



Weymouth BID Ltd

Minutes of Board Meeting

Date: **Friday 7th June 2019**

Time: **10.00**

Location: **The Leam Hotel, Esplanade**

Item	Details	Action
	<p>Attendees and Apologies</p> <p><u>Present: Board Members :</u></p> <p>Chairman, Richard Lamb (RL) Nothe Tavern, Boot Inn</p> <p>Vice Chairman, Ian Ferguson (IF) Weyline Taxis, Bee Cars, Streetcars</p> <p>Lynne Fisher (LF) St John's Guesthouse</p> <p>Jonathon Oldroyd (JO) Gloucester House Hotel</p> <p>Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin</p> <p><u>Present: Non Board Members:</u></p> <p>Claudia Moore (CM) BID Chief Operations Officer</p> <p>Helen Toft (HT) BID Executive Assistant</p> <p>Edward Warr (EW) Town Centre Manager</p> <p>Roger Stockley (RS) Belles bakery</p>	
1.0	<p>Welcome</p> <p>RL was unable to make it for the start of the meeting so JO welcomed everyone and made the introductions.</p>	
2.0	<p>Apologies:</p> <p>Dennis Spurr (DS) The Fantastic Sausage Factory</p> <p>Chris Truscott (CT) McDonalds</p> <p>Stephen Bassett (SB) Londis</p> <p>Trevor Hedger (TH) Weymouth Town Council, Senior Economic Regeneration Officer</p>	

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3.0	<p>Presentation from Nigel Simms Duff Assisted by Craig Oakes, and other members of the Christmas Committee</p> <p>Nigel gave an outline of what the Christmas Committee was considering doing for the month of December.</p> <p>Attractions and events were planned on three weekends of December to drive footfall into the town. Christmas, Past, Present and Future.</p> <p>Community centred committee interested in putting in place things to attract people from all ages.</p> <p>Ideas Include,</p> <p>A BID purchased a land train which can be stored with other items for Christmas and used at other times throughout the year. The train will run around the town making several stops, going over to Hope Square and possibly up to Nothe Fort. The train would need a paid driver and a guard who would be recruited and trained.</p> <p>A light tunnel to be purchased to run along St Alban Street to connect St Thomas Street and St Mary Street.</p> <p>A large stage by Debenhams to host music and acts (Local Schools etc) as well as contestants in the semi-finals and final of a talent show which will run throughout November and December with heats taking place in local bars. Several venues have already shown an interesting in hosting this.</p> <p>BID purchase of 20 Chalets for a craft market in Hope Square throughout December.</p> <p>BID purchase of kiosks for levy payers to have in town centre.</p> <p>BID purchased snow machines for St Albans Street which will be decorated as a Victorian Street for Christmas Past.</p> <p>BID purchased slippery slope built on a scaffolding frame for giant ringos to ride down on. To be positioned on the Pavilion forecourt car park. This would require paid staff to be recruited and trained.</p> <p>Projection mapping to be hired for the weekends of December to project images on Debenhams or the Pavilion.</p> <p>Help with setting up would be given by volunteers. Perhaps Duke of Edinburgh Students from schools or the Lions and Rotary.</p> <p>Storage would be needed for the large items being purchased and hiring two shipping containers have been identified as being suitable.</p> <p>Some discussion took place about other funding streams which at this point will be sponsorship.</p>	

