

## BID Board Meeting

**Date:** Wednesday 30<sup>th</sup> November 2022  
**Time:** 11:00am  
**Venue:** Microsoft Teams  
**Present:** Chair: Chris Truscott (CT), McDonald's  
Vice Chair: Jonathan Oldroyd (JO), Gloucester House

Graham Perry (GP), The Bridge Fair Trade Shop  
Lynne Fisher (LF), St John's Guest House  
Cllr Jon Orrell (CJO), Weymouth Town Council (joined at 12:17)  
Tamsin Mutton Mcknight (TMM), Merlin / SEA LIFE

**In Attendance:** Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth

**Observers:** Cllr Rob Hughes, Dorset Council  
Peter Vowles, Weymouth College  
Helen Heanes, Dorset Council  
Cllr Jon Worth, Dorset Council

### Minutes

**BOA/1103/1 WELCOME**

The Chair opened the meeting and welcomed members.

**BOA/1103/2 APOLOGIES FOR ABSENCE**

Mikey Johnson, The Range  
Ian Ferguson, Weyline  
Jye Dixey – William Henry Wetherspoons

**BOA/1103/3 DECLARATIONS OF INTEREST**

No declarations of interest were made.

**BOA/1103/4 OBSERVERS**

CT welcomed observers to the meeting.

**BOA/1103/5 MINUTES OF THE LAST MEETING**

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

**BOA/1103/6                      GOVERNANCE**

**LEVY UPDATE**

DR presented the current levy collection situation to the board with respect of outstanding debt and enforcement. CT thanked DR for getting more detail on the situation and the board were unanimous in agreeing to continue with pursuing all outstanding debt, recognising the sensitivity of collection during the Christmas months, but this is for businesses who have been given a disproportionate amount of time to pay and that the Bid must be committed to a fair system for all.

A levy payer complaint was received challenging their status indicating they were a charity but they're a community interest company. DR had responded in January 2022 to them post December board and they were again challenging the decision. DC responded that they should pay under the BID levy rules. It's a legal bill and they don't fall under the exemptions and need to pay it. All agreed it was reasonable

A1 - DR respond to levy payer

**BOA/1103/7                      FINANCE REPORT**

**UPDATE AND BUDGETS**

CT, JO, GP DR and MM, previously held a meeting to give a better oversight of the financial situation for the rest of the BID term. The reports reflect what has been committed to spend what our actual income is, less the provision for bad debt, but also recognizing that the bad debt provision is more than it appears, (we've assumed that 15% of levy income, will be bad debt). The good news is that the bad debt is less than that.

GP noted that the bottom line is showing £56,000 but this doesn't include the BID Ranger, hanging baskets or any project funding for example for dusk til dark next year which need a commitment in this years' finances.

DR outlined that all three hadn't been agreed at board so the report was reflective of agreed commitments not assumed future commitments. GP clarified that future projects hadn't been accounted for and difficult decisions would need to be made

CT summarised that we can't afford currently to do these three things; The Bid Ranger, the Dust til Dark and the hanging baskets because that takes us to higher than what we have as a balance left to spend.

We need to be mindful that we might receive more income, and if we WIN ballot we can move dusk til dark and half of hanging baskets into next year, but we have to budget it out of BID 2 because if we're not here we need to have that money to pay for the services.

DR commented that if we lose the ballot we can cease the Ranger contract and pay for the hanging baskets.

CJO asked whether we can pass our uncertainty and future funding onto those organisations that are looking for funds: hanging baskets and the dawn til dark because it's very hard for us to commit to the full funding. CJO asked if there could be a break clause when we know later in a few months with the hanging baskets, although it's against the interests of the town council, can we hang on till early spring to commit or purchase from a national supplier.

There were no other questions regarding finances and the board agreed to discuss each project as it came to board for funding later in the agenda

**BOA/1103/8                      MARKETING AND EVENTS**

**ITB & LWP AUG & SEPT SUBCOMMITTEE REPORTS**

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

DR highlighted the success of the light switch on with 60,000 people more than in 2019 and 20,000 more than last year. Although we, didn't hit a world record, we delivered on our objective to increase footfall and spend. The shops and businesses were very busy with businesses recording record sales, many said thank you.

CT thanked DR for her efforts and congratulated the team on good coverage. Agreeing that not only was the town busy, but we got some great PR and a number of really good quotes from DR.

Future PR includes the Jurassic coast feature expanding on work with JCT, Steampunk features and Dorset Tourism award which DR had applied for, and we'd won a commendation for our Christmas activities.

DR informed the board that we are finishing the we are celebrating campaign and already working on the We are Award winning campaign trying in with DTA, Weymouth business awards and delivering a national promotion for the town.

**BOA/1103/9                      IMPROVE**

**BOA/1103/9/A                      MINUTES OF IMPROVE SUBCOMMITTEE**

The minutes were received by the board with no questions.

**BOA/1103/9/B                      BID RANGER DISCUSSION**

JD raised concern about the current model and thought that a partnership approach may be better. GP highlighted that we had tried to have a closer partnership before with CSAS, however this hasn't been fruitful, which is why the BID Ranger pilot was introduced.

DR presented the business feedback which was in the board pack.

GP expressed concern about ongoing commitment to the Ranger and how we can ensure affordability, perhaps cutting back on marketing spend as this appears to be a levy payer priority.

Jo expressed a cutting back during quieter months, whilst CT said we should keep levels the same due to it being darker months with potentially higher crime. We should support the ranger 7 days a week coverage, as the businesses are seeing tangible benefits, and if we have to choose we should choose hanging baskets and the ranger over a production in the next BID term.

