

## BID Board Meeting

**Date:** Wednesday 28<sup>th</sup> September 2022  
**Time:** 11:00am  
**Venue:** Teams  
**Present:** Chair: Chris Truscott (CT), McDonald's  
Vice Chair: Jonathan Oldroyd (JO), Gloucester House  
Ian Ferguson (IF) Weyline Taxis  
Graham Perry (GP), The Bridge Fair Trade Shop  
Lynne Fisher (LF), St John's Guest House  
Cllr Jon Orrell (CJO), Weymouth Town Council  
Jye Dixey (JD), William Henry - Wetherspoons  
Mikey Johnson (MJ), The Range  
Tamsin Mutton Mcknight (TMM), Merlin / SEA LIFE

**In Attendance:** Dawn Rondeau, Chief Operations Officer, We Are Weymouth  
Zach Williams, Operations Assistant, We Are Weymouth (joined at 12:10)

**Observers:** Helen Heanes, Principal Economic Development Officer, Dorset Council

### Minutes

#### **BOA/2209/1 WELCOME**

The Chair opened the meeting and welcomed members and observers.

#### **BOA/2209/2 APOLOGIES FOR ABSENCE**

Sarah Barnett, Observer, Weymouth College  
Cllr John Worth, Observer, Dorset Council  
Cllr Rob Hughes, Observer, Dorset Council

#### **BOA/2209/3 DECLARATIONS OF INTEREST**

No declarations of interest were made.

#### **BOA/2209/4 OBSERVERS**

No other observers expected.

#### **BOA/2209/5 MINUTES OF THE LAST MEETING**

D1 - The minutes of the last board meeting were approved as a true and accurate record

**BOA/2209/6 GOVERNANCE**

## BOA/2209/6/A LEVY UPDATE

DR provided an update on 2020-2021 and 2021-2022 levy collection. 2022-2023 levy letters due out shortly, all include a copy of the Annual Report. DR informed board that DC would not be charging for levy collection for 20/21 or 21/22 due to a lack of service

## BOA/2209/6/B AGM UPDATE

DR – proposed date Tue 15<sup>th</sup> November 5.30pm. TMM suggested Sealife might be a good venue.

D1 - All agreed AGM Tues 15<sup>th</sup> Nov 5:30pm at Sealife

**BOA/2209/7 FINANCE REPORT**

## BOA/2209/7A NEW FORMAT TO DISCUSS

The financial reports were received by the board.

DR gave a brief update on the new format, following discussions with Melanie Mitten (MM). The board gave feedback on the new format and requested an additional excel sheet outlining the actual money left for the remainder of the five-year term and ensure any future commitments were able to be carried out.

A1 - DR to work with GP and MM on management accounts.

## BOA/2209/7B UPDATES AND BUDGETS

A1 - CT requested communication to the board on 2022/3 levy income ahead of the next meeting.

**BOA/2209/8 MARKETING AND EVENTS**

## BOA/2209/8/A ITB &amp; LWP AUG &amp; SEPT SUBCOMMITTEE REPORTS INCL

The reports were received by the Board. There were no questions.

## BOA/2209/8B MINUTES OF SUBCOMMITTEE INC FOR DISCUSSION

Dusk til Dark Illuminations survey results shared (on screen) with the board. DR shared concerns over future events with regards local community dissemination. DR to take to WTCMMG. Board has appetite for future years but prefer to use a UK company due to escalation of costs due to logistics this year.

DR outlined poor communication from GWR with regards licensing, logo and management of GWR Elf attempt. It was agreed to pursue GWR for 2023 prior to lights switch on from beach with

support from WTC followed up by entertainment and events to keep customers in the town until the evening. 2022 to remain an elf world record attempt with light illuminations and entertainment.

D1 – all agreed to go ahead with the elf world record minus presence from GWR.

BOA/2209/8C            PIRATES

DR – pleased with the progress of this now 3-day event, info on national coverage shared.

BOA/2209/8D            POPPIES

DR – working with Jodie House of Houseworks CIC a local artistic company, Nothe and local cadet group to deliver a community- based recycling project, JD will be project managing this event.

BOA/2209/8E            DINOSAURS

DR – Following discussions at the marketing sub-committee, an external company will be bringing a presentation to the board in October.

**BOA/2209/9            IMPROVE**

BOA/2209/9/A            MINUTES OF IMPROVE SUBCOMMITTEE

The minutes were received by the board.

LF requested an update on the train station improvements. Discussions are ongoing but decisions need multiple personnel from SWR GWR and CRP to make decisions.

BOA/2209/9/B            RANGER UPDATE

ZW gave a brief update on BID Ranger August report.

BOA/2209/9C            WEYMOUTH INFORMATION SHOP

DR shared the highlights of the report received from WIS including over 100+ visitors per day during august. DR informed she had recommenced the tourism forum to ensure open dialogue on tourism within the town. DR informed board that WTC were very supportive of a tourism offer and wanted to work with BID to iron this out for the town. Further discussion needed at the improve subcommittee.

BOA/2209/D            GREEN AGENDA

DR gave an update on ideas discussed at the improve subcommittee and how we can provide support for businesses in this challenging economic climate. A number of areas such as working with British BID to pressure govt on grants toward rising energy costs through campaigns such as SOS led by Croydon BID had been supported by the ops team. DR also informed board that the coastal BID's team were looking to pressure govt on how the coastal stretch could better deliver energy solutions for towns. The Ops team had also sourced ideas to engage with levy payers to pilot cost reduction measures to enhance viability. DR and ZW to sample various businesses to see if this is a suitable solution.

**BOA/2209/10            FUNDING APPLICATIONS**

None.

DR informed board to expect Weymouth Sailing club, ITSA and CSAS to request money as they had taken packs with new funding requests.

**BOA/2209/11            BALLOT**

BOA/2209/11A            UPDATE

DR gave the board the latest updates and shared a copy of the BID Proposal on screen.

A1 - DR to create a draft business plan, to be agreed by DC in November.

A2 – DR to circulate a copy of the BID Rules, baseline agreements and operating agreements to board members with a feedback deadline of next week

**BOA/2209/11B            HAVE YOUR SAY**

ZW shared the results from the 'Have your say' survey on screen, including the result of levy payers with an average rating of BID activity as satisfactory and businesses top priorities being.

1. Online presence
2. Events
3. Enhanced cleaning and graffiti removal
4. Business crime reduction initiatives
5. Marketing campaigns and press-visits

**BOA/2209/11C            NEXT STEPS**

DR – currently arranging a steering group, a list of current invites was shared on screen for feedback and suggestions.

There was a discussion about strategies for analysing voting intentions and next steps.

**BOA/2209/12            DATES OF FUTURE MEETINGS**

Oct 27<sup>th</sup> (previously 26<sup>th</sup>)    Nov 30<sup>th</sup>    Dec TBC

**BOA/2209/13            AOB**

No further updates

## Decision and Action Log

**Meeting:** BID Board Meeting

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### **BOA/2209/5**

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### **BOA/2209/6/B**

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### **BOA/2209/7A**

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### **BOA/2209/7B**

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### **BOA/2209/8**

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