

Minehead BID Company Limited Board Meeting

Minutes of meeting held on: Date and Time: Tuesday 14 July 2020 at 6pm

DIRECTORS PRESENT:

Graham Sizer (D)	GS (Chairman)
Julian Abraham (D)	JA – part of meeting
Ryan Boulton (D)	RB – part of meeting
Cllr Anne Lawton	AL (Advisor)
Jon Lee (D)	JL
Martin Neal	MN (Ambassador)
Alison Prior (D)	AP
Cllr Terry Venner (D)	TV
Cllr Mandy Chilcott	MC (Advisor)
Cllr Andy Hadley	AH (Advisor)
Sam Murrell	SM (Advisor)
Sharon Grant (Daffodil PR)	SG
Livi Grant (Daffodil PR)	LG
Andrew Hopkins (BID Manager)	AJH
Sarah Wilsher (Minutes)	

GS welcomed everyone to the meeting.

1. Apologies

Debbie Sawatzki (D)	DS
Jim Whittaker (D)	JW

2. Anything to declare

There was nothing to declare.

3. Matters arising from previous meeting held on 23 June 2020*Minehead Gift Card*

AJH reported that additional information had been received from Chris Parker, which he had not yet had the chance to properly go through. Also DS had been talking to businesses within the town to ascertain local views on a gift card for Minehead. More research needed to be undertaken. The gift card scheme would be discussed at the next meeting.

The AGM and Invoicing situation for year 3

All letters had gone to levy payers regarding the AGM and the BID levy/

Adoption of minutes of the previous meeting

AP advised that under the *Marketing/Social Media Update* she had suggested that it would be a good idea to produce a map showing the different shops and including a tidal clock to encourage people to go shopping when the tide was out, not in as had been minuted.

AP proposed and TV seconded that subject to this amendment the minutes of 23 June 2020 were an accurate record of the meeting. The proposal was AGREED.

4. Update on activity since the last meeting

AJH reported that Monster Hero Safari was up and running and would continue until the end of September 2020. The first 100 entrants were being paid for by the BID. AJH had received a thank you from a participant who had completed and very much enjoyed the trail. Free car parking signs were in place and bunting had gone up within the town centre. Unfortunately, due to an issue with the delivery of the bunting for Holloway Street this had not arrived and was now promised for 17 July. Graham had apologised to the traders on Holloway Street. The new revised version of the Story Walks had gone live and an additional footfall monitor would be installed at the Beach Hotel in two weeks' time. The footfall monitor at Greenslade Taylor Hunt was showing an increase in footfall but it was still about 40% down on what it should be at this time of year.

Somerset West and Taunton Council (SWT) had agreed to extend the free parking until 30 August. MC advised that the railway station car park was still free but charging and enforcing was taking place for on-street parking along the seafront. She had asked Somerset County Council (SCC) to re-look at this but it was unlikely to be changed as it would not be in line with parking policy elsewhere in the County. As the parking spaces were being used she did not think that charging was an issue.

JA reported that changes to the licensing laws were coming in from Central Government on 20 or 21 July in respect of pavement licences. This would speed up the processing and determination of licences to 10 days, after which if no decision had been made by SWT then the applicant would have deemed consent for a year (but not beyond 30 September 2021). JA had made an application under the previous process which had been refused. He would be submitting an application under the new scheme.

AL expressed concern that the pavement licences would decrease the space available in The Parade for pedestrians and social distancing. JA advised that there had to be sufficient space not to restrict the flow of pedestrians and that tables and chairs had to be taken in at the end of a day's trading.

AJH reported that complementary comments had been received about Minehead's social distancing measures. However, an issue with parking on the pavement in Park Street had been raised which he was looking into. Also, as the pavement in Park Street was narrow whether parking should be removed from this road in order to increase the space available for social distancing. It was felt that the number of people using a particular street determined whether parking needed to be removed

and that streets needed to be individually assessed. It was also recognised that the lack of high street parking discouraged customers, particularly the elderly, from coming into town so to remove more could be to the detriment of businesses.

Butlins was to re-open on 24 July and BID would be meeting with Julian Highfield on 22 July. West Somerset Railway would be opening for two Living History Weekends on 25 and 26 July and 1 and 2 August at Minehead station. BID would be helping to market their activities.

AJH was looking into anti-social behaviour issues on the seafront. SWT's Streetwise Officer would be coming to Minehead on 15 July. If any of the Board were aware of any ASB issues could they please email AJH before 11am on 15 July.

