



Weymouth BID Ltd

Minutes of Board Meeting

Date: **Friday 28th June 2019**

Time: **10.00**

Location: **Pilgrim House**

Item	Details	Action
	<p>Attendees and Apologies</p> <p><u>Present: Board Members :</u></p> <p>Chairman, Richard Lamb (RL) Nothe Tavern Vice Chair, Ian Ferguson (IF) Weyline Taxis, Bee Cars, Streetcars Chris Truscott (CT) McDonalds Lynne Fisher (LF) St John’s Guesthouse Jonathon Oldroyd (JO) Gloucester House Hotel Roger Stockley (RS) – Belle’s Bakery 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 Edward Warr (EW) Town Centre Manager Trevor Hedger (TH) Dorset Council Senior Economic Regeneration Officer</p> <p><u>Attending for a Presentation</u></p> <p>Steve Davies – Weymouth Town Council Events Team Charlotte Sheppard – Weymouth Town Council Events Team</p> <p><u>Apologies:</u></p> <p>Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin Stephen Bassett (SB) Londis Dennis Spurr (DS) The Fantastic Sausage Factory</p>	

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1.0	<p>Welcome</p> <p>RL welcomed those present and introduced the two new members Roger Stockley and Ron Challiss.</p>					
2.0	<p>Guest Presentations</p> <p>Steve Davies from the Town Council Events Team gave an outline of the role of the Events Team and listed some of the many events that take place throughout the year that they are involved with the organisation of the last one being the Veterans Weekend which was very well attended.</p> <p>Historically the BID has supported the publication of the Events Programme with 50,000 copies being produced and circulated across the county. This year a second updated edition will be produced to reflect the many events that have been planned since the beginning of the year. 20,000 copies planned but not addition funding asked from the BID.</p> <p>Currently the Event Team is seeking funding towards 3 evening firework displays during the summer on 3 Sunday nights, beginning, middle and end of summer. Between 10,00 –15,000 people attend the fireworks which were previously held on every weekend in the summer but not for the last few years.</p> <p>The overall cost of the displays is £17,000 and there is a major local partner providing sponsorship and a contribution of £5,000 is being asked from the BID.</p> <p>Sunday nights have been chosen because it will tie in with the 150 anniversary of the Lifeboats on the first night as well as the end of the Beach Volleyball Festival.</p> <p>10.30 Steve Davies and Charlie Sheppard left the meeting</p>					
4.0	<p>Minutes of last Meeting 19th December 2018</p> <p>The minutes were agreed as a true record and signed by RL.</p>					
4.1	<p>ACTIONS FROM LAST MEETING</p> <table border="1" data-bbox="272 1749 1305 2007"> <tbody> <tr> <td data-bbox="272 1749 432 1899">5.0</td> <td data-bbox="432 1749 1305 1899">All board members to review the Financial Report and submit comments ASAP – work has been done with Mel on this but still some alteration to information shown needed.</td> </tr> <tr> <td data-bbox="272 1899 432 2007">8.0</td> <td data-bbox="432 1899 1305 2007">CM to contact Slick Events and set up initial meeting ASAP – Meeting and inspection of location with Slick and Events Team has taken place.</td> </tr> </tbody> </table>	5.0	All board members to review the Financial Report and submit comments ASAP – work has been done with Mel on this but still some alteration to information shown needed.	8.0	CM to contact Slick Events and set up initial meeting ASAP – Meeting and inspection of location with Slick and Events Team has taken place.	
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5.0	<p>Financial Report</p> <p>The latest report has been circulated to Member and put on the website. There were no matters arising from the report at this meeting.</p>					
6.0	<p>Marketing Report from Digital Storm</p> <ul style="list-style-type: none"> • Completion and launch of the We are Weymouth website for the week commencing the 8th of July. • Following the launch, further increase marketing activity with a range of new email marketing and also the interviewing of local businesses and levy payers for on-site content. • The new backend features that all businesses on the directory will have access to regarding posting news, events, offers and updating their businesses listing will increase engagement with WAW and provide more content for social media. • The Weymouth BID website is currently being designed visuals will be sent by the second week of July. It should be built and launched in early August. <p><u>Social Media Reach</u></p> <ul style="list-style-type: none"> • Instagram 16.7% increase in followers (that's 281 new followers) - we are aiming for 2000 followers by the month's end. We have published 230 posts since late April when we took over, these posts have achieved 110,492 impressions with a reach of 36,891 people. • Facebook has seen an increase of 2.3% in followers during the same time frame and now sits at 21,250 likes. <p><u>History Leaflet</u></p> <ul style="list-style-type: none"> • The tri-fold is being worked on next week <p>ACTION: CM to arrange Marketing update meeting with Digital and TK-M end July. CM to arrange training dates for staff with Digital</p>					
7.0	<p>Improve</p> <p><u>Night Time Economy/Pubwatch/Purple Flag</u> – EW is providing the Street Pastors, with branded Purple Flag water bottles to hand out. Looking into purple flip flops (also handed out by Street Pastors). Purple Flag banners going up soon. Pubwatch members have been asked to</p>					

