



We Are Weymouth Ltd

Minutes of Board Meeting

Date: **Wednesday 24 February 2021**

Time: **11.00**

Location: **Zoom**

| Item | Details | Action |
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| <p>1.0</p> | <p>Attendees</p> <p><u>Present: Board Members</u></p> <p>Chairman, Chris Truscott (CT) – McDonalds Vice Chair, Ian Ferguson (IF) – Weyline, BeeCars, StreetCars Lynne Fisher (LF) – St John’s Guest House Johnathan Oldroyd (JO) – Gloucester House Hotel Graham Perry (GP) – The Bridge Fair Trade Shop Tamsin Mutton-McKnight (TMM) – Sealife Centre, Merlin Chris Wells (CW) – ITSA Keith Treggiden (KT) – Rendezvous, Slug & Lettice, Royal Oak. Joined at 12.45</p> <p><u>Present: Non-Board Members</u></p> <p>Dawn Rondeau (DR) – BID Chief Operations Officer Chris Cole (CC) – BID Operations Assistant Helen Heanes (HH) – Economic Development, DC Natalie Merry (NM) – Weymouth College Cllr. John Worth (JW). Joined at 11.19 Cllr. Jon Orrell (CJO)</p> <p><u>Guests</u></p> <p>Andy Cooke (AC) – Loving Weymouth & Portland. Joined at 12.00</p> | |
| <p>2.0</p> | <p>Apologies</p> <p>Keith Treggiden will not be joining the meeting until 12.45</p> | |

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| 3.0 | <p>Welcome</p> <p>CT welcomes Natalie Merry, Weymouth College Director of Employer Services, as an observer, with a view to possibly joining the board at a later date.</p> | |
| 4.0 | <p>Declaration of Interest</p> <p>None</p> | |
| 5.0 | <p>Matters Arising from Previous Minutes</p> <p>None</p> | |
| 6.0 | <p>Governance and Engagement</p> <p>GP gave an update on the Neighbourhood Plan. The BID will not be represented on the committee, though he hopes the BID can still be represented through the working groups. DR has spoken to Cllr Lucy Hamilton who assures that this is not a fixed situation and that whilst WPCC's is the town's representative at present the 'place' is flexible moving forward and is not detrimental towards the BID, rather they want liaison with WPCC encouraged and for the relationship to be a flat hierarchy. CT to update.</p> | CT |
| 7.0 | <p>Finance Report</p> <p>CT gives a review of the finance report.</p> <p>There is discussion over whether a levy reduction can be offered. DC and the British BID advised there was a legal obligation to collect the levy.</p> <p>The majority of businesses had paid the levy and gifting money back would set a precedent for future years. DR suggested ringfencing monies as a recovery support fund for businesses following the easing of lockdown.</p> <p>CT proposed to update levy payers with the positives of what the BID is planning with Marketing and Improve projects, as well as access to a support fund.</p> <p>DR to delay levy collection with DC until communication agreed.</p> | DR |
| 8.0 | <p>Marketing and Events</p> <p>DR gave a briefing of the Marketing Subcommittee minutes, focusing on features in national press. The campaign was to feature on Good to go, staycations and using the 450yr anniversary as a hook to celebrate Weymouth's heritage.</p> <p>GP was glad to see 'sunshine' featured in the marketing proposal, pointing out that Weymouth has historically been promoted for its long sunlight hours. GP to find statistics to support this for use in marketing materials.</p> <p>CW asked what had been identified as Weymouth's USPs, with CJO suggesting heritage, safe sea bathing and the live music scene as good examples.</p> | GP |