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	<p>Presentation from Colin Munroe at Miconex</p> <p>A proposal to create a local area gift card backed by Mastercard and the Mastercard customer support network. The card would be individually designed and managed by the BID.</p> <p>The gift card could only be used locally and would be an ideal way of keeping money in town. The schemes started with the Perth card in 2015 the company has been running for 4 years, towns signed up include, Winchester, Exeter, Sheffield and Cambridge.</p> <p>1% of any purchase to go to card company.</p> <p>The market for gift cards is worth £7.6 M in the UK. 40% are sold in Nov/Dec and spent in Jan/Feb.</p> <p>Most multi-nationals involved. Organisers can track where the card is being used. Good for BID tracking.</p> <p>12 month expiry on card. 1000 cards to be produced initially.</p> <p>Also explained was a rewards scheme where shoppers linked their debit/credit card to Mi Rewards and every time the card was used in a local participating shop then points were earned. £10 worth of points would be redeemed as a Weymouth gift card to be used only in local shops. There would be perks and prizes to stimulate spend.</p>															
4.0	<p>Minutes of last Meeting</p> <p>Minutes were agreed as a true record and signed by RL.</p>															
4.1	<p>Matters arising from the last meeting</p> <table border="1" data-bbox="272 1350 1305 1980"> <tbody> <tr> <td data-bbox="272 1350 384 1424">3.1</td> <td data-bbox="384 1350 1305 1424">CT to meet Bob Savage about town centre lighting – <i>Still to be organised.</i></td> </tr> <tr> <td data-bbox="272 1424 384 1498">4.0</td> <td data-bbox="384 1424 1305 1498">RL/CM/Mel to discuss and action amendments to Financial Report - <i>Done</i></td> </tr> <tr> <td data-bbox="272 1498 384 1572">5.0</td> <td data-bbox="384 1498 1305 1572">CT to meet Superintendent Caroline CM to arrange meeting with Martin Underhill – <i>Emails sent and response circulated</i></td> </tr> <tr> <td data-bbox="272 1572 384 1686"></td> <td data-bbox="384 1572 1305 1686">Purple Flag Launch July - CM and EW to liaise and come up with a plan. Digital Storm to handle marketing. Update for next meeting – <i>Information shared with Pubwatch, ongoing.</i></td> </tr> <tr> <td data-bbox="272 1686 384 1760"></td> <td data-bbox="384 1686 1305 1760">Waste Collection Proposal - CM to get more detailed information from DWP – <i>Forward to next meeting</i></td> </tr> <tr> <td data-bbox="272 1760 384 1834"></td> <td data-bbox="384 1760 1305 1834">CM to invite Mike Graham of Lantern Trust to next meeting – <i>invite sent</i></td> </tr> <tr> <td data-bbox="272 1834 384 1980"></td> <td data-bbox="384 1834 1305 1980">Admin to find and put details of By Laws on website – <i>There are bylaws in place for dealing with peddlars but Dorset County does not follow up on these as they cost too much to implement</i></td> </tr> </tbody> </table>	3.1	CT to meet Bob Savage about town centre lighting – <i>Still to be organised.</i>	4.0	RL/CM/Mel to discuss and action amendments to Financial Report - <i>Done</i>	5.0	CT to meet Superintendent Caroline CM to arrange meeting with Martin Underhill – <i>Emails sent and response circulated</i>		Purple Flag Launch July - CM and EW to liaise and come up with a plan. Digital Storm to handle marketing. Update for next meeting – <i>Information shared with Pubwatch, ongoing.</i>		Waste Collection Proposal - CM to get more detailed information from DWP – <i>Forward to next meeting</i>		CM to invite Mike Graham of Lantern Trust to next meeting – <i>invite sent</i>		Admin to find and put details of By Laws on website – <i>There are bylaws in place for dealing with peddlars but Dorset County does not follow up on these as they cost too much to implement</i>	
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	<p>IF to organise removal and disposal of items in storage. - <i>Done</i></p> <p>6.0 CM to discuss before and after shots with Digital Storm - <i>Done</i></p> <p>CM to ask for input from events companies for summer and October events – <i>Coming up later</i></p> <p>CM to discuss NYE Fireworks and fancy dress with Council, Echo and Wessex – <i>Funding Application coming to Next Mtg</i></p> <p>7.0 CM to contact Weymouth College for meeting with Principal</p> <p>8.0 Lynne and Jonathan to meeting Shore Thing Festival organiser and report back to next meeting.- <i>Revised Funding Application expected soon</i></p>	
5.0	<p>Financial Report</p> <p>Due to time constraints the financial report was not discussed. Members were asked to take the report away and give their comments.</p> <p>Action: All to review Financial Report and give comments</p>	ALL
6.0	<p>Nomination of Board Members and Appointment of Chair, Vice Chair</p> <p>An application to join the Board had been received by Ron Challiss of the Waterloo Pub and Roger Stockley of Belles Bakers. Ian Ferguson who was not able to attend the AGM was also applying to join the board again.</p> <p>All three applications were unanimously approved by the members.</p> <p>Voting took place for the Chair and Vice Chair. RL and IF indicated that they would stand again as Chair and Vice if there were no objections. Members were asked if anyone else wished to stand for election – no one wished to stand.</p> <p>JO proposed RL for Chairman, LF seconded. There were no objections</p> <p>RL proposed IF as Vice Chair, JO seconded. There were no objections.</p>	
7.0	<p>Improve</p> <p>232 Hanging baskets will be put up during the week commencing 10/06.</p> <p>Bunting samples have been requested for fabric bunting as PVC has been criticised for being too noisy. A survey has been sent to all accommodation providers asking if they would like to have bunting. So far there have been 16 mainly positive responses.</p>	

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	<p>The new town centre black and gold finger posts are gradually being installed across town to replace the faded and out of date signs.</p> <p>Purple Flag promotion during the summer has been started with a consultation with PubWatch members. Ideas include themed menu offers, posters, flags, stickers.</p> <p>Action: CM/EW to feedback to next meeting on progress.</p>	CM/EW
8.0	<p>Market.</p> <p>Discussion took place about the proposal from the Slick Event company, to stage a once a week evening of beach entertainment on each Thursday evening throughout August from 16.30 – 21.30 for the price of £19,500. The entertainment would take place on a stage and there would be entertainment and competitions for children as well as headline musical acts. There was unanimous agreement to this proposal. It was felt important that was something special going on during the summer to make visitor's stays memorable as well as providing something for local families to enjoy during the summer holiday to help make up for the lack of carnival.</p> <p>Action: CM to contact Slick</p>	CM
9.0	<p>Funding Applications</p> <p>Christmas Committee – Insufficient time to fully discuss this large application so a dedicated meeting agreed for the following week.</p> <p>Micronex Gift Card – Discussion took place about the value of the card to the local economy. There was unanimous agreement to investigating this further and a working group of TK-M/LF/CM/RS to meet and feedback to board for next meeting.</p> <p>Radipole Express – Insufficient time to fully discuss this large application so a dedicated meeting agreed for the following week.</p> <p>ACTION: CM to contact all applicants with outcomes from the meeting</p>	CM
10.00	<p>A.O.B.</p> <p>None</p>	
11.00	<p>Agenda Items for next meeting</p> <p>Presentations from: Inspection Barry Gosling to talk about policing; Mike Graham, Lantern Trust; Steve Davies and Charlie Sheppard Weymouth Town Council Tourism Dept to support Funding Application for Fireworks</p>	

Item	Details	Action
	NYE Fireworks WAW Bus Stop Advertising It's a Knockout	
12.00	Date of next Meeting The next meeting will be on 28th June 10.00 – 13.30 @ Pilgrim House Following meetings: 23 rd August 20 th September	
	Meeting ended – 13.45	

ACTIONS FROM THIS MEETING

5.0	All board members to review the Financial Report and submit comments	ASAP
8.0	CM to contact Slick Events and set up initial meeting	ASAP
9.0	CM to contact all Funding Applicants with outcomes from the meeting	ASAP

Signed as a true record by

Richard Lamb
Chairman

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Date

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