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	<p>consider doing Purple Flag deals thought-out the summer. EW will raise this again at Pubwatch monthly meeting next week.</p> <p><u>Council/Unitary Update</u> – Dorset Council is still reorganising with job cuts planned and interviews taking place. Town Council is organised but maintenance man to work with EW and Events Team across the town not in post yet.</p> <p>Town Council not selected Councillors to attend Board Meetings as observers yet. On agenda for next Council Meeting.</p> <p>ACTION: CM to contact Council following their meeting for Councillor names.</p> <p>Discussion took place about Councillors being voting Board Members but this is not permitted by the Articles of Association.</p> <p><u>Day Time Economy inc ShopWatch/HotelWatch</u> – HotelWatch has now agreed their information sharing and will become more active. HotelWatch is a national scheme to help hoteliers to share information on non-paying or dubious customers. They also work with the Police to lookout for suspicious activity, such as human trafficking.</p> <p><u>ShopWatch</u> – No update SB not present.</p> <p>ACTION: SB to report on ShopWatch for next meeting.</p> <p><u>Bunting/Hanging Baskets</u> – all baskets are now up. Complaints from just two levy payers not happy with the location and the company has agreed to relocate their baskets. The Echo is going to do a piece on the baskets when they are in full bloom. Bunting for this year has been put on hold as it was delayed by Council agreement. Samples of various types have been received and the project will be revisited in September for bunting for early 2020.</p> <p><u>CSAS Officers</u> – Invoice received from Council for this year and next year for officers. EW said that there are now two CSAS officers in post. The BID has received no information from Council recently.</p> <p>ACTION: Peter Davies, Council Officer to be invited to next Board Meeting to update CSAS information.</p> <p>A meeting has been arranged with JO and a private security company to discuss the type of role provided by the CSAS officers to better understand cost and alternative provision.</p> <p>ACTION: JO to report to next meeting on private security company.</p> <p>Inspector Barry Gosling has been invited to next board meeting to speak about the Police 100 days of summer scheme and town policing.</p>	

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	<p><u>Town Centre Manager Report</u></p> <ul style="list-style-type: none"> • Versant has approved the placing of a town centre map on the hoarding on Rodwell Avenue for cruise visitors. • Purple Flag Application going in this week. • Looking at applying for Great British High Street Awards. • Fingerposts still going up. Nearly finished. • Looking into Digital Wayfinders. • Working on a Youth Market with CM and Baron Miles. • Toilet Scheme getting underway in next couple of weeks. Businesses agreeing to advertise the availability of their toilet facilities for visitors use. • Versant will be using the front area of Brewers Quay as a compound from September and will put up hoarding. Plans to use this hoarding for promotions and advertising and perhaps stalls. <p><u>Golden Broom Award</u> – Included in the Business plan. Initiatives to encourage and reward businesses across the town for looking after their premises and keeping the town tidy. All agreed.</p> <p>ACTION: CM to bring full proposal to next board meeting.</p> <p><u>Recycling for Businesses</u> – Recycling across town currently very haphazard. Businesses have to pay for recycling. CM seeking a proposal from Veolia.</p> <p>ACTION: Discuss Veolia Proposal next meeting.</p> <p><u>Benches for Cruise Ship Passenger</u> – Currently no seating for passengers waiting for the shuttle bus back to Portland at the bottom of Rodwell Avenue. Large verge there suitable for seating. 3 benches proposed the same as those along the harbour side. £1,000 each. Benches to have BID/WAW branding. Board unanimously agreed to fund these.</p> <p>ACTION: CM to order benches and arrange logistics</p> <p>Weymouth Quay Regeneration Project – Meetings have taken place to discuss the architects 'brief' for the proposed Harbour building which will need to be submitted shortly. All stakeholders are working on what they want the building to provide for them. CM part of this working group.</p>	

