



Weymouth BID Ltd

Minutes of Board Meeting

Date: **Friday 23rd August 2019**
10.00

Time:

Location: **Pilgrim House**

Item	Details	Action
	<p>Attendees and Apologies</p> <p><u>Present: Board Members :</u></p> <p>Vice Chair, Ian Ferguson (IF) Weyline Taxis, Bee Cars, Streetcars Stephen Bassett (SB) Londis Lynne Fisher (LF) St John's Guesthouse Jonathon Oldroyd (JO) Gloucester House Hotel Ron Challiss (RC) – The Waterloo</p> <p><u>Present: Non Board Members:</u></p> <p>Claudia Moore (CM) BID Chief Operating Officer Helen Toft (HT) BID Executive Assistant</p> <p><u>Attending for a Presentation</u></p> <p>Christine Wilson – Weymouth Area Development Trust Inspector Barry Gosling – Weymouth Police Kate Wood – Executive and Artistic Director from Activate Performing Arts and Dom Kipp Inside Out Dorset Producer – to support their Funding Application Graham Perry – Concerns about the Marketing Company</p>	
1.0	<p>Welcome</p> <p>IF welcomed those present</p>	

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2.0	<p>Apologies for Absence</p> <p>Chairman, Richard Lamb (RL) Nothe Tavern Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin Dennis Spurr (DS) The Fantastic Sausage Factory Chris Truscott (CT) McDonalds Roger Stockley (RS) – Belle’s Bakery Edward Warr (EW) Town Centre Manager</p>	
3.0	<p>Guest Presentations</p> <p><u>Presentation from Christine Wilson of WADT</u></p> <p>CW updated the board about the new Centre of Excellence that is to be built on the quay side on the site of the old Condor Buildings. This is not to be confused with the Peninsula Development. BID seed funding helped to secure the ££3.7M government funding for the project. Dorset Council will be contributing £3M. This capital funding will be for the remedial and building works on site, but additional funding is required for detailed design, fit out, legal and professional fees and marketing. CW will be submitting a funding request to the board for the September meeting. The project will include:</p> <ul style="list-style-type: none"> • Building a Harbour Centre of Excellence for Coastal Business and Skills which will support and grow our SME businesses and entrepreneurs create more jobs • Bringing damaged and brownfield areas of Harbour into full use which will mean fishing and maritime businesses have space to exist and grow, safeguarding and creating jobs • Landscaping and creating an attractive walkway on the Harbourside which will attract more visitors, who will use our businesses, safeguarding and creating more jobs. <p>CW spoke to the board about the Totally Locally project which will be launched on 1st October to encourage local people to spend at least £5 a week in town centre shops. CW to send copies of the poster to board members.</p> <p>CW also spoke to the board about the a new ‘Farmers and Makers’ market that will be starting next spring outside Debenhams and which will incorporate a Youth Market element giving local young people an opportunity to take a stall to sell or promote something. The young people will be given support and guidance to participate. EW will supply gazebos for the young people.</p> <p><u>Presentation from Inspector Barry Gosling – Weymouth Police</u></p> <p>BG shared with the board the statistics of the 100 Days of Summer initiative that has been running since the beginning of the summer.</p>	EW

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	<p>There are has been a reduction in crime over the whole of the Weymouth and Portland area over this 100 day period in including a 17% reduction in anti-social behaviour. There has been a 23.7% reduction in crime overall from the same period last year.</p> <p>This is attributed to identifying and targeting specific trouble spots around the town and having a visible presence throughout the day in these spots. No extra police officers have been used but officers have done longer shifts than normal.</p> <p>There are now 4 CSAS officers employed and there will be more liaising in the future between the Police and CSAS.</p> <p>BG emphasised the value of people reporting incidents in order for the Police to target crime more accurately.</p> <p>BG will continue to attend meeting to keep the board updated and welcomed their feedback.</p> <p><u>Presentation from Kate Wood – Executive and Artistic Director from Activate Performing Arts and Dom Kippin – Inside Out Dorset Producer – to support their Funding Application</u></p> <p>Activate is committed to challenging perceptions that the arts are elitist and not for everyone. They seek to remove barriers to participation, particularly for under-represented groups and individuals and champion arts for its inherent value as well as the effect it has on our general well-being and health.</p> <p>The board were shown a video and given information about a light and sound parade that Activate is organising as the opening ceremony for the 2020 Inside Out Dorset Festival which will take place on Friday 11th and Saturday 12th September 2020. Over 5000 visitors are expected to attend the two evening performances taking place through the town centre. A video of the performance can be viewed at vimeo.com/248154187.</p> <p>The outdoor parade show <u>Sense of Unity</u> by two of Europe’s most in-demand outdoor arts companies: southern Germany’s Dundu and the north of England’s Worldbeaters. There will be two evening performances in Weymouth town centre. The exact route is still to be finalised but it is anticipated the parade will cover the area from South Harbour to The Esplanade. The parade will be very interactive and will last approx. 1 hour and 15 minutes.</p> <p>In addition, Activate will be working with B Sharp, the music and enterprise charity B that supports children and young people developing their creativity through music, and they plan to integrate these performers into the two performances of Sense of Unity.</p>	

