

Minehead BID Company Limited Board Meeting

Minutes of meeting held on: Date and Time: Wednesday 22 June 2019 at 6pm

DIRECTORS PRESENT:

Graham Sizer	GS	(Chairman)
Andrew Hopkins	AJH	(BID Manager)
Chris Corbett	CC	(Company Secretary)
Jon Lee	JL	
Deborah Sawatzki	DS	
Jim Whittaker	JW	
Naomi Waters	NW	
Jenny Bashford	JB	(Advisor)
Samantha Murrell	SM	(Advisor)
Cllr Sandra Slade	SS	(Observer)

Sarah Wilsher (Minutes)

AGENDA ITEMS**1. Apologies**

Ryan Boulton		RB
Sam White	SW	
Jim Whittaker	JW	

GS welcomed everyone to the meeting and explained who the Board members were to the new attendees, whilst JB introduced herself as Minehead Town Clerk and SM explained her role as a Localities Engagement officer with Somerset West and Taunton Council (SWT).

2. Anything to declare?

Nothing was declared.

3. Matters arising from previous meeting

Minehead Gift Card – AJH advised that Colin Munro had come back with a number of different options and examples, which he would forward to the Board for discussion at a future meeting.

Meercat Associates – An update report had been received from Rishi Sood. He had earmarked eight businesses to visit and reported that from four of these businesses a saving of £13,000 had been identified.

Local Authority Board representatives – AJH reported that the Articles of Association for the BID require a Local Authority representative to be a board director and it has been suggested that this should rotate between the three levels of local authority – Town, District and County. District Councillor Andrew Hadley was currently a Director on the Board and there was a need to ascertain whether he was required to resign from the Board or not as AJH had been told that the District Council representative would be appointed by the Leader of the Council. Ideally if there was only the one Local Authority representative who became a director, for this year that could be a Minehead Town Councillor. Other LA representatives could then be Advisors. AJH was to clarify the situation with British BIDs and contact Councillor Hadley.

JB informed that there were 16 councillors including a Mayor at Minehead Town Council. Both the Mayor and the Clerk emphasised to their Members that there should be no conflict of interest between the Councillor role and the personal/business interests of the Councillor. It was noted that four Councillors were both Town and District Councillors.

Public Realm – GS advised that he had sent a letter to SWT asking who was responsible for weeding the area along The Esplanade where the works were ongoing in respect of planting, play areas etc. The contractors would be leaving the site within a few weeks. JB reported that the contractors were supposed to replace dead or dying plants and weed the area for the next 12 months.

4. Adoption of minutes of the previous meeting

Subject to Zero Accounting being corrected to Xero Accounting under the Company Secretary Update, the minutes were agreed as an accurate record of the meeting.

5. Company Secretary Update

CC reported that there was just under £60,000 in the bank. Main items of expenditure since the last meeting had been £3,300 to Meercat Associates and £1,050 to SWT. It was clarified that the start of the financial year was 1 July, which is when the BID came into being.

6. AGM

GS stated that the AGM would be held on 24 September 2019. CC reported that two Directors would be resigning – Naomi Waters, representing the hospitality sector, who had decided not to continue as Director, and Ryan Boulton, multiple retailer representative. CC felt that RB wished to re-stand but this needed clarifying.

Nomination papers needed to go out two months before the AGM and be returned three weeks prior to the meeting, and if an election was necessary voting papers would need to be distributed.

It was decided not to include details of the AGM in a bi-monthly newsletter but to send notice of the AGM to the BID membership separately, and to do this by post as then the responsibility of delivery and receipt was with the postal service. GS would prepare the paperwork and AJH would ask SWT for their assistance with the mailout.

7. BID Manager Update

The Update as previously circulated was noted. AJH added that he had taken the Leader and Chief Executive Officer (CEO) of SWT around Minehead and Cllr Habib Farbahi, Portfolio Holder for Asset Management and Economic Development, would be visiting the town on 14 June. He was happy to take the Minehead Town Councillors around as well, if desired.

Eleven summonses had been issued for the magistrates court. Six businesses had paid prior to court. The former owner of the Exmoor store in Friday Street had not yet been served a summons. The magistrate had signed off the liability orders; outstanding were the former Bailey Mac café, Golden House Restaurant and Kebab House. Letters had been sent on 11 June giving them seven days to pay their BID levy plus court costs of £20. If they did not pay then further action would be taken and a bailiff would be employed.

AJH was checking with SWT that owner and business details were correct for the new invoices which would be circulated during early July 2019. He asked the Board to let him know if they were aware of any changes in ownership, business name details, etc.

GS advised that of the 300+ BID towns in the country Minehead BID was one of the best for getting levies in. Our collection rate was just short of 97%.

8. Events Sub-Committee Update

DS reported on the following events:

- Cycling Grand Prix – A road closure issue was to be sorted and more marshals were needed.
- Vintage event with West Somerset Railway – SW would be submitting a funding application for £600 for vehicles, including a tank.
- EAT Festival – 75 businesses had signed up. Ten to twelve more were needed to fill the spaces.

