



Weymouth BID Ltd

Minutes of Full Board Meeting

Date: **Wednesday 4th April 2018**

Time: **08.30**

Location: **Real World Services Boardroom, St Albans Chambers,**

Item	Details	Action
1.0	<p>Attendees and Apologies</p> <p><u>Present: Board Members :</u> Chairman, Richard Lamb (RL) Kings Arms, Nothe Tavern, Boot Inn Vice Chair, Ian Ferguson (IF) Weyline Taxis Jennifer Owen (JO), Marks and Spencer Dennis Spurr (DS), Fantastic Sausage Factory Chris Truscott (CT), McDonalds Tamzin Mutton-McKnight (TM-M), Sealife Centre, Merlin Stephen Bassett (SB), Londis</p> <p><u>Present: Non Board Members:</u> Claudia Moore (CM), BID Chief Operating Officer Helen Toft, BID Admin Cllr Richard Kosior (RK) Cllr James Farquharson (JF) Trevor Hedger (TH), WPBC Senior Economic Regeneration Officer Edward Warr (EW), Town Centre Manger Julie Cleaver (JCI), Popcorn Marketing</p> <p><u>Apologies:</u> Julia Cohen (JC), Weymouth College James Winchester (JW), Coversure Insurance Martin Weaver (MW), Richmoor Hotel Keith Treggiden (KT), Stonegate Pubs</p>	

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2.0	<p>Minutes of last Meeting 16th March 2018</p> <p>The minutes were agreed as a true record and were signed by RL</p>	
3.0	<p>Actions from the previous meeting</p> <p>3.0 Community safety officers – will be discussed in the Business Plan</p> <p>6.0 All Saints letter re interns – sent out as a newsletter to levy payers</p> <p>7.1 British BIDS accreditation – notified them of intention to apply, awaiting invoice.</p> <p>7.2 Lucy Ball appointed as consultant to assist with Business Plan preparation.</p> <p>9.0 Funding Applications – CM notified School Street Plaza, Fayre in Square and Horror Pictures of the decision of the board.</p> <p>EW confirmed that the hanging baskets are being done and he is awaiting stress testing of the existing brackets. The list of grot spots improvements has started but there was an issue with DCC workmen not putting in matching blocks as requested. EW will call them back each time until they get the work right.</p>	
5.0	<p>Chairman's Report</p> <p>RL led a discussion with the Board about the following areas;</p> <ul style="list-style-type: none"> - Role of the BID - Structure of the BID - Business plan <p>RL will update the business plan based on discussions & present to the Sub-Committee on Wednesday 11th April.</p> <p>TH reminded the Board of the timescale for notification of the Electoral Reform Society (ERS) is one month and the board need to decide who will be the named Proposer. Also the company who will deliver the BID (either Weymouth BID or We Are Weymouth) has to be decided and named in the business plan which also needs to be ready and printed in a month. Board agreed RL to be proposer.</p> <p>Discussion took place about the necessity to include a lot of information in the Business Plan from a legal standpoint but that there could be a covering A4 page that simplified the message down to 'These are the 5 key things that BID 2 will deliver'. RL to work with CM to streamline the message.</p>	RL
6.0	<p>Financial Report</p> <p>Work has been done on the Profit and Loss report & year end forecast.</p>	

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	<p>With salaries and expenses taken into account there will be a very small final balance at the end of year.</p> <p>Discussion took place about the publication of the Financial Report and it was agreed that it should be published as soon as possible.</p> <p>Action : Financial Report to go on Website</p> <p>Discussion took place about the cost base & it was agreed that within the Business Plan significant savings would be made including new office space.</p>	<p>CM/A dmin</p>
<p>7.0</p>	<p>BID Operations Officer Items</p> <p>7.1 – 7.3 With the General Data Protection Regulation (GDPR) coming into for shortly CM has undertaken training and has carried out an audit of the keeping of records and data in the office. Quay Multimedia is contacting the subscribers to WAW to ask if they are happy to share their details.</p> <p>7.4 Advertising Drum Rondals</p> <p>There are advertising rondals along the seafront that show WAW branded posters of Weymouth. These are currently showing 2016 information. Free space has been offered by WPBC if the BID pay for production costs. The Board agreed to 22 posters being produced at a cost of £75 for the artwork and £700 for the printing.</p> <p>Action: JCI to share art work for posters</p> <p>7.5 Visit Dorset Packages</p> <p>DCC's Visit Dorset website is offering free space on their site for businesses in Weymouth. Even though this is a competitor to WAW it was agreed that this opportunity should be shared with levy payers.</p>	<p>JCI</p>
<p>8.0</p>	<p>Renewal Update Report</p> <p>8.1 Geographical Boundary of the Levy Area.</p> <p>There are two areas that have been highlighted by the Steering Group for consideration.</p> <p>One is the west side of Preston Road from Overcombe Corner to Chalbury Corner. CM has visited the businesses along this route and found it hard to justify the levy to them. However, meetings with the Holiday Parks has indicated their enthusiastic support for the BID and paying the levy. It was therefore recommended by the Steering Group that the boundary excludes the small businesses along Preston Road but does still continue to the holiday parks. The Board supported this recommendation.</p>	

