



Weymouth BID Ltd

Minutes of Board Meeting

Date: **Wednesday 19th December 2018**

Time: **09.00**

Location: **Pilgrim House**

Item	Details	Action
	<p>Attendees and Apologies</p> <p><u>Present: Board Members :</u></p> <p>Chairman, Richard Lamb (RL) Kings Arms, Nothe Tavern, Boot Inn Vice Chair, Ian Ferguson (IF) Weyline Taxis, Bee Cars, Streetcars Jonathon Oldroyd (JO), Gloucester House Hotel Stephen Bassett (SB) Londis Julia Cohen (JC) Weymouth College Chris Truscott (CT) McDonalds John M Sutton (JMS), Redcliff Guest House</p> <p><u>Present: Non Board Members:</u></p> <p>Claudia Moore (CM) BID Chief Operating Officer Helen Toft (HT) BID Admin Cllr Richard Kosior (RK) W&PBC Edward Warr (EW) Town Centre Manager Trevor Hedger (TH) WPBC Senior Economic Regeneration Officer Steve Davies – W&PBC – Presentation re Events Leaflet Charlie Sheppard – W&PBC – Presentation re Events Leaflet John Shipp – NTE Manager, Bournemouth Council – Presentation re Purple Flag Peter Davies – W&PBC Licencing – Presentation re CSAS (Community Safety Accreditation Scheme) Inspector Barry Gosling - Weymouth & Portland NPT – Presentation re CSAS</p>	

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	<p><u>Apologies:</u> Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin Dennis Spurr (DS) The Fantastic Sausage Factory Keith Treggiden (KT), Stonegate Pubs Cllr Richard Nickinson (RN) W&PBC</p>	
1.0	<p>Welcome RL welcomed the members and introduced the visitors.</p>	
2.0 2.1 2.2	<p>Guest Presentations</p> <p>John Shipp – Night Time Economy Manager for Bournemouth Borough Council and is a member of the ATCM Purple Flag Accreditation Panel. John gave a short presentation about the history of the scheme, how it was set up and the various criteria by which a town is judged.</p> <p>He emphasised the role of the BID as a stakeholder in the town, the process of continual review and improvement, and the need to address the crossover from the Day Time Economy to the Night Time Economy. It should be viewed as one.</p> <p>John cited the example of how Bournemouth have done this with a Summer Live Event every evening for 12 weeks in the summer paid for by the Council.</p> <p>The judging criteria for a Purple Flag is more stringent than for a Blue Flag (beaches) or a Green Flag (parks).</p> <p>A question was asked about the ownership of the scheme in Weymouth. It is owned by all the stakeholders who attend Purple Flag meetings and led by Ed Warr.</p> <p>Weymouth has received its first Purple Flag and a working group meeting is being held on 4th January to begin the work for the inspection in 2019.</p> <p>Peter Davies - W&PBC Licencing and Community Safety Officer, (supported by Inspector Barry Gosling) gave a brief presentation about the how the roles of the Community Safety Accreditation Scheme officers had come about.</p> <p>A report on the night time economy of the town called 'After Dark' was produced in 2012 and from that the Melcombe Regis Board was set up to tackle the night time problems in the town.</p> <p>Two officers have been employed and two more are in the process of being trained and checked. All four officers will be on the streets in January.</p>	

