

Minutes of meeting held on:                      Date and Time: Tuesday 15 January 2019 at 6pm

**DIRECTORS PRESENT:**

Graham Sizer	GS	(Chairman)
Andrew Hopkins	AJH	(BID Manager)
Chris Corbett	CC	
Cllr Andy Hadley	AH	
Jon Lee	JL	
Deborah Sawatzki	DS	

Sarah Wilsher (Minutes)    SW

**AGENDA ITEMS**

**1. Apologies**

Ryan Boulton	RB
Gordon Dwyer	GD (Advisor)
Mark Hill	MH
Naomi Waters	NW
Jim Whittaker	JW

**2. Anything to declare?**

AH advised that he was the Portfolio Holder at West Somerset Council responsible for car parking.

**3. Matters arising from previous meeting**

*Events Sub-Committee:* GS advised that MH was to provide an update on the Vintage event but in his absence this would be held over to the next meeting.

*Public Realm Sub-Committee:* AH confirmed that following the District wide Task and Finish Group in relation to car parking, Somerset County Council (SCC) would be undertaking a whole survey on all on-street and off-street car parking in Minehead within the next 18 months. It would also look at permit parking.

*Raft Race:* GS and JW to talk to past organisers, such as James Bosley and Esther Legg, about bringing the raft race back. This would be a downscaling of the Harbour Festival raft race to one day with the potential to expand. Julian Abraham from The Old Ship Aground was happy to support the event by providing the food and drink. It was hoped that James, Jim and Esther would

meet before the next Board meeting. Not known at this stage whether it would be a raft race or a 'daft' race.

#### **4. Adoption of minutes of the previous meeting**

The minutes were agreed as an accurate record of the meeting.

#### **5. Company Secretary Update**

CC confident to be able to fulfil role. Was going through the files and the insurance was in place. AH to help with VAT return element of the accounts. It had been advised that there was a need to go digital before the end of March 2019. CC to talk to IM about this and report back at the next meeting.

#### **6. BID Manager Update**

It was agreed that AJH was no longer Interim BID Manager but fully employed in the role of BID Manager. He also worked as Event Manager for East Devon District Council which dovetailed with the BID role. JW line managing AJH. A discussion took place on whether the Board should have a private informal meeting to discuss issues without AJH prior to every Board meeting. It was decided that any Director who wanted to discuss an issue with AJH should approach GS. There were no current issues.

#### **7. BID Business Plan Update**

AJH introduced the Business Plan and explained the project traffic light system of green – started and ongoing; amber – started but not completed; red – not started. He advised that the website had been updated with all the BID information from the business plan written by Lucy Ball now included. GS pointed out that AJH was visible and accessible within the town centre and had been meeting with relevant people in order to raise the profile of the BID. The BID Business Plan Update would be a regular agenda item.

#### **8. Sub-Group decision making powers**

JW wished for a sum of money to be signed off by a sub-group without referral to the Board. AH proposed and CC seconded that each sub-group be given a budget of £1,000 of which £250 could be spent at any one time without Board authorisation. The proposal was AGREED.

#### **9. Events Sub-Committee Update**

AJH reported the following:

*Minehead Cycle Grand Prix* - Minehead Cycle Group asked for £7,000. This was too much for BID, who agreed to provide £4,000 of funds. The Cycle Group were also looking for sponsorship. GS would be going to their next meeting on 25 January.

*EAT Minehead* – Local businesses were being advised of the road closures for the event, which would be from the top of the town to the Beach Hotel. The bus companies would also be notified.

*Gateway Events* – were looking at 16 potential events which were low-key so low in cost; also, one or two more expensive events plus four or five smaller events. They were planning to raise funds through a variety of ways to assist. BID would be happy to be involved with the Christmas event, but not necessarily all the rest.

*Steampunk Festival* – DS explained that steampunk combined Victoriana clothing and art with steam powered machinery. The festival was going around the country and it would be looked at for Minehead in 2020. DS thought Spring would be a good time and AH suggested that it could be held in conjunction with a family weekend at Butlins.

*Vintage Weekend* - It was felt that this needed to be a Minehead event with the participation of the West Somerset Railway (WSR) rather than a Railway event, and it was agreed that a meeting should be held with WSR to discuss the details.

## **10. Public Realm Sub-Committee Update**

GS reported the following:

JW had attended a Minehead Coastal Communities Team (MCCT) meeting. The Minehead Economic Plan was being updated and they would like ideas put forward.

Blue Flag status was one of the BID's priorities. It was hoped that this tied in with Minehead Town Council's priorities and was being flagged up with West Somerset Council.

Brackets for 50-60 hanging baskets for Park Street and Friday Street had been ordered. Minehead Town Council would charge for watering the baskets and details of this cost were awaited. GS to chase at the meeting with the Town Council on 18 January. GS to organise the erection of the brackets. Noted that insurance was in place in case of accidents.

GS to bring quotes for flagpole holders and bunting to the next meeting. The presence of CCTV cameras needed to be taken into account in the positioning of the bunting going across the road.

Fifteen Avenue lights had been left in the trees and were taken down yesterday. Now stored in GS' garage. All had been tested. A meeting had been held with Phil Green from Somerset County Council (SCC) in early January regarding the standards the lights had to achieve. The standard required by SCC was awaited together with details of contractors allowed to work on light columns.

Lights in Blenheim Gardens at Christmas time were suggested.

The free parking after 3pm in North Road car park had not effectively increased footfall.

AJH had spoken to County Highways about having a coach drop off point in The Avenue. They had advised that at this time they were not willing to consider this as complaints had previously been received from people about the loss of car parking spaces. It was suggested this could be looked at as part of the SCC parking survey.

GS was working on a template for a coach welcome pack for the next Public Realm meeting.

All signage was being looked at this could include a sign in WSC's coach park so that coach drivers could direct their parties into the town centre.

### **11. Marketing and Communications Sub-Committee Update**

- a. ***Minehead Bay website proposal*** – with GD not present this would be held over to the next meeting.
- b. ***Springboard footfall monitor proposal*** – AJH explained that there was very little data available on footfall in Minehead. He was looking for data on car park usage and the Card Factory measured the percentage of sales made, but no other information was collected. The Springboard footfall monitor would be able to measure footfall giving daily data which could be used to enable time comparisons to be made, the impact made by the Farmers Market to be assessed, show the effect on the town when Butlins was busy and enable comparisons with other towns' footfall to be made. An optimum point within the town was required so one camera could be positioned near Boots. Quotes for automated footfall counting: One-off trial period of 3 months: £895. 1-year contract: £4,719. 3-year contract: up to £3,500 per year. Mobile device tracking was available at an extra cost. GS proposed using Springboard and AH proposed doing the trial period in the first instance. The proposal was AGREED. AJH to action.

### **12. Reducing Cost Sub-Committee Update**

AJH, RB and GS would be meeting with Meercat Associates (BID waste and recycling consultancy) during the week commencing 21 January. Also looking at Somerset Waste Partnership and other waste disposal companies.

### **13. Any other business**

If issues of concern received from people about what BID were doing to please let AJH know.

GS had gone through the GDPR forms. 240 completed forms had been received. Street ambassadors to get the rest of the businesses to complete them. Newsletters could only be sent to those who had ticked the 'receipt of newsletter' box.

**14. Date of next Board meeting – Tuesday 12 February**

Events and Public Realm sub-groups meeting – Tuesday 29 January

Other sub-groups to be agreed

**Meeting finished at 7.20pm**

SW – 19.1.19