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	<p>The second area for consideration was extending the boundary to include Asda on Newstead Road. Discussion took place and there were reasons put for and against including the supermarket.</p> <p>The Board agreed not to extend the boundary to include Asda.</p> <p>8.2 ERS additional services</p> <p>The ERS provide additional service above that of administrating the ballot. TH outlined these services but the Board felt that they were not needed. CM has met with Dorchester BID who is running their ballot at the same time and has agreed to share the cost of taking any ballot papers by courier from the Council offices in Dorchester to the ERS offices in London on the final day of the ballot.</p> <p>(Voters have the option to deliver their paper by hand to the Council offices rather than posting the ballot paper)</p> <p>8.3 Report back to Steering Group</p> <p>The Board's decisions regarding the draft Business Plan will be relayed back to the Steering Group at the meeting on 11th April at 17.30 at the Palm House. Any Board members wishing to attend are welcome.</p> <p>Discussion took place about a positive campaign of 'Yes' I support We are Weymouth with stickers and posters for businesses who are supporters.</p> <p>Action: CM and JCI to discuss with team and decide details</p>	<p>CM/JC I</p>
<p>9.0</p>	<p>Funding Applications</p> <p>Last year the BID supported financially the printing of leaflets advertising the BID Dorset Outdoor Weekend. Money is being sought for this year's leaflet but there is no single weekend of events planned only a listing of all the outdoor activities available locally.</p> <p>The Board did not support this application for funding but it was agreed that there would be a dedicated page created on WAW detailing all of the activities in the area.</p> <p>Action: CM to notify Weymouth Area Tourism Partnership</p>	<p>CM</p>
<p>10.0</p>	<p>Marketing and Promotion - We are Weymouth Report from Popcorn Marketing</p> <p>A good month for website figures with increases on 2017. The Roarsome Dino Day 31st March and the dino egg hunt was very popular and attracted lots of visitors to the site. External advertising for the event went in Dorset Echo, Just about Dorset/Wessex FM and Air 107.2. Dorset Magazine did an article about Dorchester and Weymouth BIDs which was very favourable.</p>	

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	<p>Social Media – facebook, Twitter and Instagram are showing an increase in followers. Using film rather than photos is proving more worthwhile. WAW Facebook pages have a total of 26.029 likes.</p> <p>CM attended Chamber Breakfast with EW to share the plans for improvements across the town with the business members.</p> <p>All events for 2018 are now listed on the WAW site. A poster for BID 1 achievements is being produced for the BID office front window.</p> <p>The first cruise ship of the season visited Portland on 3rd April with the largest ship of the season and the largest for Portland Port due on 25th April. Weyfarers welcomed the visitors to Weymouth.</p>	
11.0	<p>Projects/events Update</p> <p>The Roarsome dino day was very successful despite the very cold weather. Many visitors had come from further afield to attend specifically.</p> <p>Action: A full report of cost will be presented to the next board meeting.</p> <p>Action: A Survey Monkey survey will be sent to levy payers asking for their opinions on the Easter event.</p>	<p>CM CM</p>
12.00	<p>Any Other Business</p> <p>Information about the Low Carbon Dorset initiative was shared with the Board and will be sent out to Levy Payers.</p> <p>It was agreed that details of BID ordinary members would be listed on Companies House website.</p> <p>TH requested a list of all the streets in the levy area a.s.a.p. The proposal to go to ballot and the printed business plan must be ready by 17th May.</p> <p>A rough copy of the Business Plan needs to be ready to be seen by the Council on 20th April to make sure there is no conflict with council plans.</p> <p>Discussion took place about the Food market that the council put on outside the Pavilion. No one was aware of the event until it took place. Better communication between WPBC Tourist Officers and the BID and levy payers is needed.</p> <p>The Meeting ended at 11.30</p>	<p>Admin</p>

Item	Details	Action
13.00	Agenda Items for Next meeting – Wednesday 9th May Report on Easter Outcomes	
14.00	Date of next Meeting The next meeting will be on Wednesday 9 th May at 09.30 and will be held in the upstairs room of the Nothe Tavern	

Summary of agreed actions

Item	Action	Who	When
6.0	Financial Report to go on Website	CM/Admin	??
7.0	JClever to share art work for posters	JCI	a.s.a.p
8.0	Positive support campaign 'Yes for We are Weymouth' CM and JCI to discuss with team and decide details	CM/JCI	a.s.a.p
9.0	Funding Application CM to notify Weymouth Area Tourism Partnership	CM	a.s.a.p
11.0	A full report of cost of Easter promotion will be presented to the next board meeting. A Survey Monkey survey will be sent to levy payers asking for their opinions on the Easter event.	CM CM	Next Mtg a.s.a.p.

Signed as a true record by

Richard Lamb
Chairman



Date