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2.3	<p>Although employed by the Council the officers must undergo a rigorous training with the Police.</p> <p>Their role is that of offering advice and guidance and enforcement. They will liaise closely with the Police and the British Transport Police and all incidents will be recorded.</p> <p>Members of the public can contact the officers by email patrol@dorset.gov.uk The emails go to the officers' phones.</p> <p>Discussion took place about the area covered by the officers which will be from the Nothe to the Park District.</p> <p>Peter asked that the BID conducts a survey in the new year to gauge the levy payer/public perception of the town centre and to repeat the survey in 12 months to see how the use of the CSAS officers has impacted. This was agreed to.</p> <p>It was suggested by RL that the BID would help with a promotion of the new CSAS officers to Levy Payers in the new year.</p> <p>ACTION: CM to liaise with Peter Davies on content of survey</p> <p>Steve Davies & Charlie Sheppard – W&PBC Tourism Officers, gave a presentation to support their request for £2,000 funding towards the 2019 Events guide and calendar leaflet</p> <p>The guide was the result of collaboration between the Pavilion, the BID and the Council a few years ago to improve how events in the town were promoted. Currently there are 50,000 copies printed and ¾ of these are distributed across Dorset to over 200 distribution points. There are also event posters on the seafront and around the county. There is also a digital copy of the leaflet. The overall cost of design printing and circulation of 50,000 copies is £8,000.</p> <p>Discussion took place about updating the WAW artwork and amending the editorial content.</p> <p>ALL VISITORS LEFT THE MEETING</p>	CM								
4.0	<p>Minutes of last Meeting 30th November 2018</p> <p>The minutes were agreed as a true record and signed by RL.</p>									
4.1	<p>ACTIONS FROM LAST MEETING</p> <table border="1" data-bbox="272 1686 1299 2009"> <thead> <tr> <th data-bbox="272 1686 384 1738">Item</th> <th data-bbox="384 1686 1299 1738">ACTIONS Carried forward from previous meeting</th> </tr> </thead> <tbody> <tr> <td data-bbox="272 1738 384 1834"></td> <td data-bbox="384 1738 1299 1834">CM to arrange meeting with the Echo representative at Pilgrim House – Meeting taking place on 21/12</td> </tr> <tr> <td data-bbox="272 1834 384 1960"></td> <td data-bbox="384 1834 1299 1960">All members to read the JD and succession planning documentation before next meeting.- Governance committee to look at</td> </tr> <tr> <td data-bbox="272 1960 384 2009"></td> <td data-bbox="384 1960 1299 2009">Amended Marketing Brief - circulated.</td> </tr> </tbody> </table>	Item	ACTIONS Carried forward from previous meeting		CM to arrange meeting with the Echo representative at Pilgrim House – Meeting taking place on 21/12		All members to read the JD and succession planning documentation before next meeting.- Governance committee to look at		Amended Marketing Brief - circulated.	
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	<p>CM will re-advertise the admin post – agenda item coming up</p> <p>RL to contact KT about Pubwatch – Before next meeting</p> <p>5.0 RL to report back on the street trading licencing situation at the next meeting – agenda item coming up</p> <p>8.0 RL and IF to sign up for Jurassic Loyalty Card and report back before recommending to others - done</p> <p>9.0 Funding Applications</p> <p>SB and CT to discuss finances with Just Racing and feedback to next meeting. – Agenda item coming up</p> <p>CM to contact Steve Davies with request for formal funding application for Events Calendar and Map. – agenda item coming up</p> <p>Christmas Day Swim - CM to inform the Lions - done</p> <p>Weymouth Development Trust - CM to contact Chris Wilson with condition and report back to board. – done.</p>	
<p>5.0</p> <p>5.1</p> <p>5.2</p> <p>5.3</p> <p>5.4</p>	<p>Chairman’s Report</p> <p>New Board Member Application – Lynne Fisher. JO knows her personally and supported her application. CT to meet Lynne and report back to next meeting.</p> <p>Action: CT to arrange to meet Lynne Fisher</p> <p>Pirate Festival – the dates of 6th and 7th July have been proposed for a Pirate festival to be run by the Lions with input from the Dolmen. There is no other information at this stage other than that provided with the board meeting papers. A funding application will be submitted in January.</p> <p>Feast 2019 – discussion took place about how the BID could support the Echo’s Dine for Less new year promotion. Andy Cooke is working with the BID to promote any Feast offerings digitally.</p> <p>Action: CM to speak to Tracy at the Echo about advertising deal.</p> <p>Night Time Economy – RL has met with Inspector Barry Gosling to discuss the NTE. It is important that the BID communicate with the Pubwatch/Shopwatch/Hotelwatch groups to make sure there is a joined up approach to both day time and night time economy and that business are encourages to participate.</p> <p>An attempt to be made to structure the groups so that they are attended by representatives from businesses who have the authority to contribute to, and carry out any decisions made at meetings.</p> <p>The BID to send out a clear message about how Levy Payers can assist the Police, CSAS and Purple flag.</p> <p>CM informed the board that Pubwatch was producing stickers for businesses and trying to get more people involved.</p>	<p>RL/CT</p> <p>CM</p>