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| | <p>CT spoke of the need to create a 'big bang' within the next month, that respects government guidance. DR to follow up on campaign and videos with In-the-BagPR.</p> <p>WTC Videos</p> <p>WTC will produce five videos to promote Weymouth for approx. TMM suggested adding a sixth video for general promotion focussed on the 'sunshine' campaign.</p> <p>CT agreed but added that the costs will likely come from communication not creation, and that the BID could help promote the finished videos. Dr to pursue.</p> <p>Carnival</p> <p>The board is prepared to support funding of the Red Arrows up to £15,000 for next year's Carnival, providing its support is clearly branded. DR to clarify costs and whether the £15,000 originally agreed will fund the whole amount or part of.</p> <p>Loving Weymouth & Portland – Andy Cooke</p> <p>AC joined at 12.00 to discuss his proposal and answer questions from the board. CW raised concerns at the percentage of levy payers this will benefit. GP raised concerns about the number of separate listings for local events.</p> <p>AC said LWP has always been proactive in event listings on their site and agrees that the local music scene is underpromoted to the public. The board agreed with AC with regards the need for collaboration between the three major players in local promotion: WTC, WAW, and LWP.</p> <p>CT or DR to follow up with AC with feedback about his proposal. CT accepts that any decision will need to be made quickly in order to be effective.</p> <p>GP said that for the proposed £15,000 funding, he would want to see more included in the package. CT asked marketing subcommittee to form a recommendation.</p> <p>Events Leaflet</p> <p>DR to meet with Steve Davies and Charlie Sheppard from WTC to get pricing for a 6-month events leaflet and 2022 leaflet. DR to bring to the March agenda.</p> | <p>DR</p> <p>DR</p> <p>DR</p> <p>CT/DR</p> <p>DR/LF TMM</p> <p>DR</p> |
| 9.0 | <p>Employment / Job Creation</p> <p>CW gave an update following the steering group meeting. Particular issues highlighted were the lack of skilled staff and seasonality, and a need for a programme with structure. There is not a lot of confidence in the BID or similar groups in developing these types of programmes and that many will not wish to commit to something they have not had input in. CW to continue with communication partners.</p> | <p>CW</p> |
| 10.0 | <p>Improve</p> <p>Hanging Baskets</p> <p>The board voted and agreed spending £27,235 on 86 new brackets and 312 hanging baskets (including 1 window box) in the town from May-September. DR and CC to follow up with Window Flowers to arrange installation.</p> | <p>DR</p> |

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| | <p>St Alban Street Lighting</p> <p>DR followed up with GP's previous concerns and confirmed that Conservation team at DC are now involved. CC met with Turrells and plans are now being drawn up to be received by the end of March.</p> <p>Brown Signs</p> <p>DR confirmed that Dorset Council are conducting an audit. As brown signs are paid for by individual businesses, GP proposed there may be non-commercial attractions the BID could sponsor for brown signs. HH added that the audit was to ascertain how many signs required removing due to businesses no longer being in existence.</p> <p>Arts Mural Trail</p> <p>GP gave an overview of the Arts Mural Trail proposal and there was a swell of support from the board dependant on the amount of funding required. DR and GP to explore exact remit for further discussion.</p> <p>Heritage Paving Slabs</p> <p>DR confirmed that Dorset Council will not cover repair of the slabs if they are damaged by the general public after installation. DR to find replacement costs as a future proofing exercise. GP proposed the existing Beach and Harbour Trail leaflet could be updated for the 450th anniversary and tied in with the new paving slabs. This is to be deferred to next board meeting.</p> <p>Best Bar None</p> <p>KT joined the meeting at 12.45 to give an update on Best Bar None (BBN) and his proposal to take on BBN separately from Pubwatch. There was general consensus to have two separate bodies: Pubwatch dealing with the current safety of businesses, and BBN looking to future standards and operations.</p> <p>CW suggested this should be done with Pubwatch's blessing. The board voted and carried for KT to take on BBN.</p> <p>Bunting</p> <p>LF enquired after the status of the bunting scheme. JO outlined the complexities of a 'scheme for all' CT confirmed the project had been shelved.</p> | <p>DR/GP</p> <p>DR</p> <p>KT</p> |
| 11.0 | <p>Funding Applications</p> <ul style="list-style-type: none"> • Nothe Fort <p>DR gave an overview of the discussions had during the marketing subcommittee and their belief that this event would likely go ahead without BID funding. CT raised concerns over the private viewing mentioned in the application, saying this may not even be possible due to the current roadmap of government guidelines. DR to go back to Nothe Fort for clarification.</p> <ul style="list-style-type: none"> • Wessex Folk Festival <p>DR gave an overview of the Wessex Folk Festival funding request. The board agreed unanimously to funding the festival to the amount of £4k on the basis that if the event didn't go ahead no money was to be paid.</p> <p>GP pointed out that the Folk Festival is good for publicity material good quality photos/video should be taken.</p> | DR |

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| | <p>CT said the board needed clarification on outside licenses for hospitality, especially if the south harbour is pedestrianised.</p> <p>DR to speak to licensing officer to shape their thinking with regards street licensing and guidance on scheduled events.</p> <p>CT requested DR ensure street licensing process communicated to levy payers.</p> | <p>DR</p> <p>DR</p> |
| 12.0 | <p>A.O.B</p> <ul style="list-style-type: none"> • HH highlighted additional restriction support grants on offer. CT said this should be communicated to levy payers. • LF raised a query about Covid Marshalls, regarding their effectiveness and amounts they are being paid. HH to forward issues to management and to ask for feedback on their effectiveness. • DR to discuss process regarding appointment of CJO application to join board as a director. | <p>HH</p> <p>DR</p> |
| 13.0 | <p>Items for Next Meeting</p> <p>TBC</p> | |
| 14.0 | <p>Date of next and subsequent meetings</p> <p>Wednesday 31 March 2021</p> | |

Signed as a true record by

Chris Truscott
Chairman

Date