

BID Board Meeting

Date: Wednesday 27th April 2022
Time: 11:00am
Venue: Microsoft Teams
Present: Chris Truscott (CT), McDonald's
Jonathan Oldroyd (JO), Gloucester House
Lynne Fisher (LF), St John's Guest House
Graham Perry (GP), The Fair Bridge Trust
Ian Ferguson (IF), Weyline
Tamsin Mutton McKnight (TMM), Merlin / SEA LIFE

In Attendance: Dawn Rondeau, Chief Operations Officer, We Are Weymouth
Zach Williams, Operations Assistant, We Are Weymouth

Minutes

BOA/2204/1 WELCOME

The chairman opened the meeting and welcomed members and observers.

BOA/2204/2 APOLOGIES FOR ABSENCE

Cllr Rob Hughes, Observer, Dorset Council
Helen Heanes, Observer, Dorset Council
Cllr Jon Orrell, Observer, Weymouth Town Council
Cllr Jon Worth, Observer, Dorset Council
Sarah Barnett, Observer, Weymouth College

BOA/2204/3 DECLARATIONS OF INTEREST

No declarations of interest were made.

BOA/2204/4 OBSERVERS

Apologies sent from observers

BOA/2204/5 MINUTES OF THE LAST MEETING

D1 - The minutes of the March board Meeting were approved as a true and accurate record

BOA/2204/6**GOVERNANCE****DIRECTORSHIP UPDATE**

DR – Application forms from Jon Orrell and Jye Dixey have been received and circulated to the board.

D1 – all board members voted in favour of receiving both applicants as directors

A1 – DR to follow up with administration

DR – discussions with other potential Directors ongoing

LEVY UPDATE

DR – final summons have gone out for 2020/21. We are waiting on next steps from DC. 21/22 outstanding on par with 20/21 DR to discuss with DC timescale

A2 – DR to follow up on outstanding payments

BOA/2204/7**FINANCE REPORT**

The financial report was received by the board.

DR – recommended a finance/budget meeting with CT, GP and JO in place of the improve subcommittee meeting. All agreed to meet in-person.

A1 – DR to re-send finance meeting request to CT

BOA/2204/8**MARKETING AND EVENTS**

Marketing sub-committee minutes and reports from In The Bag and Loving Weymouth & Portland received. No questions from board.

JUBILEE

DR – Further to a discussion at the marketing sub committee regarding creating a sense of celebration and placemaking for the Queens Jubilee the operational team sought a vote from board members. Pollard responses have been included under AOB documents. The sourced bollard covers have arrived for install on 27th May and will remain in situ until after Veterans' Day when SAAFA will store them for use at additional days such as remembrance Sunday. To create more Jubilee placemaking the team received quotes for union jack bunting to cover railings along the whole of the esplanade. One of the quotes included the installation costs. The board discussed including all levy payers and supplying packs for their own installation. A vote was taken and full board agreement to supply 10m of Jubilee bunting to all levy-payers who responded to communication.

ZW to communicate via email and Facebook immediately

We Are Weymouth is Weymouth's Business Improvement District (BID)

We Are Weymouth Limited is a company registered in England and Wales.

Registration Number: 07953027. Registered Office: Leanne House, 6 Avon Close, Weymouth, DT3 9UX.

IF – suggested asking volunteers from veterans' hub to assist with pack delivery.

A1 – IF to contact Andy Price from Veterans Hub

D1 – all in favour to go ahead with the purchase of bunting with a maximum spend of £4,580 excluding VAT

CHRISTMAS

DR – we have already started to market Christmas, but we need to discuss the budget.

D2 – all in agreement to allocate up to £40,000 excluding trees (as per 2021) for Marketing Subcommittee to work on a plan for Christmas events. Details to be sent back to the board.

WEBSITE

DR – the website has been discussed in the marketing subcommittee who feel it's a necessity to bring it back with an understanding from the board that the original cost in house to bring it back up to date was £1,500. The marketing subcommittee are meeting tomorrow to look at the whole digital strategy for the next five years.

D3 – all in favour for the website to be re-introduced

A2 – ZW to update website and publish online by next board meeting

CONFERENCE

DR – instead of a conference which is time limiting for many business owners, we will be having a meet the team day from 3 – 5.30pm on Monday 9th May at the Palm house, with a move to undertake this on a bi-monthly basis at different venues if successful. Levy payers can pop in at any time to meet the team, LWP and ITB; discuss projects & campaigns sign up to the newsletter, discuss various initiatives, find out about the Crime reduction partnership, subscribe to hear about journalist visits via Newswire and to engage with the team and offer suggestions. We would also like to offer cream teas. Suggested budget is £400.

D4 – All agreed to the budget of £400 and the concept of meet the team

VISIT DORSET

DR – prices and details have been sent to board members about the Visit Dorset partnership for decision. DR suggested the Level 3 option, enhanced promotion of Weymouth and some control over the content. The proposed cost is £2,500.