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8.0	<p>Market</p> <p><u>'Dine for Less' Proposal</u> – a joint proposal from the Dorset Echo and Getaway Digital (Loving Weymouth website) to run an October 2019 and January 2020 Dine for Less campaign in the newspaper and on social media to draw people into the town for special meals, drinks and hotel promotions. The board agreed to work with the Echo for £3,000 for each campaign but not to work with Getaway on the digital promotion as the new WAW website should be the one delivering the promotion and engaging with levy payers.</p> <p>ACTION: CM to inform Echo, Getaway Digital and Digital Storm of the Dine for Less decision.</p> <p><u>Bus Shelter Advertising Proposal</u> – Dorset Council marketing department are offering space on 10 bus shelter locations. The BID currently has marketing on three shelters.</p> <p>Discussion took place about continuing the marketing but to change the content from photos of the town attractions to more informative content such as town maps and information about, Blue, Green and Purple Flags. Board unanimously agreed to £2,000 to be spent on advertising space. Digital Storm to be asked for their ideas for the content.</p> <p>ACTION: CM to contact Dorset Council and Digital Storm.</p> <p>Halloween Half Term Proposal – Historical Promotions and Events company proposal to provide various characters dressed as trolls, ghosts, witches or monsters to walk around the town and engage with children during half term to provide photo opportunities. Also to run workshops in a venue or marque with children's activities.</p> <p>'A standard day would consist of a drop-in system, whereby around 200 children would come and go as they please, each one making something to take home based around something spooky'.</p> <p>The Board agreed that the walk around figures were too expensive but wanted CM to explore the workshops and discuss suitable venues.</p> <p>ACTION: CM to contact Historical Promotions about running children's workshops for October half term.</p> <p>Witch hunt run last year in St Alban Street area was successful and could be run across town this year.</p> <p>Spooky Market Proposal – The company who put on the continental market are coming back to town with a spooky market on 23-29th October. They are not asking for money. BID to work with them to</p>	

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	<p>ensure comprehensive marketing of the event and appropriate permissions.</p> <p><u>It's a Knockout Proposal</u> – Knockout Challenge Company proposal to stage an event in September 2019 or May 2020. Inflatable type assault course for adults. Previously run at Lodmoor in 2016. The Board supported the idea but had questions about location and lead in time. CM to enquire.</p> <p>ACTION: CM to contact Knockout Challenge about event on beach and lead in time.</p> <p>JO suggested to the Board inviting Red Bull to come to Weymouth with one of their extreme assault course challenges. Board asked CM to make contact with Red Bull and report back.</p> <p>ACTION: CM to contact Red Bull and report back.</p> <p>Christmas Committee – CM fed back to the Christmas Committee those ideas from their £100,000 proposal that the BID was happy to support such as lighting up a building and the light tunnel. The committee has requested a meeting with CM and RL to discuss.</p> <p>Discussion took place about other events for December and the board asked CM to find out about Christmas Markets and purchasing additional Christmas lighting for the next meeting.</p> <p>ACTION: CM to contact some Christmas market companies and speak to council officers about lighting.</p> <p>New Year's Eve Fireworks – Fireworks on New Year's Eve ceased in Weymouth a few years ago and has impacted on the turnout of people on the evening. The board agreed in principle to funding fireworks for the evening and discussion took place about location. More information needed. Liaise with Events Team.</p> <p>ACTION: CM to speak to Pub Watch</p>	
9.0	<p>Governance and Engagement</p> <p>Code of Conduct for Board members was approved and will be put on the BID website.</p>	
10.0	<p>Funding Applications</p> <p>Weymouth Town Council - Firewoks – After discussion, the contribution of £5,000 requested for fireworks over 3 nights was unanimously agreed by members. BID sponsorship for the events to be clearly shown.</p> <p>ACTION: CM to notify WTC and request a quote for more nights.</p>	

