



## Weymouth BID Ltd

### Minutes of Board Meeting

Date: **Wednesday 29<sup>th</sup> January 2020**

Time: **11.00**

Location: **Pilgrim House**

Item	Details	Action
1.0	<p><b>Attendees</b></p> <p><u>Present: Board Members :</u></p> <p>Chairman, Roger Stockley (RS) – Belle’s Bakery</p> <p>Chris Truscott, Vice Chair, McDonalds</p> <p>Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin (arrived 11.00)</p> <p>Ron Challiss (RC) – The Waterloo</p> <p>Lynne Fisher, (LF) – St John’s Guest House</p> <p>Jonathan Oldroyd (JO) Gloucester House Hotel</p> <p>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</p> <p>Helen Heanes (HH) Principle Economic Development Officer</p> <p>Edward Warr (EW) Town Centre Manager</p> <p>Cllr David Gray Weymouth Town Council</p> <p>Cllr Clare Sutton</p>	
2.0	<p><b>Apologies for Absence</b></p> <p>Ian Ferguson (IF) Weyline Taxis, Bee Cars, Streetcars</p> <p>Stephen Bassett (SB) Londis</p> <p>Cllr Louie O’ Leary</p>	

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3.0	<p><b>Declaration of Interest</b></p> <p>RS - As in previous years, Belle's will be paying for the Jax Parrow impersonator full the full weekend and organising with him the Kids Fancy Dress Competition/Prizes and Face Painting, regardless of whether the funding application is successful or not.</p>	
4.0	<p><b>Strategy Meeting (Directors Only)</b></p> <ul style="list-style-type: none"> <li>• Creating a Legacy (suggestions) – <ul style="list-style-type: none"> <li>Building on hanging baskets</li> <li>Create a habit and something tangible</li> <li>Flower beds and seating areas across town</li> <li>Broaden Area - along the sea front</li> <li>Entire BID area inc Park District/Lodmoor Hill</li> <li>Christmas Lights on Seafront</li> <li>Bunting update</li> <li>An event that's ours in shoulder months</li> <li>Swannery Car Park with pier and railings – fountain in middle of lake</li> <li>Train Station area improvements – feel like you've arrived, Weyfarers, planters and benches, Portland Stone sculptures and flowers, liaise with college.</li> <li>Graffiti – investing in someone to remove it</li> <li>Harbourside Improvements</li> <li>Marketing – fewer and better</li> <li>Street furniture/hanging baskets/flags/xmas trees/waterjets</li> <li>Bridgewater Carnival</li> </ul> </li> <li>• Stakeholder Partnership Principles – <ul style="list-style-type: none"> <li>Need for Baseline Agreements</li> <li>Tourism Inclusion</li> <li>Council responsibility to maintain town</li> <li>WAW recognition needs to be more pronounced</li> <li>WAW included in funding requests to ensure recognition</li> <li>Formalise review process from all funding applications via pro-forma</li> <li>Sub-committees to review smaller funding applications</li> </ul> </li> <li>• Ways of Working - <ul style="list-style-type: none"> <li>BID and Management Team</li> </ul> </li> </ul>	

Item	Details	Action
5.0	<p><b>Matters arising from Previous Minutes</b></p> <p>No matters arising</p>	
6.0	<p><b>Financial Report</b></p> <p>The financial report was handed out and there were no questions raised</p> <p>Budget Variation – The Board agreed to move £20,000 from the Improve funding to Marketing funding.</p> <p>CT and TMM to meet CW this month to discuss separating the marketing and events budgets appropriately.</p>	<p><b>CW/CT /TMM to meet</b></p>
7.0	<p><b>Funding Applications</b></p> <p>Wessex Folk Festival – The Board agreed to fund £2,200 for security etc.</p> <p>CSAS Officers – The Board agreed to fund £10,000 for 2020/21</p> <p>Summer Nights Proposal from Slick Events – Agreement in Principle but board members to meet with events company to discuss proof points, price and marketing. Fireworks to be held on these nights.</p> <p>Pirate Parlay 2020 - Agreement in principle but board members to meet with event organisers to discuss more realistic costs. CW to help event manage on the weekend.</p> <p>Nothe Fort Victorian event – The Board did not approve funding as the event is already happening and will not benefit many businesses. However, WAW is happy to market the event.</p> <p>Kite Festival – The Board declined to make a decision as appropriate council permission has not yet been sought for a seafront market.</p>	<p><b>CW to inform all applicants of decision</b></p>
8.0	<p><b>Improve</b></p> <p>Gift Cards – No quantitative benefits have yet been found by towns having gift cards. Concept to be parked for now.</p> <p>Paving Slabs Update – Update given and CW waiting for estimation from DC and proofs from artist.</p>	<p><b>CWE</b></p>
9.0	<p><b>Marketing</b></p> <p>The Digital Storm report was read and there were no questions raised.</p> <p>The Board agreed to the budget that DS have suggested for marketing “The Perfect Weekend.”</p> <p>“#morethanjustabeach, this campaign would run from March through April as a 6-8 week campaign focusing on Bristol. I would look to be spending at least £6000 - £7000 in media for this campaign to really have the appropriate impact. Primary considered advertising opportunities are included in the document attached. We will start on creatives for this next month.</p>	