- Ladies in Business – a successful one-night event had been held in 2018 with Macmillan’s being the chosen charity. The 2019 event would be run on the same format but for two nights over two weeks and would be ticket only. A goodie bag would be available including vouchers and a bag for life with Minehead BID printed on it. A local charity rather than a national charity may be chosen this year.
- Steampunk Festival – David Smith was very enthusiastic and had started organising the Festival for the May Day bank holiday weekend in 2020. However, due to VE Day the bank holiday would now be Friday, 8 May rather than Monday, 4 May. David had decided to continue with the original dates anyway as the main events would be held on the Saturday and Sunday. As the Regal hadn’t worked very well he was looking at the social club in North Road and other more intimate venues, including pubs.

AJH explained to JB, SS and SM that requests for BID monies needed to be made on funding application forms, which if completed properly would explain how much was being applied for, what it would be used for and why it was needed, how the use of this money would match the BID business plan, how the success of the project would be measured and how the businesses within the BID area would benefit. These applications would initially be considered by the sub-committees who could agree a grant of up to £500. Anything over £500 would need approval from the Board, following a recommendation from the sub-committee.

9. Marketing Sub-Committee Update

AJH reported that since the BID had agreed to join Visit Somerset, he would be meeting the CEO next week regarding moving this forward including securing a web presence. A press release had gone out announcing the BID’s membership. John Turner had met with WSR and the Beach Hotel.

AJH had changed the Minehead BID Facebook page to Visit Minehead. Editors of the page included DS and Minehead Information Centre and Minehead Town Council. RB was keen to lead on Instagram. AJH was also working with the communications team at SWT. The aim was to promote Minehead and BID to a much wider area than just Minehead.

GS advised that it was still hoped to link with the Minehead Information Centre and their website. The Centre was mainly funded by EDF, and as such the Centre had been moving in a different marketing direction to the BID, but a new Centre Manager had been appointed who was developing the website and events page.

The Minehead Bay branding was considered to be under-utilised. GS advised that every year a group of A level students from Colchester came down to Minehead and were shown around the town. GS had introduced this year's students to the Minehead Bay logo and found that they liked it but also thought it was under-used in the marketing of the town.

Travel writers were to be encouraged to visit the town. They already wrote articles on the WSR but with Minehead BID becoming a member of Visit Somerset there was a need for writers to visit and focus on much more of the town.

The impact of the Butlins adult weekends on the town was acknowledged by the meeting who noted that sadly it led to some local accommodation providers not recommending, and even running down, the town to their guests. It was felt that the police presence in Minehead over an adult weekend was not always sufficient. SS said that at the Minehead Area Panel meetings the police always reported that Butlins paid for two police officers to be present in the town over adult weekends to double the number of usual officers. Sadly, whilst adult weekends generally increased the number of visitors spending in the local shops, cafes, pubs, etc. they tended to keep away the local residents. AJH and JB agreed that there was a need to work with Butlins, local pubs and the Police to address the anti-social behaviour expressed outside the resort.

10. Public Realm Sub-Committee Update

Jon and GS reported the following:

The hanging baskets had been delivered and were to be hung in Park Street and Friday Street. The two Minehead First Schools were to plant tubs in Wellington Square with a photo opportunity for the schools, church and the BID. GS had emailed the Schools but there had been no reply. SWT had agreed to keep the plants for a few more days. The meeting advised that it may be best to approach voluntary groups such as the Cubs, Guides, Scouts, and Minehead Eye.

800 metres of bunting would be erected 6m high from ground level across the street at the bottom of The Avenue in a zig-zag fashion between the trees and the buildings. Permission was needed from the owners of those properties to which the bunting would be attached. SWT had agreed to hang the bunting free of charge which would save £500. The bunting cost £590.

The public benches from the seafront were being stored in SWT's depot which saved £2,000 to £3,000.

AJH and SM had done a tour of the unsightly street furniture. Neil Corfield of SWT would ascertain what the Council were responsible for and whether they would be willing to make any improvements within those areas. Contact would need to be made with owners of the remaining street furniture.

SM reported that she had found out from Natalie Green, Contracts Overseer with SWT that the litter bins on the seafront were going to be replaced. Julie Lynch at IdVerde (the waste collection service) was concerned with their capacity as they were smaller than the existing bins and had taken this up with Natalie. A sample bin and a normal bin were to stand together to assess use, and outside food outlets there would be extra bins. GS asked for an illustration of the new bin. The meeting agreed that there needed to be a consistency in the style and size of litter bins and that they needed to be seagull proof.

SM added that the bin in Townsend Road was to be replaced with a like-for-like replacement.

Multi-functional brackets were to be erected for baskets, flags and Xmas trees.

GS asked how the BID had performed in the first year. It was agreed that ambitious projects had been commenced and worked on in year one and that year two should be a period of consolidation of events and public relations. NW said that there was a need to be proportionate about how much was being spent and about how much they were undertaking, particularly as the Board members were voluntary.

11. Any other business

VE Day

SS reported that the VE Day Organising Committee were looking for details of events over the May Day weekend, and would particularly like to see street parties on the Saturday. SS would be talking to different organisations to see if they want to get involved. Replicated events from VE Day 1945 would be especially welcomed. GS said that Allerford Rural Life Museum had pupils' books from Minehead Schools dating back to the early 1940s and according to these there had been a deliberate fire in Bancks Street on VE Day.

12. Date of next Board meeting – Wednesday 10 July 2019

Events and Public Realm sub-groups meetings to be agreed

Meeting finished at 8pm

SW – 16.6.19