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	<p>Arkadia – Shore Thing Festival (revised) – A 3 day artisan, arts, craft and food festival on harbour side with live music and shows. Fire dancers jugglers etc. Has shown support from many local businesses but no additional funding stream. £10,850 requested. Discussion took place and it was felt that the business model was not robust enough and that the board would only consider a more self-funding model. Unanimous agreement No to funding.</p> <p>ACTION: CM to notify funding applicants.</p>	
11.0	<p>A.O.B.</p> <p>Ask Clive Posters – Like ‘Ask for Angela’ for bars and pubs to promote so that they have a safe word ‘Clive’ for people who are victims of LBGQTQ or any other discrimination. Board agreed to idea. CM to speak to PubWatch Chairman Jamie.</p> <p>ACTION: CM to take to next PubWatch meeting.</p> <p>A request was made for meetings to take place on different days/times. CM stated that the room is booked for the times and dates until the end of the year. Item for discussion at next meeting.</p> <p>RS suggested that the board should have a meeting without a set agenda to discuss the overall Strategy for the next year. Meeting to be set before the next levy payer forum which is 6th September.</p> <p>ACTION: CM/Admin to send out a doodle poll with suggested dates.</p>	
12.00	Agenda Items for next meeting	
13.00	<p>Date of next Meetings</p> <p>Friday July 26th 2019, Friday 23rd August</p>	
	Meeting ended 12.45	

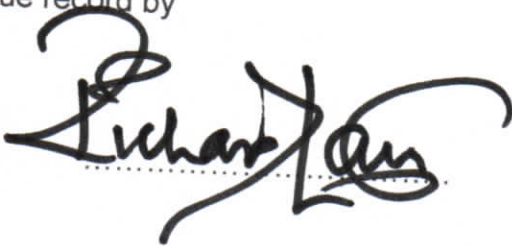
ACTIONS FROM THIS MEETING

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6.0	CM to arrange Marketing update meeting with Digital and TK-M end July. CM to arrange training dates for staff with Digital	ASAP
7.0	CM to contact Council following their meeting for Councillor names. SB to report on ShopWatch for next meeting.	ASAP

	<p>Peter Davies, Council Officer to be invited to next Board Meeting to update CSAS information.</p> <p>JO to report to next meeting on private security company</p> <p>CM to bring full Golden broom proposal to next board meeting.</p> <p>Discuss Veolia Proposal next meeting.</p> <p>CM to order benches and arrange logistics.</p>	
8.0	<p>CM to inform Echo, Getaway Digital and Digital Storm of the Dine for Less decision.</p> <p>CM to contact Dorset Council and Digital Storm re Bus Shelters</p> <p>CM to contact Historical Promotions about running children's workshops for October half term.</p> <p>CM to contact Knockout Challenge about event on beach and lead in time.</p> <p>CM to contact Red Bull and report back.</p> <p>CM to contact some Christmas market companies and speak to council officers about lighting.</p> <p>CM to speak to Pub Watch about NYE Fireworks</p>	
10.0	<p>CM to notify WTC and request a quote for more nights for fireworks</p> <p>CM to notify funding applicants of board decisions.</p>	<p>ASAP</p> <p>ASAP</p>
11.0	<p>CM/Admin to send out a doodle poll with suggested dates.</p>	<p>ASAP</p>

Signed as a true record by

Richard Lamb
Chairman



Date

26/7/2019