

# Weymouth BID Ltd Board Meeting

Wednesday 9th March 2016

Location: Real World Services Board Room

St Alban Chambers

Start time: 14.00



## Item A Attendees & Apologies

### Present:

Board members:	Steve Newstead	Chair
	Tim Williams (Treasurer)	TW
	Louise Cox	LC

Non Board members:	Nigel Reed (Weymouth BID Manager)	NR
	Alex Burden (Weymouth BID)	AB
	Trevor Hedger (Economic Development Officer at WPBC)	TH
	Paul Mills	PM
	Julie Cleaver	JC

<b>Apologies:</b>	Tamsin Mutton-McKnight	TMM
	Simon Newport	SN
	Cllr Mike Byatt	MB
	Cllr Jason Osborne	JO
	Sue Roper	SR

## Item B Minutes of previous meeting

Minutes were approved

## Item C Minutes update and matters arising (10/02/16)

- From the Minutes - **Action NR** - Provide information on costs of Park and Ride to have open for events over Winter Months

## Chairman's Report

- The Chair confirmed that Ian Jefferis has confirmed standing down from the Board due to work commitments. The Chair acknowledged his support as part of the Board.
- Healthy High Streets

- No real movements from the scheme at present but it provides a good focus for multiples with representatives in one meeting.
- Peter Vallance (Healthy High Streets) to meet with other BID Chairs
- Night Time Economy
  - New Year's Eve – Plans remain to promote this to a wider audience with emphasis on families that visit.
  - The Open Bar None Awards is part of the activities that are included in Purple Flag Status – There is a consideration to apply now to try and assess where we are in achieving the scheme.
- Business Plan for Re-ballot May 2018
  - Creation of a steering group
  - TH to be part of the steering group
  - Review of Levy Area, Levy and New Business Plan
  - Voluntary contributions
  - Consultation with businesses
- Safe Place
  - There remains a proposal supported within the NTE for a town centre "Safe Place" supported by the Police, Police Commissioner, Local Authority, Health & Ambulance Services.
  - Will need volunteers
  - Report for the viability of a TIC – **Action: NR**

***Minute update the TIC location has received a successful tender and is not available currently as a site***

- Free Internet for Town Centre
  - This remains under discussion as it is unclear on the benefits and may be a suitable subject for a survey.

#### **Item D Treasurer's Financial Report**

##### Levy Collection

- Year 1 – 99% collected
- Year 2 – 99% collected
- Year 3 – 90% collected

The legal process by Weymouth & Portland Borough Council for collection of the Year 3 Levy through the courts will start shortly as the original invoice was sent out mid-September 2015.

##### Monthly Expenditure

A breakdown of expenditure P & L circulated to Board with no particular issues raised against budgets.

#### **Item E Board Decisions since last meeting**

- Leviathan Literary Festival
  - Supported the March event with funding of £1000 and additional promotion through social media and advertising.

***Minute update – The Event feedback from the organisers is the event was successful and covered the cost with the BID's support. Feedback from visitors and those presenting were very positive although reference that additional marketing for 2017 required.***

## Item F Christmas Review 2015

- Figures are now completed for the review of expenditure and analysis of the positives and negatives of delivering a 30 day event over December.
- Board to meet in April to decide plans for 2016
- Full Report to be available

## Item G Event & Project Reviews

- Feast Review 2015 & Plans for 2016
  - Plan is to run a longer event October – end of November
  - Potential opening event to launch Feast – Possible Food Festival
  - Point of Sales for all businesses taking part, feedback showed those that actively promoted it gained the best benefit.
  - Budget costings for 2015 included the cost for micro site set up on we are weymouth website this upfront investment needs highlighting in the review.
- Outdoor Adventure Tradeshow
  - Good support from Activity providers and Local Authorities with sponsorship for the show and the publication leaflet.
  - Recognition that the area has a USP for sports especially rock climbing
  - Possible microsite – adventure sports in the area, use it to promote Ironman.