LG had seen groups of young lads on the seafront, not socially distancing and wondered if the police should be asked to patrol the area.

The public were being attacked by seagulls. GS explained that there had been no opportunity to replace the eggs this year, which was usually undertaken by the Chamber of Trade. LG advised that people were feeding the seagulls and asked whether signs were required asking people not to. GS informed the meeting that the Chamber of Trade put posters/stickers up in the shelters, etc. and replaced them every year. They were about to do this again for the Summer with the BID contributing towards this.

5. Events/Public Realm Update

GS reported that a meeting of the sub-group had been held last week. The first one since February. He provided an events update, as follows:

- Eat Minehead to be held on 22 August from the Beach Hotel to Blenheim Road. All business had been spoken to. There would be 50 traders rather than the usual 90 to ensure that there was more space between stalls. Posters were being distributed and banners would be arriving shortly.
- Triathlon. The BID had agreed to sponsor a two-day event. This was to be postponed until 2021. Instead a one-day event would be held in 2020 which did not require BID funding.
- Women-4-Women. DS was happy to run this again. There was no need for funding as there was still money available from last year's event. BID would be looking at holding two events and spreading it across the whole of the town.
- Christmas 2020. At present Minehead Town Council were only planning to put up Christmas lights and having the switch on which would take place on the last Friday in November. Gateway Events had not been able to hold any fundraising events this year to boost the funds for a Christmas event. The four-day/weekend event spread over the build up to Christmas therefore currently looked like this:
 - Last Friday in November – light switch on with late night shopping with special offers, etc.
 - Eat Minehead on Saturday 12th December.
 - Carols in the High Street over the last weekend.
 - Victorian Christmas with dressing up over one of the weekends.

- May Day 2021. Funding had been allocated for this.
- Steampunk Festival. David Smith had been approached in respect of a 2021 Festival, but he was not enthusiastic about coming down to Minehead prior to the event, particularly as he now lived further away. Unfortunately, monies had been lost when the 2020 event had been cancelled and contracts would be tightened in the future to ensure that this did not happen again. AP was to contact an alternative provider in Ilfracombe.

Action: AP to make contact with an alternative provider for a 2021 Steampunk Festival.

- Cycling event. The previous cycling event in 2019 had caused a backlash from traders regarding the lack of parking and perceived restrictions on the flow of pedestrians. To avoid this the cycling club did not wish to hold another event until a full consultation exercise had been held and the businesses were happy. Such consultation would be undertaken over four weeks in August. A new route was planned in 2021 taking in Lower Avenue, North Road and the seafront. The cycling club wished the BID to take on the overall organisation of the event consulting businesses, and do the risk assessment, etc. leaving the club to organise the cycling competition element and the marshalling.

MC was keen for the cycling club to have more input into the event. TV advised that he had received complaints from residents, whilst GS stated that prior to the last event he had spoken to the residents in Hanover Court and offered them alternative parking provision, which had not been taken up. This would be done again next time.

GS provided a public realm update, as follows:

- Bunting had gone up in Park Street, Friday Street and The Parade on 3 July. New bunting at the harbour had gone up too and Jackie Jago had lined it.
- Flower baskets were on hold as the nursery in Bristol that provided the flowers was currently closed. The baskets would be put up in 2021.
- Public benches. AJH advised that he was waiting to hear from the legal department of SCC.
- The Avenue trees – JL reported that Lynch's were able to do the work and apply for the necessary licences. JL needed to talk to SCC in respect of the necessary permissions/licences. MC advised JL to talk to the arboriculturalist about the best types of trees for planting in The Avenue and advised that SCC were looking at climate change and environmental enhancements, including tree management.

TV announced that Minehead Town Council had a budget of £2,000 to replace the trees. GS said that the cost per tree was between £1,200 and £1,500. As such BID would be adding to MTC's pot.

MC reported that SCC had recently passed a motion to set up a budget of £1m for green initiatives around Somerset. Parish and Town Councils would be invited to apply for this funding.

- AJH would be meeting with Bryan Howe, Minehead Town Council Clerk to discuss Christmas lights.
- Litter Collection Day. Keep Britain Tidy were looking for small groups to get involved in this event. Plastic Free Minehead were keen to participate and AJH had sent information on the day to Cllr Toni Bloomfield who was Chair of the Environment Committee at MTC, in the hope that a joint initiative could be run.

a) Steam bus proposal

GS spoke to the proposal which had been previously circulated to fund the steam lorry to run over five weekends from 25/26 July. It would travel from Butlins to the harbour, joining the two ends of the seafront and would be able to transport six passengers (under Covid-19 rules). It would cost £200 per day and money could be recouped via on-board donations and BID advertising on the sides of the lorry with commercial advertising on the rear. The total cost would be just over £2,000 including hire, coal and lorry stop signs. MN asked that the horn not be tooted between Blenheim Road and The Avenue.