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	<p>There are also opportunities to undertake outreach visits in the area. Previously members of Dundu have visited schools, a children's hospice and other charitable organisations with their puppets.</p> <p>Finally, Activate propose working with Weymouth BID to identify a vacant unit in Weymouth town centre that can be used as a pop-up Inside Out Dorset festival venue. Open in the weeks leading up to the launch of the festival, the space would offer an opportunity to engage with the communities of Weymouth and reflect on the idea of a 'sense of unity'. It would also function as a promotional site for the festival.</p> <p>Discussion took place about having different routes on each evening one from Hope Square to the clock and the other from St Johns Church.</p> <p>The event will be marketed nationally by Activate and there will be an opportunity to encourage other organisations to put on other events throughout the two days.</p>									
4.0	<p>Declaration of Interest</p> <p>There were no declarations of interest made for this meeting.</p>									
5.0	<p>Minutes of last Meeting 26th July 2019</p> <p>The minutes were agreed as a true record and signed by IF.</p>									
5.1	<p>ACTIONS FROM LAST MEETING</p> <table border="1" data-bbox="302 1283 1297 1610"> <thead> <tr> <th data-bbox="302 1283 427 1339">Item</th> <th data-bbox="427 1283 1297 1339">Action</th> </tr> </thead> <tbody> <tr> <td data-bbox="302 1339 427 1467">7.0</td> <td data-bbox="427 1339 1297 1467">BID team to remind businesses that any broken baskets etc will be fixed asap – include hanging baskets into next FY budget and focus on new areas.</td> </tr> <tr> <td data-bbox="302 1467 427 1556">8.0</td> <td data-bbox="427 1467 1297 1556">CM and Curtis to go to local businesses to explain new website</td> </tr> <tr> <td data-bbox="302 1556 427 1610">9.0</td> <td data-bbox="427 1556 1297 1610">CM to contact Christmas Committee</td> </tr> </tbody> </table> <p>All actions completed.</p>	Item	Action	7.0	BID team to remind businesses that any broken baskets etc will be fixed asap – include hanging baskets into next FY budget and focus on new areas.	8.0	CM and Curtis to go to local businesses to explain new website	9.0	CM to contact Christmas Committee	
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6.0	<p>Financial Report</p> <p>There were no comments about the report this month.</p>									

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7.0	<p>Improve</p> <p><u>Night Time Economy/Pubwatch/Purple Flag</u> – with the absence of RL and EW there was nothing new on this item.</p> <p><u>ShopWatch</u> – No new updates this time.</p> <p><u>HotelWatch</u> – No new updates this time.</p> <p><u>Council/Unitary Update</u> – Nothing new for this meeting.</p> <p><u>Hanging Baskets</u> – Good comments being received from visitors and businesses. HT to start looking at baskets for next year and work with EW and parks to compliment new planned planters. Waiting to hear from Britain in Bloom about making an entry. Board to discuss extended area for next meeting.</p> <p>ACTION: 2020 Hanging Basket area to be discussed at Sept meeting.</p> <p><u>Bunting</u> – Visits to all seafront and park district accommodation providers to offer bunting for next year. JO and RC offered to help.</p> <p>ACTION : HT to arrange bunting visit dates for visits with JO/RC</p> <p><u>Town Centre Manager Report</u></p> <p>Town Centre Manager on annual leave. No report.</p> <p><u>CSAS</u> – There are now 4 officers appointed.</p> <p><u>Christmas 2019</u> – Slick Events have met with the Council to discuss 6 locations around the town for their animated Cinderella story scenes.</p> <p><u>NYE Fireworks</u> – There have been objections from the Harbour Master to fireworks on the Peninsula because there are no harbour staff on duty that night. Further discussions needed – update at next meeting</p> <p><u>Sitting Out and Traffic Orders</u> – Not resolved yet. Discussions taking place between Dorset Legal Department and Highways. Discussion took place about taxi access down the road and IF felt only taxis for disabled users should be permitted to have access to St Mary and St Thomas Streets.</p> <p><u>Golden Broom</u> – Kelly is working on sourcing suitable awards and marketing.</p> <p><u>Survey Results</u> – Next Meeting.</p>	<p>HT</p> <p>HT/JO /RC</p>

