

**Minehead BID Company Limited Board Meeting**

Minutes of meeting held on:                      Date and Time: Tuesday 18 February 2020 at 6pm

**DIRECTORS PRESENT:**

Graham Sizer (D)	GS	(Chairman)
Ryan Boulton (D)	RB	(part of meeting)
Cllr Mandy Chilcott	MC	(Advisor)
Jon Lee (D)	JL	
Martin Neal	MN	(Ambassador)
Debbie Sawatzki (D)	DS	
Jim Whittaker (D)	JW	

Sarah Milner-Simonds	EAT
Beverley Milner-Simonds	EAT
Emma Thomasson	Visit Exmoor

Andrew Hopkins	AJH	(BID Manager)
Sarah Wilsher		(Minutes)

**Presentation on eat:Minehead**

Beverley and Sarah reported that Eat would be coming to Minehead on 4 April and 3 October 2020. The April event was their first outdoor event of 2020. It would run from Blenheim Road to The Esplanade. Craft workshops would be set up in The Beach Hotel. The October event would run from the top of The Parade to North Road, as per the October 2019 eat festival. The craft workshops would go in The Old Hospital.

Street trading licence had been granted and the application for the road closure order submitted. The buses were happy with both road closures and the traders attending the event were making positive comments. Their enthusiasm was on a par with the Taunton and Wellington eat festivals.

Sarah and Beverley were happy to help Minehead Town Council and Minehead BID celebrate Christmas with an eat festival on 12 December 2020. There would be a reduction in the percentage of hot food and the layout would be made tighter. Feedback from the April and October events would be used to inform the December festival. There was more enthusiasm this year for local traders to participate and Sarah and Beverley would look at robust ways for existing businesses to interact. They were looking at encouraging traders from a 40-mile radius of Minehead.

Publicity for the events would include an advertising schedule, banners, 'estate agent' type publicity boards. The layout had been looked at to take account of open

and closed shops within the town and they had been distributing 'Proud to be a Minehead Independent' posters. More posters would be given out on 22 February when they would be returning. Eat posters would be sent to the BID nearer the time of the eat events.

### **Presentation on Visit Exmoor**

Emma reported that Visit Exmoor had been working with Minehead BID for a few months. Visit Exmoor was the official unified tourism organisation for Exmoor. They received contributions from their 160 members and from Exmoor National Park Authority. Funding was also sourced from Hinkley Point Tourism Activity Partnership (HTAP). Emma was looking into the growth and sustainability of Visit Exmoor in view of the ending of HTAP funding in three years' time.

Exmoor was a fantastic brand. Visit Exmoor had a social media audience of over 22,000 across Facebook, Instagram and Twitter and this was growing by approximately 3% per month. They were also investing in their website and had about 20,000 to 30,000 visitors each quarter. They had started to look at the website trend, which was seasonal. Print and online publications, such as Eat Exmoor were produced and there were plans to release Stay Exmoor and Active Exmoor.

Emma talked about the Coastal Strategy which was being pulled together in conjunction with Visit Somerset, whereby every coastal hotspot would be looked at, encouraging people to holiday in the UK. This tied in with the increasingly popular culture of domestic holidays being taken rather than trips abroad which increases the carbon footprint.

Emma outlined the bespoke membership package that had been developed for Minehead BID, including:

- A welcome to Minehead BID on Twitter and Instagram.
- An enhanced Minehead page on the Visit Exmoor website, including a link to Minehead TIC.
- An ongoing Minehead Social Media theme, giving Minehead a clear and regular focus through our social media channels. Minehead BID would be followed, tagged and hashtagged to encourage Visit Exmoor's 22,000 strong audience to access Minehead information and assets.
- Attendance and engagement supporting the Minehead BID Marketing Committee. The Visit Exmoor Marketing and PR Co-ordinator will participate in this Committee and related activities.
- Free attendance (Minehead BID or TIC) and tables at all Visit Exmoor events.
- A Minehead editorial article in Eat Exmoor publication (15,000 distribution).
- Reduced Visit Exmoor membership to all Minehead BID businesses (and a roll-over of 2019 rates for existing Minehead Visit Exmoor members).
- Reduced advertising in Visit Exmoor publications to all Minehead BID businesses.

