

# Weymouth BID Ltd

## Board Meeting

Wednesday 16th September 2015  
Location: Real World Services Board Room  
St Alban Chambers  
Start time: 14.00



### Item 1 Attendees & Apologies

#### Present:

Board members:	Steve Newstead	Chair
	Ian Jefferis	IJ
	Cllr Mike Byatt	MB
	Sue Roper	SR

Non Board members:	Nigel Reed (Weymouth BID Manager)	NR
	Alex Burden (Weymouth BID)	AB
	Trevor Hedger (Economic Development Officer at WPBC)	TH

<b>Apologies:</b>	Tamsin Mutton-McKnight	TMM
	Louise Cox	LC
	Sophie Kermani-Jibet	SK
	Simon Newport	SN
	Tim Williams (Treasurer)	TW
	Cllr Jason Osborne	JO

### Item 2 Minutes of previous meeting

The minutes of 8/07/15 Board Meeting and 21/08/15 Tender application meeting were approved

### Item 3 Minutes update and matters arising (10/0615)

No matters arising not included in the agenda items

### Item 4 Treasurer's Financial Report

#### Financials

- TW was unable to attend to present the financial reports that had been circulated.
- BID Manager presented the report highlighting the income for year two levy and the current situation on non-payments.
- Draft figures had been produced for the annual report included with the year three invoice covering Sept 2015 – August 2016.

- The figures show a slight overspend of £8,623 in year two. Year 1 had seen a surplus of funding as many projects were not in place although budgeted for so the overspend is within budgeted expenditure from the cash surplus.

#### BID Payment Card

BID Manager put forward a request for a BID payment card as items purchased off the internet that could not be purchased locally were currently being purchased using the BID Managers personal cards. With the number of transactions increasing it is recommended to have a card

**Board members agreed that this should be a credit card not a debit card as this enabled an accurate audit trail. Card limit proposed £500**

#### Item 5 Chairman Report

- Best Bar None
  - 13 passed with either gold/silver/bronze accreditation
  - BID supports this for 3 years
  - Looking for more establishments to get on board from across the borough
- Healthy High Streets
  - Funding & Resources from the Prince of Wales trust which was kick started by the Mary Portas Project
  - 100 towns will be included in the 3 year campaign
  - Time and skills rather than money given
  - Fundamental role is to increase footfall by 10% over the 3 years, reduce vacant premises, reduce crime levels or perception of crime
  - Using the BID Business plan as a guide
  - Next meeting 8th October

Pride in our borough was also agreed at the council 4 months ago so this needs to be taken into consideration

#### Weymouth & Portland Tourism Partnership

- It was still unclear how any funding received would be spent.
- A decision on the set up of the company is to be agreed
- Their aims and remit aims to prevent duplications.
- The importance of data collection from and for all partners.

The directional signage from the east to Weymouth from the M3 & M27 remains poor as against that on the M5

**Action:** MB and TH send over Corridor report.

#### Item 6 Board Decisions since last meeting

##### Fireworks Sponsorship

- **Board agreed to contribute £500 to Weldmar Fireworks Display as sponsorship.**

The Board also agreed to look at further sponsorship of fireworks potentially with Weldmar based on the business plan.

- Beach Events. The point was raised as to why more events are not on the beach particularly evening events. It is likely due to event cost in setting up.

Action: To discuss with Matt Ryan from Council to see what events are planned for 2016

### Spot Checkers BID Awards Proposal

The proposal had been circulated via email for decision but comments back had not been decisive and as a result this had been brought to the Board for a fuller discussion and decision. (Item 9 on agenda)

### **Item 7 BID Manager Report**

- Dorset Farmers Market

Feedback from Traders positive and from visitors. The market is keen to continue for a further 6 months.

- Trade Pitch

Trade Pitch is now operating and local businesses can hire the area and this is promoted on the BID website. The site is also used as part of potential sponsorship deals for other events.

- Grant Funding

There is some confusion on some of the current funding applications being discussed such as Coastal Community Fund, Coastal Revival Fund and Western Growth Corridor.

Comments from Board members

Funding opportunities and channels' information needs to be easier to find online

### **Action: AB to set up page on Weymouth BID site with links to websites MB to contact Local Enterprise Partnership**

- Park + Ride
  - Discussion about the Park + Ride and its ownership and concerns on its lack of use
- Weymouth Rangers

See item 10 Projects for update

- Christmas
  - Ice rink is booked and plans for on line booking are planned.
  - Sponsorship is being sought from businesses

The October **Board Forum Meeting on the 14<sup>th</sup> October 2015** will provide a fuller update on the Christmas Programme.

- BID Levy
  - Delivered on time – Office dealing with queries and feedback

### **Item 8 Marketing Report**

- August Media Statistics – The report showed the improvements to those following and using the weareweymouth website and social media sites. This is based on the financial investment into search engine optimisation (SEO) agreed from March – July 2015 using RLA.

### **Item 9 Funding Applications**

## Lions Motocross

**Board agreed to the application to invest and sponsor the expansion to the event over two days.**

- Funding for 2015 & 2016 will be £2k for each year
- Board did not agree to increase the investment for 2016 but would consider allocating funding for supporting promotion of the event through the BID own communications
- Agree some Key performance indicators to be able to measure the event and numbers attending.
- Aim to help the event become self-funding for 2017

## Spot checkers BID

**As this is a much larger project and investment by the BID is was agreed this would be carried over to the next forum meeting for discussion and a presentation for decision.**

## Planning & Regeneration

This document outlined potential funding opportunities and whether the board would like to allocate resource to apply for grant funding for potential projects.

This was also deferred until the next full board meeting in November as some of the projects already had applications ongoing. The report needed to be clearer.

## Item 10 Projects

### Rangers

- Discussion had taken place with WPBC G Duggan about the potential for a joint partnership with potential match funding.
- The BID had agreed a budget of £20k to provide Rangers without partnership support at this stage. WPBC suggested that a partnership could see additional activities including enforcement that could link into Council objectives.
- BID plans were based on the Rangers programme in Worthing and Newbury both supported by their BIDs
- Potential Match Funding would be £25k each for a 3 year programme (£150k total).

BID would need to show WPBC how this linked into their plans.

**NR to contact G Duggan about report going to November Management Committee**

### Waste Disposal

- Proposed idea of a waste disposal scheme in the BID area
- Further research required and a survey of BID Members
- NR to look at other BIDs schemes

## Item 11 AGM

The date of the AGM has not been confirmed but likely to be in the week beginning 16<sup>th</sup> November and based at Weymouth Pavilion.

Information on the Agenda and the set-up of the meeting will be available on the BID website.

To prevent a repeat of last year the meeting will be not be open to the public apart from press.

## **Item 12 Events update or follow ups**

### **Feast**

The leaflet and details are now available and the official launch is 1<sup>st</sup> October with 30 outlets involved.

### **Halloween**

Events for Freaky Friday on the 30<sup>th</sup> have been booked and trail is being worked on.

Promotion of the event and business participation progressing

### **Christmas & New Year**

Progress on Christmas will be presented at the Forum Meeting on the 24<sup>th</sup> October

No confirmed plans for New Years Eve to date this can be discussed at the Forum Meeting.

### **Waterfest 2015**

Follow up comments:

- Good event feedback from Traders and Visitors positive
- Possible Cash Machines on site
- More bins
- More seating
- Closing and opening speech at Waterfest
- Potential of a battle on the water with cannons

The date for next year is currently 3<sup>rd</sup>/4<sup>th</sup>September 2016 and there is a concern this is too early. Further discussion required.

**The meeting closed at 16.20**