

BID Board Meeting

Date: 26th January 2023
Time: 11:00am
Venue: Pilgrim House
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
Tamsin Mutton Mcknight (TMM), Merlin / SEA LIFE
Ian Ferguson (IF) Weyline
Jye Dixey (JD) The William Henry, JD Wetherspoons
Mikey Johnson (MJ), The Range
Helen Heanes, Dorset Council
Cllr Jon Orrell, Dorset Council

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

Observers: None

Minutes

BOA/2301/1 WELCOME

The Chair opened the meeting and welcomed members.

BOA/2301/2 APOLOGIES FOR ABSENCE

Apologies for absence: Peter Vowles, Cllr Hughes, Cllr Worth

BOA/2301/3 DECLARATIONS OF INTEREST

No declarations of interest

BOA/2301/4 OBSERVERS

No observers present.

BOA/2301/5 MINUTES OF THE LAST MEETING

D1 - The minutes were approved as an accurate and true reflection of the November board meeting

BOA /2301/6 GOVERNANCE

there was no movement on levy collection since the last board the matter of a letter from councillor O'Leary was discussed regarding Greenhill gardens.

D1 - It was agreed that Greenhill gardens was due the money due to the rules on governance and that a meeting to discuss this rationale and future levy collection was advised the board agreed that they are liable

A1 - DR and Cllr JO meet with Greenhill gardens.

BOA/2301/7 FINANCE

DR presented the Finance Report to the board. There were questions regarding available drawdown.

DR outlined that with a yes vote unless there was more income from outstanding levies imminently there wasn't much for additional projects.

DR explained that as the commitment was to the Ranger until the end of August, plus our commitments for hanging baskets and activate it would only leave 20K for additional projects during this period. If we had a NO vote the ranger would cease as would the September activate and therefore there would be enough to pay for the full amount for hanging baskets and winding up of the BID.

DR highlighted that there will be future funding requests, and these were itemised in an e-mail which all board members received.

D1 - It was agreed that there still are reserve funds for any future requests to be considered to the value of £20K to support projects such as the folk festival, fayre in the square & volleyball and the funding application at today's board meeting.

BOA/2301/8 MARKETING

There were no questions regarding the marketing subcommittee reports.

A discussion regarding future campaign post ballot was undertaken with titles such as We Are Improving, We Are Caring, We Are Protecting, We Are Preserving as strap lines.

It was agreed to reverse engineer the campaign and for ITB to identify what green sustainable projects and initiatives like RSPB, recycling crabline, recycling camping and environmentally friendly B&B's and accommodation providers and sustainable fishing trips looked like and create an itinerary around this that they could deliver and create a campaign title around the findings.

A discussion about the limitations of every campaign being 'we are...' makes titles harder and it was suggested that In The Bag come up with some campaign strategies titles and content in line with national initiatives.

The board liked the idea of the plastic recycling fish and HH suggested that in April this project could potentially apply for UK shared prosperity fund as part of the improvement to the town.

A1 - DR and HH to maintain contact and ensure grant application for shared prosperity fund undertaken.

DR highlighted that we are Weymouth was expected to receive a commendation at the Dorset tourism awards tonight for its programme of activities at Christmas

DR informed the board regarding the dinosaur installation and the heightened concerns around vandalism.

DR shared that the installations would be at Lookout café, Palm house, the Royal hotel, Nautico lounge and Nothe Tavern with 24 businesses engaging either on the trail, with installations or workshops.

The board requested a post on we are Weymouth business and in the newsletter encouraging businesses to sponsor prizes in return for heightened PR.

A2 - DR action post on prizes re Dinosaur project

BOA/2301/9 IMPROVE

JO brought up the matter of the PCCO grant fund which last time we gained grant funding for installing CCTV in the train station there were suggestions that this money could be put towards some form of crime prevention for hoteliers whether a radio system such as hotel watch or another form of support of disc sign up for non-levy payers.

JO updated on PCCO grant fund and what was happening as the police seem to want to run hotel watch which was a new development

A1 - JO to bring updates to improve subcommittee re PCCO grant fund

Concerns were raised at CSAS are aware that there are no funds to support them at the present moment date are confirmed a letter had been sent via e-mail but further clarification in writing was requested

A2 - DR to send letter recorded delivery to John Newcombe

GP brought up the matter of a visitor leaflet highlighting the heritage trail the sculpture trail the mural trail and other things to do in the town including the town map Dawn suggested working with Weymouth town council on a joint initiative as they are looking to deliver something similar and perhaps this is a tourism initiative which would be useful not only in Weymouth but to be distributed further afield.

A3- DR meet with WTC ref joint tourism flyer

There were no updates on the slabs as this is due for installation in February

D1 - The board voted and agreed unanimously to support the improve project of hanging baskets to the value of 20K

BOA/2301/10 FUNDING APPLICATIONS

SQUIB - Andrew Mercer presented to the board an application for the national championships for SQUIB racing for 4K to deliver a programme of events for the last week of

June with we are Weymouth as the headline sponsor. Jye asked about the legacy for SQUIB racing and Andrew advised that this could be a sport that could be promoted more post the event.

The board discussed the request but due to financial restraints were unable to agree 4K however did still want to support the event and

D1 - The board were unanimous in agreeing 2K for the SQUIB

Chris suggested that Dawn speak to Andrew about access to funding from the council.

A1- DR speak to AM ref WTC funds

BOA/2301/11 BALLOT

Discussion ensued with regards the ballot schedule lawyers flyers campaign and C.Boyd a levy payer with experience in ballot process attended to advise.

The board agreed to support the operations team by being visible wherever possible and that a pack would be preferable including key dates the flyer once completed a badge information sheets plus when to deliver it was suggested that a 'how to vote sheet' would also be appreciated including badges and pens.

A1 - DR to action ballot packs

Decision and Action Log

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