- A commitment to at least one (target of two) Minehead focussed press articles in 2020.

JW and AJH had recently attended a Coastal Summit meeting. JW felt that everyone benefitted if there was greater co-ordination between the coastal communities.

JW pointed out that most BID levy payers were retail businesses and asked how Visit Exmoor could benefit these businesses. Emma replied that Visit Exmoor had producers as members and encouraged them to join. Visit Exmoor ensured that there was much publicity about local produce in their guides, and local services, such as hairdressers, were promoted and given prominence on the website. There were producer and retailer rates available.

Mandy Chilcott explained that historically there had been a battle for HTAP funding between the brand of Exmoor and the coast and asked what Visit Exmoor were doing to promote the coastal areas. Emma explained that the Coastal Strategy had come in and she was looking at those things that had been missing from Visit Exmoor, such as the coast and the people. These areas would be given more attention in the future, for instance sharing local peoples' love of their community and surroundings with potential visitors.

Emma, Sarah and Beverley were thanked for their presentations and left the meeting.

## 1. Apologies

Alison Prior (D)		AP
Chris Corbett (D)	CC	
Cllr Terry Venner (D)		TV

## 2. Anything to declare

Completed declaration forms were handed to GS by the directors. DS to be sent a form for completion.

## 3. Matters arising from previous meeting held on 17 December 2019

AJH reported that The Plastic Free Minehead Campaign would be coming forward with a proposal, to be considered at a future meeting.

### Adoption of minutes of the previous meeting

The minutes of 17 December 2019 were agreed as an accurate record of the meeting.

### Matters arising from previous meeting held on 21 January 2020

Springboard Football Monitor – AJH advised that the monitor had finally received a two-year permission to be erected at Greenslade Taylor Hunt from SWT. The monitor had been set up and the three-month trial had begun. After a few weeks it was hoped to have some comparative data, and it would provide useful data on

the popularity of events and whether the Farmer market impacts on footfall. Springboard would also enable comparisons with regional and national data. From information available to date peak times for footfall in the town centre were from 10am to 12noon. Ideally, it would be useful to have monitors in different parts of Minehead, such as at the Railway Station and Butlins. He was looking to get car parking figures too and would request this again when meeting the Chief Executive and Leader of Somerset West and Taunton Council (SWT) next week.

Comparative data held by stores would be sought to see if this helps identify trends on the town's performance.

#### **4. GDPR Forms**

Some Directors were experiencing difficulties in getting the forms to the owners and also with their completion. AJH stated that the reasons for the non-completion should be ascertained to help understand why people didn't wish to complete these.

#### **5. Ambassador and Director Feedback**

MN reported that the lower end of The Avenue was very quiet. It was the same for the national brands in this location too. Other directors advised business for them was better with either increases on previous years or a similar trading position. MC said that the location of shops within the town made a difference. MN had also noted differences between visitors to Butlins, in that those guests staying for the 60's and 70's weekends tended to shop within the town whereas other music festival goers were more likely to visit the pubs.

#### **6. Events Update**

##### **a) VE Commemorations Proposal**

In TV's absence AJH spoke to the proposal, which had been circulated in advance of the meeting and had been discussed and approved by the Events Sub-Group. He explained that Minehead Town Council (MTC) were leading on the VE weekend and were putting in about £4,000. From BID they had requested £1,025 to cover:

Newton Swing Band 2pm to 4pm in Blenheim Gardens on 9 May  
Pashy Pops 7pm to 11pm at The Hobby Horse on 9 May  
West Somerset Brass Band 2pm to 4pm in Blenheim Gardens on 10 May  
Flags and bunting  
Family Film Show at the Regal Theatre

GS proposed that BID support the event with the requested sum of £1,025, as detailed above, and DS seconded. The proposal was AGREED.

It was noted that the Events Sub-Group had approved an additional group of Morris Dancers for the May Day event at a cost of £200, using the Sub-Group's delegated financial powers.

**b) Eat: Minehead on 12 December 2020**

AJH advised that the Eat event would cost £3,000.

