



# Weymouth BID Ltd

## Full Board Meeting

Wednesday 14 September 2016

Location: Real World Services Board Room

St Alban Chambers

Start time: 2pm

### Item 1 Attendees & Apologies

#### Present:

<b>Board members:</b>	Emma Cogan	EC
	Julia Cohen	JC
	Louise Cox	LC
	Cllr James Farquharson	JF
	Simon Newport	SN
	Tamsin Mutton-McKnight	TMM
	Steve Newstead	Chair
	Tim Williams (Treasurer)	TW

<b>Non Board members:</b>	Alex Burden (Weymouth BID)	AB
	Julie Cleaver (Popcorn Marketing)	JAC
	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>	Steve Connell	SC
	Cllr Jason Osborne	JO
	Sue Roper	SR

The Board were advised that due to increased work commitments abroad Steve Connell will be stepping down as a Director with immediate effect.

### Item 2 Minutes Update and Approval (13/07/16)

- Minutes agreed.

### Item 3 Presentations

- No presentations.

### Item 4 Chairman Verbal Update

- No update.

## Item 5

### BID Manager Update

- **General Update**
  - Operations Team are busy working on plans for September – December 2016.
- **BID Levy**
  - The BID Levy has been sent out by the council along with the annual report.
  - The annual report is also on-line for all BID Levy Payers to access.
  - BID Levy Payers are now able to apply to become Members of the BID.
- **Staffing**
  - There has been a review of staffing requirements and as a result Ann Newman BID Administrator will be leaving the BID this month through redundancy.
- **Parking**
  - These issues continue and parking remains the number one concern for the business sector. The BID is looking to secure parking concessions for Halloween and Christmas.
  - The Multiple Retailers are looking to compose a letter to the council with their concerns in relation to parking.
- **Events Traffic Management**
  - The increasing number of events and festivals in Weymouth particularly where roads are closed is causing disruption and effecting businesses in some cases.
  - Dorset County Council (DCC), Weymouth & Portland Borough Council (WPBC), Police and Event Organisers will be working together to improve event traffic plans for 2017 and intend to produce a single event traffic management scheme.
- **Signage**
  - The signage grant application will be confirmed during the next week.
  - If unsuccessful, signage will remain in the DCC project to be installed in Weymouth.
- **Tourism Partnership**
  - This organisation continues to meet bi-monthly.
- **Grant Funding**
  - Small pockets of funding are available. We need to look at what we want to achieve and then research grants that matches our criteria.
- **WiFi**
  - No update. Liaison with DCC and WPBC required.
- **Budgets 2016/2017**
  - Budgets set in June 2016 to be revisited.

**ACTION NS – BID member application forms to be sent to all Board Directors – Deadline Friday 14 October 2016**

**ACTION NR – Compose a parking letter to the council on behalf of the Multiple Retailers - Deadline Monday 3 October 2016**

**ACTION NR – Research available grants – Deadline Wednesday 11 January 2017**

**ACTION NR – Liaise with DCC and WPBC regarding town WiFi – Deadline Wednesday 11 January 2017**

**Item 6 Treasurer’s Financial Report**

A breakdown of expenditure to date for 2015/2016 was circulated by email to the Board prior to the meeting. The Treasurer reported on expenditure and current income.

**Item 7 Board Decisions since last meeting**

- None.

**Item 8 BID Director Applications**

- None.

**Item 9 Review of Previous Events**

- **Waterfest – 3 & 4 September 2016**
  - Feedback has been positive for this event, although it was felt that there were too many food stalls.
  - Roger Dalton Associates have now finished their contract to organise Waterfest.
  - There may be an opportunity to incorporate a Heritage Ships race culminating in Waterfest next year, which could attract Heritage funding.
  - There may also be the opportunity to combine the Literary Festival with Waterfest.
  - Potential dates for next year are 9 & 10 September 2017.
- **Ironman – 11 September 2016**
  - Retailers saw a busy week in the run up to Ironman but struggled over the weekend.
  - Restaurants were busy Friday evening through to Sunday lunch time.
  - A review of the traffic management plan will be made by Debbie Ward and Matt Prosser.

**ACTION PM – To research Heritage Ship race - Deadline Wednesday 9 November 2016**

**ACTION PM – To approach Sun Seeker as a possible sponsor of Waterfest – Deadline Wednesday 9 November 2016**

**Item 10 Forthcoming Events**

The events were advised to the Board as listed:-

- **Chorus Beside – 17 & 18 September 2016**
  - It has proved difficult to participate in the marketing of this event.

- **FEAST – Monday 3 October to Friday 25 November 2016**
  - Point of sale items for FEAST participants are being prepared.
  - Saturday 1 October 2016 there will be a 'Pop Up Kitchen' in our street trading promotional pitch with guest chefs from participating restaurants cooking/serving.
- **Lions Motocross – 15 & 16 October 2016**
  - This is now a one day event.
- **Freaky Streets – Monday 24 – Saturday 29 October 2016**
  - A week long programme of events is being organised to entertain the whole family in the town.
- **The BIG Christmas – Friday 2 December 2016 – Monday 2 January 2017**
  - Looking to produce a voucher booklet to be given to those using the ice rink to encourage visitors to explore the town.

## Item 11 Projects

- **Future Levy Collection Charges**
  - It was proposed that the trigger for payment of these charges will be after magistrates' court dates have been confirmed. Chair proposed the decision and it was seconded by Louise Cox.
- **Funding Applications – Lions Beach Motocross 2016**
  - The Board agreed that the Lions will need to complete a new funding application form now that the event has been reduced from two days to one.
- **Healthy High Streets**
  - The Co-op is no longer a Healthy High Streets (HHS) corporate partner and have been replaced by Wilko.
  - A HHS forum meeting took place earlier in September. This was well attended and is developing positive relationships within the town.

**ACTION NR – Advise the Lions to complete a new funding application for their Motocross event in October 2016 – Deadline Friday 23 September 2016**

## Item 12 Marketing

Papers circulated at the meeting.

- **WeAreWeymouth.co.uk**
  - Website sessions for June 2016 were 17,508, for July 2016 were 22,846 and for August 2016 were 35,228.
  - This summer we have seen the best ever 8 weeks with a 140% increase in sessions from last year.
  - WeAreWeymouth.co.uk appears on page 1 of Google in 4<sup>th</sup> position for the second month in a row.
- **WeymouthBid.co.uk**
  - Detail on becoming a Member of Weymouth BID Ltd is now available.

**Item 13      Legal Update**

- Legal Action brought by previous Director was discussed and the Board were updated on the current position and options available.

**Item 15      Date of next Full Board meeting**

- Wednesday 9 November 2016 at 2pm.

**The meeting closed at 4.30pm**