

# Weymouth BID Ltd Board Meeting

Wednesday 13th April 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
	Simon Newport	SN
	Steve Connell	SC
	Cllr Jason Osborne	JO

Non Board members:	Nigel Reed (Weymouth BID Manager)	NR
	Alex Burden (Weymouth BID)	AB
	Paul Mills	PM
	Julie Cleaver	JAC
	Jen Walke-Myles (Activate)	JWM
	Alan Rogers (B-Side)	AR

<b>Apologies:</b>	Tamsin Mutton-McKnight	TMM
	Cllr Mike Byatt	MB
	Julia Cohen	JC
	Sue Roper	SR
	Trevor Hedger (Economic Development Officer at WPBC)	TH

## Item B Minutes of previous meeting

- Approved & Signed by Chair

## Item C Minutes update and matters arising (9/03/16)

- TIC viability report, no set due date for report – **Action: NR**

*Moved to Item E*

## Item E Presentation – B-Side & Activate Funding Application: Chorus Art Installation

*Presentation by Alan Rogers of B-Side and Jen Walke-Myles of Activate regarding art installation “Chorus”*

- Location: Pavilion Forecourt, 17th +18th September, out of school time
- £5000 investment as part of a larger grant application of £50k plus
- 9 tripods that will give a music and light show 7x per day

- B-side & Activate are the Festival and Events consultancy for Western Dorset Growth Corridor
  - Link 2 other events that are happening in the area – B-Side Festival (10th-18th Sept) & Activate event (19th onwards)
  - Detailed marketing plan in place
  - Plans to recreate the Arts Weekender that occurs in Bristol & Bath
  - Cultural visitors have a higher spend
  - Advanced publicity to hotels and B+B's to advertise the weekend
  - Opportunities: Trading, Accommodation/Overnight, Economic benefit, Economic Evaluation, Contribution to Strategic Plans
  - Add extra to the event – open up all art galleries in town centre
- Need to make sure We Are Weymouth Brand is visible throughout marketing campaign
  - Visitor numbers will not be recorded with the footfall cameras, Noggin mobile phone trackers installed at Pavilion

### **Board Decision: £5k Agreed**

*Returned to Item D*

#### **Item D Board Applications**

- No response from applicant to develop application to the Board
- No additional applications received

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

- No board decisions made since last meeting

#### **Item G Funding Applications**

##### **CCTV Funding**

- Aiming for 24hr surveillance
- Equipment needs updating
- Recordings need to be saved for future reference
- Board open to the idea of funding and want to recreate Shopwatch – improves safety and fits with Business Plan
- Need to know whether other BIDs are contributing – if yes, need commitment
- Need a report from all those who are paying in
- Will the CCTV need man-power? What is the running plan and legacy?
- Judgement needs to be made whether BID is adding value or doing the job of the Council
- Need a proposal before a decision can be made and BIDs questions answered

### **Action: NR to continue discussion with WPBC on the CCTV proposals**

#### **Item H Christmas 2016**

*Survey was sent to 600+ recipients including BID Levy Area Businesses, Council and other interested parties*

- Send survey results to BID Levy Businesses – **Action: AB**
- Survey was positive about the activities for 2015 and high proportion of those answering were levy payers which was encouraging and Board members felt the Survey gave a more realistic view from Businesses than perception prior to survey. The comments were useful

- It is clear that any expansion of activities around the town will need Levy Payers active involvement in their areas of the town.
- Survey results showed that the Ice Rink was seen as a good USP and participants want it to return but on a bigger scale and added activities all over town.
- Review of launch event for 2016
- Costs will increase for hire of Rink based on proposals although income will also be more.
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- Report needed on;
- Cost, Ice Rink, Area reports with what will happen in each area and what Levy Payers plan to do (allocated money to areas of the town) – **Action: NR/PM**
- Sponsorship needs to be of a higher calibre to create a better revenue stream; look into London Companies; possibly free to national/international names

**Board Decision: Ice Rink with additional activities – Agreed subject to May report to Board.**

**Item I            11th May Format**

- Survey Monkey to BID Businesses asking what they would like covered.
- Suggested Ideas on the topics of
- WiFi for the town centre
- lower parking charges
- Regeneration plans for the town centre, CCTV and Signage
- Presentation by Springboard on Footfall

**Action: Creation of survey – AB**

**Item J            BID Managers Report**

Signage

- The report commissioned on Signage was now completed and circulated.
- Feedback on the report was positive
- The next stage would be who funds the signage Local Authority or Grant Funding. This decision is not under BID control
- The Signage for the M3 was raised as a further issue to raise.

BID Managers report would be available for the original May 11<sup>th</sup> Meeting

**The meeting closed at 16.30**