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8.0	<p>Marketing</p> <p>DIGITAL STORM REPORT</p> <p>Please see full marketing report at the end of this document.</p> <p>The Board felt that the new website is still not where they would like it to be but accepted that Digital Storm need to be allowed to put in place all the suggested amendments and it would be a waste of money to start afresh with another company at this stage. Alongside the We Are Weymouth website Digital Storm have been creating a new BID website and have been working on media for Bus Stop Posters as well as a Town Centre Heritage leaflet.</p> <p><u>Weymouth Gift Card</u></p> <p>Item moved to the Strategy meeting in September when a decision will be made.</p> <p>Event Funding Feedback – Pride – No figures or feedback forms have been received from Pride yet.</p> <p>Open for Art – The organisers were very happy with the event this year and received lots of visitors. The event will be repeated next year and a Funding Application will be submitted shortly.</p>	
9.0	<p>Governance and Engagement</p> <p>Nothing for this meeting.</p>	
10.0	<p>Funding Applications</p> <p><u>Activate Performing Arts</u></p> <p>Investment will help fund the place-making agenda for Weymouth and support the artistic, outreach, and audience development costs for the presentation of the proposed event as described in the presentation.</p> <p>Total project cost is £55,226. This includes artistic, outreach, production, overheads, marketing, evaluation and modest contingency</p> <p>Funding of £25,000 was requested.</p>	

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	<p>The Board agreed unanimously, subject to the funding application being resubmitted on the correct funding application form.</p> <p>ACTION: Claudia to contact Activate with decision and ask them to fill in Funding Application form.</p> <p><u>Just Racing</u></p> <p>A Half Marathon event to be held on the weekend of 21/22 March 2020. 1200 runners anticipated. £10,000 funding requested from the BID. CT/SB to meeting with Alan Rose of Just Racing to discuss more detailed figures before final approval.</p> <p>ACTION: CT/SB to meet with Just Racing and report back to next meeting.</p>	<p>CM</p> <p>CT/SB</p>
11.0	<p>A.O.B.</p> <p>Town Centre Maps – an A4 pad featuring the town centre map is planned for Weyfarers to hand out to cruise ship passengers and for hotels and B&Bs to use. Board Approval was given to the printing of 250, 100 page pads for £843 – HT to action</p> <p><u>Levy Payer Graham Perry Spoke to the Board</u></p> <p>GP has concerns with the website that been produced by Digital Storm and with their social media links. Instagram and Linked In information incorrect.</p> <p>In his opinion too much money has been spent on the website. As the main tourist website he feels it needs to look better. There is no way of searching for events on specific dates or between specific dates.</p> <p>He does not believe that time should be spent on business listings as no one looks at them and everyone uses Google.</p> <p>The Trip Advisor listing for Weymouth he would like to be more welcoming.</p> <p>A Google search for where to eat in Weymouth comes up with We are Weymouth as no. 5.</p> <p>ACTION: It was agreed by the board that they would discuss this in more detail at the Strategy meeting on 26th September. CM to pass on concerns to Digital Storm.</p>	<p>HT</p> <p>ALL</p>
12.0	<p>Agenda Items for next meeting</p> <p>Just Racing Funding Application</p>	

Item	Details	Action
	Weymouth Area Development Trust – Centre of Excellence – Funding Application Dorset Coast Forum – Weymouth Gateway Project – Funding Application	
13.0	Date of next Meetings Friday 23 rd August, Friday 20 th September	
	Meeting ended 12.45	

ACTIONS FROM THIS MEETING

Item	Action	When
7.0	2020 Hanging Basket area to be discussed at Sept meeting.	Nxt Mtg
7.0	HT to arrange bunting visit dates for visits with JO/RC	ASAP
10.0	Claudia to contact Activate with decision and ask them to fill in Funding Application form.	ASAP
10.0	CT/SB to meet with Just Racing and report back to next meeting.	Nxt Mtg
11.0	It was agreed by the board that they would discuss this in more detail at the Strategy meeting on 26th September. CM to pass on concerns to Digital Storm.	Strategy Mtg

Signed as a true record by

Richard Lamb
Chairman



Date 15/10/2019.