The Christmas events included to date:

Saturday, 28 November - Lights switch on by MTC, it was believed Gateway Events were proposing their own separate event which would be similar to that organised in 2019, but over two days rather than three. Exact details were not yet known.

Saturday, 5 December – Christmas Tree Festival in The Avenue Methodist Church.

Saturday, 12 December – EAT, organised by BID.

Saturday, 19 December – Christmas entertainment. Details to be agreed.

It is believed a proposal about Christmas was to be taken to MTC next month by the Mayor Councillor Sandra Slade.

DS proposed and JL seconded that £3,000 be spent on the Eat Christmas Festival. The proposal was AGREED.

**7. Public Realm Update**

JL spoke to the proposal, which had been circulated prior to the meeting and approved by the Public Realm Sub-Group, in respect of extra flowers. He proposed and DS seconded that the 24 baskets at WSR, the Queens Head, Stones and the Hairy Dog be replaced with self-watering baskets at a cost of £600; baskets be purchased for the new brackets in the Lower Avenue at a cost of about £600; planting and watering costs for the newly purchased cake stand planters at a cost of £480; and three extra baskets on the poles outside Cream café £300 – making a total cost of £1,400. The proposal was AGREED.

SW Coast Path footpath signage - it was noted that the Public Realm Sub-Group had approved, under their delegated financial powers, to provide funding of £60 towards the painting of the signage. SWT and the Coastal Path Association had also contributed.

Christmas light infrastructure – GS and AJH are working with Bryan Howe (Acting Clerk to MTC) on this and have shown a number of companies around the town and await their quotes for a whole town scheme. Once received there would be a joint BID Board meeting with Minehead Town Councillors to discuss.

Harbour bunting – The proposed new bunting had the businesses' approval so permission from SWT would be sought.

Repairs budget – to tidy up lampposts, electric boxes, etc. This would be in conjunction with SWT and Somerset County Council (SCC).

The Avenue Trees – JL had obtained, with MC's help, access to the national mapping of subterranean utilities. JL would be looking at this to find out what was beneath the roots of the trees. MC added that many of the trees were reaching the end of their lives so SCC were surveying them every six months. BID wished to replace trees that needed to be removed. This would tie in with the climate change strategies being produced by SCC and SWT. MC said that SCC's practice was not to take a tree down to ground level but to retain a stump about 4ft high so that it did not become a tripping hazard.

Roundabout planting – MC said SCC were looking into a policy on this as AJH hasn't been able to move this forward.

## **8. Marketing Update**

### **a) Visit Exmoor Membership proposal**

GS proposed and JW seconded that BID take up platinum plus bespoke membership of Visit Exmoor at a cost of £1,000. The proposal was AGREED.

At the Marketing Sub-Group meeting John Turner, MD of Visit Somerset, had introduced the new Visit Somerset brochure including six pages covering Minehead. The printed version would be published at the end of the week. 125,000 copies would be produced and a copy would be supplied to all BID levy payers.

300,000 attraction maps were to be produced which would include Minehead. AJH would discuss with Visit Somerset how to use the space we have available to us for best advantage.

JW and AJH had attended the Coastal Summit meeting organised by Visit Somerset in Minehead on 14 February and BID would be attending an event in London on 11 May targeted at operators/journalists, which would be followed with tailored familiarisation trips looking at hitting niche markets.

Visit Somerset's initiatives included poster promotion via GWR. The American market were being particularly targeted. Both Visit Somerset and Visit Exmoor were undertaking surveys to find out who visits Somerset and Minehead.

### **Branding**

RB felt strongly that BID needed to concentrate on finding a new brand for Minehead as the Minehead Bay brand was outdated and not being used. A new brand would need to be simple, possibly retro with a positive visual impact. RB would look at ideas and come back with a design for the next meeting.

AJH explained that Minehead Bay was the result of an external consultation exercise run by the Minehead Coastal Communities Team (MCCT) and that the original designer's guide was still available and he would forward this on. MC said that

there shouldn't be a number of different conflicting brands for the town. Both MC and JW were on MCCT.