Item	Details	Action
5.5	<p>EW will meet with CM to discuss the importance of Pubwatch to the Purple Flag and what more needs to be done.</p> <p>Action: RL/CM Newsletter & Press Release on Purple Flag and CSAS</p> <p>Richard Drax - discussion took place about a meeting that was held where neither BID/WPCC representatives were present. It was reported that there is a Strategic Plan for Weymouth with government money attached that is being worked on by Dorset County Council. TH was unable to add any more information about this and it was suggested by Councillor RK that an invitation should be extended to Jeff Cant the Leader of the Council to attend a meeting with the Board to answer some concise questions about the plans for the area.</p> <p>Action: CM to consult with JC's P.A. re suitable dates in early January and work with TH/EW to produce 4/5 questions.</p>	RL/CM
5.6	<p>Marketing Brief – This has been circulated to the board and there were no comments. CM was instructed to invite Marketing Companies to submit tenders based on the agreed brief.</p> <p>Action: CM to send out invitations to tender to local marketing companies.</p>	CM/T H/EW
5.6	<p>Street Trading Licence – RL will be meeting with Peter Davies to clarify what the situation is with trading licences in the town.</p>	CM
5.7	<p>Levy Payer Concerns – the questions raised by Roger Stockley of Belle's Bakers were discussed.</p>	
5.8	<p>1. Who made the decision to shelve the parking scheme that Claudia posted about in Feb this year and when was the decision made:</p> <p>Response: This has never been put forward at a Board Meeting or promised by anyone at Weymouth BID. It was merely a suggestion that has not been pursued yet due to the upcoming local authority and parking changes.</p>	
5.9	<p>2. Who made the decision not to ring-fence money for The TCM budget and when was the decision made? Where is it recorded? What were the reasons?</p> <p>Response: On behalf of all the levy payers we have made it clear that every TCM proposal has to be put forward for approval to ensure we fulfil the correct criteria. Also we want to ensure that money isn't already allocated to investment by the new Town Council. The Business Plan for BID 2 agreed with steering group and Board members clearly states that we will support the Town Centre Management Team but does not specify the exact amount.</p> <p>3. On the subject of governance, the Bid2 business plan stated:</p>	

Item	Details	Action
	<p>i “All projects requiring funding will be submitted in writing three months in advance of the project and published online prior to the Board meeting in which they will be discussed.”</p> <p>Response: It was agreed that this was a ‘best practice’ guideline for anyone wishing to submit applications in order to give the board the opportunity to ask for additional supporting information to be supplied before reaching a decision. It is not a strict rule and the board would not dismiss any funding application that was submitted a week before a meeting if the event was deemed to be of benefit to levy payers.</p> <p>Members of the Board are appointed as representatives of the Levy Payers and are entrusted to make decisions on behalf of Levy Payers.</p> <p>Any Levy Payer wishing to comment on a specific item on the agenda can request to attend a board meeting and speak on that item.</p> <p>Mr Stockley has been invited to join the board on several occasions and has declined.</p> <p>ii “Prior to any agreed investment, proposals will be publicised on the website and formally presented at Board meetings. All levy payers will have the opportunity to have their say prior to any decision being made.”</p> <p>Response: All agendas, monthly finances, minutes and successful funding applications can be viewed on our website and thanks to Mr Stockley’s suggestions we have started adding pending funding applications when they are submitted. Members are invited to the Board meeting to speak on any subject including any funding application that is on the agenda.</p>	
6.0	<p>Sub-Committee Updates</p> <p>None at this time.</p>	
7.0	<p>Financial Report</p> <p>The monthly financial reports were circulated and there were no concerns raised.</p> <p>TH confirmed that 7th January will see bailiffs instructed to collect the outstanding levy payments.</p> <p>Action: CM to put together a financial forecast for the board.</p>	CM
8.0	<p>BID Operations Officer Items</p> <p>8.1 World of Markets Proposal – It was agreed that CM would invite them down to visit the town and talk about where they would hold a market.</p>	CM

