

# Weymouth BID Ltd

## Board Forum Meeting

Wednesday 8 June 2016

Location: Real World Services Board Room

St Alban Chambers

Start time: 2pm



### Item 1 Attendees & Apologies

#### Present:

Board members:	Julia Cohen	JC
	Tamsin Mutton-McKnight	TMM
	Steve Newstead	Chair
	Tim Williams (Treasurer)	TW

Non Board members:	Alex Burden (Weymouth BID)	AB
	Paul Mills (Weymouth BID)	PM
	Nigel Reed (Weymouth BID Manager)	NR
	Natalie-anne Simons (Weymouth BID)	NS

<b>Apologies:</b>	Julie Cleaver (Popcorn Marketing)	TMM
	Steve Connell	SC
	Louise Cox	LC
	Trevor Hedger	TH
	(Economic Dev. Office at WPBC)	
	Simon Newport	SN
	Cllr Jason Osborne	JO
	Sue Roper	SR

It was noted that Cllr James Farquharson will be joining the board as the new Council representative, as the Economy Briefholder.

### Item 1 Minutes of previous meeting

- Minutes agreed.

### Item 2 Minutes update and matters arising (11/05/16)

- No amendments.

### Item 3 Funding Applications and Presentations

- None.

#### **Item 4 Matters Arising from Previous Minutes**

- **Board Set up**

- All Levy Payers can apply to become a member of Weymouth BID Ltd, subject to the agreed criteria linked to the Articles.
- The Board will review member numbers in each category and encourage businesses in those categories that have little representation to join.
- Weymouth BID Ltd AGM's will only be for those that are BID members.
- A FAQs will be set up regarding membership on DorsetForYou and WeAre Weymouth websites.
- Personal invitation letters will be sent to every Levy Payer inviting them to become a BID member from September 2016. This may be part of the Annual report.
- Regular meetings with all Levy Payers will continue whether they are members or not.

**ACTION NR – compile a list of FAQ's relating to becoming a BID member for approval at next Board meeting – Deadline Wednesday 13 July 2016**

- **Christmas Brainstorming Session to be arranged**

- Meeting has been set for Wednesday 22 June 2016 at 1.30pm.

#### **Item 5 Chairman Update**

- **Purple Flag**

- Purple Flag Accreditation has World recognition and the long term view is that it will bring additional funding in to Weymouth as it has for Bournemouth.
- Deadline for application is October 2016, with a 6-9 month approval time.

**ACTION Chair - to send a Purple Flag link to board for further information – Deadline Friday 24 June 2016**

**ACTION NR – report to be compiled for submission to the Board regarding costings to apply for Purple Flag Accreditation – Deadline Wednesday 13 July 2016**

- **Night-time Economy (NTE)**

- With regard to the proposal supported within the NTE for a town centre “Safe Place” supported by the Police, Police Commissioner, Local Authority, Health & Ambulance Services a request has been made to the BID for funding for breathalysers for pubs/clubs to use as a tool to deal with customers.

**ACTION Chair – to provide more detailed information regarding the breathalyser scheme – Deadline Friday 24 June 2016**

**ACTION NR – to provide Board with percentage of levy payers that are part of the NTE – Deadline Friday 30 June 2016**

**Item 6 BID Manager Update**

- **Levy Payments**
  - Council to charge BID for collection from September 2016.
- **Grant Funding**
  - BID to consider a sub group to be set up to help support grant applications.
- **Signage**
  - Application for funding from Coastal Community to be submitted by 30 June 2016.
  - A budget was agreed for the application.
- **Parking**
  - Shoppers Scheme to be re-vamped and proposed at next Board meeting.
- **Waterfest**
  - Events contract finishes after Waterfest 2016. Should this event be continued going forward? Is it doing what we want it to do? Dorset Tourist Association may re-engage 'Spirit of the Sea'.
- **Re-Ballot**
  - Steering Group to be in place for September 2016.

**ACTION TW – prepare a report on levy payments in to sectors and areas – Deadline Wednesday 13 July 2016**

**ACTION NR – arrange for the Signage application to Coastal Community to be prepared – Deadline 30 June 2016**

**ACTION TMM – investigate possibility of resurrection of 'Spirit of the Sea' – Deadline 13 July 2016**

**ACTION NR – set up a Waterfest Steering group – Deadline post Waterfest 2016**

**ACTION NR – provide a preliminary report on re-ballot – Deadline 13 July 2016.**

**Item 7 Treasurer's Financial Report**

- Not applicable for Forum Board meetings.

**Item 8 Board Decisions since last meeting**

- None.

**Item 9 BID Director Applications**

- An application was declined as the applicant did not meet the criteria as a levy payer.

**Item 10 Review of Previous Events**

- **Levy Payer Forum**
  - This was a positive meeting. Notes from the meeting have been circulated to Levy Payers.

**Item 11 Forthcoming Events**

- **The events were advised to the Board as listed:-**
  - Out loud – 25 & 26 June 2016
  - Dorset Sea Food Festival – 9 & 10 July 2016
  - Waterfest – 3 & 4 September 2016
  - Chorus Beside – 17 & 18 September 2016
  - FEAST – Monday 3 October to Friday 25 November 2016
  - Halloween
  - The BIG Christmas

**Item 12 Projects**

- **No updates.**

**Item 13 Marketing**

Papers circulated at the meeting.

- **WeAreWeymouth.co.uk**
  - Website sessions in May 18% increase on April 2016.
  - Facebook Likes in May 12% increase on April 2016.
  - Facebook Reach in May -5% decrease on April 2016.
  - 300,000 Reach on Facebook per month.
- **WeymouthBid.co.uk**
  - New Business directory almost completed.
- **Bus Shelters**
  - Partnership set up with DCC using key points in the King Statues shelters.
- **Key Multimedia Projects**
  - Video/Images gallery with link on webpage.
  - Rainy Day Blog.
  - Ice Rink Tickets shopping system being reviewed.

**ACTION AB – Provide a benchmark to measure our Facebook reach against – Deadline Wednesday 13 July 2016**

**ACTION AB – Email requirement details for Ice Rink Tickets shopping system to JC for investigation by Weymouth College to supply a system – Deadline Friday 24 June 2016**

**Item 14      Legal Update**

- Legal Action brought by previous Director was discussed and the Board were updated on the current position and options available.

**Additional Item**

- It was agreed that Board Forum meetings should not be quasi Full Board meetings but cover 1-3 subjects for discussion as originally intended.

**Item 15      Date of next Board Forum meeting**

- **Wednesday 10 August 2016 at 2pm.**

**The meeting closed at 5.15pm**