AP proposed and JL seconded that the steam lorry be funded as per the proposal for Summer 2020. The proposal was AGREED.

b) West Somerset Railway 40s weekend

GS spoke to the funding proposal that had been previously circulated, which requested £3,500 to £4,000 (possibly rising to a maximum of £5,000) for the WSR 40's weekend to be held on 12 and 13 September 2020. Robin Wichard was again organising the event, building on the success of last year. As the railway line was closed the attractions would be within the town, with an increase in the number of street entertainers to about eight. It was believed that due to a current low demand for such artists there would be a wide choice available and the BID would be able to pick from the best.

AJH reassured the Board that the BID would be seeking advice from Andy Harry of Black Rock Health and Safety Management to ensure that the event complied with current guidance. It was noted that buskers and brass bands were not allowed on either public or private land.

AP said that she would like her forecourt to be used for an entertainer. JA advised that only land with a premises licence could have entertainers on their forecourts, but that entertainment was not permitted with the new pavements licence.

JL preferred for the proposal to be deferred to the next meeting, but after a discussion it was considered that the principle of supporting the event could be agreed, with the Directors looking at the details of the event later via email.

TV proposed and JL seconded that in principle the 1940's weekend be supported. The proposal was AGREED.

6. Marketing/Social Media update

RB reported that the BID was looking at working in conjunction with the Regal Theatre in terms of advertising local businesses, and using empty shop windows for promotion and advertising events.

SG and LG reported that the social media was going well. They were focussing on Facebook and Instagram and relayed data recently obtained:

Social Media Stats:

Page views: +77%

Page Likes: +40%

Post Reach: +15%

Post Engagement: +14%

Drone footage had been obtained. It was not public yet and would be put on social media next week. They showed it to the meeting. The plan was to get more up-close footage of people enjoying themselves and the specific attractions that Minehead offers as the Summer progressed. A number of businesses were taking part in the 'Eat out to Help out' scheme in August and Daffodil PR would be publicising this. AJH stated that he was looking to do an intensive marketing campaign on this scheme.

Sharon and Livvi were coming to Minehead regularly on Thursdays and on the occasional Saturday.

The billboard idea was to be postponed for the time being, but six AO posters would be displayed on the sides of the Arkade and Electric Avenue, one of which would include street names. The posters would be sent to the Board.

a) Summer ambassadors/entertainer's proposal

AJH spoke to the proposal to have an ambassador and summer entertainment programme on the last weekend of July and all the weekends in August plus Bank Holiday Monday, costing £5,000. External funding would be looked for too.

The two ambassadors would be from Minehead Information Centre. They would wander around the BID area providing visitors with advice and information including publicity material. They would also check in with BID levy payers and conduct a customer survey, the results of which could be used to assess the effectiveness of BID's work and help in the formulation of future plans.

Entertainers, as used at Eat Minehead last year, would also be employed to both entertain along forecourts within the town, the harbour and the seafront, and to help publicise events such as the West Somerset Railway Living History Weekends and the re-opening of Butlins. They would also complement the steam lorry.

The principle of the shop ambassadors and costings would be as per the Christmas shopping ambassadors approved at the BID Board meeting on 17 March 2020, i.e., £15 per hour. The entertainers would be £160 per day, which would come to about £2,000.

Staff from Butlins would be providing advice too.

TV proposed and JL seconded that the proposal be agreed to in principle subject to a written proposal coming forward at the next meeting. The proposal was AGREED.

After the meeting a written proposal was circulated to the Board giving further details of the proposal and the following breakdown of costs:

Ambassador programme: An hourly rate of £15 plus a lunch allowance of £10, which would equate to £100 per person per day x 2. For 13 days this would cost £2,600.

Entertainers: £160 per day for 12 days (as entertainment will be supplied by Eat Minehead on 22 August) = £1,920.

AP expressed concern over the content of the advice that would be given out. AL said that there had been marshals/wardens on the street during the early days of lockdown who had helped a lot with their presence and advice. AJH explained that these had been officers from SWT.

MC asked for a financial update as there had been no updates since Chris Corbett had left the Board. AJH reported that as at 10 July there was £51,989.26 in the bank.

