



## Weymouth BID Ltd

### Minutes of Board Meeting

Date: **Friday 12<sup>th</sup> April 2019**

Time: **10.00**

Location: **Weymouth College**

| Item       | Details   | Action |
|------------|---|--------|
|            | <p><b>Attendees and Apologies</b></p> <p><u>Present: Board Members :</u></p> <p>Chairman, Richard Lamb (RL) Kings Arms, Nothe Tavern, Boot Inn</p> <p>Vice Chairman, Ian Ferguson (IF) Weyline Taxis, Bee Cars, Streetcars</p> <p>Chris Truscott (CT) McDonalds</p> <p>Stephen Bassett (SB) Londis</p> <p>Lynne Fisher (LF) St John's Guesthouse</p> <p>Jonathon Oldroyd (JO) Gloucester House Hotel</p> <p><u>Present: Non Board Members:</u></p> <p>Claudia Moore (CM) BID Chief Operating Officer</p> <p>Helen Toft (HT) BID Executive Assistant</p> <p>Edward Warr (EW) Town Centre Manager</p> <p>Trevor Hedger (TH) Weymouth Town Council, Senior Economic Regeneration Officer</p> |        |
| <b>1.0</b> | <b>Welcome</b>  |        |
| <b>2.0</b> | <p><b>Apologies:</b></p> <p>Dennis Spurr (DS) The Fantastic Sausage Factory</p> <p>Julia Cohen (JC) Weymouth College</p> <p>Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin</p>  |        |

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|------|--|---------------------|--|-----|--|------|--|------|--|--|
| 3.0  | <p><b>Minutes of last Meeting</b></p> <p>Minutes were agreed as a true record and signed by RL.</p>  |                     |  |     |  |      |  |      |  |  |
| 3.1  | <p>Matters arising from the last meeting</p> <table border="1" data-bbox="272 472 1305 913"> <tr> <td data-bbox="272 472 384 618">6.0</td> <td data-bbox="384 472 1305 618">CT and JO to meet with Bob Savage and Ed Warr regarding lighting in the town – <b>CT has met with Bob Savage but nothing was agreed as waiting for new council. Another meeting to be set up. – Report to Next Meeting</b></td> </tr> <tr> <td data-bbox="272 618 384 730">9.0</td> <td data-bbox="384 618 1305 730">CM to notify funding applicants of Board decisions<br/>CM to contact Weymouth Rotary for further information. - <b>Done</b></td> </tr> <tr> <td data-bbox="272 730 384 801">10.0</td> <td data-bbox="384 730 1305 801">BID to actively market the next marketing event in October. - <b>Ongoing</b></td> </tr> <tr> <td data-bbox="272 801 384 913">10.0</td> <td data-bbox="384 801 1305 913">CM to send invitations to both Town and County Councils – <b>Details of a representative from each council will be known shortly</b></td> </tr> </table> | 6.0                 | CT and JO to meet with Bob Savage and Ed Warr regarding lighting in the town – <b>CT has met with Bob Savage but nothing was agreed as waiting for new council. Another meeting to be set up. – Report to Next Meeting</b> | 9.0 | CM to notify funding applicants of Board decisions<br>CM to contact Weymouth Rotary for further information. - <b>Done</b> | 10.0 | BID to actively market the next marketing event in October. - <b>Ongoing</b> | 10.0 | CM to send invitations to both Town and County Councils – <b>Details of a representative from each council will be known shortly</b> |  |
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| 10.0 | CM to send invitations to both Town and County Councils – <b>Details of a representative from each council will be known shortly</b>   |                     |  |     |  |      |  |      |  |  |
| 4.0  | <p><b>Financial Report</b></p> <p>Discussion about the whether the financial report was clear enough and some amendments were suggested. Actual Levy Collected to be updated each month to reflect monies collected by bailiffs etc. % spend in each category to date to be included.</p> <p><b>Action: RL/CM/Mel to discuss and action</b></p>  |                     |  |     |  |      |  |      |  |  |
| 5.0  | <p><b>Improve</b></p> <p><b>Night Time Economy</b> – Currently only one CSAS officer as the other off long term sick. The implementation of the pilot scheme has not been as smooth as envisaged - discussions to take place with Police and Martin Underhill to address some of the problems.</p> <p>Weymouth is the ONLY place in Dorset that has seen a reduction in night time public place violence – 4%</p> <p><b>ACTION: CT to meet Superintendent Caroline Naughton. CM to arrange meeting with Martin Underhill</b></p> <p><b>N.T.E. Strategy Document – to be signed by RL ASAP</b></p> <p><b>Purple Flag</b> – the working group is putting together this year’s application due in end of June. Discussion took place about how widely Purple Flag is known and understood. A launch of Purple Flag to business and the public to take place in July.</p>  | <p><b>CT/JO</b></p> |  |     |  |      |  |      |  |  |

