54.2% reduction (only 11 breaks) Other burglary (mostly commercial) 26.1% reduction Shoplifting – 45.4% reduction Violent crime – 12.4% reduction (this includes all violent type offences)</p>	
3.0	<p><b>Declaration of Interest</b></p> <p>?</p>	
4.0	<p><b>Matters arising from Previous Minutes</b></p> <p>No matters arising</p>	
5.0	<p>Discussion during the first hour of the meeting centred on productivity at Board meetings and re-establishing better lines of communication between the Board and Operations team. Also discussed was communication between WAW and Levy Payers and the role of events moving forward.</p> <p><u>WAW WAYS OF WORKING</u></p> <p>The Board is in agreement that the Board meetings need streamlining to some extent and that the Board need to be more strategic and less reactive.</p> <p>It was felt that WAW should be taking the lead on its own initiatives and projects and that this is increasingly difficult to implement given the current structure of board meetings.</p> <p>In order that the board can better set the direction for WAW and ensure that we achieve our stated strategy, the board meetings will be split into two defined parts:</p>	

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	<p><b>Part 1.</b> The first hour will be attended by full board members only and will be used to consistently revisit and refine strategy enabling the board to define key initiatives and projects that we want to drive forward.</p> <p><b>Part 2.</b> The remaining hour and a half will be allocated to reviewing operational matters. Board to set the short and medium term, initiatives for the operations team and COO to update the board on the progress of all current projects including Marketing report. Also, to include financial report (in advance of) funding applications, guest presentations, Matters arising from previous minutes, Governance and AOB. COO to attend and invited guests to attend relevant sessions.</p> <p>Minutes will be taken in both parts of the meeting.</p> <p><u>RECORDS OF 3RD PARTY MEETINGS</u></p> <p>A pro forma is to be created to record information relating to ALL third party/stakeholder meetings attended by the Operations team and/or Board Members, simply stating:</p> <p>Who attended the meeting</p> <p>Reason for meeting and how it aligns to WAW strategy Relevant bullet points and actions</p> <p>Value of meeting (in order to prevent unnecessary, follow up meetings of no value).</p> <p>The Board discussed the value of a file being opened by COO in order to document meetings/visits with individual levy payers. It was felt that some of the good work done in this area by COO is not being recognised by levy payers and an open document will better show the extent of interaction with levy payers, with a view to ultimately publishing it on website for members to view.. Meetings between Board members and levy payers can also be added to this open document.</p> <p><u>DISCUSSION OF EVENTS MOVING FORWARD</u></p> <p>Members of the board suggested that there was too much focus on very similar events, namely sporting events and music events although it was agreed that when these events are successful they bring visitors into Weymouth as can be confirmed by Guest house owners on the Board.</p> <p>There was some discussion as to under what circumstances WAW should be providing finance for events, those events that are already happening, even long- standing should not need funding. Also, should we be supporting events which go on to make a profit and how do we determine whether events have previously made a profit. Whilst we do receive feedback from events, often financial feedback is scarce and certainly doesn't cover whether the individual companies of the</p>	<p>CW</p> <p>CW</p>

