

4

Board Meeting

8th July 2015

Venue: Real World Services Board Room

Start time: 15.30

WEYMOUTH
WEAREWEYMOUTH.CO.UK

LOCAL BUSINESS
SUPPORTING
WEYMOUTH



Board Member	Company	Sector	
Louise Cox	The Modern Barbers	Independent Service	
Ian Jefferis	Dorset Schoolwear & Weyprint	Independent Retail & Service	
Sophie Kermani-Jibet	The Dining Room	Independent Restaurant	
Tamsin Mutton-McKnight	Merlin Entertainment (Sealife)	Leisure	Apologies
Simon Newport	First Group	Transport	
Steve Newstead - CHAIR	Wetherspoons	Pub Chain	
Sue Roper	Hotel Rembrandt	Hotel & Venue	
Dennis Spurr	Fantastic Sausage Factory	Independent Food	
Tim Williams - Treasurer	Wilkinsons	Multiple Retailor	
Cllr Mike Byatt	WPBC Economy Briefholder		

Non Board Member	Organisation	
Nigel Reed	Weymouth BID	
Alex Burden	Weymouth BID	
Julie Cleaver	Popcorn Marketing	
Paul Mills	Outside Edge	Apologies
Trevor Hedger	WPBC	

Other Attendees	Organisation	Reason

Agenda

1. Attendees & Apologies
2. Minutes
3. Matters Arising
4. Treasurers Report & Budget
5. RLA
6. September Campaign & Christmas 2015
7. Board Set up

DECISIONS MADE	ADDITIONAL ACTIONS
ITEM 2	
<ul style="list-style-type: none"> Minutes of the Forum Meeting 10/06/15 agreed 	
ITEM 3	
<ul style="list-style-type: none"> Electric Installation New Bond St costed at £8k for permanent 3 phase meter. Carnival has now Invoiced for the £5k Trade Pitch now contracted with Bo Concept Marketing Agency for National Contracts Feedback for Farmers Market by Visitors positive 	
ITEM 4	
<p>Project 1a Events Budget allocated for 8 Events</p> <ul style="list-style-type: none"> Waterfest, Easter, Halloween, Feast, Christmas BID Manage and Fund Outloud, Motocross, Challenge Weymouth, Part Fund and not managed by BID Additional Funding allocated for additional Applications 	
<p>Project 1b Out of Season Marketing</p> <ul style="list-style-type: none"> On Line Marketing Campaigns Feb and Sept Targeted Tradeshows 	
<p>Project 1c Retail Activity</p> <ul style="list-style-type: none"> Continue Farmers Market all Year Parking Incentives Tourist Information Point BID Office 	
<p>Project 2a Final Impressions This area of the business plan requires more work.</p> <ul style="list-style-type: none"> Signage – Pedestrian and Highway Signage both require improvement. BID to consider short term signage for the beach and town A35 needs Signage BID to lobby Dorset County Council 	
<p>Project 2b Customer Service Training</p> <ul style="list-style-type: none"> Potential Awards Competition Free Training Social Media Training 	
<p>Project 2c Weyfarers</p> <ul style="list-style-type: none"> Weyfarers may need a rethink as numbers limited. Rangers Wardens – Paid Roles to be considered in Partnership WPBC and Police 	

<p>Project 3a Websites</p> <ul style="list-style-type: none"> • We are Weymouth site continues to grow. • Requires Business Directory 	
<p>Project 3b Car Park Information Touch Screens</p> <ul style="list-style-type: none"> • This project has been removed as WPBC installing new machines that may support this 	
<p>Project 3c Town Centre Information</p> <ul style="list-style-type: none"> • Projects to date have focused on Maps 	
<p>Project 4a Street Harmony</p> <ul style="list-style-type: none"> • Work with Shopwatch to increase membership and CCTV coverage • Best Bar None Awards 	
<p>Project 4b Early Doors</p> <ul style="list-style-type: none"> • No Projects confirmed 	
<p>Project 4c Show me the Way to go Home</p> <ul style="list-style-type: none"> • Night Time Safe Place • Events Taxi Marshalls • Additional Buses 	
<p>Project 5a On Line Hows Business Surveys</p> <ul style="list-style-type: none"> • Survey Monkey & Business Surveys to be regular features in newsletters 	
<p>Project 5b Customer Surveys</p> <ul style="list-style-type: none"> • Need to be focused not clear who to target likely to be from email databases 	
<p>Project 5c Monthly Car Park Surveys</p> <ul style="list-style-type: none"> • Not available but Footfall Cameras providing information 	
<p>Other Budget Comments</p> <ul style="list-style-type: none"> • Involvement in “Pride in our Borough” • Voluntary Contributions = Possible use of B Huett who is contracted for 1-2-1 Meetings with Service Sector • Increased Partnership Funding initiatives – similar to Shop Wrap • Increased Sponsorship targets 	
<p>General Comments</p> <ul style="list-style-type: none"> • Summer Opening Hours – Evening Opening • Apprentice for Office Agreed using Weymouth College Scheme • Beach Stage for Outloud to be considered 	
<p>ITEM 5</p>	
<p>RLA</p> <ul style="list-style-type: none"> • Formal Notice given to RLA to 30th September 2015 	

<ul style="list-style-type: none"> • Exit Strategy now needed to be put in place • Tender Document to be made available for new Contract 	
<p>ITEM 6</p> <ul style="list-style-type: none"> • September Campaign not going ahead • Board agreed final go ahead for Christmas 2015 	
<p>ITEM 7</p> <ul style="list-style-type: none"> • Board Set up still in progress with advice from Battens to support this 	
Meeting Closed 17.40	
Next Meeting 16th September 2015	
New Time 14.00	
Real World Board Room	