



Weymouth BID Ltd

Full Board Meeting

Wednesday 13 July 2016

Location: Real World Services Board Room

St Alban Chambers

Start time: 2pm

Item 1 Attendees & Apologies

Present:

Board members:	Steve Connell	SC
	Louise Cox	LC
	Cllr James Farquharson	JF
	Tamsin Mutton-McKnight	TMM
	Steve Newstead	Chair
	Tim Williams (Treasurer)	TW

Non Board members:	Trevor Hedger (Economic Dev Office at WPBC)	TH
	Paul Mills (Weymouth BID)	PM
	Nigel Reed (Weymouth BID Manager)	NR
	Natalie-anne Simons (Weymouth BID)	NS
	Emma Cogen (Dorset Burger Co)	EC

Apologies:	Alex Burden	AB
	Julia Cohen	JC
	Simon Newport	SN
	Cllr Jason Osborne	JO
	Sue Roper	SR

Emma Cogan of the Dorset Burger Company was welcomed to the Board meeting as an observer as she has applied to become a Board member.

Item 1 Minutes of previous meeting

- Minutes agreed.

Item 2 Minutes update and matters arising (08/06/16)

- Weymouth BID FAQ's prepared. Levy Invoices will include a link to dorsetforyou/FAQ's for questions relating to both the Council and the Weymouth BID.
- Signage application to Coastal Comedy has been submitted. First round announcement will be made in September 2016.

ACTION NR – FAQ’s to be circulated to Board members for final sign-off – Deadline Wednesday 10 August 2016

ACTION NR (carried forward) – To provide Board with percentage of levy payers that are part of the NTE – Deadline Wednesday 10 August 2016

ACTION TW (carried forward) – Prepare a report on levy payments in to sectors and areas – Deadline Wednesday 10 August 2016

ACTION NR – copy of Signage application to be shared with the Board – Deadline Wednesday 10 August 2016

ACTION TMM (carried forward) – investigate possibility of resurrection of ‘Spirit of the Sea’ – Deadline Wednesday 12 October 2016

ACTION NR (carried forward) – set up a Waterfest Steering group – Deadline Friday 23 September 2016

ACTION AB (carried forward) – Provide a benchmark to measure our Facebook reach against – Deadline Wednesday 14 September 2016

Item 3 Funding Applications and Presentations

- See Projects.

Item 4 Matters Arising from Previous Minutes

- None.

Item 5 Chairman Update

- **Elephant WIFI**
 - Wi-Fi survey sent to Levy Payers revealed that 77.42% of those that responded were in favour of free town Wi-Fi.
 - We will look to partner with the Local Authority (LA), Local Enterprise Partnership (LEP) and Dorset County Council (DCC).
 - Next step is for Elephant WiFi to present to Board, DCC, LA and LEP.

ACTION NR – Discuss with partners on potential funding and connections to other work on Wi-Fi – Deadline Wednesday 14 September 2016

Item 6 BID Manager Update

- **Parking**
 - DCC preparing a report on town movement which will include parking, form and level of charging, walking and cycling signage in Weymouth and Portland.
 - Review is on Monday 1 August 2016.

- **Christmas Lighting**
 - Entry to the Blachère Illumination competition is being prepared. Closing date 16 August 2016.
 - Our recent survey showed a 50/50 interest from local businesses in having Christmas trees in the high street. Further information required from Levy Payers before making a final decision.
 - Harbour lights were put forward as a possible idea.

ACTION NR – Write a letter to the council asking for an explanation as to why Weymouth car parks charge more than other local towns, the economic benefit and their plan for the future - Deadline Wednesday 10 August 2016

ACTION NR — Harbour lights idea to be discussed with Roger Dalton Associates - Deadline Friday 26 August 2016

Item 7 Treasurer’s Financial Report

A breakdown of expenditure P & L was circulated by email to the Board prior to the meeting. The Treasurer reported on expenditure and current income. Budgets for 2016/17 were presented.

ACTION TW – Identify cofunded projects since 2013 and report information back to the Board – Deadline Wednesday 14 September 2016

Item 8 Board Decisions since last meeting

- None.

Item 9 BID Director Applications

- This item was moved to the end of the meeting due to the presence of the applicant.

Item 10 Review of Previous Events

- **Outloud – 25 & 26 June 2016**
 - This was the second year of the event. The view was that we now need to expand the reach of the event to encourage people from outside Weymouth to attend, using music, comedy, film, dance and named acts from outside of the area.
- **Dorset Seafood Festival – 9 & 10 July 2016**
 - Festival was a huge success.
 - The Dorset Food & Drink Marquee, sponsored by Weymouth BID was very popular.

ACTION NR – Review meeting to be organised with the Lions on Outloud – Deadline Friday 26 August 2016

Item 11 **Forthcoming Events**

The events were advised to the Board as listed:-

- **Waterfest – 3 & 4 September 2016**
 - Marketing has begun for Waterfest with two press releases and a 30 second film on wearewemouth.
 - Weekly meetings with Roger Dalton Associates will begin from Wednesday 20 July 2016.
- **Chorus Beside – 17 & 18 September 2016**
 - Funding has been allocated by Weymouth BID to support this Art and Culture event in Weymouth.
- **FEAST – Monday 3 October to Friday 25 November 2016**
 - 300 leaflets were distributed at the Dorset Seafood Festival to advertise the FEAST event.
 - Saturday 1 October 2016 there will be a 'Pop Up Kitchen' in our street trading promotional pitch with guest chefs from participating restaurants cooking/serving.

Item 12 **Projects**

- **Funding applications**
 - RU2Drunk** - campaign request for funding for breathalysers was approved by the Board.

 - Shopwatch and Pubwatch** - requests require further information by the Board and potential amalgamation.

 - Purple Flag** - request was approved by the Board.
 - This is a joint project with the Police Commissioner and DCC.
 - Cut off for the application is Friday 14 October 2016.
 - Night-time economy (NTE) manager proposed, to be employed with a short term contract to complete application forms and manage implementation of the scheme and other strands of the NTE.
- **Re-ballot**
 - Steering group to be set up for end September 2016.
 - Board to establish BID Levy area, levy rate and property rateable value threshold.

ACTION NR – Liaise with Shopwatch and Pubwatch regarding their Funding Applications – Deadline Wednesday 8 August 2016

ACTION NR/TH – Meet to determine BID area options

Item 13 Marketing

Papers circulated at the meeting.

- **WeAreWeymouth.co.uk**
 - Website sessions for period 1 Sept 2015 – 30 June 2016 vs 1 Sept 2014 – 30 June 2015 saw a 238% increase in visitors and a 658% increase in page views.
 - Page impressions for the site home page for the month 3 June 2016 – 3 July 2016 vs 3 May 2015 – 2 June 2015 show that for the search term 'Weymouth' the site has moved from position 21 to position 9 on page 1 of Google.
 - This has increased the page impressions by 1430% and clicks by 730%.
 - June statistics show a 135% increase on website sessions on the year which equates to 15,206 individual users vs 6,588 in June 2015.
- **WeymouthBid.co.uk**
 - Revamped website is now live. Resource Directory added but needs more work to make it easier to find documents.
 - New Business directory added of all businesses, full details being completed by Key Multimedia and the Weymouth BID team. The search function has been added.

Item 9 BID Director Applications

- An application from the Dorset Burger Company was considered and accepted.

Item 14 Legal Update

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

Item 15 Date of next Full Board meeting

- Wednesday 14 September 2016 at 2pm.

The meeting closed at 5.15pm