Item	Details	Action
<p>8.2</p> <p>8.3</p> <p>8.4</p> <p>8.5</p> <p>8.6</p> <p>8.7</p>	<p>Action: CM Invite World of Markets to visit Weymouth</p> <p>Job Description and Succession Planning – it was suggested by CM that this is an item that the Governance Sub-Committee should be looking at.</p> <p>Action: Governance Sub-Committee to look at templates sent out before next meeting.</p> <p>Storage and the Slug and Lettuce – BID will not be covered by insurance for the items stored in the basement of the Slug and Lettuce as there is a flood risk.</p> <p>The rest of the items in store will still need to be moved. EW said that the new town council may have storage facilities that can be rented.</p> <p>Asda Update – CM has tried to contact the store by phone and email and has received no answer. CM to visit the store in the new year.</p> <p>Meercat Proposal – CM said that this company was recommended by other BIDs that she is in contact with it. After discussion it was decided unanimously not to follow this up at this time.</p> <p>Business Crime Strategy – the information circulated is for the information of the board and feedback has been requested.</p> <p>New Staff Member – Kelly Davies was interviewed for the part time admin assistant role by JC and JO and has been offered the position with a January start.</p>	<p>RL/IF</p> <p>SB</p> <p>CM</p>
<p>9.0</p>	<p>Town Centre Manager Updates</p> <p>No updates since last time.</p>	
<p>10.0</p> <p>10.1</p>	<p>Funding Applications</p> <p>Weymouth Pride Event – JC presented more information to the board to support the application from Weymouth Pride for £32,000. It was agreed that it would be good for the town to have Pride event and for the BID to support it. RL and SB would meet with Jamie Cragge and Julia Cohen to go over the figures before a board decision can be made.</p> <p>Action: RL/SB to meet Pride organisers as soon as possible.</p> <p>W&PBC Events Calendar – it was unanimously agreed to support the request for £2,000 towards the £8,000 cost of 50,000 leaflets. The board wished to know how much a wider out of county circulation might cost.</p>	<p>RL/SB /JC</p>

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10.2 10.3 10.4	<p>Action: CM to ask Steve Davies for figures for wider circulation</p> <p>Weymouth Chamber of Commerce – Festival of Business – Funding toward business training events in partnership with the Dorset Growth Hub. Not enough information was included in the application for a decision to be made. More information to be sought for next meeting.</p> <p>Action: CM to contact Chamber for more information.</p> <p>Just Racing – following a meeting with Alan Rose of Just Racing by CT and SM they recommended to the board that funding support is only given to one of the 3 proposed events that will take place in March. The July event was considered to be of less benefit to levy payers. It was unanimously agreed to fund £6,000 of the costs of the March event.</p> <p>Action: CM to notify Just Racing of the result.</p>	<p>CM</p> <p>CM</p> <p>CM</p>
11.0	<p>Projects/Events update</p> <p>Christmas – a meeting will be held with Lions in January to review and evaluate the 1st December event.</p> <p>The Santa Grotto is still in place an operating at weekend with one more weekend to go. Final figures are expected next week.</p> <p>Halloween – no invoices received yet from Dennis Spurr for Witch Hunt.</p>	
12.00	<p>Marketing and Promotion</p> <p>Marketing tenders to be requested for February.</p>	
13.00	<p>AOB</p> <p>Hanging Baskets Legacy Across Town – HT has been researching the best way to achieve a legacy of hanging baskets across the town and has been in touch with Winchester BID who have had baskets for 10 years from a company who supplied the brackets and baskets and maintained them throughout the season. A quotation from the company who supplied Winchester was circulated. It was agreed that the company should be invited to survey the town and submit a more detailed proposal as soon as possible. Other quotations would be sought.</p> <p>Action: HT to arrange for hanging basket survey.</p>	<p>HT</p>
14.00	<p>Agenda Items for next meeting</p>	

Item	Details	Action
15.00	<p>Date of next Meeting</p> <p>A doodle poll will be sent out for best date.</p> <p>Venue: Pilgrim House, Hope Square</p>	
	Meeting ended 12.45	

ACTIONS FROM THIS MEETING

Item	What	When
5.3	CM to liaise with Peter Davies on content of survey	New Yr
5.2	RL and CT to arrange to meet Lynne Fisher	Nxt mtg
5.3	CM to speak to Tracy at the Echo about advertising deal.	asap
5.5	CM to consult with JC's P.A. re suitable dates in early January and work with TH/EW to produce 4/5 questions	asap
5.6	CM to send out invitations to tender to local marketing companies.	asap
7.0	CM to put together a financial forecast for the board	
8.1	CM Invite World of Markets to visit Weymouth	New year
8.2	Governance Sub-Committee to look at templates sent out before next meeting.	Nxt mtg
8.3	CM to ask Steve Davies for figures for wider circulation	asap
10.1	RL/SB to meet Pride organisers as soon as possible.	asap
10.2	CM to ask Steve Davies for figures for wider circulation	asap
10.3	CM to contact Chamber for more information	asap
10.4	CM to notify Just Racing of the result.	asap
14.00	HT to arrange for hanging basket survey.	asap

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Signed as a true record by

Richard Lamb
Chairman

Date

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