**Minute update website <http://www.icoast.co.uk/> promotes activities in Dorset and may be suitable to link with**

- Consider whether emails from Ironman entrants can be used to promote to
- Adventure Sports Festival – zones promoting areas of sport – Mid May 2017 being a potential date for an event or events.
- 1-2-1 Service Meetings
  - Meetings had taken place with service industry within the town. 32 businesses were contacted and 24 meetings were held. Where possible the meeting was with the decision maker who voted on the BID.
  - Overall feedback was positive and felt that 1-2-1 meetings were useful.
  - The questions included how the BID communicated and their involvement in BID activities and any suggestions they wished to put forward.
  - Each Business was also asked if they would support the BID in a ballot. Figures showed that out of the 24 interviewed 20 would support the BID 2 would not and 2 were undecided.
  - It was agreed that 1-2-1 meetings were a positive way forward and would continue into other business sectors.
- Out Loud Festival
  - Night time event – meeting with Brett Dunster & Ali Record who organise “The Front” events to put plans in place – **Action: SN & NR**

## Item H Weymouth BID Website Update/ Marketing

- Weymouth BID Site
  - Website content being moved into a more user friendly style
  - Live by end of March
  - New Directory will be live
  - Marketing materials available for downloads and used

**Minute update [www.weymouthbid.co.uk](http://www.weymouthbid.co.uk) now updated with changes and business directory**

- We Are Weymouth Website
  - Sessions are now above the predicted or target session numbers – new targets to be created
  - Around 9,500 sessions every month
  - Top post – TripAdvisor blog, best beach, top 10 places and similar are useful to promote
- Sponsorship Pack
  - Plans for a sponsorship pack for all 8 events as well as individual spinorships
- Wessex FM and Dorset Echo Partnerships in place for next year

**Item I BID Director Applications**

- BID had received three applications from Weymouth College, Cove Gallery & Brewers Quay Emporium.
- Board Directors at Meeting agreed two applications and requested more information on the third as Skills Audit form had limited information and additional queries were raised.
- Applications to be sent to Board Members who were not present for comment and decision **Action: NR to circulate**

***Minute update – Additional Board Directors have agreed with the decision and suggested an offer of a meeting for the third application to provide further information. This meeting has been offered.***

**Item J Funding Applications**

- Weymouth B-Side & Activate
  - Need to give a set objective from the organisers for the funding - £5000
  - Evaluation and investigation of what exposure our brand would have
  - Used to market to empty nesters

***Action NR – Board to be recirculated Application for decision on line for those not at the Meeting.***

**Item K Staffing** moved to the end of the Agenda

**Item L Articles of Association**

- TH asked about the liability of Councillors and if the Articles effect this. The Articles show specific reference to Councillors as Directors as against Levy Payer Directors **Action: TH to look at regulations**
- Articles to be agreed by Board and formally agreed by Members
- Further work on Levy Payers becoming members of the company based on proportionality of levy payers business type and sector.

**Action NR Board Directors to be recirculated Articles and proposed changes for decision.**

**Item M Legal Case Update**

This item refers to an action brought by a previous Director of the Board against Weymouth BID Ltd for defamation.

The original application by the claimant in 2014 was to the small claims court which does not deal with defamation cases. The current position is that the case has been transferred by the Courts to London.

The case is currently due to be heard in October 2016

The Board need to consider the current position and papers will be circulated to Board Directors covering the background, previous correspondence and legal advice provided.

#### **Action NR to circulate documents to Board Directors**

#### **Item K**

The Board received two papers covering additional staffing of the BID Office and a new role within administration to help support BID Projects and the Board.

In addition a paper on additional responsibilities and a change in the job description for the Media & Communications assistant and a proposed review of the salary.

The Board Directors agreed to the proposed changes and these would also be circulated to Board Directors not at the meeting - **ACTION NR**

**The meeting closed at 17.30**