D5 – all agreed to go ahead with the Vist Dorset partnership at Level 3.

CT – this partnership should be linked into the marketing subcommittee as part of the overall plan.

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BOA/2204/9 IMPROVE**IMPROVE SUBCOMITEE MINUTES**Improve subcommittee minutes received

DR – we are at the final stages of the map design; we are hoping for completion at the end of this week to be sent to the board for critique.

DR – we are currently in discussions with DC and WTC about the ownership of the asset which will obviously have an impact on the monoliths and signs.

GRAFITTI

DR – there has been a huge influx of graffiti over the last few weeks. DC have a commitment to clean their own assets, but we have noticed that almost all businesses are affected. We are currently asking levy payers if they are the building owners and whether they would be happy for us to do a deep clean of the businesses in town. We have been reporting cases through the Crime Reporting System and through the strategy partnership DR instigated with Inspector David Parr from Dorset Police, WTC, the college, CSAS and DC working to try to find out how this can be addressed in the longer-term.

DR - ZW has already been out to remove smaller graffiti when visiting businesses, identifying problem areas, and talking to other BIDs about how they remove graffiti.

GP – suggested a facility for graffiti artists, an area they can use.

DR – We would like to invite youth workers to be part of the Business Crime Partnership scheme and give them access to the online platform, which will help them identify offenders and work with local police for a more collaborate approach.

A1 – ZW to send prices for graffiti removal to the boardA2 – ZW investigate youth offending aspect of DISC to invite Youth workers**RANGER-PILOT**

DR – a proposal is included in the board pack for a fully branded six-month pilot scheme. The scheme will have a specific retail remit and to ensure we get best value for levy payers DR working on KPI's. The improve subcommittee agreed this project could provide a reassuring presence to our highest sector and the ranger would work alongside CSAS and the police to enhance delivery and engage more fully with levy payers.

LF – we need to be clear how we measure the success of this role.

D1 – all agreed for the ranger role to go out to tender**BOA/2204/10 BALLOT****We Are Weymouth is Weymouth's Business Improvement District (BID)**

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DR – we need to decide on a date we go to ballot. In the meantime, there is a huge amount of work to be done, including steering groups, focus groups, geographic area, plus the five year budget. Further to the board presentation DR requested that consideration be given to being supported via Ballot Buddy which will give us access to a timeline and templates we can send out to help with the electoral services as well as working with the local authority.

Support is £9.5k with an additional spend of £4k to include events, steering groups, brochures etc.

TMM – suggested we sense test the figure against the BID2 process.

D1 – all in favour of receiving the support from Ballot Buddy

BOA2204/11 ANY OTHER BUSINESS

BOLLARD RESPONSES

DR – discussed previously, no further comments.

CONTRACTS

DR - LWP agreement finishes end of April. DR suggested extending until September on the understanding that it then goes to tender.

D1 – all agreed for LWP to continue to deliver services until Sept as per original contract

AOB

JO - it was reported to DC that some residents were using the bins for household waste resulting in DC removing the bins completely in high footfall areas. JO suggested Weymouth BID asking DC for a formal response.

A1 – request a formal response from DC about street bin removal

GP – suggested replacing the larger bins with recycling bins.

DR – suggested continuing the ‘bin’ discussion in the next improve subcommittee.

BOA2204/12 DATE OF NEXT MEETING

Wed 25th May (apologies from GP & TMM)

ACTIONS**BOA/2204/5 MINUTES OF THE LAST MEETING**

D1 - The minutes of the March board Meeting were approved as a true and accurate record

BOA/2204/6 GOVERNANCE

D1 – all board members voted in favour of both directors

A1 – DR to follow up with administration

A2 – DR to follow up on outstanding payments

BOA/2204/7 FINANCE REPORT

A1 – DR to re-send finance meeting request to CT

BOA/2204/8 MARKETING AND EVENTS

A1 – IF to contact Andy Price from Veterans Hub

D1 – all in favour to go ahead with the purchase of bunting with a maximum spend of £4,580 excluding VAT

D2 – all in agreement to allocate up to £40,000 for Christmas for Marketing Sub-committee to work on a plan for Christmas events. Details to be sent back to the board.

D3 – all in favour for the website to be re-introduced

D4 – All agreed to the meet the team budget of £400

D5 – all agreed to go ahead with the Visit Dorset partnership at Level 3.

BOA/2204/9 IMPROVE

A1 – ZW to send prices for graffiti removal to the board

D1 – all agreed for the ranger role to go out to tender

BOA/2204/10 BALLOT

D1 – all in favour of receiving the support from Ballot Buddy

BOA2204/11 ANY OTHER BUSINESS

D1 – all agreed for LWP to continue to deliver services until Sept as per original contract

A1 – request a formal response from DC about rationale regarding street bin removal

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