TMM raised matter that the feedback from the from the steering groups and businesses in the town is that people seem to have far more faith in the Ranger and understand that the Ranger is provided by the BID. Businesses have confidence in the current scheme a view shared by board. We've not had a good experience with CSAS over many years. TMM highlighted that If it comes to one or the other, the evidence suggests that we follow the Ranger. HH concurred that evidence in previous meeting suggested this approach too.

D1 - CT proposed to support £13k for a BID Ranger service until post ballot for seven days a week, 10-6. The vote was unanimous

CJO raised matter that CSAS don't need to be funded to move on rough sleepers and drunken people when other organisations are tasked with that and the police are delivering on high level crime, so we need to support the levy payers who want this particular service and the Ranger seems to be an effective scheme.

Concerns were raised regarding CSAS knowledge that the contract is not agreed JO advised that CSAS had implied funding from We Are Weymouth at a recent meeting. CT requested DR send a letter to John Newcombe ensuring that there was no misunderstanding on funding. DR advised that a letter had been sent in July but would follow this up as a matter of urgency.

A1 - DR send J.Newcombe letter regarding CSAS knowledge that the contract for funding is not agreed

## **BOA/1103/10            FUNDING APPLICATIONS**

### **BOA/1103/10/A        WEYMOUTH SAILING CLUB**

DR presented a funding request from Weymouth Sailing Club in October and Andrew Mercer (AM) returned to the November meeting to answer questions. CT highlighted that the request is for £7,000, however with finances tied up and no surety of a YES vote, concerns were raised regarding agreeing to money not available. AM understood the financial predicament and was happy to take a lower sum and indeed reduce the agreed amount as sponsorship became available from other sources. The board agreed that it would be good for BID to support the scheme in some form or other and requested a delay until January when the finances would be more transparent. GP highlighted that he liked AM pragmatic approach and DR to continue discussing what we can do ahead of January presentation.

GP then raised concern regarding all our other yearly commitments such as WFF FITS and others, to decide on priorities.

A1 - DR meet with AM ref sailing application ahead of January board

### **BOA/1103/10/B        ACTIVATE**

DR presented that there was an agreement by the board to continue to support a Dusk 'til Dark event, provided by Activate Performing Arts. This year is also the *Inside Out Dorset* festival, and it is proposed that the festival is launched in Weymouth, with enhanced activity in the town over two days.

Kate Wood (KW) and Dom Kippin (DK) attended the meeting.

CT outlined the financial constraints of our current situation and requested information on timeline for artists as well as dates for financial commitment. KW agreed that they would approach the artists to delay payments and only secure booking for April based on the Yes vote. There is no surplus budget in the current bid term to be able to pay for a future financial year. This is contingent upon BID 3 continuing. KW agreed that half would be expected in BID term 2 and the remaining half in BID term 3 and would stay in touch with DR when speaking to the artists should they not be able to wait until March.

CT asked why we are not using UK acts. DK highlighted the fact that there was less available due to lack of investment and high calibre talent especially with regards an impactful moving artistic display of a high quality and that international acts have a greater draw and make it special; a reason

for people to stay. DK also outlined that travel has been mitigated as funding is coming from the Basque Government. The European artists are now getting funding from their own regional or national governments to come to perform in the UK.

CT thanked activate and KW and DK left the meeting

TMM highlighted that if we're having to decide on what we commit to, we shouldn't commit to an Autumn event because the benefit of that isn't in this BID term anyway. If we're allocating money from this BID term the priority should be things that we can deliver before the BID ends and therefore either they must accept that they're not going to get a commitment from us until post ballot or they don't get a commitment and they need to find the money from somewhere else. And if later there is something we can then do to help them up weight it.

All agreed that we can't commit to £10k until after ballot.

A1 - CT requested DR reply to activate to ensure they know that it is absolutely our intent to want to support them as we talked about, we can't confirm that until April and for them to inform us if this affects the act they had hoped to book.

**BOA/1103/11            BALLOT**

BOA/1103/11/A            UPDATE

DR highlighted the Business plan she had prepared for the council and sent to the board, with critique by Friday 2<sup>nd</sup> Dec.

HH reminded the board that DR had included Asda, landlords and 2 more roads in the bid 3 term and this needed to be agreed at board prior to the final list for Civica.

DR highlighted British Bid observation on charging government institutions. British BID believe govt should be committed to the town putting money into the BID to see the town better and making the town a better place for both their employees and town. GP said he thought we should be charging govt buildings. This was backed by the rest of the board. CT said we need to be fair.

D1 - The board agreed to the changes on area and exemptions.

**BOA/110311/B            NEXT STEPS**

It was agreed that DR discuss finances with GP regarding business plan in order that DR submit the business plan to Dorset council ahead of deadline

**BOA/1103/12            DATES OF FUTURE MEETINGS**

December – none only subcommittees            January 26<sup>th</sup> next meeting

**BOA/1103/13            AOB**

## **Decision and Action Log**

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**Date:**                Wednesday 30<sup>th</sup> November 11am

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**BOA/1103/6                    GOVERNANCE**

A1 - DR respond to levy payer

**BOA/1103/9                    IMPROVE**

D1 - proposed to support £13k for a BID Ranger service until post ballot for seven days a week, 10-6. The vote was unanimous

A1- DR send J.Newcombe letter regarding CSAS knowledge that the contract for funding is not agreed

**BOA/1103/10/B                FUNDING APPLICATIONS****WEYMOUTH SAILING CLUB**

A1 - DR meet with AM ref sailing application ahead of January board

**BOA/110310/C                ACTIVATE**

A1 - DR reply to activate to ensure they know that it is absolutely our intent to want to support them but we can't confirm that until April and for them to inform us if this affects the act they had hoped to book.

**BOA/AA03/11/A**

D1 - The board agreed to the changes on area and exemptions.

**BOA/AA03/11/B**