

# Weymouth BID Ltd

## Board Meeting

Wednesday 11 May 2016

Location: Real World Services Board Room

St Alban Chambers

Start time: 2pm



### Item A Attendees & Apologies

#### Present:

Board members:	Julia Cohen	JC
	Steve Connell	SC
	Louise Cox	LC
	Steve Newstead	Chair
	Tim Williams (Treasurer)	TW

Non Board members:	Alex Burden (Weymouth BID)	AB
	Julie Cleaver (Popcorn Marketing)	JAC
	John Fiori (Dorchester BID)	JF
	Trevor Hedger (Economic Dev. Office at WPBC)	TH
	Paul Mills (Weymouth BID)	PM
	Nigel Reed (Weymouth BID Manager)	NR
	Natalie-anne Simons (Weymouth BID)	NS

<b>Apologies:</b>	Tamsin Mutton-McKnight	TMM
	Simon Newport	SN
	Cllr Jason Osborne	JO
	Sue Roper	SR

Julia Cohen was welcomed to the Board.

It was noted that Cllr Byatt has left the board as he is no longer on the Weymouth & Portland Borough Council (WPBC). New Council representatives will be proposed to the Board after WPBC AGM.

### Item B Minutes of previous meeting

- Minutes agreed.

### Item C Minutes update and matters arising (09/03/16)

- No amendments.

#### **Item D Chairman's Report**

- Safe Place
  - There remains a proposal supported within the Night-time Economy (NTE) for a town centre "Safe Place" supported by the Police, Police Commissioner, Local Authority, Health & Ambulance Services.
  - To facilitate this the premises of 'The Clipper' is being considered as an option.

#### **Item E Treasurer's Financial Report**

A breakdown of expenditure P & L was circulated by email to the Board prior to the meeting. The Treasurer reported on expenditure and current income. Budgets for 2016/17 will be presented at the July Board meeting.

#### **Item F Board Decisions since last meeting**

- None

#### **Item G Presentations**

- None

#### **Item H Board Set Up**

- Articles
  - TH has items to finalise.
  - New articles to be agreed with current members.
- Membership for Levy Payers
  - Criteria to be set. Number of members, Business category, and Geographical area.
- Recommendations
  - Application to British BIDS for the accreditation of Weymouth BID.

Articles of Associations and Membership of the Weymouth BID agreement proposed by Chair and seconded by TW, LC and SC. Subject to changes proposed by TH.

#### **ACTION NR – Finalise criteria for Levy Payer Members – Deadline Wednesday 8 June 2016**

#### **Item I Event & Project Reviews**

- Roger Dalton Associates (RDA) contract for Waterfest comes to an end in September 2016. Review future plans for Waterfest.

## Item J Forum

- **Previous Forum**
  - Meeting went well despite the small number of attendees. Content was mainly retrospective, need to be more forward focused at next forum.
- **Next Forum Tuesday 17 May 2016**
  - Agenda – Project Update from the BID, How's Business?, What's coming up.
  - Project Update to include Signage, WIFI, StreetView, Media, Christmas 2016.
  - Inform Levy Payers why they should attend the Forum.

**ACTION AB – Information to be sent to Levy Payers advising them of the content of the forum – Deadline Monday 16 May 2016**

**ACTION NS – Arrange Pre-Forum meeting to discuss format and content – Deadline Friday 13 May 2016**

**ACTION CHAIR – Contact Dorset Digital Solutions to present at Forum – Deadline Monday 16 May 2016**

## Item K Marketing

Papers circulated at the meeting.

- **WeAreWeymouth.co.uk**
  - Bringing in house has reduced costs substantially.
  - Pay per Click campaign proving successful.
  - Website sessions in April 100% increase on January 2016.
- **WeymouthBid.co.uk**
  - Revamped website live.
  - Resource Directory added but needs further work to improve.
  - New Business directory added and being completed by the BID and Key Multimedia.
- **Social Media**
  - Facebook likes up by 8%.
  - Facebook reach increased by 300%.
  - Twitter up by 5%.

Report recorded all activities within Marketing and PR which Directors agreed showed really positive results and should be part of upcoming Levy Payers Forum.

## Item L Events

- **Christmas 2016**
  - Aim is to show 'We Are Open' for Business in winter.
  - Proposed opening dates – Ice Rink Thursday 1 December (set up 3 days before), Lighting Up Saturday 3 December.
  - Help local Businesses to advertise a link between them and the Ice Rink – Eat & Skate voucher with discount on food. Discount booklet.
  - Activities in different areas of the town.
  - A themed, leaner approach to the Opening Ceremony.
  - Revenue opportunities – schools, extended opening hours for corporate events.

**Action NS - Arrange Christmas Brainstorming Session with Board members – Deadline Wednesday 8 June 2016**

**Item M        Projects**

- None

**Item N        Funding Applications**

- Awaiting figures for expenditure costs for OutLoud later evening event.

**Item O        BID Manager Update**

- **OutLoud/Later**
  - Entertainment will be aimed at the family.
- **Healthy High Streets**
  - Multiple Retailers Forum.
  - 'Purple Flag' accreditation applied for by NTE.
- **Signage**
  - Coastal Community making a funding announcement on 23 May 2016 giving information on how to apply for a grant. Signage is suggested as one of the funding applications.
- **Parking**
  - Discussions ongoing with the Council Parking Manager.
  - Require data from the Council – Who?, Where? How long?
  - Suggest promotions for Christmas 2016.
  - Future strategy for re-ballot.
- **Spring Events**
  - Activity Festival planned for May 2017. Work in progress.
- **Rangers**
  - This project may become part of the Melcombe Regis Task Force.
- **Legal Case**
  - Legal Action brought by previous Director was discussed and the Board were updated on the current position and options available.

**Action NR & CHAIR - Contact the Council to request data and progress the issue of parking in the town – Deadline Wednesday 8 June 2016**

**The meeting closed at 5.15pm**

**Next meeting Wednesday 13 July 2016 at 2pm.**