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|      | <p><b>ACTION: CM and EW to liaise and come up with a plan. Digital Storm to handle marketing. Update for next meeting</b></p> <p><b>Taxi Watch</b> – CM asked IF about how Taxi Watch operated in Weymouth. Weyline, Beeline and Streetcars all work together to Taxi Watch standards.</p> <p><b>Day Time Economy</b></p> <p>Shopwatch is not working effectively now as there has been a problem with sorting the radio channels. There is also a problem with reception since the control room moved to Dorchester. This will be sorted out soon.</p> <p>Discussion took place about the incidence of shop lifting in the town and the need for more Police/CSAS Officers.</p> <p>EW suggested that there could be a By Law put in place to control town centre behaviour, similar to those used in Bournemouth. CM to look into.</p> <p><b>ACTION: CM to look into town centre By Laws and report to next meeting.</b></p> <p>Levy Payers have asked for BID help with the travellers. Discussion took place about possible solutions. CT to speak to Superintendent Caroline Naughton and CM/RL to speak to local Police Inspector.</p> <p>Police to launch new scheme at the end of May.</p> <p>There will be CCTV in the town centre over the summer holidays from 10am-4pm</p> <p><b>Bunting for Seafront Premises</b></p> <p>Three quotes and samples have been received. ED suggested that John Morgan of Dorset Council should be contacted for the Council owned hotels. ED to supply details of Mechanical Services company for quote to put up bunting.</p> <p><b>Commercial Waste Proposal</b></p> <p>CM was asked to get further information about this proposal from companies other than DWP. TH advised that a baseline agreement is drawn up for any service that the DWP provide to levy payers that is subsidised by the BID. Waiting for 3 more quotes to come in to compare</p> <p><b>ACTION: CM to collate quotes</b></p> <p><b>Town Centre Manager Update</b></p> <p>The new Town Council is now in place and members elected.</p> |        |

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|      | <p>EW will be forming a new Town Centre Management Group.</p> <p>EW has been working on some proposals for the theming of the roundabouts to reflect Art, Culture and local History.</p> <p>A placemaking study has been discussed with the Town Clerk and the proposal will be put to members shortly.</p> <p>The trial T.R.O. (Traffic Redirection Order) for St Alban Street will start this week. The road will be closed to traffic for the same hours as St Thomas and St Mary Street. Any vehicles</p> <p>New Town Centre Signage – all done and in the depot. Promised start in one week.</p> <p>Working on a community toilet scheme.</p> <p>There is to be an Event Co-ordination Group meeting chaired by Matt Ryan, Deputy Town Clerk.</p> <p>Working with Lantern Trust and Shelter Bus. Suggestion made that Mike Graham from Lantern Trust be invited to speak to next meeting.</p> <p><b>ACTION: CM to invite Mike Graham</b></p> <p>Discussion took place about what the By Laws were for having alcohol on in town. Suggestion that the By Laws are put on the website.</p> <p><b>ACTION: Admin to find and put details on website.</b></p> <p><b>Projects Agreed Update</b></p> <p><b>Open for Art</b> - ad in the programme – A5 colour, been marketing it, on their website and press release</p> <p><b>Wessex Folk Festival</b> -been marketing it, our logo is going on their flags, ad in the programme – A5 colour</p> <p><b>Just Racing</b> - Been chasing for completed event feedback form</p> <p>Dine for Less – chasing up wash-up meeting with Dorset Echo to get figures.</p> <p><b>Christmas</b> - Proposal on its way for Georgian Fayre. Possible commercial land train venture and Swannery boats. A presentation for all levy payers by the Christmas Committee will take place on 28<sup>th</sup> May at Pilgrim House at 7.00pm.</p> <p><b>Pride</b> – No update at this time</p> |        |

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|      | <p><b>Storage</b> – the items stored for the Christmas grotto are no longer needed and will be disposed of. IF to organise.</p> <p><b>ACTION: IF to organise removal and disposal of items in storage.</b></p>   |        |
| 6.0  | <p><b>Market</b></p> <p><b>Digital Storm Report</b></p> <p>Designing website pages which will go into development next week. 4-6 weeks to complete</p> <p>BID website being started at end of this month, final design ready by June.</p> <p>Have updated social media banners</p> <p>Improvements on reach and engagement on WAW Facebook – have been monitoring and posts that we put up have been substantially increasing the likes on other businesses pages</p> <p>In 2 weeks has got 100 new Instagram followers and 21,00 impressions with a reach of 8500</p> <p>Traffic is up on website compared to this time last year and most traffic is from natural sources – i.e. people typing in Weymouth related searches on Google</p> <p>KD has been writing various blogs with suggested subjects and these are doing really well on search engines e.g. bars in Weymouth will show her blog on the best place for cocktails</p> <p>They will be doing a photo shoot in Weymouth at the end of this month.<br/>– Suggestion made that there should be before and after shots of the town to show the impact the hanging baskets and bunting make.</p> <p><b>ACTION: CM to discuss before and after shots with Digital Storm.</b></p> <p>Other – Forthcoming proposals for It's a knockout on the beach and Halloween half term event.</p> <p><b>Carnival Week</b> – discussion took place about filling the gap left by having no Carnival this year and using an external company to put on events. Details of a couple of possible companies were looked at. Suggestion made that something on one or two nights of the week through out the summer should be investigated. Also, an event for October half term.</p> |        |