JW agreed with the need for a new brand and said that it should be a priority. Once a design had been favoured it needed to have stakeholder support.

### **b) Social Media Proposal**

RB spoke to the proposal, which had been circulated prior to the meeting, and had been approved by the Marketing Sub-Group.

It was proposed to commission a third party operator to run BID's social media platforms @VisitMinehead on Facebook and Instagram and @MineheadBID on Twitter. Completed tenders would be shortlisted by the Chair of the Marketing Group, another BID Director and the BID Manager. It was hoped to have the commission up and running from 1 April, initially for a 3 month period and, subject to evaluation and agreement, for a further 12 months. The cost of the commission had been set as £6,000 for a 12-month contract, i.e., £500 per month. A social media brief had been prepared.

JW was concerned with the cost involved and felt it was much higher than it needed to be. AJH explained that it had been based on advice from other BIDS and other companies who outsource their social media service. JW wished to see a costed breakdown of how the fee would be spent.

MC asked about the budget for a social media commission. AJH explained that he had costed activities for the year and sub-groups had checked allocations. The fee for the social media commission was available within the budget.

AJH explained the tasks involved, as follows;

Creating content, promoting events, food and drink, retailers/traders within the BID area.  
Getting material from retail/service providers.  
Being on the ground during events.  
Working with Visit Exmoor, Visit Somerset and other organisations to promote Minehead.

JW asked if upskilling members on social media would be included. AJH felt that many businesses did not have the time to always be updating their own social media channels and it would be better focussed and more effective if done centrally by a specialist.

JW asked how many days per month would be expected to be worked. AJH felt that it would not be a regular 1.5 days, but would vary over a month to allow coverage of events and the need to visit BID members.

JW said that the job specification needed to be more specific, with express targets. Analytics needed to be looked at. There was a need to attract a skilled individual or organisation. DS and JL agreed that more detail was needed in order to

obtain the expertise required. It was agreed a revised brief to answer JW concerns would be prepared.

**ACTION: AJH to revise the Social Media Brief and to revisit the fee.**

## **9. BID Manager's Monthly Report**

This had been circulated prior to the meeting. GS thanked AJH for all his hard work.

## **10. Financial Update**

In CC's absence AJH reported that every project had been looked at and funding had been assigned to ensure the BID funds were being effectively spent. There was a need to spend more money by commissioning more projects to deliver. Each area now has an action plan to achieve this. Events and Public Realm were spending money and making things happen. Marketing though needed to start to spend. A reserve would be retained in case the BID was wound up.

As at 18 February there was £95,946.19 in the bank and BID levy collected was £110,380.50

### **a) Levels of Financial Delegated Responsibility**

AJH spoke to the proposal that had been circulated prior to the meeting to establish a new threshold of up to £100 spend where the BID Manager, BID Chair, Company Secretary and BID Sub-Group Chair authorise spend on projects that had been previously agreed, and to raise the threshold a BID Sub-Group could sign off spend on projects from £250 to £500. After a discussion it was agreed that the £100 arrangement was not required. DS proposed and JW seconded that the level of financial delegated responsibility for BID sub-groups be raised to £500. The proposal was AGREED.

## **11. Associate BID Membership Proposal**

AJH spoke to the proposal that had been circulated in advance of the meeting. It was intended for businesses who were either not in the BID levy area or fell under the threshold of rateable value where a BID levy was paid. The minimum fee would be £50 equal to the lowest BID levy. An associate member would receive a listing on BID's online A-Z directory (when live), access to the Meercat Associate's service, access to the social media service, networking opportunities and BID updates including a monthly newsletter. Associate membership would commence with the new financial year in July 2020. This scheme could bring in accommodation providers and Chamber of Commerce members. JL proposed and GS seconded the scheme. The proposal was AGREED.

## **12. AOB**

There was no other business.

## **13. Dates of future meetings**

Board meeting to be held on 17 March 2020 at 6pm

Events and Public Realm sub-group meeting to be held on 10 March at 6pm

Marketing Sub-Group meeting to be held on 13 March at 2pm.

**The meeting finished at 8.15pm**

SW 24-1-20