Item	Details	Action
	<p>organisers have made profits off the back of WAW investment. Moving forward, each new event funding application will be looked at with these points in mind as well as the criteria of driving trade for levy payers and/or promoting Weymouth outside the area.</p> <p>Linking back to the plan for WAW to drive its own initiatives, the Board are considering setting specific criteria for events at specific times of year and actively seeking events to fit in with those criteria, rather than just reacting to funding applications</p> <p>Board and Operations team to seek input from Levy Payers and work together to establish criteria for desirable events and then explore options with a view to Q2/Q3 2020 and also further ahead to 2021.</p>	
6.0	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• The latest Digital Storm update has been received by board members.</li> <li>• We have received a quote from DS for an annual newsletter. The board has agreed that the BID team will put together an A4 to take to people. The Board agreed not to send these out by post as the expense will be too large.</li> <li>• The Board have requested that the enhanced listings on the website for businesses will say “WAW member” rather than “Levy Payer.”</li> <li>• CW to chase up South Western Railway to get their marketing proposals.</li> </ul>	
7.0	<p><b>Governance and Engagement</b></p> <p><u>New Board Member</u> - An application to join the board has been received from Keith Treggiden. There was no objection to this application which was unanimously agreed.</p>	
8.0	<p><b>BID COO Items</b></p> <p>Harbour Media Totally Locally Video Proposal– The board requested that 3 quotes be obtained, 1 from Digital Storm and an explanation of how it fits into our strategy. RS requested it to be minuted that his business would be not be participating.</p> <p>Dine for Less Feedback - Very positive feedback received. The exact numbers have been sent to Board members and the intention is to do it again in early 2020.</p> <p>Paving Slab Proposal – CW to get a fully costed plan, maintenance agreement, permissions etc and discuss with all relevant agencies in order to have a board vote at the next Board meeting.</p>	

Item	Details	Action
9.0	<p><b>Funding Applications</b></p> <p>Beach Fit Event - This proposal was declined because of the following reasons:</p> <ul style="list-style-type: none"> <li>• We are already sponsoring the similar Para Bellum event</li> <li>• We are lacking resource in the Events budget for this financial year</li> <li>• The event is during an already busy time of year</li> </ul> <p>One Festival - This proposal was declined because of the following reasons:</p> <ul style="list-style-type: none"> <li>• We are lacking resource in the Events budget for this financial year and would be unable to fund the total amount</li> <li>• The event is to be held mainly at Redlands which is outside the BID area</li> <li>• There was not sufficient information on other confirmed funding and locations of the town centre pop-up parts of the event</li> </ul>	
10.0	<p><b>Financial Report</b></p> <p>The financial report was handed out and there were no questions raised.</p>	
11.0	<p><b>A.O.B.</b></p> <ul style="list-style-type: none"> <li>• TMM gave an update from the South Dorset Business Advisory Panel - By drawing together a range of business leaders in the local area, the Panel aims to provide constructive ideas for the development of local services and infrastructure</li> <li>• Amendment of funding application form to ensure that supporting businesses have been consulted with.</li> <li>• Pride 2019 feedback has been received and noted by the Board</li> <li>• RS mentioned that the Victorian Christmas Fayre had asked for some extra funding, but it was too late to approve this.</li> <li>• RS has requested that CW deliver a Pirate Festival in 2020</li> </ul>	<p><b>HT to send presentation to Board members</b></p> <p><b>CW to amend</b></p>
12.00	<p><b>Agenda Items for next meeting</b></p> <p>Gift Cards</p>	

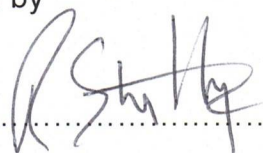
Item	Details	Action
	Historical Information Paving Slabs	
13.00	<b>Date of next Meetings</b> 29 <sup>th</sup> January, 26 <sup>th</sup> February, 25 <sup>th</sup> March	

## ACTIONS FROM THIS MEETING

Action	When
Move Finance Report to before Funding Applications on the next board agenda	ASAP
Amendment of funding application form to ensure that supporting businesses have been consulted with.	ASAP
CW to chase up South Western Railway to get their marketing proposals.	ASAP
HT to send SDBAP presentation to Board members	ASAP
Paving Slab Proposal – CW to get a fully costed plan and discuss with all relevant agencies in order to have a board vote at the next Board meeting.	ASAP
Harbour Media Totally Locally Video Proposal– The board requested that 3 quotes be obtained.	ASAP
CW to deliver Pirate Festival	Q2
CW to inform funding applicants of decisions	ASAP
CW to discuss requirements with Digital Storm	ASAP
CW to contact Keith Treggiden	ASAP

Signed as a true record by

Roger Stockley  
Chairman

  
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Date

29.01.20  
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