

Weymouth BID Ltd

Full Board Meeting

Wednesday 9 November 2016

Location: Real World Services Board Room

St Alban Chambers

Start time: 2pm

Item 1 Attendees & Apologies

Present:

Board members:	Emma Cogan	EC
	Simon Newport	SN
	Steve Newstead	Chair
	Sue Roper	SR
	Tim Williams (Treasurer)	TW

Non Board members:	Alex Burden (Weymouth BID)	AB
	Trevor Hedger	TH
	(Economic Dev Office at WPBC)	
	Paul Mills (Weymouth BID)	PM
	Nigel Reed (Weymouth BID Manager)	NR
	Natalie-anne Simons (Weymouth BID)	NS

Apologies:	Julia Cohen	JC
	Louise Cox	LC
	Cllr James Farquharson	JF
	Tamsin Mutton-McKnight	TMM
	Cllr Jason Osborne	JO

Item 2 Minutes Update and Approval (14/09/16)

- Minutes agreed.
- Member applications received from the Chair and TW.
- Application forms to be sent to all other Board members – **Deadline Wednesday 11 January 2017**
- Parking letter to council from Multiple Retailers (MR) will be put on hold until the next MR meeting in January 2017.
- Proposals have been made to the council regarding Christmas parking offers – Free after 12pm on Saturday 3 December 2016 and £3.50 per day in the Swannery Car Park.
- Town Wi-Fi may become a collaboration with Dorchester, Weymouth and Portland.

Item 3 Presentations

- No presentations.

Item 4 Chairman Verbal Update

- Night Time Economy (NTE) for New Year's Eve will recommend the use of breathalysers.
- Under Purple Flag Weymouth is potentially looking to install a Town Centre Manager/Night Time Manager.
- The Clipper is being looked at as a Media Centre/Start Up Centre for media training and small business development. This would be as a grant funded application.

Item 5 BID Manager Update

- **BID Levy**
 - BID Levy final reminder has been sent out.
 - BID Levy FAQ's on the Weymouth BID website to be reviewed and updated.
- **Appearance of the Town**
 - Meter cupboards and Argos wall have been cleaned.
 - Area by B&Q and KFC requires improvement.
 - Photographs to be taken to highlight areas that need cleaning/tidying up.
- **Christmas and New Year**
 - First Bus looking to extend bus running times for New Year's Eve.
 - No BID plans for NYE.
- **Training**
 - Weymouth College has launched its Business Training Programme. Funding from the BID is limited until March 2017.
- **Meeting with WPBC**
 - This will discuss how the Councils strategies, master plan and policies link in to the Business Community including Rangers, Town Centre Management, Enforcement of Bye Laws and Waste Disposal.
- **Rateable Values**
 - Values have been reassessed for 2017 with values going both up and down.
 - Small Business Rate relief is moving to £12,000.
 - If approached by Levy Payers regarding increases in rateable value the BID is able provide a contact for advice.
- **Income and Grant generation**
 - BID PR and Marketing contract with Popcorn Marketing has changed focus to Sponsorship.
 - Proposal for a 6 month contract with R Barton Consultancy to deliver additional grant funding income to the BID. Voted yes by the committee.
- **BID Renewal**
 - Recommend that a consultation process begins in January 2017.

ACTION NR – BID Levy FAQ's to be reviewed and updated – Deadline Friday 31 March 2017

ACTION NR – Compose a letter to Network Rail to tidy up area by B&Q and KFC - Deadline Friday 27 January 2017

Item 6 Treasurer's Financial Report

A breakdown of expenditure to date for 2016/2017 and Levy Collection to date for 2016/2017 were circulated by email to the Board prior to the meeting. The Treasurer reported on expenditure and current income.

Item 7 Board Decisions since last meeting

- None.

Item 8 BID Director Applications

- None.

Item 9 Review of Previous Events

- **FEAST – Monday 3 October – Friday 25 November 2016**
 - Update the Board on lessons learned this year. For Participants, what worked?, what didn't work?, how many FEAST diners were there?, how can we build on FEAST going forward?
 - Provide a breakdown to participants to show the value of FEAST to their business.
- **Waterfest 2017**
 - A report was presented to the Board to discuss the future of Waterfest. The concept is to include the first ever race of 'working boats under sail, giving Waterfest a unique point of difference for the maritime festival and a theme that can be extended into traditional crafts, clothes, customs and events.

Item 10 Forthcoming Events

- **The BIG Christmas – Friday 2 December 2016 – Monday 2 January 2017**
 - Lights – Simple lighting to be added in gaps where there is no lighting. Trinity Road lights on lamp posts. St Thomas Street will be completely lit up. The trees is St Mary Street and St Thomas Street will be lit up. The installation costs are to be shared by the BID and WPBC.
 - 36 lit Christmas Trees will be on display throughout the town.
 - Ice Rink – staff has been organised. Security arranged with reduced hours from last year. Insurance has been arranged. This year the chillers can cool to a temperature of -20.
- **Tradeshow & Activity Event**
 - The BID has confirmed a stand at the Telegraph Adventure 7 Travel Show in 2017.
 - The concept of 'The Big Dorset Outdoor Adventure Weekend' was presented.

Item 11 Projects

- No updates.

Item 12 Marketing

Papers circulated at the meeting.

- **WeAreWeymouth.co.uk**
 - Website sessions for August 2016 were 36,918, for September 2016 were 17,508 and for October 2016 were 18,899.
 - Traffic was driven to the website by targeted blogs and posts, FEAST Weymouth and pay per click campaign targeting key words.
 - WeAreWeymouth.co.uk appears on page 1 of Google and has moved up to 3rd position.
- **WeymouthBid.co.uk**
 - Christmas Sponsorship pack has been uploaded.

ACTION AB – Footfall figures to be uploaded on a weekly basis – Ongoing

ACTION AB – Link to footfall figures to be added to weekly Levy Payer newsletter – Ongoing

ACTION AB – Board to be advised of pertinent comments on our Facebook page - Ongoing

Item 13 Legal Update

- No update.

Item 15 Date of next Full Board meeting

- Wednesday 11 January 2017 at 2pm.

The meeting closed at 5pm