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	<p>As for the Perfect Weekend, as discussed we have already agreed on 30 spots per month with Smooth Dorset radio which is very affordable at £60 per 30 spots. I am keen to agree to the outdoor display advertising across Dorset which I have negotiated down to £1110 per month for 5 panels 24/7 for two weeks per month. Additionally to this, could the board provide some more indication on what advertising budgets are available for this campaign - I would recommend we look at a monthly social media budget for some local advertising. I would also wish to produce 4 videos for 4/5 weekends (we have a video already for heritage).</p> <p>Marketing on Smooth Radio to start in March 2020.</p>	
<p><b>10.0</b></p>	<p><b>Governance and Engagement</b></p> <p>AGM 2020 – BID team to send out some dates for directors to choose from.</p>	<p><b>CW/HT to action</b></p>
<p><b>11.0</b></p>	<p><b>COO Projects Update</b> (update sent via email prior to meeting)</p> <ul style="list-style-type: none"> <li>-<b>Christmas 2020</b> – Slick events proposal coming, Projection mapping for 3-4 spots in town, have contacted various markets</li> <li>-<b>Youth Market</b> – working on with Budmouth, Weymouth College, WADT and Ed Warr. Planned for Easter</li> <li>-<b>Town Crier Competition</b> – have written proposal for council and provisionally organised event for 18<sup>th</sup> April</li> <li>-<b>Totally Locally</b> – Have signed up 50 businesses (and visited) and will start work on projects ASAP.</li> <li>-<b>Plastic Free Weymouth</b> – Only 6 more businesses needed to take the pledge. Lots of positive communication with businesses.</li> <li>-<b>Red Bull Quicksand Event</b> – meeting with Red Bull went very well. Fingers crossed for a September 2021 event.</li> <li>-<b>Gift Card</b> – Have written board proposal</li> <li>-<b>Easter 2020 proposal</b> – ready for Feb board meeting</li> <li>-<b>Halloween 2020 proposal</b> – ready for March board meeting</li> <li>-<b>Valentines Offers</b> – Have created page and am uploading all offers</li> <li>-<b>Dine for Less</b> – started on Friday 24<sup>th</sup> Jan and have created WAW website page.</li> <li>-<b>Q1 Slide show</b> – working on this.</li> <li>-<b>Paving Slabs</b> – Had walkaround with artist and chose suitable locations. Have sent these to highways for permissions but they are happy in principle.</li> <li>-<b>Hanging baskets</b> – Helen and I have been visiting businesses and getting permissions</li> </ul>	

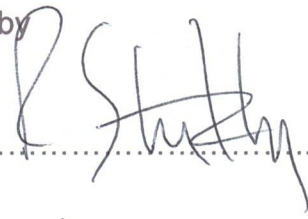
Item	Details	Action
	<p><b>-Town lighting project</b> – Just chasing up last owner permissions from St Alban Street as the first part of a proposal for various streets in the town.</p> <p><b>-Radio advertising</b> – We will be advertising The Perfect Weekend on Smooth Dorset and More Than Just a Beach on Smooth Bath and Bristol</p> <p><b>-SWR advertising</b> – Meeting delayed until first week of February</p> <p><b>-Uploading businesses to website</b> -Ongoing</p> <p><b>-Sense of Unity Event</b> – Have had a meeting with their marketing director to organise an effective marketing plan that involves all the businesses.</p> <p><b>-Cruise Ships</b> – meeting with Portland Port next week. They have requested a large number of leaflets from us to help advertise Weymouth.</p> <p><b>-History Open Day</b> – Planned for September 2020 and being organised by the same people who did Dorchester’s last year.</p> <p><b>-Heritage Group</b> – We are working on children’s trails and activities for our next project.</p> <p><b>-Staff Appraisals</b> - up to date and appropriate training booked</p>	
12.00	<p><b>AOB</b></p> <p>Super-Fast Broadband – DC have suggested that WAW may want to take on the role of liaising with Open Reach and seafront businesses. The Board suggested that The WPCC or Hoteliers Association may be more appropriate bodies.</p>	<b>CW to respond</b>
13.00	<p><b>Items for Next meeting</b></p> <p>NYE 2020 Fireworks Proposal - CM</p> <p>NYE Buses 2020 – CM</p> <p>Weymouth Heritage Open Day Update - CM</p>	
14.00	<p><b>Date of next Meetings</b></p> <p>26<sup>th</sup> February, 25<sup>th</sup> March, 29<sup>th</sup> April</p>	

## ACTIONS FROM THIS MEETING

Action	When
6.0 CW/CT/TMM to meet to discuss marketing budget	This month
7.0 CM to notify Funding Application of results	ASAP
10.0 Dates for AGM to be sent out	ASAP
12.0 Superfast Broadband CM to repond	ASAP

Signed as a true record by

Roger Stockley  
Chairman

  
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Date

26.02.20  
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