

We Are Weymouth Ltd

Minutes of Board Meeting

Date: **Friday 9 April 2021**

Time: **10.00**

Location: **Zoom**

Item	Details	Action
1.0	<p>Attendees</p> <p><u>Present: Board Members</u></p> <p>Chairman, Chris Truscott (CT) – McDonalds Vice Chair, Ian Ferguson (IF) – Weyline, BeeCars, StreetCars (left at 10.20) Lynne Fisher (LF) – St John’s Guest House Johnathan Oldroyd (JO) – Gloucester House Hotel Graham Perry (GP) – The Bridge Fair Trade Shop Chris Wells (CW) – ITSA (left at 11.30)</p> <p><u>Present: Non-Board Members</u></p> <p>Dawn Rondeau (DR) – BID Chief Operations Officer Chris Cole (CC) – BID Operations Assistant Cllr. Jon Orrell (CJO)</p>	
2.0	<p>Apologies</p> <p>Tamsin Mutton-McKnight (TM-M) – Sealife Centre, Merlin Keith Treggiden – Rendezvous, Slug and Lettuce, Royal Oak Natalie Merry – Weymouth College Helen Heanes (HH) – Economic Development, DC</p>	
3.0	<p>Welcome</p> <p>CT explains that the board meeting was postponed from 31 March due to not having enough directors present to form a quorum. CT is grateful that time sensitive initiatives such as the WTC events leaflet for £1250 and W&P Heritage Group leaflet funding application for £1090 ex VAT were both accepted remotely prior to the board meeting.</p>	

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4.0	<p>Declaration of Interest</p> <p>None</p>	
5.0	<p>Matters Arising from Previous Minutes</p> <p>None</p>	
6.0	<p>Governance and Engagement</p> <p>CJO is still present as an observer. Solicitors have been consulted and made suggestions regarding the articles of association which DR will forward to GP and CT for review. CT is keen to involve CJO in discussions at this time.</p>	DR
7.0	<p>Finance Report</p> <p>Whilst 80% of levy payers have paid there are still outstanding levy payments from a mix of large and small levy payers. Half of outstanding payments are under £200 which equates to under £4wk.</p> <p>A letter to all levy payers highlighting current and upcoming projects is due to land with businesses on Monday (12th April) and DR plans to be more visible to levy payers and will meet with business owners when shops open next week.</p> <p>It was agreed now that now levy payers have received updates on BID projects, the formal approach as guided by British Bid and Dorset Council for them to collect outstanding levy payments requires actioning. DR to contact DC and request draft letter for sanctioning prior to it being sent by them. CT and DR to discuss the wording and share with the board for feedback. Deadline end of April.</p>	DR CT
8.0	<p>Marketing and Events</p> <p>DR gave an update on the marketing report from In the Bag (ITB). The 'We Are Sunshine' campaign is under way and Weymouth was featured on ITV Meridian news in the past week and a feature is being undertaken on Weymouth's heritage with the Sunday Mirror. The campaign has received a positive response so far, and the PR News Wire has proved successful amongst levy payers. The marketing subcommittee is meeting next week to discuss the next phase; Charlie Sheppard, Katie Rickard and ITB to attend.</p> <p><u>Inside Out Festival</u></p> <p>This is still going ahead and the brief has been received. It's hoped this can still take place in the town centre, though Lodmoor is proposed as a backup plan.</p> <p><u>QR code trail</u></p> <p>Secret Carnival trail to take place in May and can be used as a pilot for future events, such as Halloween, to help drive traffic around the town. Cost is minimal at approx. £450 and feedback from businesses will be sought to gauge effectiveness.</p> <p><u>Britain in Bloom</u></p> <p>BID paid for entry in the competition for 2020 and confirmation has been received that the entry has been rolled forward to 2021 after last year's event was cancelled. DR and CC are working with WTC to enhance current and</p>	DR CC