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|      | <p><b>ACTION: CM to ask for input from events companies</b></p> <p>RL stated that there was to be a Pirate Festival on 6/7<sup>th</sup> July.</p> <p><b>New Years Eve</b> – Discussion took place about the reduction in popularity of New Year celebrations in Weymouth. Suggestions of BID sponsored prizes for fancy dress winners. Marketing of the event widely. Discussion needed with Town Council, Echo and Wessex FM</p> <p><b>ACTION: CM to discuss Fireworks with Council, Echo and Wessex</b></p>   |        |
| 7.0  | <p><b>Governance and Engagement</b></p> <p>Discussion took place about building closer relationships with the College. CM to contact Principal for a meeting with RL.</p> <p><b>ACTION: CM to contact Weymouth College.</b></p> <p><b>AGM</b> – As RL must stand as a candidate for re-election on 23<sup>rd</sup> May, CT will chair that meeting.</p> <p><b>Conflict of Interest</b> – SB stated that the correct procedures had been followed by directors at Board meetings when stating their interest in an item under discussion and not voting on the item.</p>   |        |
| 8.0  | <p><b>Funding Applications</b></p> <p><b>Wessex FM Beach Bingo</b> – not matching the aims outlined in the Business Plan. Unanimous No.</p> <p><b>Fayre in the Square</b> – the request for £1,650 was discussed, in view of the very late application (event next week) support of £500 only was unanimously agreed.</p> <p><b>Shore Thing Festival</b> – This 3-day event taking place in September was applying for £15,000. More information is needed. LF and JO to meet with organiser to look at Profit and Loss in detail.</p> <p><b>ACTION: Lynne and Jonathan to meeting Shore Thing Festival organiser and report back to next meeting.</b></p> <p><b>Weymouth College Student Awards</b> – not matching the aims outlined in the Business Plan. Unanimous No.</p> <p><b>Crabbing with Kindness</b> – this worthwhile initiative was fully supported. The Board considered the money requested insufficient for the project. Unanimous vote to increase to £500 and help with marketing.</p> <p><b>Weymouth Beach Volleyball</b> – the request for £13,000 was discussed and considered too much. £1000 offered in exchange for WAW branding on clothing.</p> <p><b>Weymouth Seafront Lighting – Coastal Communities Fund</b> – the request for £10,000 was discussed. There is a shortfall of £60,000</p> |        |

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|       | needed to add to the £250,000 money awarded from the CCF for the lighting project to go ahead. Dorset Council is putting in £50,000. The Board offered £5,000 if it was matched by Weymouth Town Council.<br><b>ACTION: CM to contact all applicants with Board Decisions</b> |        |
| 9.00  | <b>A.O.B.</b><br>None   |        |
| 10.00 | <b>Agenda Items for next meeting</b>  |        |
| 11.00 | <b>Date of next Meeting</b><br>The next meeting will be on 7th June 10.00 – 13.30 Venue to be confirmed<br>Following meetings:<br>28 <sup>th</sup> June, 23 <sup>rd</sup> August, 20 <sup>th</sup> September  |        |
|       | <b>Meeting ended – 13.30</b>  |        |

### ACTIONS FROM THIS MEETING

|     |   |         |
|-----|---|---------|
| 3.1 | CT to meet Bob Savage about town centre lighting  | Nxt mtg |
| 4.0 | RL/CM/Mel to discuss and action amendments to Financial Report  | ASAP    |
| 5.0 | CT to meet Superintendent Caroline??? CM to arrange meeting with Martin Underhill   | Nxt mtg |
|     | Purple Flag Launch July - CM and EW to liaise and come up with a plan. Digital Storm to handle marketing. Update for next meeting | ASAP    |
|     | CM to look into town centre Bournemouth By Laws and report to next meeting.   | Nxt mtg |
|     | Waste Collection Proposal - CM to get more detailed information from DWP  |         |
|     | CM to invite Mike Graham of Lantern Trust to next meeting   | Nxt Mtg |
|     | Admin to find and put details of By Laws on website   | ASAP    |
|     | IF to organise removal and disposal of items in storage.  | ASAP    |
| 6.0 | CM to discuss before and after shots with Digital Storm   | ASAP    |
|     | CM to ask for input from events companies for summer and October events   | Nxt mtg |
|     | CM to discuss NYE Fireworks and fancy dress with Council, Echo and Wessex   | Nxt mtg |
| 7.0 | CM to contact Weymouth College for meeting with Principal   | ASAP    |
| 8.0 | Lynne and Jonathan to meeting Shore Thing Festival organiser and report back to next meeting.                                     | ASAP    |
|     | CM to contact all funding applications with Boards Decisions  | ASAP    |

Signed as a true record by

Richard Lamb  
Chairman

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Date

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