



## Weymouth BID Ltd

### Minutes of Board Meeting

Date: **Friday 25<sup>th</sup> October 2019**

Time: **10.00**

Location: **Pilgrim House**

Item	Details	Action
	<p><b>Attendees and Apologies</b></p> <p><u>Present: Board Members :</u></p> <p>Vice Chair, Ian Ferguson (IF) Weyline Taxis, Bee Cars, Streetcars            Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin            Lynne Fisher (LF) St John's Guesthouse            Ron Challiss (RC) – The Waterloo            Roger Stockley (RS) – Belle's Bakery</p> <p><u>Present: Non Board Members:</u></p> <p>Claudia Moore (CM) BID Chief Operating Officer            Edward Warr (EW) Town Centre Manager            Mark Vine – Historian            Stephen and Jonathan Burden – English Civil War Society Ltd</p>	
<p><b>1.0</b></p>	<p><b>Welcome</b></p> <p>IF welcomed those present</p>	
<p><b>2.0</b></p>	<p><b>Apologies for Absence</b></p> <p>Chairman, Richard Lamb (RL) Nothe Tavern            Stephen Bassett (SB) Londis            Jonathon Oldroyd (JO) Gloucester House Hotel            Chris Truscott (CT) McDonalds            Cllr David Gray Weymouth Town Council</p>	

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	Cllr Clare Sutton (CS) Dorset Council Cllr Louie O' Leary							
<b>3.0</b>	<p><b>Guest Presentations</b></p> <p>Mark Vine a Local Historian introduced Stephen Burden from the English Civil War Society who gave a presentation about the type of Civil War re-enactments that they have organised for many towns and cities and for National Trust Properties across the county .</p> <p>Many of the places that they stage the re-enactments, have repeat bookings every other year.</p> <p>Weymouth has a lot of Civil War History that could be showcased.</p> <p>The ECWS have pencilled in a weekend at the end of June for a Weymouth event, subject to a suitable site for the battle being found. There would also be a living history camp possibly sited at the Nothe which be a showcase for the trades that supported the troops, cooking, weaving, pottery, blacksmithing, arms.</p> <p>1000 people take part in an event in full authentic costume.</p> <p>A parade on horseback would take place before the event to generate publicity.</p> <p>National publicity would be undertaken by ECWS and they would be keen to work with local schools and community groups to give as much engagement as possible.</p> <p>A weekend event would cost approx. £20,000.</p> <p>Discussion took place and the Mark and Stephen were asked to submit a fully costed Funding Application as soon as possible.</p>							
<b>4.0</b>	<p><b>Declaration of Interest</b></p> <p>Belle's Bakery is a supplier to The Palm House Café</p>							
<b>5.0</b>	<p><b>Minutes of last Meeting August 2019</b></p> <p>The minutes were agreed as a true record and signed by IF.</p>							
<b>5.1</b>	<p><b>ACTIONS FROM LAST MEETING</b></p> <table border="1" data-bbox="272 1798 1222 1995"> <thead> <tr> <th data-bbox="272 1798 384 1854">Item</th> <th data-bbox="384 1798 1222 1854">Action</th> </tr> </thead> <tbody> <tr> <td data-bbox="272 1854 384 1944">7.0</td> <td data-bbox="384 1854 1222 1944">Ask Insp Gosling to attend a board meeting to speak about travellers – <b>He will attend the December mtg</b></td> </tr> <tr> <td data-bbox="272 1944 384 1995">7.0</td> <td data-bbox="384 1944 1222 1995">Advertise NYE offerings – <b>In progress</b></td> </tr> </tbody> </table>	Item	Action	7.0	Ask Insp Gosling to attend a board meeting to speak about travellers – <b>He will attend the December mtg</b>	7.0	Advertise NYE offerings – <b>In progress</b>	
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	<p>Parabellum to be discussed with Just Racing Organisers prior to next meeting – <b>CT/SB (CT/SB report nxt mtg)</b></p> <p>Strategy Meeting – <b>ALL</b></p> <p>Contact Pride Team for feedback – <b>Not received yet</b></p> <p><b>7.0</b> Advertise Purple Flag Awareness Day – <b>28<sup>th</sup> Oct</b></p> <p><b>7.0</b> Chase Dave Hiscutt re: Shopwatch – <b>Nxt Mtg</b></p> <p><b>7.0</b> Send out TRO survey to levy payers – <b>done</b></p> <p>Board members to look at Business Survey results - <b>ALL</b></p> <p><b>9.0</b> To share brief notes from meetings attended – <b>ALL</b></p> <p><b>10.0</b> Contact Just Racing regarding outcome of half marathon funding request - <b>done</b></p> <p><b>10.0</b> Contact Christmas Committee with outcome – <b>done</b></p>	
<b>6.0</b>	<p><b>Financial Report</b></p> <p>Following requests for amendments to the content of the report it will be sent out w/c 4<sup>th</sup> November.</p>	
<b>7.0</b>	<p><b>Improve</b></p> <p><u>Night-time Economy/Pubwatch/Purple Flag</u> – Nothing to report from Pubwatch. Purple Flag public awareness event taking place in town centre on Monday 28<sup>th</sup> Oct.</p> <p><u>ShopWatch</u> – SB absent so no update.</p> <p><u>CSAS/Police</u> – Barry Gosling will be attending the December meeting to speak to the board on Police matters. RC reported that since CSAS and Police had been concentrating on moving people on from the Esplanade they have been congregating in Queen and Crescent Streets.</p> <p><u>Bunting</u> – prices and samples for polyester and cotton bunting were shared with the Board. Hoteliers and B&amp;Bs along the Esplanade and other streets will be offered red, white and blue polyester bunting for next summer. BID will provide bunting but not put it up. This could be repeated in following years.</p> <p><b>ACTION : HT to liaise with RC/LF on times to visit businesses</b></p> <p><u>Hanging Baskets</u> – Following the success of the baskets across town this summer, the Board agreed to the project being enlarged to include, the harbourside, Hope Square and Park Street and around the station where possible.</p>	<b>HT/LF/ RC</b>