Further information was circulated following the meeting, which gave details of expenditure and income from April 2020 to the end of June 2020, as follows:

Expenditure

<i>Advertising and marketing</i>	<i>£ 3,791.88</i>
<i>Bookkeeping and accountancy</i>	<i>£ 2,232.00</i>
<i>BID manager</i>	<i>£ 1,046.26</i>
<i>Covid response</i>	<i>£ 7,088.69</i>
<i>Events</i>	<i>£ 276.65</i>
<i>General office expenses</i>	<i>£ 384.87</i>
<i>Insurance</i>	<i>£ 319.11</i>
<i>Postage</i>	<i>£ 134.20</i>
<i>Public realm</i>	<i>£ 1,855.33</i>
<i>Reducing costs</i>	<i>£ 1,861.67</i>
<i>SWT Bid collection admin</i>	<i>£ 4,541.11</i>
<i>Total expenditure</i>	<i>£23,531.37</i>

<i>Income</i>	
<i>Bid levy</i>	£ 1,320.75
<i>Other income</i>	£10,366.79
<i>Total income</i>	£10,366.79

GS was in the process of sorting out the end of year accounts with Ian Melhuish and Lentells.

7. **AGM update**

GS reported that the nomination papers were due back by 31 July. If more people standing than places available then election papers would go out and should be returned within the timeframe available. The AGM was on 22 September.

Directors were needed for the following sectors:

- Hairdressing/beauty
- Non-licensed/hospitality
- Tourism

8. **BID levy write offs and update on year 2 outstanding cases**

AJH reported that of the 244 businesses, 29 had yet to pay the BID levy for 2019/20. Of these the BID were likely to recover funds from 20 businesses and had identified nine as write-offs. This would mean writing off £2,104.25.

The 20 businesses would be pursued at a better economic time in the future.

GS advised that nationally 6% was being written off so a 2% write off was good.

TV proposed and JL seconded that the sum of £2,104.25 be written off. The proposal was AGREED.

9. **Shopappy**

As Grace Newman could not attend the meeting, Craig Stone from SWT attended instead to explain the Shopappy scheme to the meeting.

Craig reported that news bulletins were being sent to businesses on SWT's mailing list about their high street recovery plans and webinars. On 22 July at 7pm there would be a webinar for Minehead businesses looking at the immediate and longer-term plans over the next 12 months that SWT would be putting in place to reshape the high streets. Three webinars would be held: One each for Taunton, Wellington and Minehead. A representative from Shopappy would be attending the Webinar and Cllr Andy Kingston-James, lead Member from Minehead Town Council on Covid-19, would be chairing it.

It was possible to subscribe to the bulletins via a link on the SWT website (www.somersetwestandtaunton.gov.uk)

Shopappy.com had been chosen as a way to support local businesses. 100 randomly selected businesses had been surveyed and it was found that all had some digital presence but 80% had no e-commerce platform for online transactions. Shopappy had been procured and a marketing campaign set up, liaising with Taunton Chamber of Trade, Minehead BID and Wellington Town Council.

Shopappy was a web-based service that allowed businesses to showcase their products and services online using a single platform. Businesses register on Shopappy and upload details of their products. This would improve their sales and attract customers to an alternative shopping method.

Shopappy was ideal for those people who were unable to get into high street shops from 9am to 5pm and who preferred to shop online. SWT were looking for click and collect facilities in each of the three towns where customers could pick up their purchased goods.

Shopappy had started in 2016. There were 200,000 users in 140 towns.

SWT were delighted to offer this platform for businesses free for a 12 month period, after which if businesses wished to continue with Shopappy they would need to make a contract direct with Shopappy.

Shopappy collectively brought shops together so it didn't matter if they had their own online website or not; Shopappy would provide additional exposure. It was possible to direct customers from the Shopappy website to a business' own website.

AL asked if help was given to businesses to undertake the practicalities of collecting the money and delivering the goods, following the online engagement. Craig advised that Shopappy used Visa so there were no additional bills. SWT were looking at the logistics of using local delivery firms and were searching for places in Minehead, Wellington and Taunton to act as collection points. Craig was talking to Sarah Burnett of the Co-op in Minehead in this respect, but being a national company it took time to go through head office to get permission. AP suggested talking to McColls.

GS thanked CS for attending the meeting.

10. Date of next meeting

With AJH being on leave from 1 to 21 August the date of the next meeting was not set.

After the meeting it was decided to hold the next meeting on Tuesday, 28 July at 6pm.

The meeting finished at 7.42pm