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	<p>planned floral features such as the new hanging baskets, Hope Sq. planters and displays at Greenhill Gardens.</p> <p><u>Website</u></p> <p>CC gave an overview of the recent website audit on weymouthbid.co.uk and weareweymouth.co.uk. DR and CC are working with ITB to make the WAW website more user friendly and tie it into the We Are Sunshine campaign. The majority of content on the weymouthbid.co.uk is either unnecessary or out of date and is not supporting the BID's work or business plan. CC recommends this website is either completely redesigned or taken down as it is doing more harm to the BID than good in its current form. DR and CC are working with British BID to determine what documentation needs to be shared publicly. DR and CC to consider plans for the websites and take to marketing subcommittee.</p> <p>CT spoke of the need to bring the current marketing campaign to life in town and suggested (as an example) providing levy payers with free bottles of hand sanitiser. GP suggested these could come with the WAW branding, or the BID could provide branded social distancing signage. JO suggested publishing an online directory of which businesses are open and their covid policies, though it was generally agreed this would be difficult to keep up to date. Ideas to be discussed in next marketing subcommittee.</p>	<p>DR CC</p>
<p>9.0</p>	<p>Skills Audit</p> <p>A draft copy of the skills audit survey was included with the meeting pack. CW is happy to provide admin support to complete the audit, with the results being owned by the BID. CW is in discussions with local secondary schools to integrate them into the scheme. The board voted in favour of CW delivering the audit.</p>	<p>CW</p>
<p>10.0</p>	<p>Improve</p> <p><u>Art Mural Trail</u></p> <p>DR to conduct a walkaround with Ben Heath, Charlie Sheppard and Ed Warr on Monday 12th April to identify suitable buildings/walls for murals, levy payers thoughts will be requested in next newsletter.</p> <p><u>St Alban Street Lights</u></p> <p>DR and CC attended a meeting with Conservation on 24th February. No issues with the project were immediately apparent and plans are being drawn up to enable the start of the Planning process. Conservation recommend that the plates used to hold the lights are powder black coated; an adjusted quote is being sought from Turrells Ltd. An application for the new power supplies has been sent to SSE to arrange a survey of the site.</p> <p><u>CSAS</u></p> <p>DR contacted Ian Cooke regarding a place on the board, this initiated a discussion as the CSAS scheme does not currently have a board. Due to the discussion a meeting has now been arranged for 22nd April where all stakeholders will be invited. DR to invite Ian Cooke to next board meeting and brief him on discussion points surrounding lev payers concerns on ASB.</p>	<p>DR</p> <p>DR CC</p> <p>DR</p>

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	<p><u>Roundabouts</u></p> <p>DR has spoken to WTC to find out if the proposed scheme is possible. All roundabouts identified already contain advertising for levy payers. To be discussed at the next Improve subcommittee.</p> <p><u>Weymouth Gateway</u></p> <p>There is no new information on when the £5000 grant needs to be spent. CT and DR to discuss.</p> <p><u>Heritage Paving Slabs</u></p> <p>New paving slabs have been collected and are being installed. Responses so far have been positive though promotion of the project's completion is needed across social media, press, trail leaflet and website. Deferred to marketing subcommittee.</p>	<p>CT DR</p>
<p>11.0</p>	<p>Funding Applications</p> <p><u>Loving Weymouth & Portland</u></p> <p>DR gave an overview of LWP's updated funding proposal. Praise was given to LWP's social media reach and the importance of a unified events listings page for the town, though concerns were raised around paying for access for levy payers to list their businesses on the site.</p> <p>There was a general desire to commence working with LWP and review its success in 12 months. It was agreed for CT, CW and DR to discuss further with Andy Cooke and establish clear deliverables and KPIs to inform future decisions. The board voted and carried the proposal for £15,000.</p>	<p>CT CW DR</p>
<p>12.0</p>	<p>A.O.B</p> <p><u>Local Plan Response</u></p> <p>A summary of levy payer responses was included in the board meeting pack. CJO to check with Town Clerk to determine the next steps in order that DR can ensure the levy payers views are responded to.</p> <p><u>Pedestrianisation</u></p> <p>DR confirmed that roads will remain open along the harbourside with new outside seating areas. GP said Dorset Council should be applauded for the work they have done on the harbour. CT added that it was a good pragmatic solution that services the needs of the harbour users.</p> <p><u>Brewer's Quay</u></p> <p>GP announced he is running a campaign against Dorset Council's handling of Brewer's Quay and that DC need to be proactive in pulling organisations together to solve the problem. DC cannot disengage with the issue, even if they cannot purchase the site themselves. CT to speak to Tony Ferrari and see where to go from here.</p>	<p>CJO</p> <p>CT</p>
<p>13.0</p>	<p>Items for Next Meeting</p> <p>TBC</p>	

Item	Details	Action
14.0	Date of next and subsequent meetings Wednesday 28 April 2021	

Signed as a true record by

Chris Truscott
 Chairman

Date