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	<p><u>Christmas Lights</u> – Bob Savage Town Council lighting officer has suggested additional garland of lighting to be purchased and put up to fill some of the gaps in the existing annual Christmas street lights. The Board agreed to contribute a maximum of £10,000 to additional lights for this year as a legacy item. Consideration to be given to further contributions in following years.</p> <p><b>ACTION : CM to notify Bob Savage</b></p> <p><u>Town Centre Manager Report</u> – The new town centre management meetings have now been agreed and these will begin shortly and take place every 6 weeks. EW and CM will attend and there will be councillors and council officers present.</p> <p>The Bollards at the Bottom of St Mary Street which were recently installed to stop traffic will be repositioned as currently some vehicles are getting through the gap.</p> <p>The town centre ‘Grot Spots’ list is still ongoing and any one spotting any repairs or graffiti should notify EW direct.</p> <p>The seafront lighting is expecting to be completed by the end of November.</p> <p><u>Maps and Accommodation Guide</u> – It was as agreed to stay with the current format for the accommodation guide that admin will check and amend for a 2020 version which will be printed by the Echo with adverts.</p> <p>The new maps are very popular, and an updated version will be printed in January with wider circulation.</p> <p><u>Gift Cards for 2020</u> – Discussion took place about a town Gift Card for 2020. CM has established that Miconex is the only company that is currently doing a gift card, and this has been taken up by lots of towns and cities around the country. CM to send out all information to Board members for a final decision at the next meeting as it is a part of BID 2 Business Plan.</p> <p><u>Dates for Board Meetings 2020</u> – It was agreed that the meetings in 2020 would take place on the last Wednesday of each month from 11.00 – 14.00.</p>	<p><b>CM</b></p>
<p><b>8.0</b></p>	<p><b>Market</b></p> <p>Digital Storm – Following the Strategy Meeting of 23<sup>rd</sup> Oct, DS are now working towards making the BID website part of We Are Weymouth website.</p>	

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	<p>Looking into connecting with groups and targeting on social or with content through the website (Ramblers/Nordic Walkers/Bird Watchers/Wind Surfers...)</p> <p>Weekly newsletter will go to all registered locals informing them of offers and news/events. Admin to supply information.</p> <p>Targeting day trippers campaign, will initially start with 5 'types' for different audiences (Family, Foodies, Heritage, Fitness, Romance). These specific types cover most the audiences &amp; age ranges. These need to be shaped these into packages (content/details of each package to be provided by Claudia / BID team).</p>	
9.0	<p><b>Governance and Engagement</b></p> <p>CM has started the process of dissolving the Weymouth BID Ltd company and adopting the We Are Weymouth branding as the BID business name, as agreed at the Strategy Meeting.</p> <p>CM and KD have been out meeting levy payers and distributing witch hunt, witches and forms.</p> <p>RS asked to be added to Governance and Engagement for reporting to meetings.</p> <p>Wages – the Board agreed to increase the wages of the admin staff.</p> <p>Financial Assistant Contract – the Board agreed to extend the contract for one more year.</p>	
10.0	<p><b>Funding Applications</b></p> <p>Christmas in the Square – request for £1750 approved unanimously.</p> <p>Victorian Christmas Market – request for £1508.26 approved unanimously provided money is also be contributed by the Town Council.</p> <p>Town Council – request for £2000 towards the printing of the 2020 events calendar leaflet, approved unanimously.</p> <p>Town Council – request for £7,000 towards 4 firework displays. Discussion took place and agreement given on condition that the displays are called the We Are Weymouth Fireworks displays and take place on the same nights as the Summer Nights events.</p> <p>Town Council – request for £5,000 to help the Town Council promote the various sporting events taking place in Weymouth to a wider audience. Unanimous agreement was not to support this request.</p> <p><b>ACTION: CM to notify funding applicants of results.</b></p>	

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11.0	<p><b>A.O.B.</b></p> <p>False Topiary Balls with rechargeable light to hang from the flower basket brackets were being looking into for the Christmas period. Agreement was given to purchase 10 to hang up as a sample before ordering more.</p> <p>EW said that free parking for weekend would run from the weekend of 7<sup>th</sup> December and that there would be an announcement shortly.</p>	
12.00	<p><b>Agenda Items for next meeting</b></p> <p>Gift Cards Harbour Media Videos</p>	
13.00	<p><b>Date of next Meetings</b></p> <p>Friday 25<sup>th</sup> October, Friday 22<sup>nd</sup> November, Friday 13<sup>th</sup> December</p>	

#### ACTIONS FROM THIS MEETING

Item	Action	When
7.0	HT to liaise with RC/LF on times to visit businesses about bunting	ASAP

Signed as a true record by

Richard Lamb  
Chairman .....

Date .....

DRAFT